

Annual highlights 20/21



Beyond Blue acknowledges the Land on which our head office is based has deep connections to peoples and cultures across the Eastern Kulin Nation. We acknowledge the Traditional Owners of this area, the Wurundjeri Peoples, and pay our respects to their Elders past, present and emerging. As an organisation with national reach, we extend our respect to all Elders and Aboriginal and Torres Strait Islander peoples across Australia.

Hello!

Hope you're doing OK.

What's inside:

- 2** Chair foreword
- 3** CEO foreword
- 4** Year in review
- 5** Why we do what we do
- 6** Supporting Australian Communities
- 16** Community engagement
- 18** Fundraising and philanthropy
- 23** Partnerships
- 26** Our major donors
- 27** Our people and impact
- 33** Annual financial statements 20/21





Chair foreword

The past year has tested the mental health and wellbeing of every Australian. The COVID-19 pandemic persisted, and impacted all our lives in some way, whether disrupting childcare and education, work, income, housing security or contact with loved ones.

While there is ongoing uncertainty, there is also hope.

Australians have shown incredible resilience throughout the biggest global upheaval since the Second World War. I believe we can emerge a fairer, more prosperous society; that we can grow through adversity. Mental health and suicide prevention must be at the core of social and economic recovery and we must focus on supporting those facing the greatest challenges.

Beyond Blue is proud to serve as a trusted source of support, advice and information in times like these. Millions turned to our Commonwealth-funded Coronavirus Mental Wellbeing Support Service and our ongoing Beyond Blue Support Service. Indeed, Beyond Blue in 2021-22 experienced – and continues to experience – record and compounding growth in demand as the health, social and economic consequences of COVID-19 continue to cause uncertainty, heightened distress and increasing complexity and acuity of need.

The innovative and adaptive spirit of our people and partners – and the generosity of our funders and donors – held us in good stead.

We know the effects of the last two years will be long-lasting and our financial sustainability and prudent fiscal planning has never been more important.

Our financial health is strong. It needs to be, given potential future challenges to business and household discretionary expenditure, coupled with our service demand projections. The Board continues to plan for the future and retain an appropriate level of cash reserves, while drawing down on those reserves to invest in community services and programs. We expect to be drawing down significantly on accumulated reserves in 2021-22 and beyond in response to recent growth in demand.

In 2020-21 we also continued our policy and advocacy work, contributing with others to the call for urgent and comprehensive reform of Australia's mental health and suicide prevention systems.

We welcomed recommendations from the latest public inquiries by the Productivity Commission Inquiry into Mental Health, Royal Commission into Victoria's Mental Health System and the final advice of the National Suicide Prevention Adviser to the Prime Minister. By seizing this opportunity for reform, we can improve so many lives, and, as the Productivity Commission estimates, turn the \$220 billion economic cost of mental ill-health and suicide into a gain of about \$20 billion annually.

We were encouraged by substantial investment from governments in important initiatives that support prevention and early intervention, fill gaps in mental health care and prevent suicide.

However, there is much more to do to build a truly national system that works and looks beyond a short-term fix to addressing the lifelong needs of individuals. A system that invests in prevention and early intervention, funds outcomes that matter to people, and that people can access and navigate.

I am proud of Beyond Blue's part in shaping a better future. For example, The Way Back Support Service grew from 11 to 30 service sites in 2020-21 and to date has helped more than 5,300 people around Australia recover after a suicide attempt. We welcomed the Commonwealth's commitment to work with States and Territories to deliver universal aftercare for every Australian in these circumstances. This is something we, and many others, have advocated for over many years. We look forward to sharing our insights on what works with governments as they design and roll out this initiative.

During the pandemic, our government leaders collaborated to contain COVID-19. Many pandemic policy responses supported efforts that matter to mental health and suicide prevention – JobKeeper, COVID-19 support payments, crisis housing and rental and food relief.

Looking ahead, we need similarly bold and urgent action on mental health and suicide prevention system reform.

Beyond Blue stands ready to support reform efforts. Let's seize the momentum and work together – governments, business, sectors, and most importantly, the community – to find a better way.

The Hon. Julia Gillard AC
Chair



CEO foreword

The past 12 months have been a time of significant growth, challenge and learning for Beyond Blue. We continued to change the way we work, how we deliver services and how we partner so we can meet the future needs and expectations of the people we serve.

In these times of extraordinary change, what strikes me most is the depths of people's kindness, warmth and compassion – our unrelenting humanity. I see it every day in the communities we support, our volunteers, speakers, partners and the people around me at Beyond Blue.

In a second year of record demand for Beyond Blue, in 2020–21 people told us they felt anxious, worried and depressed. They were experiencing relationship issues, financial stress and isolation – all completely normal experiences for the circumstances.

The high demand is concerning, but people are reaching out and being supported – which is exactly what we want to see. It means more people than ever are talking about their mental health and wellbeing and taking active steps to look after it.

At Beyond Blue, we place people at the centre of everything we do. Lived experience of depression, anxiety and suicidality drives service design and delivery and our policy and advocacy work.

Alongside our phone and online counselling services, our online peer-to-peer forums are increasingly popular. The forums are a safe space where people connect and support one another. Our incredible forum champions facilitate compassionate, respectful conversations where people can learn from each other by sharing insights about living with depression, anxiety and suicidality.

Our NewAccess coaching program expanded into north-east Victoria to support communities feeling the effects of the Black Summer bushfires and the pandemic. We also tailored the service for a group doing it particularly tough: NewAccess for Small Business Owners launched in May 2021. Delivered nationally by clinically-supervised mental health coaches who have a background in small business, the program is already showing very promising results. Comcare continued to expand NewAccess to its members.

In partnership with Early Childhood Australia and headspace, our Be You team – the national education initiative – worked tirelessly to support Australia's amazing educators to look after their own mental health and support the children and young people they work with.

The Beyond Blue team has worked tirelessly, and I have never been prouder of them. A heartfelt thank you to our staff and Board and to the broader Beyond Blue family of Blue Voices members, Ambassadors, Speakers, volunteers, partners, funders and donors. Your contribution to helping everyone in Australia achieve their best possible mental health and preventing suicide is immeasurable.

We know there is much more to do and I'm excited by what the future holds.

Georgie Harman
CEO

Year in review

Beyond Blue Support Service



Coronavirus Mental Wellbeing Support Service (CMWSS)

318,901

contacts to our support services
(across webchat, phone and email)



Phone
73.9%



Webchat
23.9%



Email
2.2%

250,291

phone counselling
sessions

965,254

visits to the online
peer-support forums

18.5m

website page views
across our Beyond Blue
and CMWSS websites

14,458

new registrations
for online forums

Top 3 reasons

for support

anxiety

depression

family and
relationships



Our other services and programs

18,375

people supported
by NewAccess
coaches, with a
recovery rate
of 66%

5,368

people supported
across 30 The
Way Back Support
Service sites after
a suicide attempt

30,116

Beyond Now
suicide safety plan
app downloads

11,700 early
learning services
and schools and

135,000
individual
educators
registered
with Be You



Community engagement and support

250,000

people reached by
Ambassadors and
Speakers sharing their
stories at more than
233 events

730,000

people attended
Beyond Blue events,
supported by 136
Beyond Blue volunteers

\$35.8m

donated through
fundraising, partnerships
and philanthropic gifts



Reach

6.8m

people reached
via social media

43.5m

social media
content views

2.1m

hits to our
'Not Alone' podcast
series where
Australians share
their mental
health stories

1.6m

page views across
more than 600
articles prepared
by Beyond Blue
and our partners

Why we do what we do

A year of change and growth

Australians started 2021 full of hope that the new year would be better than the last, a year where we could reconnect with loved ones, reopen businesses and get back to the things we love. Instead, COVID-19 outbreaks continued to impact Australians in some way across every state and territory, either through short or longer lockdowns or closed interstate borders. These continuing conditions have impacted Australians' mental health in myriad ways.

While COVID-19 has been a focus, we know our mental health and risk of suicide can be impacted by many factors, including other major events like bushfires and natural disasters and challenges associated with everyday life. Beyond Blue has responded to the diverse experiences of the past year by providing mental health services and supports, at no cost to those who use them, as we have done for the past 21 years.

Now, more than ever, we are here to support all people in Australia to achieve their best possible mental health and prevent suicide.

Through 2020-21, ongoing public health restrictions and lockdowns called for innovative approaches to support our community's mental health and wellbeing. This was driven through our Beyond 2020 Strategy.

