



Annual Report 2021





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Acknowledgement OF COUNTRY

**batyr would like to acknowledge
Aboriginal and Torres Strait Islander
peoples as Australia's First People
and Traditional Custodians.**

We value their cultures, identities and continuing connection to country, waters, kin and community. We pay our respects to elders past, present and emerging. Storytelling plays such an important role in Aboriginal and Torres Strait Islander culture. It is a way of passing on knowledge and learning.

As an organisation founded on the power of storytelling, this is something that resonates with us at batyr. There is so much we can learn and can continue to learn from our First Nations People.



Note from CEO NIC BROWN

In 2021 batyr reached a monumental milestone and celebrated its **10th birthday!** What's been achieved in that time has been absolutely incredible, and I'm so proud as CEO to reflect on the progress and impact we've made over this time and in the last year alone. Continuing our critical work in prevention and supporting early intervention, to ensure all young people have the tools and resources to manage their own mental health before they reach the point of crisis is our utmost priority and 2021 did not slow us down.

Through everything, I've been amazed to see the commitment, dedication and leadership of

the batyr team and community through what has undoubtedly been **another challenging year.** Our values and unwavering culture of positivity, empathy, inclusivity, balance and boldness has continued to shine and allowed incredible things to happen in 2021.

To the whole batyr community, from the board, to funders and supporters, our volunteer governance committees, our lived experience speakers, university and school partners and chapters and the incredibly compassionate group of young people that **make the magic happen** at batyr - thank you for your ongoing support, passion and dedication to our cause.

Note from Founder & Chair SEBASTIAN ROBERTSON

Ten years ago I started batyr to give a voice to the elephant in the room - mental health. **To provide a platform for young people to have their voices heard** and to show them they aren't alone and that support is out there.

Over the past ten years, batyr has shown that young people and their lived experiences need to be a driving part of the solution and in 2021 **we launched 'OurHerd', a first of its kind**

digital platform, to do just this. Designed by and for young people, OurHerd is ensuring that all young people across Australia have access to and can share stories of hope and resilience, as well as the tools to support themselves and their peers. It is committed to keeping young people at the centre of service design and delivery, not just now but into the future. And if you haven't already, I urge you to check it out.



Where we worked



Year at A GLANCE

The ongoing pandemic continued to create challenges for batyr and young people in 2021. Despite this, we rallied together to continue supporting the mental health and wellbeing of young people when they needed it most.

In 2021

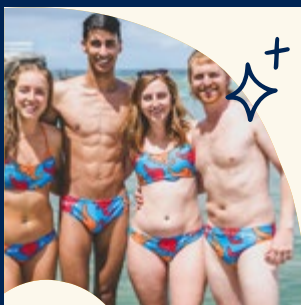
- **32,592 young people** participated in our batyr@school and batyr@uni programs, equipping them with the knowledge and tools to help themselves or their friends navigate tough times.
- **117 young people** were trained to safely share their story with mental ill-health.
- **We launched the OurHerd app**, our first ever app that is providing a safe and supportive community for young people to connect and share their experiences and a platform for them to use their collective voices to create actionable change.
- **We celebrated 10 years of batyr!**

2021 HIGHLIGHTS



January

- **Splash the Stigma** was a huge success - more than 100 swimmers from across the country made a splash, raising over \$87,000!



February

- **The Community Mental Health Journal published our first ever peer-reviewed journal article**, exploring the impact of our Being Herd Program titled, "Getting better at getting better": How Sharing Mental Health Stories Can Shape Young People's Wellbeing'.



March

- **We partnered with headspace Dubbo** to deliver the Youth Wellbeing Leadership Forum to more than 70 students from 18 schools across Central West NSW, so they could become mental health champions in their schools.
- **To further amplify young people's voices, two new dedicated teams were announced:** Our Data & Insights Team and Global Impact Team.



