



**headspace**<sup>®</sup>

National Youth Mental Health Foundation

# Year in Review 2016-17





headspace 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 and present and are committed to making a positive contribution to the wellbeing of Aboriginal and Torres Strait Islander young people, by providing services that are welcoming, safe, culturally appropriate and inclusive.



## • mind • body • spirit • culture • country

Artwork by: Riki Salam – we are 27 creative

### Artwork story

We are connected, red desert sands bring winds of change, Kookaburra calls in a brand new day, sunlight breaks through, igniting passions.

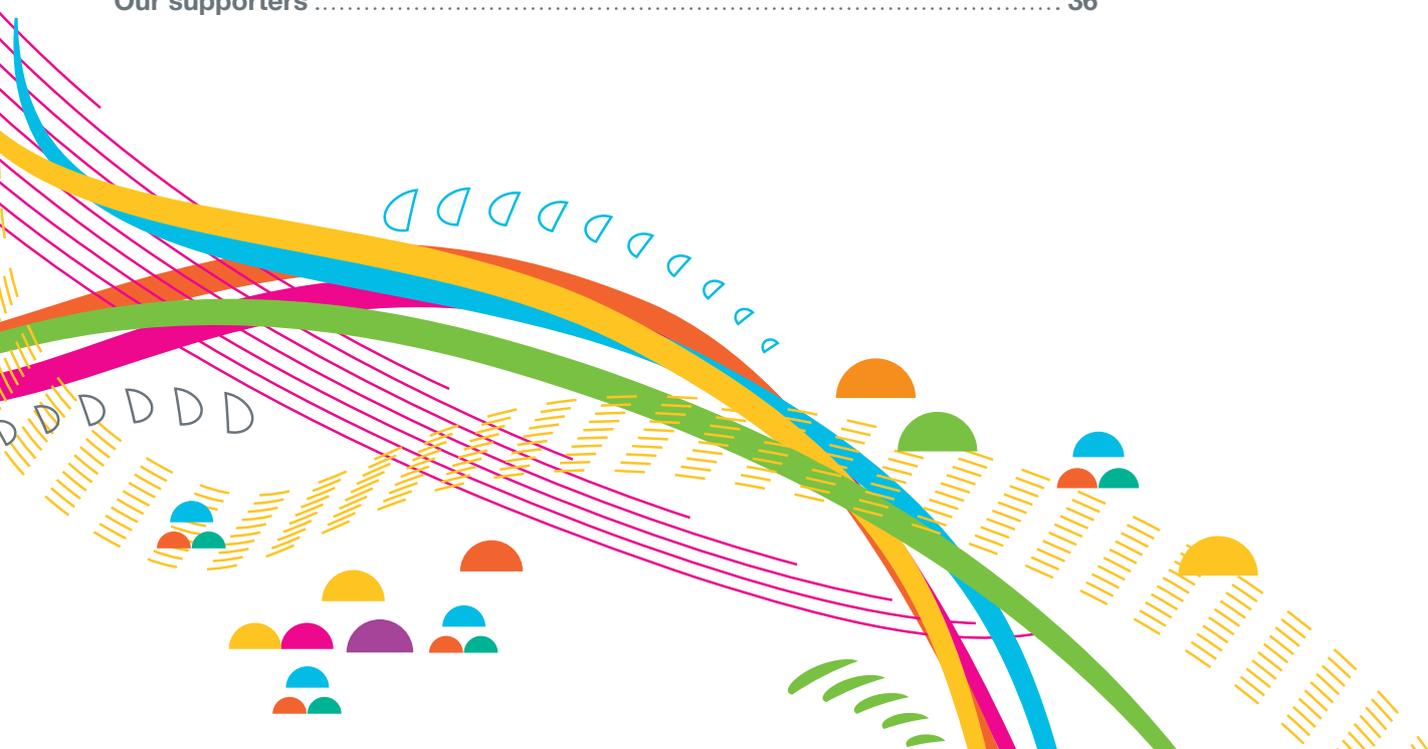
Pathways lead back to Country we are complete, rhythmic sounds guide us through. Fire transforms, seed cracks, bottlebrush blossoms we are renewed, Culture is strong. Mountains form, rivers flow to turquoise seas, freshwater - saltwater. Earth is renewed seasons complete, our knowledge is shared wisdom is imparted. This is our place to grow, we are strong, we are connected.

Beginning at the centre of the artwork the 'U' shaped symbols represent two people seated talking, discussing, yarning. Surrounding them are dots that represent their lives and issues that they are dealing with both good and bad. Larger dots lead along a clear pathway with lines radiating outward representing hope, woven lines strengthen bonds. The surrounding concentric circles represent each State and Territory where **headspace** is present, supporting young people to live better lives. The circles are connected, knowledge is shared wisdom is imparted, minds are strong, Country is strong when people are strong and connected to Culture. These elements together form a map of the Human brain and also a map of Country and Culture. When your mind is Strong and your Country and Culture is strong, Cultural pathways radiate outwards and lead to and from the central motif, (Human brain) back to Country and back to Culture that renews and strengthens us.



# Contents

headspace snapshot .....	3
Foreword .....	4
About headspace .....	6
Youth participation .....	7
headspace centres .....	8
headspace Model Integrity Framework .....	10
headspace Services Limited .....	11
headspace story – Adry Awan .....	12
headspace programs and services .....	13
eheadspace .....	13
headspace School Support .....	14
Digital Work and Study .....	15
National Telehealth Service .....	16
Food For Thought .....	18
headspace story – Pia Turco .....	19
Assisting target groups .....	20
Aboriginal and Torres Strait Islander young people .....	20
Culturally and linguistically diverse and LGBTIQA+ young people .....	21
headspace research .....	22
Clinical practice .....	23
International partners .....	24
Digital reach .....	26
Media engagement .....	27
Community awareness campaigns .....	30
headspace story – Connor Parissis .....	31
Our partners .....	32
Our supporters .....	36



since  
headspace  
started

2 million

Over the past 11 years almost 2 million services have been provided to young people through **headspace** centres, and via online and phone counselling services **eheadspace** (as of 30 June 2017).

355,000

Over 355,000 young people have used **headspace** centres and **eheadspace** (as of 30 June 2017).

100+2

**headspace** has 100 centres and 2 funded outposts across Australia (as of 1 September 2017).

1 in 4

young people are living with a mental health disorder. (Mission Australia Youth Survey, 2016)

1/3

Suicide accounts for one third of all deaths of young people (ABS, 2016).

school support

1,149

**headspace School Support** worked with 1,149 schools in the 16/17 financial year.

7,429

With 7,429 occasions of service, **headspace School Support** has helped schools strengthen and empower their communities to manage and respond to the impact of suicide.

220

Since it started in August 2016 (to 15 June 2017) the **headspace Digital Work and Study Service** has helped 220 young people with their work and study challenges.

# headspace

**headspace**, the National Youth Mental Foundation, provides early intervention mental health services to 12-25 year olds.

## demographics

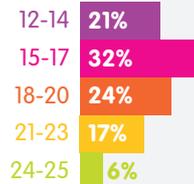
intersex 2%  
gender diverse  
indeterminate

60% female

38% male

LGBTIQ 21%  
Culturally and Linguistically Diverse 9%  
Aboriginal & Torres Strait Islander 8%

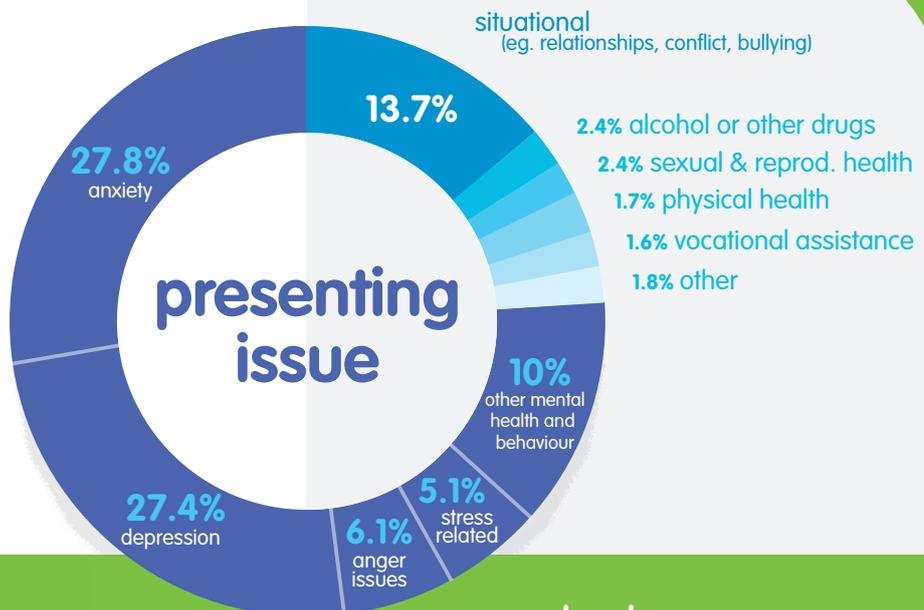
## age



## state overview



New Clients  
64%



# Foreword



**Marking the start of headspace's second decade, the 2016–17 financial year has seen headspace grow and thrive as the network continues to expand into new communities across the country.**

Resulting from the nationwide mental health reforms introduced from 1 July 2016, the year commenced with the appointment of five new members to the **headspace** Board. Professor Pat McGorry and I welcomed Lisa Bjorksten, Annette Carruthers, Anne Murphy Cruise, Gabrielle Curtin and Katina Law in August. All five are making valuable and insightful contributions to the Board, bringing diverse backgrounds and significant leadership expertise to **headspace** and its governance practices.