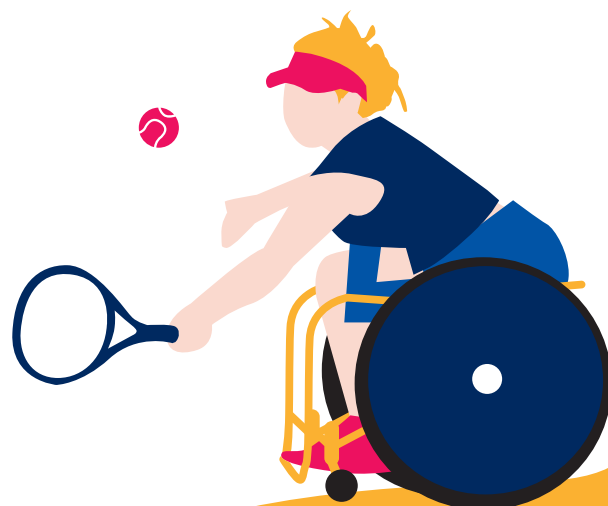
This strategy has three strategic pillars:

- 1 Promoting mental health and wellbeing so people:**
 - better understand mental health
 - feel safe to talk openly about their issues
 - are supported to ask for support when they need to.
- 2 Being a trusted source of information, advice and support so everyone understands how to maintain good mental health and wellbeing and manage mental health issues.**
- 3 Working together to prevent suicide by playing a lead role in a national suicide prevention effort through research, information, advice and support, and advocacy.**

Beyond Blue is Australia's most well-known and visited mental health organisation, providing a Big Blue Door through which advice, support and connection can be found for millions. With this comes a deep responsibility to understand the needs of our diverse communities. Beyond Blue has embarked upon a multi-year, community experience and digital transformation to bring our Big Blue Door to life.

Mental health and suicide are complex, but getting support shouldn't be. Our Big Blue Door vision is to deliver accessible, personalised, safe and connected support for all people who engage with Beyond Blue. Wherever they're at in their journey – whether that's to seek help or to give back – we aim to equip people with the right information, advice and support by connecting up what we deliver, and partnering with others.

Beyond Blue acknowledges those who are living with, and managing mental health conditions, such as anxiety and depression, their families, friends and supporters, and those affected by suicide.



Supporting Australian Communities

Coronavirus Mental Wellbeing Support Service

The Coronavirus Mental Wellbeing Support Service (CMWSS), funded by the Commonwealth Government and launched on 9 April 2020, continued to support the mental health and wellbeing of people in Australia during the pandemic. This free service is available around the clock and offers easy access to a broad range of services and supports from online wellbeing tips and self-help tools, to counselling from trained mental health professionals and peer-to-peer support.

Information is regularly refreshed to meet the evolving needs of the community, from issues on the isolation and impacts of extended lockdowns and continued interstate border closures; to supporting people feeling anxious about receiving a COVID-19 vaccine.

In addition to providing targeted information and counselling services, the CMWSS has built-in referral pathways to other organisations, including Lifeline, ReachOut, MIND Australia and Financial Counselling Australia. The counselling service was extended to include follow up outbound calls and a service that allows people to talk to someone they are familiar with.

Our ongoing monitoring of the service and an independent evaluation of the CMWSS allows us to provide insights on living with COVID-19 and its impacts on individuals, families and the workplace to governments and continually improve the service.

- The independent CMWSS evaluation findings show that several at-risk communities were more likely to be aware and cite usage of Beyond Blue and the CMWSS compared to the rest of the population, namely Jobseeker recipients, LGBTIQ+ communities, Aboriginal and Torres Strait Islander peoples, and people working in high-risk jobs during the pandemic, such as health workers, unpaid carers, hospitality, and meat-packing workers.

- For many, it took time to build up the courage to call or contact Beyond Blue through the CMWSS, largely due to self-stigma. But after they did:
 - a high proportion (80%) were satisfied with the service provided
 - their confidence to take action to support their mental health increased (from 40% before contact to 72% after contact) and almost 50% looked up suggested resources and information
 - distress levels decreased significantly (down 29% after contacting us).

In addition, people who contacted the service were significantly more likely to feel useful to family and friends than those who used other similar services (36% compared with 26%). This is a testament to our CMWSS providing dedicated support to those caring for and supporting others through the pandemic.

Further funding has allowed us to extend the CMWSS to June 2022 and continue its vital role helping people in Australia adjust to living with the challenges of a pandemic and its longer-term mental health impacts.

Coronavirus Mental Wellbeing Support Service

1800 512 348

coronavirus.beyondblue.org.au

“Fantastic service, really got me through and stopped me from hurting myself. It also meant that I shared with some friends the next day over text – I felt brave enough to tell my friends I was really struggling. And then they checked in on me more, so that all reinforced it.”

– CMWSS user 2020

Beyond Blue Support Service

“Speaking with the Beyond Blue counsellor was very helpful tonight. I feel like a heavy burden has been lifted. This is all I needed. I want to give the counsellor I spoke to a pat on the back and tell people how helpful she was.”

When someone contacts the service, they're connected with a trained mental health professional who provides information, advice and brief counselling, pointing them in the right direction for further support.

The Support Service increases peoples' ability to cope and reduces their level of distress. The majority of users act immediately following their counselling session and even more so after one month.* After their contact with the Beyond Blue Support Service, 71% of users felt better.

This is what makes the Support Service such a significant resource for the Australian community.

Funded by our generous donors, fundraisers and partners, the Support Service is available to anyone in Australia via phone, webchat or email. In 2020-21 the Commonwealth and Victorian governments also provided time-limited support for the Support Service, to help with record demand.

* Evaluating telephone and online psychological support and referral, Evaluation Journal of Australia, 2020

“I called you tonight because I was having serious suicidal thoughts. I hung up early but the person who took the call saved my life by calling emergency services and I want to thank her so very much.”

“You gave me really constructive and wise advice. It's probably the best conversation I've ever had and I'll always remember it. You are amazing and do amazing work.”



Online peer support forums



Over the past year, our online forums have continued to provide crucial peer connections, supporting the hope, resilience and recovery of many people in Australia. The forums community has provided much-needed connection and solidarity during the trials of the pandemic and associated restrictions.

Beyond Blue's outstanding Community Champion Volunteers have adapted well to these challenging times. These thirteen people, as of June 2021, post around 1,000 times a month on anxiety, depression, suicide, self-harm and other related life issues. We're continuing to grow our champions group to strengthen peer connections within the online support community and to bring lived experience to service design and delivery.

beyondblue.org.au/forums

"Thank you to all who have the courage to share what they are going through and to those here who so lovingly and patiently support and give advice and understanding. You have made a positive difference in my life today and I am very grateful. I'll be returning the favour by offering some kind words where I feel I can be helpful."



Blue Voices

The lived experience of our 5,700 Blue Voices members keeps the community at the heart of what we do. Their experience with anxiety, depression and suicide guides our work via participation surveys, user testing, focus groups, committees and co-design workshops.

How Blue Voices members guided our work in 2020-21

They helped us understand how to improve our current programs and services and develop new ways of supporting the community through 30 activities, including:

- Bringing their lived experience voices to committees. For example, Blue Voices committee members have helped us understand how we can create safe and supportive experiences for the community through clinical governance structures.
- Working with us to make key decisions about our products and services and helping us create frameworks for Beyond Blue's evaluation and partnership approaches.
- Helping us understand the current state of Beyond Blue's products and services and how we can best support all people in the community now and into the future.

beyondblue.org.au/bluevoices

Meet Ruth, Blue Voices member

“Blue Voices is a positive space for me, and I volunteer here for many reasons. There are so many ways to get involved and I find being able to shape the direction of Beyond Blue's work extremely rewarding. Helping others helps my mental health too.”

Blue Voices member Rach tells us about her experience sharing her story for World Suicide Prevention Day

“When I first replied to your email asking if I was interested in this project, I thought, ‘yeah it would be great to share my story and help a few people along the way.’ I had no idea of the impact the project would have on me and my family and others and how therapeutic it would feel. It has touched my soul and made me feel so incredibly good. I’ve had phone calls and messages from friends and family offering their support and love, often distant ones who had no idea what I had been through.

People are spreading the word about reaching out and getting help. I am so honoured and proud to be a part of this important project that’s making such a difference. Such an awesome journey.”

NewAccess

We developed NewAccess – a free, confidential and clinically-supervised mental health coaching service. This early intervention service is for anyone feeling stressed or overwhelmed about everyday issues such as work, study, relationships, health or loneliness. Low-intensity cognitive behavioural therapy (LiCBT) helps break the cycle of negative, unhelpful thoughts. Importantly, NewAccess offers a new option for the many Australians who need support to get back on track but don't require more intensive clinical, medical or emergency support. It can be delivered face-to-face, by phone or online.