April

- **Western Sydney University's Young and Resilient Research Centre** collaborated with us to research how young people are using the OurHerd app to navigate their way through tough times, and to use these insights to inform future developments of the app.



May

- **Community fundraiser Pieter** completed his 520km walk, raising awareness and over \$21,000 towards batyr - what a legend!
- **The batyr Young Innovator's Award launched!** Supported by The Happiness Institute, the award recognises creative and driven young people who are passionate about youth mental health.



June

- **Optus Chief Marketing Officer Mel Hopkins** joined the batyr board!



2021 HIGHLIGHTS



July

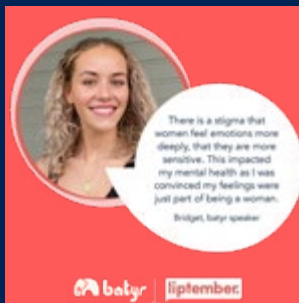
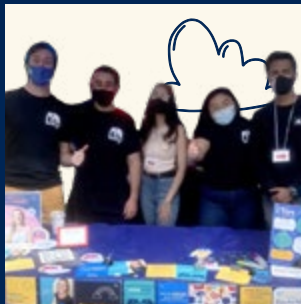
- **Over 330 participants joined in our Run for the Herd Virtual Festival**, feeling the benefits of physical health on their wellbeing and raising an incredible \$49,678!

August

- **RMIT partnered** as our newest University partner.

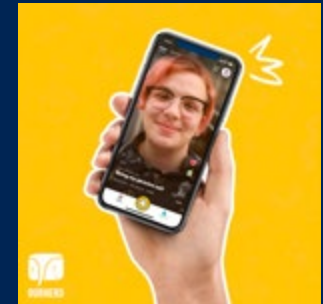
September

- **Liptember collaborated with us to promote awareness around women's mental health.** Funds raised supported women's mental health programs and services nationally, including batyr initiatives.
- **Presented as leaders in youth engagement** at the Australian High Commission's 'Mental Health Youth Champions Program' for youth advocates of Brunei, to share practical ways mental health advocates can mobilise a community.



October

- **Our Herd** was recognised with two accolades in Australia's International Good Design Awards for Digital Design and Social Impact.
- **The Together Against Stigma** global conference invited us to present on the strong work happening in Australia and NZ in stigma reduction.



November

- **The Global Advisory Group was established**, with highly regarded individuals across the globe generously giving their time to support batyr as we invest in research, policy reform, impact and the development of new, sustainable revenue streams.



December

- **We finished a huge year by welcoming the University of Newcastle** on board for a 12-month partnership for 2022.



Our IMPACT



**"The workshop made me
feel more motivated and
confident to find work
because I felt like I
was not the only one
who was going to be
in my situation
looking for
work."**

✧ **Jasmin**
*Being Herd
Pathways*

**99% of speakers felt
their experiences with
batyr have equipped them
with the tools to start
positive conversations
around mental health
in their communities**

Program Statistics

batyr continued to roll out our educational and high impact programs at high schools, universities and workplaces across Australia, designed to reduce the stigma around mental health and empower young people to reach out for support.

	Since Inception	2021
Total Young People Reached	304,835	32,592
Total Programs Delivered (batyr@school, batyr@uni, batyr@work)	2,532	370
Total Workshops (Being Herd and Being Herd Pathways)	160	26
Total Young People Trained to Share Their Story	1,028	117

Amplifying the voices of young people

In addition to sharing their lived experience at our programs, Being Herd speakers were involved in over 75 external engagements across the year and represented batyr proudly at many levels. Some highlights from external speaker successes include;

- Supporting the co-design of the National Mental Health Commission's #chatstartercampaign.
- Participating in a focus group to inform Suicide Prevention Australia's Advocacy work.
- National media coverage across metro and regional publications including The Daily Telegraph, Financial Review.
- A speaker involved with an upcoming BBC documentary about art and mental health.