In October we celebrated the inaugural **headspace** day. Held during National Mental Health Week, the campaign focused on ensuring access to services for every young person in Australia, irrespective of where they live. **headspace** day coincided with the culmination of the 10-year anniversary celebrations that took place throughout the year. The campaign was a national success with messages of help-seeking and awareness of mental health reaching thousands of young people, their friends and families.

Throughout the second half of 2016, **headspace** National was ably led by interim CEO Matthew Posar. Matthew took the reins during a challenging period of transition when the organisation faced a significant agenda of role redefinition and structural change. Throughout this period our service delivery to young people, and their families and friends across Australia remained unwavering and unchanged. Matthew's leadership and guidance during this period also facilitated a seamless introduction for incoming CEO Jason Trethowan. Everyone at **headspace** National owes Matthew a large debt of gratitude for his extraordinary period of transitional leadership.

There has been no slackening of pace since Jason Trethowan arrived in January 2017. Jason's first hand experience with and understanding of health service delivery has allowed **headspace** National to build stronger and more direct relationships with Primary Health Networks (PHNs) throughout the country. Jason has also been integral in strengthening relationships with other key organisations within the mental health sector.

As a result **headspace** National has been able to collaborate with other mental health providers to deliver new and expanded services for all young Australians. During the year the Board has been able to hold some of its regular meetings at **headspace** centre sites. This has provided the opportunity for important conversations with young people and those directly involved in delivering youth mental health services.

Pleasingly, **headspace** continues to enjoy bipartisan support at all levels of politics. Since taking on the portfolio, Federal Minister for Health, the Hon Greg Hunt, has shown an amazing passion for and commitment to youth mental health. The Board would also like to thank former Federal Minister for Health Sussan Ley for her support for youth mental health.

Under its revised configuration, the Board now conducts some of its governance accountabilities through two committees: the Finance and Audit Committee; and the Quality and Clinical Governance Committee. Each is chaired by a **headspace** Director. The Board acknowledges the valuable support the chairs and members of each of these committees contribute to the overall conduct of **headspace** governance.

The future for **headspace** National is looking extremely positive. There is a clear sense of direction as set out in our recently adopted strategic plan. The plan commits us to maintaining and further developing service delivery models that enable young people to seek help early to support their mental health and wellbeing. We have agreed to place a premium on innovation developed in close consultation with the sector. Our approach evolves through youth participation, collaboration, best practice and evaluation.

Finally, a commitment to work alongside passionate young Australians to achieve access to mental health support services for all young Australians is a driving factor for all members of the **headspace** Board. It lies at the heart of all the Board is seeking to achieve. The **headspace** Youth National Reference Group (hY NRG) is an integral part of our youth participation model. It ensures the ongoing touch point with young people across the country and they continue to inspire us all.

**headspace** is now a very different entity to the one operating a year ago. It is however, even better placed to advance its vital national leadership role so that all young Australians can gain access to high quality, youth-oriented mental health advice and support. Everyone connected with **headspace** is making this possible.

A handwritten signature in black ink that reads "Ian Marshman". The signature is fluid and cursive.

**Ian Marshman AM,**  
**headspace** Chair

# Foreword



## The headspace network has experienced a period of unprecedented development and change throughout 2016–17.

Since commencing as CEO in January I have seen first-hand the dedication, hard work and determination of

the **headspace** workforce. This dedication enables a phenomenal and world-leading service for young people across the country. In 11 years nearly two million sessions of service have been provided to young people through our centres, as well as online or over the phone via **eheadspace**. In 2016–17, over 110,000 young people accessed help – an increase of 15,000 since the previous financial year.

Australia now has 100 **headspace** centres and two funded outposts operating across the country, covering metropolitan, regional and remote corners of Australia. The total number of centres will reach 110 by 2019. A trial service will also be established in the Pilbara region of Western Australia. In this remote region one of the biggest challenges is access to youth mental health services. We want to change that.

In 2017 the **headspace** Model Integrity Framework (hMIF) was developed and implemented as a key collaborative process with centres, lead agencies and PHNs to ensure quality, consistency and continuous improvement of the **headspace** centre network of services. After piloting with 14 centres, the hMIF is being rolled out through the entire centre network, so that all centres will have been assessed for their integrity to the model framework by mid-2018. This process will ensure the provision of high quality **headspace** services that meet the needs and expectations of young people and their families. Importantly, it is also providing an opportunity to learn from best practice and service innovation and disseminate this knowledge across the service network.

Youth participation is the cornerstone of everything we do at **headspace**. Meeting and talking to young people, be it through our **headspace** Youth National Reference Group, or during centre visits, is both a joy and an inspiration. As an organisation we look to them for input, guidance, direction and ideas about how to provide Australia's youth with exactly what they need in this sector. Another essential ingredient for our young people is our Family and Friends Reference Group. They are fundamental to ensuring our services are relevant, effective and responsive to the needs of young people and those who care for them.

Throughout this period **headspace** School Support has worked with over 1,149 schools nationwide, and provided 7,429 occasions of service – helping schools strengthen and empower their communities after a suicide. In June the Federal Government announced a tender for a new mental health in education program that would streamline service delivery from three existing programs. *beyondblue* was successful in the tender and will partner with **headspace** and Early Childhood Australia to design and deliver the program. This is an innovative opportunity to further support young people in schools. The program will be funded from 1 July 2017 until 30 June 2019.

Nearly 30,000 young people accessed **eheadspace** in 2016–17 and the **eheadspace** platform also enabled 29 group chat sessions for young people, their families and friends. We have also seen the creation of **Qheadspace**, an online chat forum designed entirely for LGBTIQ+ young people, created by **headspace** youth advisors Charlie Cooper and Sara Strachan. The **headspace** Youth Early Psychosis Program (hYEPP) is delivered in 14 **headspace** centres. Following the announcement of future funding in November, hYEPP scaled up its service provision.

The **headspace** Digital Work and Study service was launched in September. The world-first service is aimed at early school leavers, young Aboriginal and Torres Strait Islanders and young people in regional, rural and remote areas. The service has grown and strengthened and is supporting young people to find and navigate a career path, or work towards further education, which can greatly improve their mental health and wellbeing.

We value the new relationship with PHNs and have actively engaged with them to support their commissioning processes of **headspace** centres. Our network of partnerships with centres, the mental health sector, the wider community, lead agencies and consortium chairs has all played a valuable and vital role for **headspace** over the past year.

The relationships with our corporate partners continues to grow stronger and we would like to thank each of them for their support. Their generosity allows us to carry out many essential services and projects across the country, helping young Australians.

With one in four young people experiencing a mental health issue this year, **headspace** will continue to be there to help, now and into the future, and ensure all young people have access to youth friendly mental health services no matter where they live.

A handwritten signature in black ink, appearing to read 'Jason Trethowan'.

**Jason Trethowan,**  
**headspace** CEO

# About headspace

**headspace provides a comprehensive early intervention mental health service for 12-25 year olds. We endeavour to make it as easy as possible for a young person and their family to get the help they need for issues affecting their wellbeing.**

Based on early intervention knowledge, the **headspace** model understands that adolescence and early adulthood is a critical time in a person's life. Research highlights that more than 75 per cent of mental health disorders begin before the age of 25. By supporting young people early in life, we are setting them up to get things back on track heading into the future.



**headspace provides a holistic approach to supporting young people through four core areas: mental health, physical (including sexual) health, alcohol and other drug services and work and study support.**



**headspace** provides a holistic approach to supporting young people through four core areas: mental health, physical (including sexual) health, alcohol and other drug services and work and study support. Offering 'wrap-around' services ensures any young person seeking support from **headspace** can have their needs met in a safe and supportive environment.

A national network of 100 **headspace** centres operate across metropolitan, regional and rural areas of Australia. The look and feel of **headspace** centres is designed to create an environment that young people feel comfortable to access. All services are free or low cost, confidential and youth friendly.

Young people and their families can also access **eheadspace**, a national online and telephone support service staffed by a range of experienced youth mental health professionals. **eheadspace** supports young people who aren't able to access a **headspace** centre or would prefer to get help for their concerns via online chat, email or phone.

Providing a secure and anonymous place to talk to a professional, means many young people who wouldn't ordinarily seek help at a face-to-face service are getting the help they need.

Additional support is also provided at specific **headspace** centres to help young people experiencing early psychosis.

Our **headspace** School Support program has teams operating nationwide who are able to respond to and resource the individual needs of a school to help them prepare for, respond to, or recover from a suicide.



**The input of young people is key to the way headspace works across Australia. Whether this is via service delivery or the development of campaigns encouraging people to seek help.**

The input of young people is key to the way **headspace** works across Australia. Whether this is via service delivery or the development of campaigns encouraging people to seek help. Innovation in service delivery and building new evidence is part of the **headspace** model. Sustainability is critical to ensure our services continue uninterrupted for young people and their families.

The **headspace** Youth National Reference Group (hY NRG) is an integral part of our organisation, ensuring young people's voices and opinions remain front and centre of what we do. The members of hY NRG are dedicated to making a difference in the lives of young people across the country. hY NRG ensures that **headspace** initiatives make a positive difference in the lives of young people, and that **headspace** funds are put to the best use.