The service is currently commissioned by 11 primary health networks (PHNs), across 17 locations in Queensland, New South Wales and Victoria, as well as through tailored programs for small business owners, Commonwealth Government employees through Comcare and people impacted by bushfires.

“My experience with this program has been fabulous. Having weekly sessions was so helpful for reflecting on progress and for support and accountability. I really appreciated the clear structure too, with something clear to work on each week and experiments to do in between.”



There is potential for NewAccess to support many more people who would benefit from low intensity support. The Productivity Commission found an estimated 500,000 Australians would gain from low intensity care but are not accessing any help. It is likely to be a higher number today, based on emerging data showing the increased prevalence and levels of distress reported by the community due to COVID-19.

NewAccess was launched in the north-east of Victoria in November 2020 with coaches recruited from the local community. The program is funded by the Victorian Government to specifically provide ongoing support to people in this region affected by the devastating 2019-20 bushfires. It was expanded to support the community through the COVID-19 pandemic. This service directly aligns with the Victorian Mental Health Royal Commission's recommendation to focus on providing community-centred care closer to home, particularly in regional communities like north-east Victoria.

An independent evaluation estimates NewAccess **recovery rates to be around 70%**¹

Peer-reviewed research has found that **7 out of 10** people who use NewAccess report a significant **reduction in depression and anxiety symptoms**.

There have been around **18,000 participants** in NewAccess since 2013 and in 2020-21:

- **17,615 NewAccess sessions** were delivered through PHNs, with two thirds delivered via telehealth.
- Comcare delivered **630 assessments** between July 2020 and May 2021, with a recovery rate of 75%, and a sustained recovery rate of 93% (as measured at the six-month follow-up).
- the NewAccess for Small Business program **supported 782 small business owners** between March and June 2021.

¹ Michael Baigent, David Smith, Malcolm Battersby, Sharon Lawn, Paula Redpath & Alicia McCoy (2020): The Australian version of IAPT: clinical outcomes of the multi-site cohort study of NewAccess, Journal of Mental Health

NewAccess workplace program

The NewAccess workplace program commissioned by Comcare was launched in June 2020. It offers support to 17 Commonwealth Government departments, agencies and agency partners – including the Department of Home Affairs, the Department of Social Services and the National Disability Insurance Agency.

NewAccess for Small Business Owners

NewAccess for Small Business Owners provides small business owners with practical skills to manage stress and get them back to feeling like themselves as they support their business and their employees.

Free, accessible and tailored support is available with extended business hours, by phone or video service. All coaches have small business backgrounds, so they understand the challenges faced when running a small business. They bring a practical approach to problem-solving and are trained to support small business owners with everyday stressors like work, relationships, health or loneliness.

After using the program, 82% of people surveyed said they felt more productive and able to address future business challenges, 91% reported receiving help that mattered to them and 93% would recommend the program to other small business owners.

This program commenced in March 2021, with 12-month funding from the Federal Department of Treasury and support from the Australian Small Business and Family Enterprise Ombudsman.

“I felt absolutely powerless and was having too many panic attacks as I struggled with our small business. The NewAccess program has helped me move on from the lowest of lows and manage the uncertainty and anxiety that added to my depression. It offered supportive, non-judgemental, practical and structured help to encourage progress and success. Extremely grateful!”

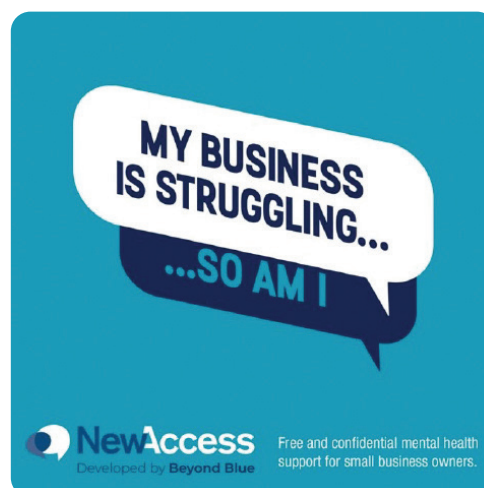
Supporting small business owners supports Australia's economic and social recovery

The mental health of Australia's **2.3 million small business owners** is vital to the **economy's health**.

Mentally-healthy small business owners are more likely to provide support to their **4.7 million employees**.

Almost **1 in 3** small business owners report diagnosis of stress, anxiety or depression.

Small Business and Mental Health: Supporting Small Business when they are Facing Challenges, McNair Yellow Squares, for the Department of Industry, Science, Energy and Resources, July 2020, p92



beyondblue.org.au/newaccess

The Way Back Support Service

The Way Back Support Service supports people after a suicide attempt or suicidal crisis.

We prioritise personal connection and one-to-one care to get people through this critical time. COVID-19 changed the landscape for The Way Back, but the team rose to the challenge and pushed The Way Back to new heights.

The Way Back is funded by the Australian Government's Department of Health and all State and Territory governments (except for Western Australia), in partnership with PHNs. This rollout is nearly complete. Between July 2020 and June 2021 we opened 19 new locations. Thirty sites are operational and once the last few sites open their doors, The Way Back will operate across seven states and territories. In 2021-22, over 5,300 people across Australia accessed this service.

We're proud of this rapid growth, but Beyond Blue prefers to focus on what the service means to people. For example, a Sydney man who was referred to The Way Back, was helped to access psychiatric support for sexual and domestic violence and substance misuse. He was then referred to a bulk-billing psychologist to better manage his panic attacks. His Support Coordinator also helped secure him a laptop for work and get a security bond back from his landlord.

Practical and personal assistance can make all the difference during a critical time. The Way Back is built on a philosophy of personalised care, focusing on the human connections that support people through vulnerable stages. Support Coordinators meet people where they're at, both mentally and locationally, connecting them with supports within their community. We see this working every day.

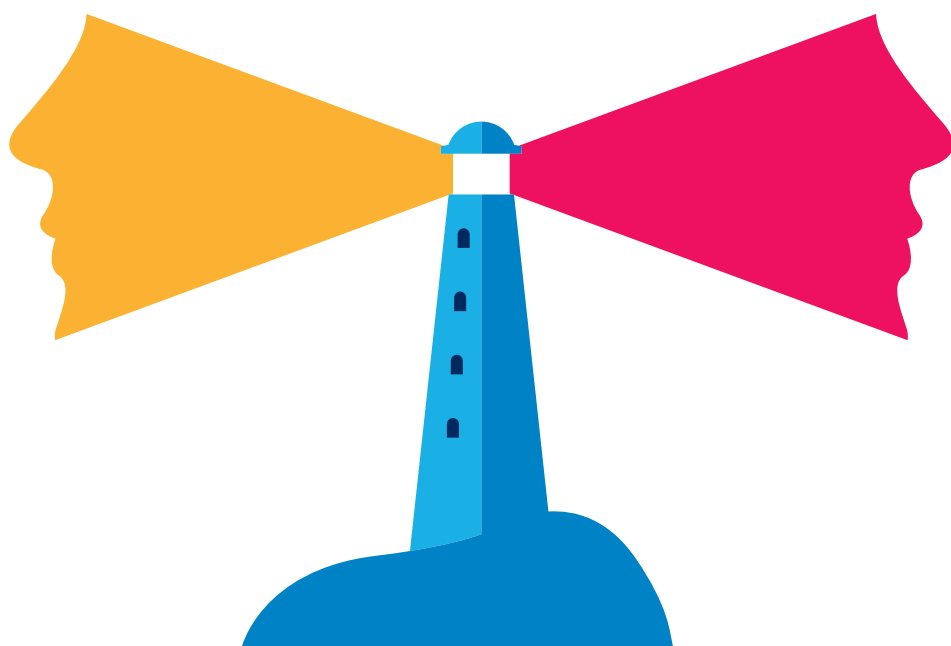
This Sydney man has ongoing support. He is linked in to Beyond Blue's online community and has regular meet-ups with people through a volunteer program. In fact, the support he received inspired him to become a volunteer himself, paying it back by reaching out to connect with others.

This quote from a young woman with a similar story sums up everything Beyond Blue hoped for when we developed The Way Back Support Service:

"This service has given me hope to want to live."