"The message I got from hearing someone else's story really makes me believe that I can do it, it is okay not to be okay and I won't get judged from anything, they are there to help."

✦ Year 12 student
Parkes NSW, batyr@school

Supporting school communities

In response to some of the challenges relating to remote learning in schools across regional NSW, the programs team developed regional support packs to ensure we could continue to connect and support regional communities during a tough time.

The team sent out various resources in response to conversations with school stakeholders surrounding their young people's needs and how connected they could be during home learning. The support packs involved multiple resources such as mindfulness activities, wellbeing action plans, self-care tips, podcast and video recommendations, and resources for parents and carers.



"As an 18-year-old, being surrounded by such incredibly strong individuals was so empowering and made me feel less alone."

I would recommend this to anyone who has a lived experience of mental ill-health. This has totally changed my perspective on my own mental health story and its power to make a difference."

✦ Being Herd participant
Regional NSW



Innovation & COLLABORATION

From piloting larger-style online Being Herd workshops to introducing new virtual fundraisers like **'SHUT UP, Boss'**, the global pandemic led to constant pivoting across the organisation. Despite this, we were able to continue to steadily grow across all of our programs and offerings, including the ongoing development of our digital storytelling app, OurHerd.

We grew the OurHerd user base to
**Over 1000 Users, Over 250 Stories
With Over 25,000 Stories Viewed
on the platform!**



"Nothing I've ever used is specifically to share mental health stories, which is why I really like it."

I mean, people share mental health stories on all different social media platforms. You can see it on other platforms like TikTok that sometimes delve into the world of mental health, and other apps. But I think OurHerd is the first like safe space purely dedicated to speaking about mental health... it's just a really positive platform that focuses more on strength and resilience in mental health, rather than on the negatives associated with it."

— Story Creator, 21

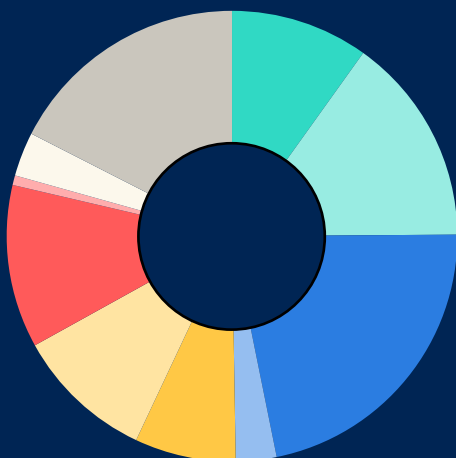


Some other highlights included

- **The Centre for Social Impact collaborated with us** to develop our Theory of Change and Impact Evaluation Framework. This framework provides a pathway for batyr to understand and measure our impact, for the young people we work with but also for their communities and the broader mental health system.
- **KPMG partnered with us** to do a National Review of Headspace, capturing the perspectives and insights from young people who haven't accessed headspace, as well as School and University Counsellors. The findings will be presented to the Department of Health.
- **We took a leading role in convening the Lived Experience Engagement Network** (established by SANE Australia in 2017), which brings together teams responsible for Lived Experience Programs; to explore, review and develop best practice in the current environment.
- **Nic Brown (CEO) was appointed onto the National Mental Health Commission's 'National Stigma and Discrimination Reduction Strategy Technical Advisory Group'**. The strategy is focused on a long-term vision for Australia, where stigma and discrimination on the basis of mental ill-health are no longer barriers to people living long and contributing lives.