# Youth participation



The input of young people is an integral aspect to headspace – whether this is through service delivery or the development of campaigns encouraging young people and their families to seek help.

The **headspace** Youth National Reference Group (hY NRG) is a group of 24 young people from every state and territory of Australia. Each member of hY NRG is recruited from **headspace** centre youth reference groups for an 18-month term.

“ On a local level, **headspace** centre youth reference groups play an important role in the development of services, events and activities for young people in the local community.

On a local level, **headspace** centre youth reference groups play an important role in the development of services, events and activities for young people in the local community.

hY NRG members are provided with training and opportunities to be involved in a number of projects and activities across the organisation, including:

- Participation in media interviews and public speaking engagements. Many hY NRG members share their personal story to support and encourage other young people to seek help.

- Involvement in the development of **headspace** campaigns such as **headspace** day and Fathers campaign.
- Involvement in project working groups for **ehespace**, Digital Work and Study and Education and Training to support the development of key projects and ensure they are relevant and appropriate to young people.

hY NRG have also driven a number of their own successful projects:

- **headspace** corporate partner Viva Energy Australia provided funding to hY NRG to develop and implement a Youth Mental Health First Aid project. Four hY NRG members have been trained to be accredited Youth Mental Health First Aid (YMHFA) Instructors, and will deliver free training to over 150 youth reference group members at **headspace** centres across Australia.
- **Qheadsace** is a project developed and driven by hY NRG, recognising a community need for young LGBTIQ+ people to access anonymous peer-led support. The online group chats offer peer support through the **ehespace** platform, where young people can ask questions of trained ‘queer peers’. **Qheadsace** has also engaged in community awareness activities encouraging young sexuality and gender diverse people to seek help.



headspace Youth National Reference Group 2016–2017

# headspace centres

**headspace** centres are in metro, regional and remote areas of Australia providing access to young people who may be experiencing a tough time regarding their mental health and wellbeing. Services are also available to support families and friends of young people, providing 'wrap-around' care for those in-need.

During 2016-17 six new **headspace** centres launched, or relaunched, around the country.

Launched:

- Goulburn, New South Wales
- Bundaberg, Queensland
- Bairnsdale, Victoria
- Horsham, Victoria

Relaunched:

- Inala, Queensland (centre relocation)
- Port Adelaide, South Australia (centre relocation, previously Woodville)



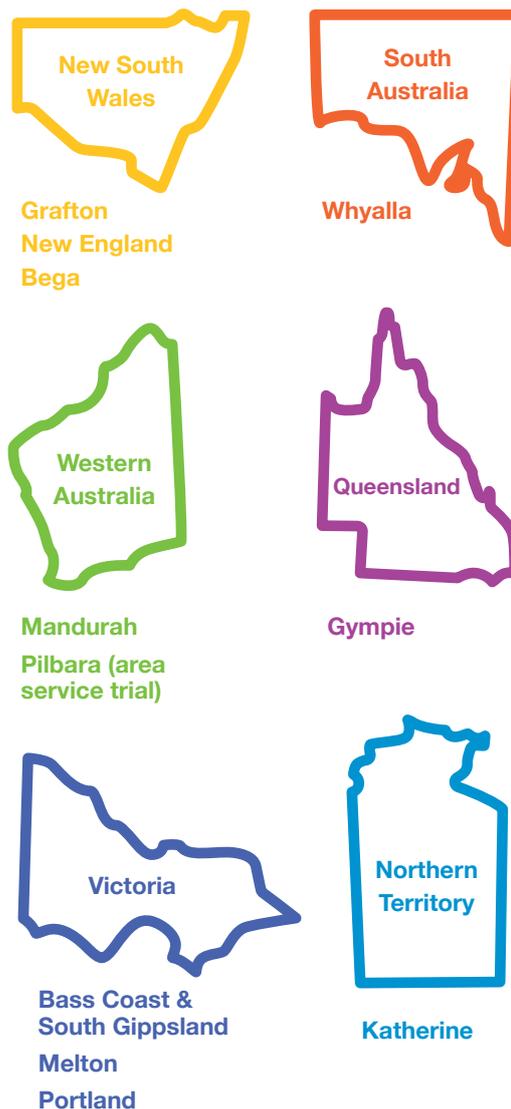
headspace Bundaberg launch in June 2017



headspace Inala relaunch in June 2017

As part of the Federal Government's 2016 election campaign, it committed to 10 new **headspace** centres across Australia, to be launched in 2019. Throughout 2016-17 the Government gradually announced the new service locations, listed below.

In addition, the Federal Government announced a new **headspace** service for young people across the Pilbara region in Western Australia. This service will be launched as a trial over a two-year period due to the size of the region, providing outreach support instead of a physical centre. The **headspace** aim is to ensure that young people have access to youth-friendly mental health services, no matter where they live. A map of all centres (existing and future sites) is on page 9.



# headspace centres

## Western Australia

Albany  
 Armadale  
 Broome  
 Bunbury  
 Geraldton  
 Kalgoorlie  
 Mandurah<sup>1</sup>

Pilbara Region<sup>1</sup>  
 Rockingham  
**Perth**  
 Fremantle  
 Joondalup  
 Midland  
 Osborne Park

## Northern Territory

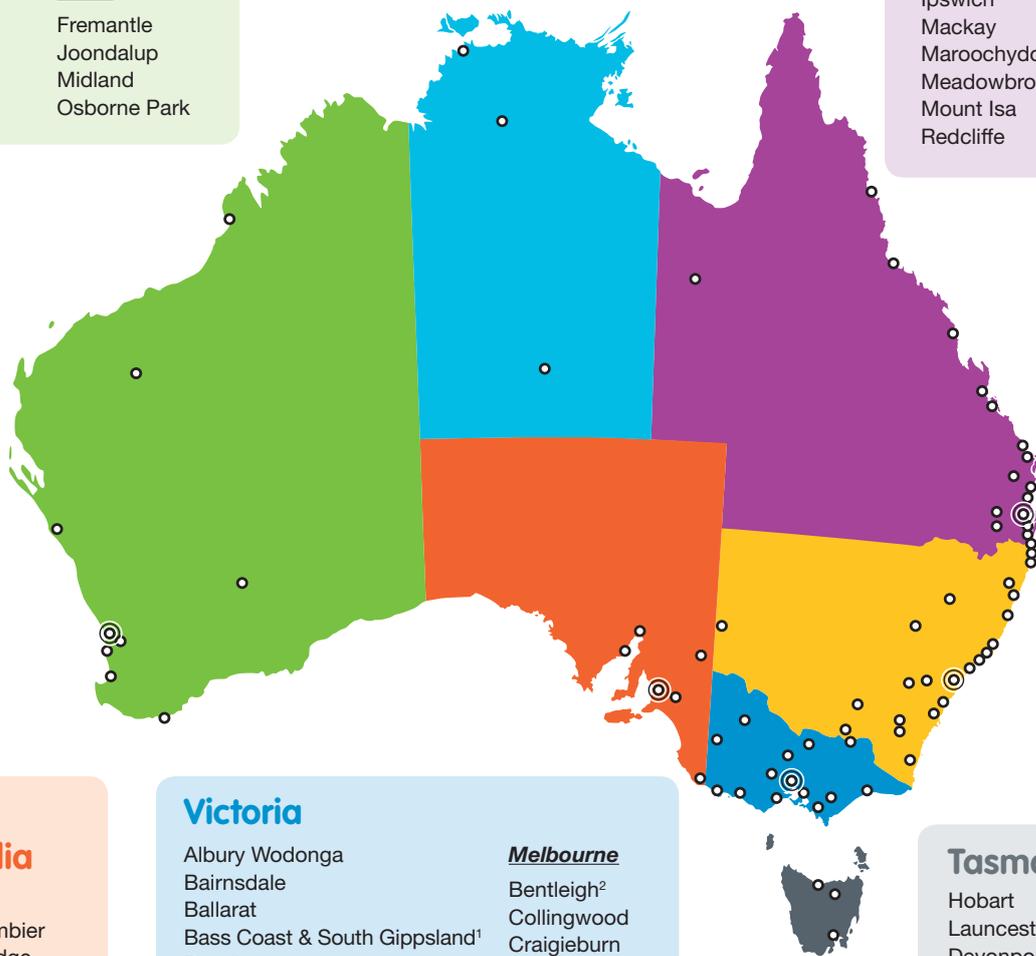
Alice Springs  
 Darwin  
 Katherine<sup>1</sup>

## Queensland

Bundaberg  
 Caboolture  
 Cairns  
 Capalaba  
 Gladstone  
 Hervey Bay  
 Ipswich  
 Mackay  
 Maroochydore  
 Meadowbrook  
 Mount Isa  
 Redcliffe

Rockhampton  
 Southport  
 Toowoomba  
 Townsville  
 Warwick  
 Gympie<sup>1</sup>

**Brisbane**  
 Inala  
 Nundah  
 Taringa  
 Woolloongabba



## South Australia

Berri  
 Mount Gambier  
 Murray Bridge  
 Port Augusta  
 Whyalla<sup>1</sup>

**Adelaide**  
 Adelaide  
 Edinburgh North  
 Onkaparinga  
 Port Adelaide

## Victoria

Albury Wodonga  
 Bairnsdale  
 Ballarat  
 Bass Coast & South Gippsland<sup>1</sup>  
 Bendigo  
 Frankston  
 Geelong  
 Horsham  
 Melton<sup>1</sup>  
 Mildura  
 Morwell  
 Portland<sup>1</sup>  
 Shepparton  
 Swan Hill  
 Warrnambool