In 2021 the Commonwealth Government committed to making suicide aftercare available throughout Australia, in partnership with States and Territories. We welcome the announcement that people all over the country will receive the support they need to recover.

beyondblue.org.au/thewayback



Our work in schools and early learning services

What is Be You?

Be You is the national mental health in education initiative funded by the Commonwealth Government and delivered by Beyond Blue, in collaboration with Early Childhood Australia and headspace.

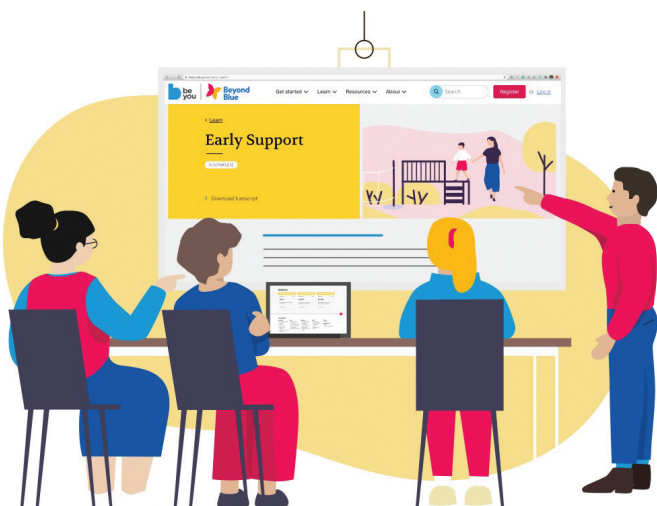
Since launching in November 2018, Be You has gained significant momentum and in 2021 saw its funding extended until June 2023.

Be You supports early learning services and schools to develop positive, inclusive and resilient learning communities where every child, young person, educator and family can achieve their best possible mental health. It does this through online training, resources and events and expert advice provided by over 70 Be You consultants across the country.

Educator wellbeing was a key focus for Be You this year, supporting educators as they helped Australian communities through the wide-ranging effects of the pandemic, including online learning.

The coronavirus pandemic has significantly increased engagement with Be You. The highest peak in website visits and professional learning module completions was in early 2020. This year, 36% more educators than last year turned to Be You online sessions and events. These events connected them with peers and mental health experts and ensured wellbeing was a priority for them and the children and young people in their care.

[Beyou.edu.au](https://beyou.edu.au)



Participating in Be You

135,000
individual
educators

11,700
early learning services
and schools, representing
67% of all schools and
28% of all early learning
services nationally

16% increase in total schools and early
learning services compared to 2019-20

Use of Be You

This year

771,400
visits to the
Be You website

86,800
professional learning
modules completed

10,190
attendees to online sessions and events

“The wellbeing of our staff has improved because they now have the help and tools to cope in difficult... conversations.”

– Educator registered with Be You

According to independent market research in 2020, educators using Be You feel more confident than others to:

- **recognise the signs and symptoms** of different mental health issues
- **support children and young people** experiencing poor mental health
- **initiate a conversation** about mental health with the child or young person and their family

Community-based projects

Be You supported schools and early learning services with complex needs to look after their mental health through two community-based projects.

The Bushfire Response Program (BRP)

This year, the BRP directly supported over 485 learning communities affected by the Black Summer bushfires with:

- recovery planning and connection to community support services
- educator wellbeing sessions
- webinars
- networking events
- interagency and service provider meetings.

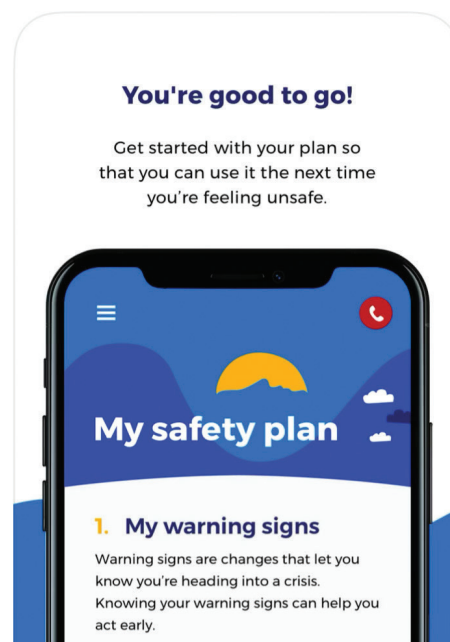
But our job is not done. We will continue supporting these communities in their journey of recovery and resilience into 2022, through further targeted activities and engagement with all that Be You has to offer. We will also embed the knowledge, resources and tools developed through the BRP within the Be You workforce and initiative to help educators prepare for and respond to future community trauma events.

Be You Pilbara and Kimberley (BYPK) project

The Be You Pilbara and Kimberley project was funded to pilot a place-based implementation model of Be You in the regions. Funding was provided for a two-year period and one of the key learnings from the project is that a longer funding period is essential to establish the local connections and trust that allow for culturally-appropriate delivery and deeper engagement with communities.

As the impacts of COVID-19 were felt, the BYPK team redirected their efforts to support the professional development of the local Aboriginal workforce and the co-development of the [Cultural Actions Catalogue](#). The catalogue was informed and developed by community members and educators across the Pilbara and Kimberley and identifies actions educators can take to create inclusive, culturally responsive and respectful learning environments that embrace the histories, cultures, stories and traditions of their communities. At the conclusion of this project in September 2021, twelve schools were transitioned to the Be You consultant team. They'll continue to work with local Action Team Leaders and Aboriginal and Islander Education Officers.

Resources developed through the BRP and BYPK will be incorporated into Be You for use by educators across Australia.



The Beyond Now app



30,116 downloads
Beyond Now

The Beyond Now app helps people develop a safety plan prior to a suicidal crisis. It guides people to build a collection of coping strategies and supports they can call on when suicidal thoughts and urges become overwhelming.

Safety plans are made with support from family, elders or a health professional. Plans identify individual strategies for coping, allowing for different needs, situations and personal relationships.

This year's updates to the Beyond Now app recognise the disruption of COVID-19 on the regular coping strategies and support networks of our app users, reminding them to update their plans to meet the challenges of the pandemic. There are suggestions on how to stay connected and devise coping strategies suitable for physical distancing and lockdowns, plus direct links to Beyond Blue's Coronavirus Mental Wellbeing Support Service.

So far, feedback for Beyond Now is that it is easy to use, useful and effective in managing suicidal thoughts and urges. User evaluation by Deakin University this year found the app helps people recognise warning signs, reflect on reasons for living, activate coping strategies and let close contacts know if they're feeling suicidal.

"This is a wonderful tool to lift you from that dark place. Thank you."

– Beyond Now user

beyondblue.org.au/beyondnow

Our work in workplaces and homes

Heads up

Work can have a powerful impact on our mental health. The Heads up site provides tools to help create and promote mentally healthy workplaces. By sharing our resources we can give organisations the tools to improve mental health in their workplace.

headsup.org.au/

had 290,000 visits this year.

Police and Emergency Services Program

This year, we finalised our Police and Emergency Services Program. The program commenced in 2014 and included our landmark study of mental health in police, emergency services and supporting agencies and translating those findings into practical actions to promote mental health in the sector. We supported 33 agencies to progress or enhance mental health and wellbeing strategies that protect, promote and support mental health.

Healthy Families

Our Healthy Families website provides information and knowledge to support the young people in our lives. It helps parents, guardians, grandparents and anyone in a caring role, to better understand mental health and wellbeing. Its tools include interactive checklists, resources for raising resilient children and information on depression and anxiety. The site also directs families to our online forums to chat with other families in similar situations.

healthyfamilies.beyondblue.org.au/

had 617,384 visits this year.



Small Business program

Our Small Business program supports owner and employee mental health. We launched the Mental wellbeing: support yourself and small businesses course in September 2020 after extensive community consultation. Produced and delivered in partnership with Xero and Go1, it is designed to improve the mental health literacy of our small business advisors and help them in client conversations. By 30 June 2021, 1,648 users had started the course.

Research

In the past 20 years, we have invested approximately \$68m in over 300 research projects. The results have added to the evidence base on mental health and suicide and played a part in improving the community's understanding of anxiety, depression and suicide.

This year we started rolling out our 2020-23 research strategy including preparing for the launch of our third research partnership grant round to identify investigator-led research projects we can support. This strategy includes:

- continuing to fund research in mental health and suicide prevention
- supporting Indigenous-led research on social and emotional wellbeing in Aboriginal and Torres Strait Islander people
- improving how we translate knowledge to extend the impact of the research we undertake and partner on.