FINANCIALS

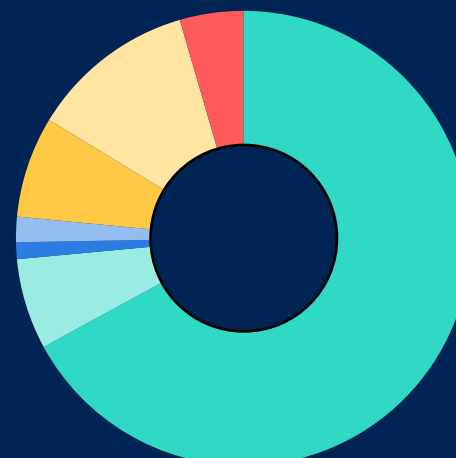
Allocation of income



**Total income for
year ending 2021**
6,557,049

Fee for service	648,500	10%
Philanthropy	983,650	15%
Government	1,437,914	22%
Community events	191,301	3%
Event fundraising	475,789	7%
Corporate	652,866	10%
Jopkeeper payment subsidy	767,213	12%
Other income	45,503	1%
Consultancy	207,641	3%
In-kind donations	1,146,672	17%

Allocation of expenses



**Total allocation
of expenses for
year ending 2021**
6,541,793

Product and program delivery	4,387,011	67%
Administration	422,846	6%
Fundraising	77,546	1%
Innovation	118,180	2%
Marketing and communications	470,744	7%
In-kind donations	770,482	12%
Research	294,984	5%



Our PARTNERS

Thanks to the generous support of philanthropists, businesses, corporations and community organisations, batyr is able to keep young people from reaching the point of crisis and changing lives. These companies help us deliver our peer-to-peer programs that empower young people with the confidence and skills to get through times and look out for their mates. A very special thank you to our major supporters in 2021.

Platinum

Allan & Gill Gray
Philanthropy Australasia



Gold



Silver



TMG Family Fund,
a donor-advised fund
of the Mutual Trust
Foundation

Uni partners



Pro bono partners

Dr. Happy



halfdome



UnLtd:



Community partners

Bowral District
Children's Foundation

Our Healthy
Clarence

Civic2Surf

Parkes Shire
Council

Darkness into Light

NSW Positive Rugby

Surfing NSW

Our Board and GOVERNANCE

batyr Board

Sebastian Robertson

Founder & Chair, batyr;
CEO & Co-Founder, BIRDI

Matt Nacard

CEO and Co-Founder,
Ethical Partners Funds Management

Bianca Buckman

Partner, PwC Australia

Matt Adendorff

CEO, Fusion Labs

Luke Branagan

Director - Philanthropic Services,
JBWere

Sam Refshauge

Young Change Agents,
Regional Liaison at Sourdough,
Business Pathways

Melissa Hopkins

Optus Head of Marketing,
CMO Optus

Bella Cini

Student and National Advisory Group
Representative

Alex Maitland

Board Secretary

Faheem Mohamed

Observership Program Representative



Strategic Advisors

Richard Royle

Government and Digital Health Advisor

Laura-Anne Bull

Education Advisor

Risk Committee

Matt Nacard

Committee Chair,
Ethical Partners Funds Management

Amy Bengier

Ernst & Young

Amy Burton

Justice Connect

Matt O'Connor

St Peters Lutheran College

Michael Jefferies

Committee Secretary

Finance Committee

Bianca Buckman

Committee Chair, PwC Australia

Blake Almond

Henshall Capital

Sebastian Robertson

BIRDI

Joanna Veitch

Crestone Wealth Management

Michael Johnson

Macquarie Bank

Cristina Carter

Committee Secretary

Growth Committee

Matt Adendorff

Committee Chair, Fusion Labs

Luke Branagan

JBWere

Melissa Hopkins

Optus

Duncan Wilmer

Rothschild & Co

Kiera Moloney

Equity Trustees

Isaac Peiris

Committee Secretary



National Advisory Group

Our National Advisory Group is made up of young people, ensuring their voices are heard and they can contribute to batyr at all levels.

Alexandria Brown

Caitlin O'Connor

Callum Jones

Charley Gonzaga

Fletcher Watson

Isabella Cini

Kyle Hayes

Olivia Urbaniak

Tharindu Jayadeva

William Bird