**Melbourne**  
 Bentleigh<sup>2</sup>  
 Collingwood  
 Craigieburn  
 Dandenong  
 Elsternwick  
 Glenroy  
 Greensborough  
 Hawthorn  
 Knox  
 Narre Warren  
 Sunshine  
 Werribee

## Tasmania

Hobart  
 Launceston  
 Devonport

## New South Wales

Bathurst  
 Bega<sup>1</sup>  
 Broken Hill  
 Coffs Harbour  
 Dubbo  
 Gosford  
 Goulburn  
 Grafton<sup>1</sup>  
 Griffith  
 Lake Haven  
 Lismore  
 Maitland  
 New England<sup>1</sup>  
 Newcastle

Nowra  
 Orange  
 Port Macquarie  
 Queanbeyan  
 Tamworth  
 Tweed Heads  
 Wagga Wagga  
 Wollongong

**Sydney**  
 Ashfield  
 Bankstown  
 Bondi Junction  
 Brookvale

Campbelltown  
 Camperdown  
 Castle Hill  
 Chatswood  
 Hurstville  
 Liverpool  
 Miranda  
 Mount Druiitt  
 Parramatta  
 Penrith

**ACT**  
 Canberra

Notes:

<sup>1</sup> Opening 2017-2019

<sup>2</sup> hYEPP site for **headspace** Elsternwick

**headspace** Devonport is a centre outpost from **headspace** Launceston

**headspace** Lake Haven is a centre outpost from **headspace** Gosford

**headspace** Elsternwick/Bentleigh are funded as one centre across two sites

Accurate as of September 2017

# headspace Model Integrity Framework

In September 2016, **headspace** National finalised and approved the **headspace** centre service model. The model articulates 16 core components that must be met for the **headspace** centre network to achieve national best practice in service delivery.

To ensure centres across Australia maintain the integrity of this model, **headspace** National subsequently created the **headspace** Model Integrity Framework (hMIF), which was approved in March 2017.

As well as supporting centres to maintain the core aspects of the **headspace** model, the hMIF provides centres with flexibility for innovation, model development and local capability and capacity.

It also ensures centres and lead agencies continue to develop the systems and workforce capability required for the provision of high quality services for young people.

All **headspace** centres must be certified against the framework to continue to operate as a **headspace** centre after 30 June 2018. To facilitate this, **headspace** National began a pilot project to implement the framework in 14 centres from across the network in February 2017. As part of this process, **headspace** National developed the tools,

resources and reporting requirements the centres would need to complete a self-assessment of their work. **headspace** National also collaborated with each of these centres over a three month period to test the framework, the requirements and the methods used for assessment.

The pilot succeeded in helping **headspace** to understand what changes were needed to the hMIF and related tools so that the entire centre network could successfully undertake the self-assessment process. It also demonstrated the wealth of outstanding practice and innovation already occurring in the centres and the enhanced support, collaboration, knowledge sharing and innovation that the hMIF process will generate among the centre network. **headspace** National will continue to play a key role in building and disseminating this knowledge and innovation across the network.

**headspace** is now ensuring the other 86 centres in the **headspace** network undertake and complete the hMIF assessment by 30 June 2018. This is an exciting phase in the achievement of a nationally consistent **headspace** centre network and one that will continue to uncover new evidence to identify best practice service delivery.



Key	
Drivers	(Grey box)
Enabling Components	(Blue box)
Core Components	(Green box)

# headspace Services Limited

Established in 2015, **headspace** Services Limited (hSL) leads four **headspace** centres: Canberra, Queanbeyan, Onkaparinga (previously known as Noarlunga) and Adelaide.

Each of the four hSL centres have implemented:

- single session therapy and family therapy implemented across all sites;
- strong links with local partners supported by their consortium and Youth Reference Groups (YRGs); and
- continuous quality improvement processes supported by the 'Tickit on Demand' system.

hSL supported **headspace** Adelaide to open its doors to the **headspace** Youth Early Psychosis Program (hYEPP) in January 2016. In the initial phase, the team is currently working with 75 young people and their families affected by psychosis. It is planned for the program to be fully operational by November 2017.

An exciting development from one of the hSL centres – **headspace** Adelaide – during the financial year was an Australian-first youth mental health focused podcast. The '**headspace** Sessions' series was developed to engage with

young people and have in-depth conversations, celebrate diversity and inspire change when it comes to the mental health of young Australians. A dedicated group of volunteers will curate, present and edit content each fortnight, covering topics chosen by the team.

Another program that has been developed is the 'Talkin' About Your **headspace** Youth Ambassador'. The program currently runs through **headspace** Adelaide and **headspace** Onkaparinga, and recently expanded into **headspace** Canberra. It is a unique peer-based program where young volunteers attend schools and sports clubs to facilitate interactive mental health workshops. These workshops are designed for young people to gain awareness and knowledge of mental illness, support services available to them, how to support a friend going through a tough time, and how to reduce the stigma around mental health.

**headspace** Queanbeyan has taken a leadership role in embedding what is known as 'soft' engagements and support groups. These groups offer a non-threatening and non-clinical entry point for young people seeking help, such as therapy dogs and art and music groups.



# headspace story



## Adry Awan, age 21

At the age of 17, I was diagnosed with an aggressive form of cancer. This caused significant disruptions to my mental health and wellbeing and triggered multiple bouts of anxiety, all while going through cycles of chemotherapy and radiotherapy as well as completing my studies. Unfortunately, this affected the relationships I had with my close friends and family. During this time, I also experienced the deaths of close friends from cancer, which escalated my anxiety around the idea of my own mortality at such a young age. This lingered throughout the remainder of my time at high school, the beginning of university and into my new role at **headspace** Bondi Youth Reference Group.

After joining the reference group, I discovered my cancer had relapsed. This placed a huge burden on my physical health as well as my mental health and wellbeing. Not only this, I had to cope with my academic commitments and also my commitment to **headspace** YRG – the demands made me incredibly anxious, overwhelmed and exhausted. I began to withdraw myself socially, fearing what my family and friends would think of me feeling this way.



**I began to withdraw myself socially, fearing what my family and friends would think of me feeling this way.**

My manager at **headspace** noticed a change in my behavior and suggested I access the services available. I was fortunate to have worked alongside the youth access clinicians at **headspace** and they were able to help me understand the importance of practicing self-care, which has been invaluable to me and my mental health.



# headspace programs and services

## eheadspace

**eheadspace** is the confidential and free online and phone support platform for 12–25 year-olds, staffed by qualified mental health clinicians dedicated to providing the best support possible, and runs between the hours of 9am to 1am, seven-days-a-week. **eheadspace** can help with a broad range of issues concerning a young person including bullying, drug and alcohol issues, depression, anxiety, relationships, friends and family. We also has specialist support available for families and friends.

Vital funding secured from the Commonwealth Government during 2017, ensured **eheadspace** service delivery would continue through to 30 June 2019.

During 2016–17 **eheadspace** has focused on ensuring services delivery is prompt, appropriate and as supportive as possible to those seeking help.

Demand for the service has grown significantly as online mental health support has become part of ‘mainstream’ service delivery in the sector. This poses an ongoing challenge for **eheadspace**, however, clinical support has remained stable despite the increasing demand. During 2016–17 **eheadspace** provided direct online and telephone support to over 30,000 young people and provided close to 67,000 occasions of service.

Group chat sessions for both young people and adults, have significantly increased with a total of 29 chats held on topical issues. Group chats have focused on high prevalence difficulties such as anxiety. The transcript for this session has been replayed more than 1,000 times. This highlights the continued importance for **eheadspace** to expand the range of digital services and support options it can provide.

In May, **eheadspace** joined with **headspace** School Support for a group chat session focusing on how to talk with young people about the Netflix TV series *13 Reasons Why*. This live chat session was accessed by 352 participants, with a similar number of replays.



**eheadspace** clinicians are available 9am to 1am



seven-days-a-week



over 30,000 young people



and close to 67,000 sessions of service

### Reasons why young people come to eheadspace

Anxiety or worry

Suicidal thoughts

Existential angst/fear of death

Trauma or post-traumatic stress disorder

Self-harm

Drug and alcohol issues

Bullying

I've taken a test online and I think I'm a sociopath

Feeling stressed

Parenting as a young person

Relationship breakup

Concern about a young person by family or friends

School assignment (can you answer questions for me...!)

Grief or loss

"Everything is shit"

How can I get help without my parents knowing?

Cultural challenges or racism

I'm scared I might be pregnant

Difficulty sleeping

Depression, feeling sad or down

Fights with friends or family

# headspace programs and services

## headspace School Support

**headspace** School Support (hSS) assists secondary school communities in all Australian states and territories to prepare for, respond to, and recover from the sad and confronting event of a death by suicide. Funded by the Australian Government Department of Health since 2011, hSS has developed an integrated and flexible service model built on research, as well as unique practice experiences. This model is part of our documented best practice in the *Delivering Effective Suicide Postvention in Australian Schools Report* released in 2017. The report highlighted the strong partnerships forged with education and health sectors in states and territories to ensure that the hSS work is aligned with existing policies, programs and services.