Continuing to deliver on our research partnerships

Beyond Blue continues to fund two key research initiatives, in partnership with the National Health and Medical Research Council (NHMRC):

1. A **\$2.5m Centre of Research Excellence** to discover how we can reduce difficult childhood experiences which lead to anxiety, depression and suicidal tendencies.
Visit childhoodadversity.org.au for updates.
2. A **\$5m Targeted Call for Research** to explore ways to prevent anxiety, depression and suicide among Australia's elderly and how to improve detection and management of these conditions through new and existing interventions and core models. We've funded seven projects and look forward to sharing the research outcomes.

Community engagement

Our community engagement programs include speakers and ambassadors, Blue Voices, events and volunteers. We are fortunate to have more than 13,000 engaged community members.

Speakers and Ambassadors

There are over **300 people** in our Beyond Blue Speakers Program. All year round, our generous Speakers volunteer their time to share their personal stories of anxiety, depression or suicide at workplaces, schools, and community groups. Our goal is to raise awareness, reduce stigma and start conversations about mental health.

COVID-19 added extra challenges in 2020 and 2021. The Speakers program moved into a virtual space, using live video and digital technologies. This gave our Speakers new opportunities to share inspiring stories across Australia. There were **174 virtual Speaker events** in the past year.

We acknowledge that the pandemic affects different parts of the country in very different ways. Because of this, we worked hard to develop robust safety procedures to return to in-person events. We began this return in February 2021. There have been many lockdowns across the nation and events have had to be postponed. Still, our Speakers managed to attend **59 in-person events**.

In May, five Speakers shared their stories nationally on Beyond Blue's *Not Alone* podcast. Their stories covered powerful topics such as overcoming trauma, sexuality and self-acceptance, and First-Nations approaches to healing and counselling.

Our Speaker stories have been shared in person and online: stories of connection, hope, recovery and resilience, reaching over a **quarter of a million people**.

"I am very proud to be a Beyond Blue speaker. It has given me so many opportunities to connect with people all over Australia to discuss the importance of good mental health. COVID-19's challenges made me realise how much I missed speaking to people. As we emerge from restrictions, I am excited to be back out speaking for Beyond Blue, raising awareness and reducing the stigma of mental health. This is very important right now."

– Paul Walshe, Beyond Blue Speaker

Beyond Blue's 15 high-profile Ambassadors could not attend in-person events due to COVID-19. Instead, they continued to use social channels and media opportunities to spread awareness and information about Beyond Blue's work and particularly about the launch of the CMWSS.

For example, Brad McEwan, an Ambassador and media personality who lost his brother and father to suicide, shared his story on *Not Alone*. He aims to change masculine attitudes in Australia, encouraging men to speak more openly about mental health issues and seek support.



"I just hope one day that all men will understand that a mental health issue is not associated with guilt, or weakness."

Not Alone

Events and volunteers

Beyond Blue has over **7,000 volunteers** who are incredibly passionate about mental health and suicide prevention. Our volunteers extend our reach within the community. They share our messages, resources and campaigns. They collect donations and participate in sporting, challenge, community, expo, multicultural, regional, remote and LGBTQIA+ events. And – not least – they support each other!

Despite the challenges of the pandemic, over the past year, we participated in **11 events** with support from **136 volunteers** across four states:

NSW

- Sydney Coastrek
- A-League Beyond Blue Cup

Victoria

- AFL Beyond Blue Cup
- East Gippsland field day
- Melbourne Coastrek
- Hawthorn Football Club training session

Queensland

- Blues on Broadbeach Music Festival
- Socks 4 Docs Gold Coast Hospital
- FarmFest field days
- GC30 Fun Run

Tasmania

- Agfest field days

One of our goals this year was to increase attendance at rural and remote events, according to our Community Engagement Strategy. Because of this, one of this year's highlights was attending three major agricultural field day events. These events showed how we need to keep expanding our community engagement programs and increasing the diversity of our events calendar and volunteer recruitment.

AFL Beyond Blue Cup

After a 12-month hiatus from in-person events, the Community Engagement Team were thrilled to welcome back volunteers at the AFL Beyond Blue Cup in April 2021. Played at the MCG with Beyond Blue Community Partner Hawthorn Football Club, the Beyond Blue Cup raises funds while promoting mental health wellbeing and prevention in the community.

More than 70 Beyond Blue volunteers promoted our 'Play Your Role' competition, encouraging fans to think about the roles they can take to *Look, Ask, Listen and Support* the mental health and wellbeing of their teammates, friends and family.



Agfest

With the pandemic adding further pressure to the already struggling farming community after the fires and floods of previous seasons, mental health in the rural community has been a key focus for Beyond Blue. A dedicated team of volunteers spent three May days at Agfest in Tasmania, enjoying the opportunity for connection with local farmers and families.

Conversations raised awareness of anxiety, depression and suicide; sharing messages of hope, recovery and resilience and letting the community know how Beyond Blue is here to support them.

This year, more than **730,000 people** went to events with a Beyond Blue presence. More than **four hundred hours of support** were provided by 136 Beyond Blue volunteers.



Meet Michelle, volunteer

Michelle recently became a Beyond Blue volunteer to give back to the community and contribute to a cause she's passionate about.

While keeping herself well through regular mindfulness and meditation, Michelle has found Beyond Blue's volunteering program a fulfilling way to support others.

"Volunteering is a very rewarding and it's a privilege when people share their story with me. It's encouraging to hear how Beyond Blue has made a difference in their lives and I hope we can inform others how Beyond Blue can help them too!"

Fundraising and philanthropy

This year, Beyond Blue was needed more than ever. Our community of generous donors, fundraisers and supporters helped us be there for people across Australia. 275,817 contacts reached out for advice, information and guidance through the Beyond Blue Support Service.

Over the past 12 months, we raised a record-breaking \$35,792,847, including one extraordinary bequest of over \$10m. These donations directly support the community, by funding our Beyond Blue Support Service and allowing us to invest in innovative and transformational work to underpin future services. This is critical to ensure the ongoing sustainability of our Support Service so we can be there for everyone in Australia when they need us.

For this, we say thank you. We are incredibly grateful to every individual and organisation who contributed – people who donated, who organised a fundraiser, hosted or participated in an event, partnered with us, or made the generous decision to leave us a gift in their will.

All the support you, the donor, provides helps us strive towards our vision of every person in Australia achieving their best possible mental health.

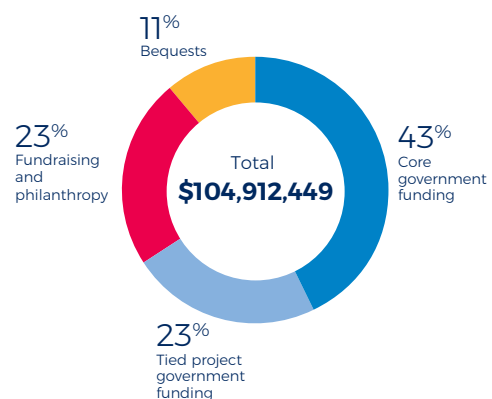
Together, we are making a difference. Together, we are changing and saving lives. **Thank you.**

Philanthropic income 2020-21



Note: Philanthropic income detailed in chart above represents that reported by the Company as opposed to the Consolidated Group.

Total Beyond Blue Income 2020-21



Note: Income detailed in chart above represents that reported by the Company as opposed to the Consolidated Group.



1,548
community fundraising
activities were registered
raising **\$4.98m**



446
business supporter
activities were registered
raising **\$2.3m**



3,138
people participated in
various challenge
events around the
country as part of
#teambeyondblue
raising **\$533,480**



10,492
trekkers
participated in Coastrek
raising **\$5.16m**



5,228
people donated
in memory of
a loved one
contributing
\$729,000

\$35,792,000
total philanthropic income

Thank you!

Community fundraising

Hosting or participating in a Beyond Blue fundraiser is a great way to have fun while giving back. Individuals, organisations and community groups continued to find ways to connect and raise funds for the 24/7 Beyond Blue Support Service. From small to large activities, raising a little or a lot, the support made a real difference as the examples below show.

For more information check out
fundraise.beyondblue.org.au/

After losing their daughter Rachel to suicide, avid gardeners Ian and Cheryl set up the 'Fruit for Thought' stall out front of their house, selling excess produce. They donated all proceeds to Beyond Blue, raising an incredible \$14,500. The stall helped Ian and Cheryl connect with their community, with locals often topping up the stall with their own produce.

"This stall has kept us going and helped us keep the memory of Rachel alive by being able to talk about her."