**Suicide** accounts for **1/3 of all deaths** of young people (ABS, 2016)



On average, **headspace** School Support responded to **five suicide notifications every week** from Australian schools.

The relationships built by the hard-working and dedicated staff with schools and systems have been crucial in underpinning key achievements of the service during 2016–17.



Service delivery has grown across all aspects of the postvention model, reflecting greater awareness and uptake of hSS services, rather than necessarily increased numbers of suicides. At the end of June 2017, hSS had 9,989 contacts registered, which represented 3,912 schools/organisations who received services via phone, email or in-person.

In 2017, the majority of occasions of service were in the response phase, with the service receiving notifications of 127 suicides of students, ex-students and parents, providing customised support as required. In the same time period, the hSS website pages were viewed over 22,000 times, covering topics including responding to a suicide in a school community and supporting students and parents.

Engagement with both parents and schools peaked during the release of the Netflix TV series—*13 Reasons Why*. The show graphically depicts the suicide, and suicidal ideation, of a young woman. To mitigate potentially harmful messages for children and young people and to provide guidance on helpful strategies with young people, hSS produced a fact sheet, participated in more than 70 radio, television and press interviews/articles, and held a dedicated online group chat session with **eheadspace**.

A significant achievement for hSS during 2017, was being named as an implementation partner, along with Early Childhood Australia, in the new integrated national Mental Health in Education initiative led by *beyondblue*, launching in 2018. This is an exciting opportunity to be part of strengthening prevention, early intervention and postvention mental health strategies for children and young people in educational settings across Australia.



**3,912** schools/organisations received services via **phone, email or in person**



hSS received notifications of **127 suicides** of students, ex-students and parents



hSS website pages were **viewed over 22,000 times**

# headspace programs and services

**headspace National continues to build the capacity of vocational programs and services to support young people. These programs support vulnerable young people during a critical time of transition through education and employment.**

Through funding from the Federal Government's 'Empowering Youth Initiative', **headspace** developed two key services piloted over two-years.

## Digital Work and Study Service

The Digital Work and Study Service is a world-first digital service designed to support early school leavers, young Aboriginal and Torres Strait Islanders and young people in regional and remote areas. The voluntary service supports 15–24 year olds on their journey of finding and navigating a career path, finding employment or working towards further education, which can greatly improve their mental health and wellbeing. Clinical care is integrated in the service to ensure any young person is fully supported through, what can be, a time of significant change.

 **headspace** centres, as well as **eheadspace**, are key referral points for the service.

**headspace** work and study specialists assist with résumés, career planning and job searching, as well as exploring suitable education and training options. The digital platform is a soft entry point and provides reach and accessibility for young people in regional areas. A young person can contact their dedicated work and study specialist through their preferred method: web chat,

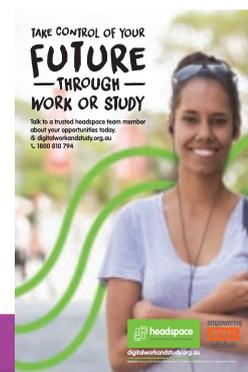
video calls, emails or phone. Activities are self-directed and focus on professional and personal development, exploring new strategies and goals for sustainable work or education.



Since inception, the Digital Work and Study Service has supported **over 350 young people**



and intends to reach **600 young people** by July 2018.



## Digital Industry Mentor Service

The Digital Industry Mentor Service links young people aged 17–24 with experienced industry mentors to enhance their employment opportunities. Over the two-year pilot, which begins in November 2017, 180 young people will be paired with mentors. **headspace** partners, including ANZ Banking Group, Viva Energy, Jellis Craig and NBN Co Limited, are set to participate in the service.

# headspace programs and services

## National Telehealth Service

Access to a multidisciplinary team of mental health professionals is a key component of the **headspace** centre service model. Psychiatrists are a crucial part of the multidisciplinary workforce. For many young people in regional or remote areas of Australia, access to psychiatric specialists is limited.

The **headspace** National Telehealth Service provides a cost-effective access solution, enabling young people to continue their mental health care in their local community. It does this by providing young people at regional and remote **headspace** centres with access to a range of qualified youth psychiatrists via Medicare Benefits Schedule (MBS)-funded video consultations.

In 2016–17, service provision to **headspace** centres continued to grow, with telepsychiatrists providing 310 bulk-billed psychiatric consultations to young people located in 17 regional and remote **headspace** centres across all Australian states and territories except the Australian Capital Territory.

Service provision to **headspace** centres remains an ongoing priority for the Telehealth Service. This will continue to increase as new **headspace** centres become operational.

**headspace** National is currently consulting with Primary Health Networks (PHNs) and local services to develop sustainable and innovative telehealth service offerings that provide timely access to highly skilled specialist psychiatrists and promote best practice models of care.

## Number of Telehealth Services per financial year



245

2015-16



310

2016-17



The **headspace** National Telehealth Service provides a cost-effective access solution, enabling young people to continue their mental health care within their local community.



# headspace programs and services

## Food For Thought

In April 2017, **headspace** launched *Food For Thought*, a new program funded by the Victorian Government. The program is a training and resource package designed to increase secondary school staff members' confidence, knowledge and skills, to be able to identify, respond to and support a young person experiencing disordered eating.

The rollout of the program was hugely successful with training provided to:



**172** secondary school staff across  
**90** secondary schools



**Over 100**  
secondary school  
Principals



**80** secondary  
school nurses



**3/4** of Department of Education and  
Training's Student Support Service  
Network Coordinators across Victoria

*Food For Thought* was one of five foundational projects funded as a result of the Victorian Eating Disorders Strategy.

"Eating disorders encompass a complex set of disorders, with the most severe eating disorders associated with significant mortality and morbidity. Eating disorders can cause life-long health issues that can affect all domains of a person's life – their physical, psychological, social and emotional health and wellbeing.

A community that is aware, together with frontline health [and education] professionals who can identify eating disorders, are central to support people to seek help and provide earlier diagnosis, thus reducing critical delays in treatment."

- **The Victorian Eating Disorders Strategy, 2014**



Isla Milne shares her story at the *Food For Thought* launch.

## Did you know?

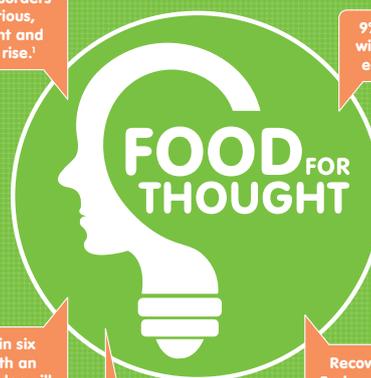
Eating disorders are serious, prevalent and on the rise.<sup>1</sup>

9% of Australians will experience an eating disorder.<sup>2</sup>

Only one in six people with an eating disorder will get treatment.<sup>3</sup>

Recovery is possible. Early support is critical.

Eating disorders affect males and females of all backgrounds and ages.<sup>4</sup>



1. NEDC (2012) An Integrated Response to Complexity – National Eating Disorders Framework  
2. NEDC (2012) An Integrated Response to Complexity – National Eating Disorders Framework  
3. The Butterfly Foundation (2015) Investing in Needs: Cost-effective interventions for eating disorders  
4. NEDC (2012) An Integrated Response to Complexity – National Eating Disorders Framework

# headspace story



## Pia Turco, age 23

When you're in the prime of your teen years, it's easy to feel lost and helpless and it's worse when you are being bullied and teased by peers in school.

You know you are short because you have a short stature, and yet everyone around you makes remarks and comments. These remarks and comments hurt and make you cry. Rubbish gets thrown at you, and you can't tell the teacher because the bullies threaten to punch you if you do.

Place a chronic illness on top of this, and your life feels like it's crumbling beneath your feet, and each day, all you want to do is get through. You consider life is worthless and the thoughts of self-harm linger constantly, you feel very blue and down in your emotions. Life is worthless, life is not worth living... these are the words that are constantly in your mind and do not escape.

This was me at age 16.

When I was diagnosed with type 1 diabetes, and being bullied for my height, I realised I needed to talk to someone about my thoughts and feelings that were filling my head. Reaching out for help from the school counsellor allowed me to open up about the issues I was going through.



**Reaching out for help from the school counsellor allowed me to open up about the issues I was going through.**

I also went to **headspace** and they helped me with self-help techniques, being part of discussion groups, as well as mindfulness and de-stressing techniques. All of these strategies have helped to strengthen me and help me grow. **headspace** has also helped me to understand the thoughts that challenge me, and learn about what I can do to help myself. Having this support has helped me to get through each day, each week and each month.

I would highly recommend talking to someone, even though it may seem so scary and you don't know what they're going to say to you. They can help, they are there to help you. And even though your depression and anxiety may seem so extremely big at times, you can get through the tough moments and life will be great!

# Assisting target groups

## Aboriginal and Torres Strait Islander Young People

### Artwork and Acknowledgement of Country and Traditional Owners plaque

During 2016–17, **headspace** commissioned *we are 27 creative* an Aboriginal and Torres Strait Islander design agency and *Positive Social Solutions*, to develop a bespoke artwork that captures the essence of **headspace** and its service offerings that are specific to the wellbeing of Aboriginal and Torres Strait Islander young people and communities.

In consultation with the **headspace** Aboriginal and Torres Strait Islander Advisory committee members and **headspace** centre staff, the artwork • Mind • Body • Spirit • Culture • Country was created and launched during Reconciliation Week in May 2017. The artwork also provides the backdrop to the **headspace** Acknowledgement of Country plaques. Each **headspace** centre developed wording for their plaque, specific and relevant to their local community.

This was a targeted engagement initiative to encourage collaborative work with local Elders and community members to acknowledge the Traditional Owners, First Nation Peoples and country where the centre is located. This initiative was driven by the organisation recognising the importance of fostering ongoing respectful relationships with Aboriginal and Torres Strait Islander communities, and to open dialogue around the mental health and wellbeing needs of Aboriginal and Torres Strait Islander young people in communities.



**headspace** bespoke artwork • Mind • Body • Spirit • Culture • Country



The unveiling of • Mind • Body • Spirit • Culture • Country artwork at **headspace** National

### Yarn Safe factsheets

**headspace** has continued to build on Yarn Safe a highly successful campaign informed and created by young Aboriginal and Torres Strait Islander young people to encourage help-seeking behaviour. A new suite of culturally informed fact sheets have been produced to assist Aboriginal and Torres Strait Islander young people to identify and understand issues relating to mental health and wellbeing, stress and pressure, family and relationships, and drug and alcohol use. These factsheets will be launched in November 2017.

### Aboriginal and Torres Strait Islander Mental Health Traineeships

The Future Generation Global (FGG) fund has provided funds to pilot an Aboriginal and Torres Strait Islander Mental Health Traineeship Program in collaboration with **headspace** Darwin and Anglicare NT. The program provides two Aboriginal young people the opportunity to develop their skills and knowledge and kick-start their careers, while undertaking a Certificate IV in Mental Health. The trainee roles focus on youth participation, youth and community engagement, increasing access to mental health services and programs, and increasing the mental health literacy of Aboriginal and Torres Strait Islander young people living in outer regional and remote communities.



We developed a bespoke artwork that captures the essence of **headspace** and service offerings specific to the wellbeing of Aboriginal and Torres Strait Islander young people and communities.

# Assisting target groups

## Culturally and Linguistically Diverse (CALD)

**headspace** has been working on a suite of translated information flyers to help the parents of culturally and linguistically diverse young people understand **headspace** services. These are currently in the process of consultation with relevant community members to ensure the translations are appropriate and make sense with their communities and languages. These are planned to launch in late 2017.

## LGBTIQA+

**headspace** is dedicated to ensuring that all services across the **headspace** network are welcoming to young LGBTIQA+ people who may be seeking help for issues concerning their mental health and wellbeing. We actively participate in many LGBTIQA+ events and activities across Australia, including Mardi Gras parade and Pride March. **headspace** was nominated for an LGBTI Award for our work in the LGBTIQA+ community.

**Qheadspace** is an initiative developed and driven by the **headspace** National Youth Reference Group (hY NRG). The initiative addresses the stigma, discrimination and disproportionate mental health difficulties experienced by LGBTIQA+ young people and supports them to access appropriate and inclusive support early.

**Qheadspace** is an online peer support space for LGBTIQA+ young people that operates on the **eheadspace** group chat platform. Trained peer workers, or queer peers, chat to young people, and share their own lived experience relevant to issues and topics covered. Some of these topics include: the exploration of sexuality and gender identity, coming out, dealing with discrimination and establishing positive relationships.

**headspace** acknowledges the importance of training and development in LGBTIQA+ inclusive service delivery and practices. Staff at **headspace** National participated in Trans and Gender Diverse Youth Inclusive Practice training, which increases understanding, awareness and advocacy.

**headspace** centres across Australia also provide localised support services, groups and activities for LGBTIQA+ young people that are relevant and appropriate for their community's needs.



**headspace** at Mardi Gras Parade 2017

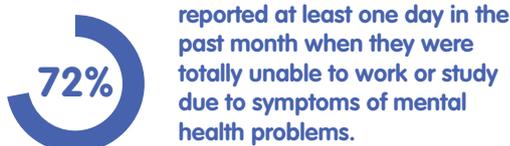


# headspace research

**headspace** proactively contributes to the evidence base in youth mental health across Australia and informs the development of services through research in priority areas.

One instance of this research during 2016–17 was a partnership with the National Union of Students (NUS) to undertake an Australia-wide National Student Wellbeing survey solely focused on the mental health and wellbeing of students in universities and TAFEs. The results from the survey of over 3,300 young people – of which 2,637 were aged 16 to 25 – showed startling figures around the critical need for mental health support among tertiary students.

## Key highlights from the NUS report:



Most students experienced financial stress with about 80% earning less than \$400 per week.

Only 1.6% reported that no symptoms of mental health problems impacted their study in the past year.



**headspace** engaged in two National Health and Medical Research Council (NHMRC) funded grants. One focused on outcome measures for youth mental health services; the other on physical activity as an intervention for young people with depression.

Support was provided to a wide range of other research activities by facilitating access to young people, their families and **headspace** staff as research participants. This was carried out through centres, **eheadspace** and surveys on the national **headspace** website.

Innovative ways to engage young people and improve their mental health has been a particular focus for **headspace**. Support for research projects on the healthy/unhealthy use of music by young people, the development of a mobile app to manage mood, and understanding the role of neuropsychological assessments and treatment in therapy are examples of the research work being carried out.

## Journal articles

A number of **headspace** staff were published in the following journal articles during 2016–17:

1. Rickwood, D., Telford, N., Kennedy, V., Bailey, E., & Robinson, J. (2017). The need for and acceptance of a suicide postvention support service for Australian secondary schools. *Journal of Psychologists and Counsellors in Schools*, 1-11. doi:10.1017/jgc.2017.10 Psychologists and Counsellors in Schools, 1-11. doi:10.1017/jgc.2017.10
2. Holloway, E., Rickwood, D., Rehm, I., Meyer, D., Griffiths, S., & Telford, N. (2017). Non-participation in education, employment and training among young people accessing youth mental health services: Demographic and clinical correlates. *Advances in Mental Health*. doi:10.1080/18387357.2017.1342553
3. Bassilios, B., Telford, N., Rickwood, D., Spittal, M.J., & Pirkis, J. (2017). Complementary primary mental health programs for young people in Australia: Access to Allied Psychological Services (ATAPS) and **headspace**. *International Journal of Mental Health Systems*. 11, 19-. doi:10.1186/s13033-017-0125-7
4. Nicholas, A., Holloway, E., Telford, N., & Rickwood, D. (2017). Development of the **headspace** Family and Friends Satisfaction scale: findings from a pilot study. *Early Intervention in Psychiatry*. doi:10.1111/eip.12427
5. Rice, S., Parker, A., Telford, N., & Rickwood, D. (2017). Young men's access to community-based mental health care: Qualitative analysis of barriers and facilitators. *Journal of Mental Health*. doi:10.1080/09638237.2016.1276528
6. Hetrick, S., Goodall, J., Yuen, H.P., Davey, C.G., Parker, A.G., Robinson, J., Rickwood, D., McRoberts, A., Sancic, L., Gunn, J., Rice, S.M., & Simmons, M.B. (2016). Comprehensive online self-monitoring to support clinicians manage risk of suicide in youth depression: A pilot study. *Crisis The Journal of Crisis Intervention and Suicide Prevention*. doi:10.1027/0227-5910/a00042
7. Rickwood, D., Webb, M., Kennedy, V., & Telford, N. (2016). Who are the young people choosing online mental health support? Findings from the implementation of Australia's national online youth mental health service, **eheadspace**. *JMIR Mental Health*. doi:10.2196/mental.5988
8. Cox, G.R., Bailey, E., Jorm, A.F., Reavley, N.J., Templer, K., Parker, A., Rickwood, D., Bhar, S., & Robinson, J. (2016). Development of suicide postvention guidelines for secondary schools: A Delphi study. *BMC Public Health*, 16(1), 1-11. doi:10.1186/s12889-016-2822-6
9. McGorry, P.D., Hamilton, M., Goldstone, S., & Rickwood, D.J. (2016). Debate—Part two: **headspace**: A national and international innovation with lessons for redesign of mental health care in Australia. *Australian and New Zealand Journal of Psychiatry*. 50(1), 9-10. doi:10.1177/0004867415624553

# Clinical practice

Clinical resources developed with and for the **headspace** centre network have largely focused on managing growing service demands, facilitating family-inclusive practice, increasing the engagement of young people in service provision and development of a consistent approach to assessing and managing risk of harm to young people.

To articulate best practice for **headspace** centres and clinical service providers, the Clinical Practice team released a series of user-friendly Practice Principles on the following subjects:

- **Single Session Family Consultation (SSFC)** – how to implement SSFC as a brief model for engaging with families to help them identify and address their own needs (July 2016)
- **Brief Interventions in Youth Mental Health (BIYMH) Toolkit** – how to implement the BIYMH Toolkit to increase service provision to young people with mild to moderate mental health difficulties to manage growing service demand (August 2016)
- **Service planning for demand** – how to identify blocks in service and develop strategies to manage these blocks (September 2016)
- **Formulation** – how to formulate a young person's strengths and difficulties in order to develop mutually-agreed intervention strategies (October 2016)
- **Acceptance and commitment therapy using SPARK!** – how to facilitate the youth-friendly group therapy program SPARK! to assist young people with low level mental health difficulties to learn about themselves and their values, improve their coping skills and develop meaningful direction for their lives (December 2016)
- **Clinical engagement** – how to foster a young person's engagement in their own care in order to maximise their health outcomes (March 2017)
- **Inclusive practice** – how to engage with young people from priority groups – i.e. young people who experience additional barriers to engagement (March 2017)
- **Assessing and managing risk of harm to self and/or others** – how to assess risk and develop flexible strategies to mitigate identified risks (May 2017)

Clinical Practice also released a welcome pack in February 2017 for centres to provide to family and friends seeking further information about how the centre operates, how they can support their young person and how they can access further information and support.