– Ian and Cheryl



In hotel quarantine, James set a goal of running a marathon in one day. Turns out he exceeded this – completing 50km in 6.5 hours and raising an impressive \$1,600 in the process.

"I wanted to show others that, regardless of your situation and environment, you can achieve greatness if you put your mind to it."

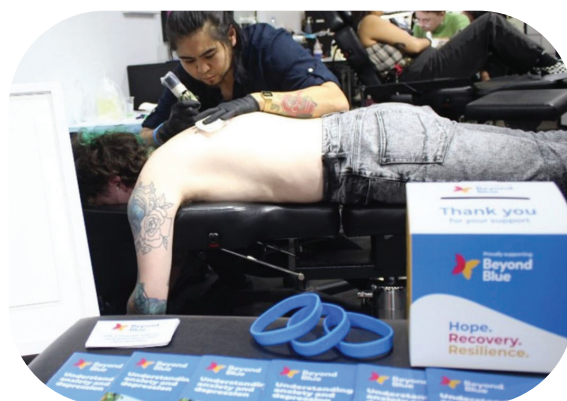
– James



Tattoo artist Fernando held a fundraiser at work and donated the \$750 profits of a full day's tattooing to raise awareness and funds for mental health.

"Running this event inspired conversations about mental health in Australia and I feel privileged to be able to team up with Beyond Blue on an event that is so close to my heart."

– Fernando



Peter and Trish started the Beyond Bitumen rally in honour of their daughter, Beth, who lost her life to suicide in 2005. After pandemic and flood delays this year, they ran two rallies involving hundreds of people travelling 1,500 kilometres over four days through regional NSW. The two rallies raised \$668,000 bringing the total for Beyond Bitumen rallies to over \$2m since 2015.

“This event enables us to not only raise awareness, but also to raise vital funds for Beyond Blue, as a meaningful way of giving back to the community. Beth loved cars (especially old ones) so this fits very well with our memories of her.”

– Peter and Trish

beyond-bitumen.raisely.com



In honour of Brock's father who lost his life to suicide, Brock and his Sana Days team raised \$1,220 by completing the Mooloolaba Triathlon to promote the benefits of exercise on mental health.

“My father was always so selfless and did so much for others (especially me), so I wanted to do this for him. It was a great feeling organising days like these where you are racing for such a good cause and seeing everyone enjoy themselves.”

– Brock



Donors make it possible

Appeals to the community - thank you for helping us answer every call

Thanks to the generous support of major partner Downer and other donors, Beyond Blue's second matched donation campaign raised over \$1m for the Beyond Blue Support Service. A big thanks to the corporate matchers and 4,157 individual donors who supported the appeal to ensure every Support Service call is answered.

During the campaign we shared Sue's story. Sue was 'lost, alone and overwhelmed' when she called the Support Service. She said the service 'probably saved my life, and I'm so grateful.'

A heartfelt thank you to everyone who contributed to this and every other appeal. Your donations are making a real difference to getting support to people like Sue when they need it.



Major gifts building our future

Major gifts are significant financial donations by individuals, charitable trusts, foundations, or corporate bodies. Over the past 12 months, our major donors' generosity has been more crucial than ever in helping us meet today's increasingly complex community mental health and suicide prevention needs while sustaining us for the future.

This year's donation by the Gourlay Charitable Trust let us start the crucial work of business transformation and kick off our Beyond 2020 Strategy.

'The Gourlay Charitable Trust is proud to support Beyond Blue,' explains the Trust's director Emma Harrison, 'especially the Big Blue Door, which ensures individual support doesn't stop after one phone call. We hope this collaborative approach will meet individual community needs and provide a continuum of care. People will stay connected to Beyond Blue and build lasting relationships to help them manage their mental health on their own terms.'

The significant generosity of IG Australia has also been very positive. 'This extraordinary year has shown the vital importance of community and togetherness and how we can succeed through adversity,' explains IG CEO (APAC and Africa), Kevin Algeo. In addition to the community support, IG staff have also benefited.

'Our blossoming relationship with Beyond Blue makes the whole office very proud to be part of supporting an organisation that is so innovative and agile in responding to community needs during such a trying time,' added Kevin. 'The change I've seen in the office to promote mental health and wellbeing and truly bond, with a community spirit, has been profound. We thank Beyond Blue for their pivotal role in this shift.'

It is thanks to supporters, such as the Gourlay Charitable Trust and IG Australia.

Gifts in wills

No matter the size, a gift in your will creates lasting change by protecting our community's mental health and easing the burden for those affected by anxiety, depression and suicide. Even just 1% of an estate can change and save lives.

We thank everyone who makes the significant decision to leave a gift for us in their will. Your generous bequest provides hope, allows recovery and builds resilience in people facing mental health challenges.

Julie's gift to transform Beyond Blue

An extraordinary bequest gift of \$10m from Sydney restaurateur, Julianna Lowy, will help transform the way that Beyond Blue supports the community.



As a young Jewish Hungarian woman, Julianna (Julie) Lowy and her family survived the Second World War and persecution by the Nazis. After the war she emigrated to Sydney with her husband Stephen. Over many years they built several successful restaurants, including the iconic Cosmopolitan Restaurant in Double Bay, NSW.

Community was key to Julie and Stephen's hospitality success. The vibrant meeting places they created attracted many Europeans, especially other Hungarians, and were popular with artists and journalists. Their restaurants were filled with warmth, good food and a natural welcoming atmosphere.

There was a 'no frills' humility to Julie. People who were close to her remember her heart and how passionate she was about helping others.

'There was absolutely nothing ostentatious about Julie,' says Allan Vidor, family friend and one of the executors of Julianna's estate.

"She was very modest and always just wanted to know how other people were, whether they needed help and, if so, how could she support them."

'Julie's actions always spoke of her character and integrity,' says John Denes, also one of the executors.

The third executor, Sylvia Ure, remembers her close friend as 'always full of warmth and goodness and a generosity of spirit that is rare in people. [Julie] helped everyone she could but always quietly, never wanting any returns, never wanting any acknowledgement or thanks or publicity for her goodness.'

As Julie and her friends grew older, she turned her attention to mental health issues. Her decision to include a gift to Beyond Blue in her will is extraordinary and will be life-changing for people affected by anxiety, depression and suicide.

David Wear, the fourth executor, calls Julie a very unassuming, caring and compassionate individual, 'a lovely person whose legacy will be long-lasting. We all hope and trust that many more people of all ages throughout Australia will greatly benefit from her generosity to Beyond Blue.'

Our services are becoming more necessary every day, and we need to rise to that demand. Julie's donation will smooth the way for us to change the lives of people who need mental health support. Over the next three years, we can develop the infrastructure and expertise to deliver our vision of all people in Australia achieving their best possible mental health thanks to Julie's gift. Julie's gift will help transform Beyond Blue through our ambitious Beyond 2020 strategy.

Julie's legacy will commemorate her commitment and generosity and help us in our mission to build hope, recovery, and resilience for the future.

Partnerships

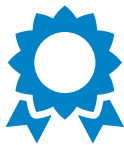
A big welcome to our generous new partners for joining Beyond Blue at a crucial time in supporting Australia's mental health. Over the 2020-21 financial year, our hard-working partnership team formed eight new partnerships.

The Downer Group joined as a new major partner. Go1, Hugo Boss, Kathmandu, Rexel and Supré Foundation became supporting partners, and Beach Energy, Kimberly-Clark and Wurth became contributing partners.

Activities our generous partners helped us achieve this year include:



29,000+
contacts to the
Beyond Blue
Support Service



1652
completed the
newly created
and hosted
**Small Business
Advisory Training
Course**



30,000
people connected
to resources to
support their
financial wellbeing
with our
**'Money on your
mind' campaign**
with Financial
Counselling
Australia



10,000+
people made
aware of the
**link between
sleep and
mental health**
by Beyond Blue
and A. H. Beard's
channels



New van
A new community
van, Buddy, was
acquired with the
support of our
Premier Partner,
Australia Post

Coastrek

Wild Women On Top's Coastrek is Australia's premier charity hiking challenge for women and proudly Beyond Blue's biggest community partnership.

Exercise, being in nature, giving back, and connecting with loved ones are all good for your mental health – and this is exactly what Coastrek is about.

From a virtual Coastrek to physical events in Sydney, Adelaide and Melbourne, 10,492 trekkers walked 15km, 30km or 60km for mental health, raising an incredible \$5,164,463 for our 24/7 Support Service.

Beyond Blue CEO Georgie Harman trekked 30km at Melbourne's Coastrek event, joining over 4,000 fantastic fundraisers in what was a spectacular day of sand, surf and... more sand!