## Practice principle topics for 2016–17



# International partnerships

The success of **headspace** has been recognised internationally where the **headspace** model is being replicated in a number of other countries.

During 2016–17, **headspace** National has continued its partnership with Stanford University, California, USA, in their endeavours to pilot a similar model of **headspace** in the United States. The support has included providing expert advice focusing on the four-core streams, youth participation, marketing, research and evaluation. Stanford University plan to open their first pilot site in Palo Alto, in the San Francisco Bay area by July 2018.

**headspace** National has also remained in touch with our counterparts in Israel. They opened their first site, Bat Yam south of Tel Aviv in late 2014 and are making progress towards opening a second site in the North.





# Digital reach



**1.5 million visits to the headspace website occurred during the 2016–17 financial year**

**headspace** proactively uses various digital channels to connect with thousands of young people, their families and friends, along with health professionals, the media and many others.

1.5 million visits to the **headspace** website occurred during the 2016–17 financial year – a clear sign there is a great need for access to information, resources and clinical support. A strong focus for the website is to be user-friendly and provide content that is relatable and authentic. We have developed new sections on the site, including a new 'VICE hub' with our media partner VICE Australia. The hub hosts content and stories connecting both the **headspace** audience and the VICE audience.

Our national social media channels – Facebook, Twitter, Instagram and LinkedIn – saw substantial growth and engagement in 2016–17:



**Facebook:**  
18.2 per cent increase in number of followers



**Instagram:**  
89.8 per cent increase in number of followers



**Twitter:**  
6.3 per cent increase in number of followers



**LinkedIn:**  
56.6 per cent increase in number of followers

In September 2016, a new monthly eDM was produced titled '**headspace** happenings' providing updates from the organisation, young people's stories, campaigns, events and other information. Since launching, eDM subscribers has grown by over 90 per cent.

Developing and maintaining key stakeholder relationships in the digital space has been immensely valuable for the organisation. Grafton, a town in regional NSW, was a community reeling from increasing rates of youth suicide. Working with Facebook, **headspace** created and ran a series of geo-targeted advertisements encouraging young people and their families to access help and resources. These advertisements gained significant traction in helping those most in need.

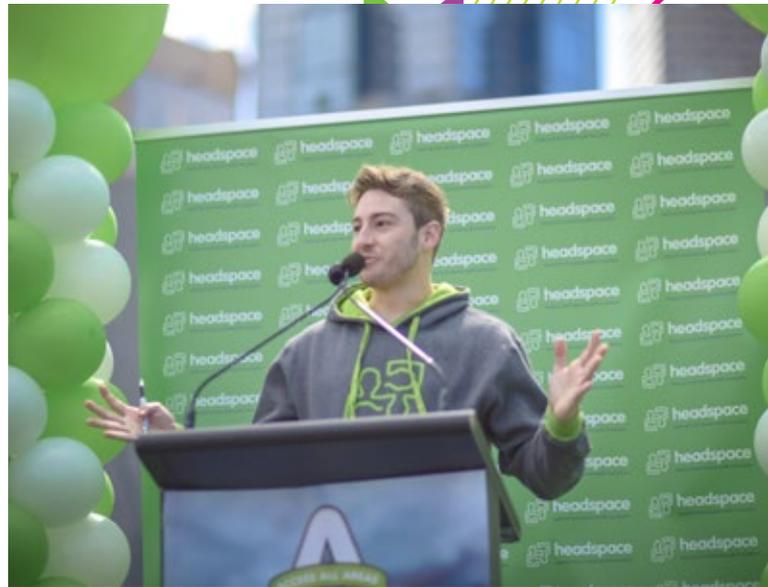
Another relationship developed in 2017 was with Google. **headspace** successfully secured an Ad Words Express grant, which is worth \$10,000 a month, and provides free advertising on Google for **headspace** services, campaigns and initiatives. This support has put **headspace** in front of hundreds of thousands of additional Australians resulting in increased awareness and use of the **headspace** website.

# Media engagement

**headspace** interacts with the media on a daily basis, both at a national and local level, to raise awareness about, and advocate for, youth mental health and the core work of the organisation. **headspace** spokespeople are relied upon as key experts in areas affecting young people's mental health and wellbeing such as anxiety, depression, suicide, work and study and alcohol and other drugs.

Media highlights for 2016–17 included:

- Launching two major campaigns to promote help-seeking and mental health literacy and awareness. **headspace** day in October and the Fathers Campaign in June received extensive media coverage across all mediums with the support of high profile ambassadors Matthew Mitcham and Nathan Hindmarsh;
- Establishing an editorial partnership with VICE that launched in May. The partnership was a natural collaborative opportunity, connecting the VICE audience with youth mental health resources and support;
- Collaborating with the National Union of Students (NUS) for a national wellbeing survey that generated significant media coverage and improved awareness of mental health services available to students at universities and TAFES nationwide;
- Launching the *Food For Thought* program in Victoria that received coverage across multiple states and at a local level;
- Establishing **Qheadspace**, an online peer support forum for gender and sexuality diverse young people that received media coverage across radio, print and online discussing the program and the impact made by young people;
- Expert opinion and commentary in the media on two Netflix TV shows (*13 Reasons Why* and *To the Bone*) that focused on, and depicted, mental health issues. Key **headspace** spokespeople led the public discussion around the concerns raised, and provided valuable information to young people, parents and schools.



Matthew Mitcham - **headspace** day ambassador 2016



**headspace** CEO Jason Trethowan speaking at Fathers Campaign launch at **headspace** Bondi





# Community awareness campaigns

**headspace released two national campaigns to increase awareness of youth mental health and encourage help-seeking amongst young people.**

## headspace day

On Tuesday 11 October 2016, as part of National Mental Health Week, the inaugural **headspace** day was launched. **headspace** day aimed to increase awareness of youth mental health and drive widespread public support for youth friendly mental health services.

The message that every young person in Australia should have access to mental health services, no matter where they live, was summarised in the theme 'Access All Areas'. Australians were encouraged to show their support by wearing a wristband, sharing on social media and making a donation.

**headspace** centres across the country celebrated with centre-based events, activities and fundraisers that bolstered it as a truly national day.

Numerous celebrities and influencers participated and publicly supported the campaign, including Olympic Gold Medallist Diver, Matthew Mitcham, who was the official ambassador for **headspace** day. Politicians also got involved, with both Prime Minister Malcolm Turnbull and Leader of the Opposition, Bill Shorten, wearing the wristbands and posting videos of support.

The campaign reached over 2.7 million people via social media. Approximately a quarter of all young Australians were aware of **headspace** day and three quarters of those who saw the campaign either spoke to someone they knew about mental health or visited the **headspace** day website.

## Fathers Campaign

The stigma surrounding males opening up about mental illness is a nationwide problem, with 87 per cent of young men that are struggling with their mental health not seeking help.

The Fathers Campaign aimed to open up conversations between parents and young people, particularly fathers and sons, to help identify mental health issues and ensure they get the support they need.

The campaign was launched at **headspace** Bondi Junction on 6 June 2017 with former NRL player and father of four sons, Nathan Hindmarsh. He spoke about the vital role that parents play in identifying the early signs of mental health issues in their sons and helping provide the support they need.

The campaign included a TV commercial, online videos, digital advertisements, posters, flyers and postcards, which encouraged fathers to open the lines of communication with their sons. Importantly, the campaign created behaviour change, with one third of the parents who recognised the campaign stating that they had spoken to their child about mental health as a result of seeing it.



headspace day 2016



Fathers Campaign 2017

# headspace story



## Connor Parissis, age 20

Growing up with the idea that you might be queer in the back of your mind is never easy. The social pressures and fears associated opens your psyche up to a multitude of other mental health issues, resulting in so many queer youth suffering from anxiety and depression as I did, and still do to this day.

By the age of 16, things became unbearable. I forced myself into the school psychologist's office who offered me support and comfort. Eventually I was able to speak the words, "I'm gay" to her, which was the first hurdle I had managed to jump. From there, I slowly came out to my friends, and then my family.

I decided to seek professional help, with a referral to a psychologist, then a psychiatrist, who diagnosed me with a multitude of labels, most interestingly was derealisation – an illness I'd never heard of prior to my diagnosis. The diagnosis was beneficial to me, as it finally felt like I wasn't alone in this dilemma and that others shared my struggle.



Eventually I was able to speak the words, "I'm gay" to her, which was the first hurdle I had managed to jump.

It took me some time to reach out to **headspace**, but eventually I did due to financial struggles. The team at **headspace** Camperdown were extremely dedicated to getting me the appropriate therapy and medication I needed. I still see the lovely people at **headspace** who taught me that gradually things will get better, and I have learnt there is no shame in taking medication for mental health issues.

Inspired by **headspace**, I joined the Youth Advocacy Group, working with other youth members to advocate for mental health awareness and promote **headspace** as a helpful, revolutionary organisation.

# Our partners

At headspace, we rely on corporate and community support to assist us to help any young person going through a tough time. We're thankful to work in partnership with some of Australia's leading organisations to help support young people and raise awareness of our work.



## Supré Foundation

**headspace** has been working with the Supré Foundation to help educate and empower young girls to be assertive against bullying behaviour. Through the sale of Supré Foundation products in Supré stores, funds have been raised to enable **headspace** centres to deliver a Bullying Prevention and Education Kit and workshop to schools and other groups.

Following the successful pilot program in Western Australia, we proceeded with a national roll out of Bullying Prevention and Education workshops into schools and other groups delivered by **headspace** centres. In addition to this, over 100,000 "Bullying. So Not OK." booklets were distributed through Supré stores and **headspace** centres. The content for the workshops and booklet was created by The Telethon Kids Institute and Professor Donna Cross.

The demand for the booklets and the workshops has been huge, and we are thrilled that the topic has been embraced on a national level. The training has had exceptional uptake from **headspace** centre staff – more than any non-compulsory training offered – demonstrating the need in local communities. The workshops have also generated interest from primary schools, Girl Guides, juvenile justice centres, Police-Citizens Youth Clubs (PCYCs), sporting groups and Indigenous groups.



Launch of Supré 'Bullying. So not OK.' booklet in stores

# Our partners



## REST Industry Super

Our partnership with REST Industry Super means **headspace** extends its reach to REST's 1.9 million members. The partnership also contributes to raising awareness of **headspace** in regional communities across Australia by supporting **headspace**'s presence at Groovin the Moo music festivals since 2013, as well as a **headspace** video series.

In 2017, the **headspace** helpdesk was at Groovin the Moo offering festival goers a place to relax and recharge, keep hydrated, charge their phone and have a chat with a **headspace** volunteer. Groovin the Moo attracted 130,000 people (88 per cent under 25-years-old) across six festivals in regional Australia (Bendigo, Bunbury, Canberra, Maitland, Townsville and Wayville), making it Australia's largest music festival.



**headspace** helpdesk at Groovin the Moo 2017

2017 was the most successful year for **headspace** at Groovin the Moo providing an invaluable opportunity to connect with young people, raise awareness of **headspace**, and ensure festival goers have a safe and happy festival experience.

REST also supported the Digital Work and Study Service by providing new computers for **headspace** centres involved in the service. This has allowed young people access to support and activities generated from the service, including industry webinars, the work and study website resources and general web chat with a work and study specialist.

# Our partners



## Viva Energy Australia

Our three-year partnership with Viva Energy Australia focuses on:

- providing support to young people to become role models and mental health advocates in their communities, and
- reducing stigma associated with mental health issues and promote help seeking amongst young people.

In 2016–17 Viva Energy has funded the delivery of training and development opportunities to more than 145 young people at four **headspace** centres (Geelong, Sunshine, Nundah and Parramatta), as well as the **headspace** Youth National Reference Group (hY NRG). These young people have been able to learn new skills, build their confidence and resilience, and safely share their personal lived experience stories with others.

The training and up-skilling sessions have covered topics including communication, cultural awareness and competency, public speaking, purposeful storytelling, applied suicide intervention skills, general first aid and 'be herd' training.

These opportunities have been selected by the centre youth reference groups to meet local needs.

hY NRG used funds to train four members to become qualified trainers in Youth Mental Health First Aid. The trainers have delivered this vital training to **headspace** centre youth reference groups and other young people within the **headspace** network across the country. Mental health first aid is the assistance provided to someone who is developing a mental health problem, experiencing the worsening of an existing mental health problem or is in a mental health crisis, until appropriate professional help is received or the crisis is resolved.

**headspace** youth reference groups have also been trained in communication, cultural and LGBTIQ+ competency, public speaking, general first aid, and alcohol and other drugs training. They have also gained valuable experience in event planning and management, and involvement in the recruitment process of **headspace** employees.

Through our partnership, these centres engage with Viva Energy employees who are always willing to help out and support their local **headspace** centres, wherever possible.

Viva staff at **headspace** Geelong event



# Our partners



## Funlab

In 2017 Funlab extended the **headspace** Charity of Choice partnership across all of its venues (Strike Bowling, Holey Moley and Sky Zone). This partnership involves **headspace** centres linking with local Funlab venues, with the venue supporting **headspace** through awareness and fundraising activities.



Funlab staff supporting **headspace**



## Jellis Craig Foundation

**headspace** was selected by Jellis Craig to be one of two charity partners of the Jellis Craig Foundation in 2017. Staff from Jellis Craig offices are encouraged to participate in raising awareness and fundraising for **headspace** via the Jellis Craig Foundation.



**FUTURE GENERATION**  
GLOBAL INVESTMENT COMPANY

## Future Generation Global (FGG)

FGG supports the **headspace** Aboriginal and Torres Strait Islander Traineeship Program. This program contributes to the development of a sustainable Aboriginal and Torres Strait Islander mental health and wellbeing workforce in regional and remote areas of Australia, ensuring all young people can access culturally relevant, appropriate and effective mental health services.

FGG funding has allowed **headspace** to employ an Aboriginal Project Coordinator and two Youth Trainees in the Northern Territory, supported by **headspace** Darwin. The trainees are expected to graduate from their Certificate IV in Mental Health in late 2017 and future employment opportunities are already being explored and supported by the Project Coordinator and **headspace** Darwin.



## National Rugby League (NRL)

**headspace** works with the NRL on its 'State of Mind' campaign, which aims to reduce stigma around mental illness, create positive discussion and connection in communities, and stimulate help-seeking behaviours by improving mental health literacy. **headspace** also supports the NRL with the delivery of its 'State of Mind Grassroots' program which is delivered to local Rugby League clubs across Australia.



# Our supporters

## Community fundraising

**headspace** is fortunate to have a passionate community of fundraisers and supporters who organise events that raise awareness of youth mental health, promote our services and raise funds for **headspace**. Community fundraising allows **headspace** to promote the importance of seeking support for mental health issues, to help break down stigma, and make sure every young Australian knows help is available.

## Supporters' contributions

### headspace Acknowledgement of Country and Traditional Owners plaque

A percentage of the national fundraising proceeds from the 2016–17 financial year were put towards the creation and distribution of Acknowledgment of Country plaques and bespoke artwork • Mind • Body • Spirit • Culture • Country in every **headspace** centre across Australia as part of National Reconciliation Week. **headspace** National collaborated with the **headspace** centre network to engage their local Aboriginal and Torres Strait Islander communities to create appropriate wording for their centre's plaque. Each centre received a plaque which appropriately acknowledges their local Aboriginal and Torres Strait Islander communities along with the • Mind • Body • Spirit • Culture • Country artwork to display.

### Stef Shuts Up

For the fifth year in a row, Stefanie Lowe 'shut up' for 24 hours on World Mental Health Day (10 October) to raise the volume and awareness around youth mental health. Stefanie has raised close to \$14,000 for **headspace** over the past five years!

Stefanie chose to raise money for **headspace** as she feels strongly about the work of the organisation, and that it provides an irreplaceable service to young people in need. She believes the rate of all mental health issues that affect our population can be reduced if we intervene early and provide the right tools for resilience to our young people.

During her day of silence in 2016, Stefanie received a powerful message from one of her supporters and she said it sums up why she continues this challenge - "Let your silence prevent the permanent silence of others".

We are so grateful to Stefanie for her amazing passion and dedication. We would also like to extend our thanks to all of Stefanie's supporters in helping to raise funds for **headspace**.



A supporter fundraising for **headspace** in a half marathon event



**headspace** bespoke artwork • Mind • Body • Spirit • Culture • Country



Stefanie Lowe

# Our supporters

## Iron Man for headspace

Justin Shepard competed in the 2017 Cairns half Ironman, his first attempt at a long endurance event. Justin chose to fundraise for **headspace** prior to the event so he had no excuse to back out. **headspace** is very close to Justin's heart and says he sees the organisation as an invaluable resource for young people.

A half Ironman is 1.9 km swim, 90 km ride followed by a 21 km run. Justin completed the event in 6 hours and four minutes and raised an incredible \$5,000 for **headspace**.

## Ride for headspace 2017

In February 2017, members of the Freemasons Cycling Club (Victoria) cycled from Wodonga to Ballarat, checking in at four **headspace** centres along the way. The total distance covered in the ride was almost 430 km.

The purpose of the ride was to raise awareness and funds for the national work of **headspace**. At each of the four **headspace** centres, a community event was held on arrival of the cycling club. We're so thankful for the team who raised a total of \$11,000 for **headspace**.

## Graze Amongst the Gums

In late June 2017, 'Eat Your Greens' hosted a long-lunch under the gums to raise funds for **headspace**. Guests of the lunch enjoyed music from Lueth Ajak, Aussie Fire Buckets provided warmth and atmosphere, and the food was prepared in an outdoor kitchen.

Event organisers chose to support **headspace** as their fundraiser of choice, because they feel very strongly about mental health and believe that **headspace** does fantastic work in supporting young people. The 'Eat Your Greens' group raised almost \$1,000 for **headspace**.

These are just a few stories from generous supporters of **headspace**. We appreciate every person who has contributed to our fundraising efforts throughout the year. No matter the size of your contribution, you've helped support the vital work of **headspace**!

A huge thanks to everyone who has supported **headspace**.



Justin Shepard at 2017 Cairns Ironman



Graze Amongst the Gums long-lunch

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