Coastrek could not run without the generosity of the hundreds of volunteers who wholeheartedly cheered trekkers on, ran stands and ensured events ran smoothly.

To learn more about this partnership and register for an event visit

[beyondblue.org.au/get-involved/
fundraise-for-us/coastrek](https://beyondblue.org.au/get-involved/fundraise-for-us/coastrek)





Australia Post

Australia Post is a proud premier partner of Beyond Blue, contributing over \$1m worth of value to support Beyond Blue's programs and services annually. As an organisation that connects every person in Australia, our partnership with Australia Post aims to connect more people with mental health support and each other – because when we connect, we feel better. Australia Post helps Beyond Blue engage with people all over Australia through their support of Beyond Blue's community van, Buddy, and our Speakers program. In 2020, we launched a special release stamp set to encourage people to stay connected, during a time when checking in on our loved ones was more important than ever.

Using its vast network, Australia Post helped us deliver mental health information and resources across the country, providing vital cost savings to Beyond Blue. Posties delivered 1.4m flyers to households promoting the NewAccess service. The letter box drops have been successful in engaging older Australians and people living in regional and rural communities.

A support Buddy for the community

Thanks to our partner Australia Post, our new community van 'Buddy' will help Beyond Blue connect with the community, at events across the country. While the past year has proved challenging with so many of us physically separated, we know that reconnecting and coming back together is critical for the recovery of our communities in the months and years ahead.

Buddy was the standout name from 240 community suggestions. As one of our community members put it, 'I love Buddy because, like a friend, the community van will be a place to listen, share and support.' Buddy made its auspicious debut at this year's Melbourne Coastrek.



Financial Counselling Australia (FCA)

During 2020, money became a pressing issue for many people in Australia. Beyond Blue and our partner FCA responded with a joint campaign, 'Money on your mind.' This campaign helps people find the right resources and supports them in times of financial stress. It also raises awareness, educating people on the link between financial stability and mental health. The campaign had an overwhelmingly positive reception. It reached over 30,000 people, helping them access support through the National Debt Helpline and Moneysmart resources.

Zoetis

Zoetis has partnered with Beyond Blue since 2016, as a dedicated supporter of mental health in rural and regional Australia. Zoetis reached an exciting milestone in 2020, raising \$500,000 for the Beyond Blue Support Service since our partnership began. Zoetis will also continue their support of Beyond Blue next year, with another \$100,000 donation committed towards the Support Service.

This has been a year of floods and droughts, even before the social and economic impact of the pandemic. But Zoetis continued its unwavering support for regional and rural Australia. For five years Zoetis has been raising vital funds for Beyond Blue and has helped elevate the voices of Beyond Blue Speakers in regional communities. Together, Zoetis and Beyond Blue work to reduce the stigma around mental illness and encourage people to ask for help.

Southern Cross Austereo (SCA)

SCA has been our premier partner for two and a half years, through a very challenging time. During this time, SCA has given Beyond Blue the estimated equivalent of \$55m in advertising support through its SCA Embrace program. This generosity has helped to increase the reach of our awareness campaigns and services. With SCA's help, we have been able to respond quickly and appropriately to the needs of the community.

Our research shows that, over this time, our partnership has improved SCA listeners' awareness of Beyond Blue. We can see that they know better how we can support them, and more of them reach out to use our services. This partnership has made a huge difference in the lives of many people across Australia. We can't thank SCA enough for supporting Beyond Blue and the community.

Premier partners



Major partner



Supporting partners



Contributing partners



Community partners



Event partners



Our major donors

Thank you to our major donors. Your generosity through the past 12 months has been incredible. We appreciate your support and look forward to continuing our work with you, to build a stronger community.

Andrew Karpel
Dean Laidlaw
Gina Fairfax
Jamie Odell
Mark Rix
Abergeldie Complex Infrastructure Pty Ltd
Accenture
Australian Communities Foundation
Australian Online Giving Foundation
Bartier Perry Lawyers
Belron Ronnie Lubner Foundation
Brinsmead Hill Family Foundation
Broomhead Family Foundation
Burke Britton Financial Partners
CitiPower, Powercor and United Energy
City of Subiaco
Coles Group Limited
Collendina 5 Foundation
Collins Street Value Fund
Commonwealth Bank of Australia
CW & AM Drew Family Trust
Eastlink
Bill and Eileen Doyle
Gaudry Foundation
Global Data
Gourlay Charitable Trust
Forster Family Foundation
Hare and Forbes Pty Ltd
Henley Homes
Hood Sweeney and Count Charitable Foundation
IG Australia
Ireland Funds Australia
JLDJS Foundation
Knappick Foundation
Koshland Innovation Extension Fund
Lactalis Australia

MA Foundation
MGA Whittles Community Foundation
Christopher Henty Reichstein
Mutual Trust Foundation
Naylor-Stewart Ancillary Fund
Omni Executive
Peter Lee Associates
Pizmony Family Foundation
RDA Foundation Fund
Stuart Fox Family Foundation
Susan McKinnon Foundation
tesa Australia & New Zealand
TFE Hotels
The Edward C Dunn Foundation
The Franz Loibner Foundation
The Halifax Foundation
The Harcourts Foundation
The Isabel and John Gilbertson Charitable Trust
The Percent Foundation
Transurban Limited
UK Online Giving Foundation
Wealth Mentoring Group

Some of our major donors choose to remain anonymous and we recognise and appreciate you as well. Your contribution is greatly appreciated and valued by everyone at Beyond Blue and across the whole community that you so generously support.

Thank you



Our people and impact

Our commitment to Environmental, Social and Governance (ESG) reporting

Beyond Blue is committed to continuously improving. Accountability is also essential, and we want to go above and beyond the information we are legally required to report each year. We want to be transparent about where we're doing well, and where we need to improve.

ESG reporting refers to the disclosure of information covering a company's operations in three areas: environmental, social and corporate governance. It provides a snapshot of impact in these three areas for our 'shareholders' – in our case Beyond Blue's community, donors, funders and stakeholders.

ESG reporting is becoming common practice in the corporate world, but we believe it's just as relevant to stakeholders and supporters of not-for-profits like Beyond Blue. We're starting from a low level of maturity this year and have some aspirational goals, and over time we will work to improve our data collection and ESG reporting.

Delivering impact

Over the past year, we have commenced the development and implementation of our Outcomes Framework, to help demonstrate how we are delivering our vision and mission and measure our impact.

In 2021, we developed indicators to help measure the impact of the Beyond Blue Support Service – how the service contributes to improved mental health literacy, and people's ability to better manage their mental health and wellbeing. Over time, Beyond Blue will strengthen impact measurement and reporting across all of our products and services.

Our brand

In addition to measuring our impact, we also measure the extent to which people know about Beyond Blue and how our brand resonates amongst the Australian community.

Awareness of Beyond Blue remained high during the past year, and we continue to be a trusted leader in the sector. A brand tracker survey in September 2020 delivered the following results:

- Unpromoted awareness: 74% of respondents are aware of Beyond Blue operating in the not-for-profit mental health sector.
- Promoted awareness: 91% of respondents are aware of Beyond Blue once prompted.
- Brand familiarity: 81% of respondents associate Beyond Blue with depression and anxiety, 75% with suicide prevention.
- Brand trust: Beyond Blue has a trust score of 8.1, which is higher than the overall score in the category of not-for-profits in mental health (7.7).
- Advocacy: Beyond Blue's Net Promoter Score (NPS) is 32. This score is the second-highest in the category of mental health providers in Australia. NPS measures loyalty to a brand – how likely people are to recommend an organisation to a friend or colleague.



Our People: Diversity & Inclusion

Having a positive impact through high-quality and effective supports and services extends to effective corporate and clinical governance. And how we work and who works for us matter too.

As of 30 June 2021, Beyond Blue employed a headcount of 242 people – equivalent to 230.4 full-time employees. Employees are predominantly based in Victoria, with some in NSW, QLD, ACT and Tasmania.

An inclusive workplace and diverse workforce will help us to better meet community needs by representing the varied experiences facing people around the country.

We strive to ensure that diversity and inclusion is reflected at the highest levels of our governance and our Board comprises people with a range of perspectives, experiences and backgrounds.

We are committed to stepping up efforts to ensure our organisation reflects the diversity of the Australian communities we serve, and to reporting more data each year. In November 2021, Beyond Blue welcomed one employee who identifies as Aboriginal and Torres Strait Islander.

We are in the process of identifying areas for improvement. We are recruiting a Diversity and Inclusion expert who will focus on infusing best practices into recruitment, retention, representation, and reporting.

As a starting point, for 2020-21 we are reporting on limited categories of diversity, based on the data we currently collect and can validate. From next year, we will report on more categories, and continuously improve our reporting year on year.

BOARD

Gender			CALD	Aboriginal and Torres Strait Islander	LGBTQI+
Male	Female	Non-specific			
6	8	-	1	2	2
Total: 14					

EXECUTIVE TEAM

Gender			CALD	Aboriginal and Torres Strait Islander	LGBTQI+
Male	Female	Non-specific			
2	4	-	-	-	1
Total: 6					

ALL STAFF

Aboriginal and Torres Strait Islander	
Full time	0
Fixed part time	0
Fixed full time	0
Part time	0
Casual	0

AGE	
20-29	41
30-39	89
40-49	78
50-59	23
60+	13
Total	244

GENDER					
	Female	Male	No Pronoun	Non specific	Total
Identify by the Pronoun: He					
FULL TIME		1	6		7
Fixed PART TIME		1	4		5
Fixed FULL TIME		17	43		60
PART TIME			2		2
Casual			1		1
Identify by the Pronoun: She					
FULL TIME	4		8		12
Fixed PART TIME	11		13		24
Fixed FULL TIME	62		64		126
PART TIME	3		2		5
Casual			1		1
Identify by the Pronoun: They					
Fixed PART TIME					0
Do not identify by a Pronoun					
FULL TIME					0
Fixed PART TIME				1	1
Fixed FULL TIME					0
PART TIME					0
CASUAL					
Grand Total	80	19	144	1	244



Our People: Wellbeing

We remain committed to the health and wellbeing of our people, and to providing a mentally healthy workplace, mental health supports and flexible working arrangements.

Pulse surveys are conducted regularly to ascertain how our employees feel about health and wellbeing in the workplace. The de-identified results are shared openly across the organisation and we collaborate amongst teams to identify both the root causes of reported challenges, and tangible solutions to improve them.

The latest survey, conducted in October 2021 achieved a 95% participation rate, the highest yet. It focused on wellbeing and questions covered psychological safety, general wellbeing indicators, flexibility and support, culture and attitudes to wellbeing, comfort in sharing lived experience of mental ill health, and confidence in Beyond Blue supporting a safe return to the office. The results underline our approach to wellbeing and change management is essential.

The Wellbeing score was at 65% favourable, 23% neutral and 12% unfavourable. This compared to a pre-COVID-19 pandemic Culture Amp global benchmark of 71% favourable, which is encouraging given the vast majority of our people live in Melbourne and lived and worked through extended lockdowns and our busiest year ever.

83% of respondents said they could be their authentic selves at work; 94% responded favourably to the questions “I feel comfortable discussing any support needs I may have with my manager” and “my manager genuinely cares about my wellbeing”. Overall 88% of employees agreed that employee wellbeing is a priority at Beyond Blue.

The results also pointed to areas for improvement. Only 65% responded favourably to the statement “I am appropriately involved in decisions that affect my work” and only 55% responded favourably to “I am making good progress in my career and development goals”. Through an expansion of our People and Culture team, as well as new employee development efforts, we will be working hard to address these and other results in the coming year.

In addition to the Employee Assistance Program, regular peer support sessions are conducted in collaboration with the Clinical Governance and People and Culture teams, with a mix of mindfulness, reflection and activities to lift spirits and to foster connection in a virtual, hybrid working environment. During 2020-21 we implemented drop-in ‘Cup of Tea’ sessions to replicate the social interaction of a staff kitchen; formalised a ‘buddy program’ for new employees, and organisational-wide leave days, to allow rest without return to a full inbox. We strive to balance ‘remaining connected’ and employee wellbeing whilst delivering high quality products and services to the community.

Our People: remuneration and development

Beyond Blue aspires to continuously provide a well-rounded employee experience, from talent acquisition and onboarding through to offboarding. This incorporates professional development and targeted learning, laying the foundations for future opportunities. Our offering includes standard compliance training in addition to a suite of educational opportunities (on the job learning, mentoring, coaching). Many of these are geared towards creating mentally healthy workplaces and fostering compassionate and agile leadership.

Regular market testing regarding remuneration and benefits with other not-for-profit organisations and like-sized organisations takes place, in conjunction with our obligations to remunerate our people fairly under the Fair Work Act 2009.

Our Reconciliation Action Plan (RAP)

Our Innovate RAP for 2020–22 builds on what we have learned from our first RAP for 2018–20. Our RAP helps us to recognise the importance of reconciliation. It reminds us to listen to Aboriginal and Torres Strait Islander peoples and communities, to learn from them and to continue to build our cultural safety and competence as an organisation.

The COVID-19 pandemic forced us to work and connect differently with First Nations communities. These changes gave us a richer understanding of the importance of place and culture. This has helped us grow and increased our respect for rituals such as the Acknowledgement of Country and the commemoration of culturally significant dates. We have learned from guest speakers, strengthened existing relationships and built new ones to support communities. We have translated our commitment into action through our procurement, business engagement and campaign support processes.

Of the 68 deliverables outlined in our RAP, we have completed almost three quarters of these to date. Plans are underway to complete a further 15, positioning us well to achieve all deliverables by 2022.

We increased our expenditure to more than \$1.1 million with Aboriginal and Torres Strait Islander businesses through our Supply Nation membership.

National Reconciliation Week staff engagement was increased by extending it across a whole month and sharing information, learning opportunities, (virtual) external events and asking all staff to commit to taking action, in line with the theme of 'More than a word: Reconciliation takes action.'

We celebrated NAIDOC week and acknowledged several days of significance including National Close the Gap Day, the Anniversary of the National Apology, National Sorry Day and National Aboriginal and Torres Strait Islander Children's Day. Each day represents an opportunity to engage and educate staff, build awareness and renew our commitment to reconciliation.

The experiences of the last year opened our eyes to many opportunities for progress, growth, learning and improvement. We are proudly committed to these opportunities, and we will continue working alongside Aboriginal and Torres Strait Islander peoples in their self-determination and in their social and emotional well-being.

"I believe that our Innovate RAP demonstrates the clear intent of Beyond Blue to create and support a truly fair and reconciled Australia. Achievement of these actions and strategies will no doubt produce strong, sustainable and culturally appropriate practice and relationships, for the mutual benefit of Beyond Blue and the broader Indigenous community."

– Russell Taylor AM, Co-Chair RAP Working Group and Beyond Blue Board Director

beyondblue.org.au/RAP

Clinical governance

Clinical governance at Beyond Blue defines minimum standards and expectations in relation to the delivery of high-quality mental health and suicide prevention supports and services.

It provides systems and processes for improving and maintaining the reliability, safety and quality of programs, products and services directly commissioned by Beyond Blue or via our third-party providers and partners. It ensures transparency and accountability to our funders, supporters and the community.

In 2020-21, we embedded key elements of our Clinical Governance Framework across the organisation to ensure that our services are safe, effective and designed according to the needs of the community. We established a Clinical Governance Committee comprising a range of experts, including clinicians, people with lived experience and external clinical governance experts. In 2021-22 we will introduce a clinical governance dashboard for robust reporting against our Clinical Governance pillars and further embed Clinical Governance across our services.

Community complaints

Beyond Blue is committed to listening to the community to enhance the design and delivery of our supports and services. We constantly elicit, review and address feedback from community members and have a robust complaints process in place. This helps us remain accountable to service users as well as funders and stakeholders and allows us to constantly improve our services and programs.

There are multiple channels through which community members can submit a complaint, including via email, phone and our website. Once the complaint has been lodged and investigated by the relevant staff members – including our executive and clinical governance teams as needed – we take measures to rectify any issues and update the person who submitted feedback. Our complaints procedure allows us to analyse data to understand trends for continuous quality improvement of our services.

Further information about our complaints and general feedback procedures are included on the Beyond Blue website.



Green initiatives

Hardware utilised by Beyond Blue is on-sold or re-cycled wherever possible at the end of its useful asset life.

Beyond Blue has long held ambitions of moving to a paperless office. Whilst COVID-19 has seen us working virtually for long periods, we have also taken the opportunity to reduce our printing and paper usage. Volumes of printing in 2020/21 were approximately 90% lower than two years ago. With further process efficiencies in the pipeline, we hope to reduce this again in 2021/22.

Recycling is highly encouraged wherever possible with staff utilising central waste stations in the office for recycling general waste and office waste.

**No matter who you are,
or where you've come from,
we'll be here for you.**

