



sane
AUSTRALIA

A MESSAGE FROM THE CHAIR AND CEO

The past 12 months have been a watershed year as we celebrated SANE Australia's 30th anniversary.

Whether you're an individual or an organisation, honouring one's history and acknowledging the generosity of the many people who helped get you to where you are today provides a critical foundation for moving forward and having a bigger impact in the world.

Sadly, in 2016, two of SANE's largest contributors died – SANE co-founder Anne Deveson AO and former SANE CEO Barbara Hocking AM. We honoured their great contributions: Barbara at our 30th Anniversary Celebration at the Dax Centre in Melbourne and Anne at her Memorial Service at the Teachers' Federation Centre in Sydney. We also acknowledged the invaluable contributions of former Chairs Stan Wallis AC, John Funder AO and Sir Edward Woodward AC, along with the many others who have given of their wisdom, energy and expertise these past 30 years. We farewelled long-serving Board members Michael Perrott AO, Dr Kathryn Strasser and Dr Colin Fryer.

We welcomed Margaret O'Donnell AO as our new Chair along with new board members, Dr Mark Cross and Osher Günsberg.

Importantly, this year we set our sails for our growth. Board and staff worked closely to develop a three-year strategic plan. This led us to a vision for an Australia where every person affected by mental illness lives a long and fulfilling life.

We honed our purpose to give sharper focus to our work in a way that acknowledged our founding roots – to advance the wellbeing of people affected by complex mental illness. This distinguishes our work from other organisations whose primary focus is on those with mild to moderate conditions. We took as our starting point, the National Mental Health Commission's figure of 690,000 adult Australians living with complex mental illness each year. To this we added a conservative multiplier of five people directly affected – family, friends,

and colleagues. That's just over four million Australians directly affected by complex mental illness.

To advance the wellbeing of these four million Australians, we delineated our work under four strategic pillars: Better Support; Stronger Connection; Less Discrimination; and Longer Lives. For each of these pillars, we set specific and ambitious three year goals. We based these four pillars on three foundation stones supporting our organisational aspiration to be: Knowledgeable and Influential; Capable and Sustainable; and Known and Respected.

We consolidated our HelpLine, Chat services and Forums moderation into the SANE Help Centre to benefit 13,000 people and their families – a 34% increase.

For the second year, we partnered with the ABC *Mental As* promotion during Mental Health Week featuring the SANE Forums on their homepage. This contributed to Forums visitors growing by a factor of six as we grew our mental health partners from 25 to 35. Our media team did a great job with SANE Australia featured in 274 stories as we worked with community members to combat stigma through our StigmaWatch program.

On the advocacy front, we undertook our first ever digital campaign with Change.org to ensure the reinstatement of a critical call-back service for the Victorian Police – a great result even if we were not given the opportunity to deliver the ongoing service.

We were the fortunate beneficiaries of great pro-bono and low-bono support from Lithium Technologies, Isobar, hotglue, Vizard Foundation, King & Wood Mallesons and Snaffle, as we also secured continued generous support from The Colonial Foundation and Gandel Philanthropy, along with new funding from the National Mental Health Commission.

Our financial performance was solid as income and expenditures tracked to budget for a break-even result. However, a reduction in the value

of our reserves due to stock market declines accounted almost entirely for a comprehensive loss of \$260,971. We continue to keep our investment reserve in the six to eight month target range of operating expenses – an essential safeguard given funding volatilities as we had our second Christmas running where Government funding was not guaranteed beyond 30 June of the approaching year.

Finally, we salute and thank the inspiring individuals who have found a way to transform their own hardships and challenges for the direct benefit of others, as evidenced beautifully by one SANE Forums member who posted on 7 September 2015:

"I guess to start with I had two motivations in participating in the SANE Forums. 1. To help myself by having a space where I could be real about my own lived experience, but increasingly it became about 2. Encouraging others on a journey which is worthwhile even though it's painful – hopefully helping others to know that in the longer term life can get better, and if sharing my own struggles can help others on their journey then I'm all for it."

We thank each and every person who has brought us to where we are today. We stand committed to doing all we can to advance the wellbeing of the four million Australians affected by complex mental illness.

We thank you for your kind and generous support this past year.



Jack Heath
Chief Executive Officer



Margaret O'Donnell AO
Chair



SANE BOARD OF DIRECTORS

SANE is a public company limited by guarantee and is governed by an eminent Board of Directors chaired by Ms Margaret O'Donnell AO. The Board meets five times per year and maintains two committees to assist it in the performance of its functions.

The Risk Management and Audit Committee meets four times a year and is chaired by the Treasurer Mr Jack O'Connell AO.

The Governance and Nominations Committee meets on a needs basis and is chaired by Ms Heather Gray.

SANE is led by CEO Mr Jack Heath who has been a national and international leader in mental health since 1996. He is strongly supported by the leadership team who have held senior roles across government, business, and the non-profit sector.

SANE has 30 FTE employees with a national office in Melbourne and smaller office in Sydney.

SANE Australia works with over 100 mental health partners and corporate supporters to deliver its programs and services. The organisation is uniquely placed to provide services to Australians affected by complex mental illness.



Melinda Snowden
BEcon, LLB, GradDip
App Finance and
Investment, GAICD



Lucy Myer
B.Comm



Michael Perrott AM
BCom, FAIM, FAICD

Heather Gray
BA (Hons),
LLB (Hons)

Dr Colin Fryer
BE (Hons), PhD,
DipMicro

Dr Kathryn Strasser
MBBS

**Chief Executive
Officer**
Jack Heath
BA (Hons), LLB



Board Appointments, September 2016

Dr Mark Cross

MBChB, MRCPsych (UK), FRANZP
Consultant Psychiatrist, Northside
Group, Sydney

Osher Günsberg

TV & radio presenter

Board Retirements, December 2016

Michael Perrott AM

Dr Colin Fryer, BE (Hons), PhD, DipMicro
Dr Kathryn Strasser, MBBS

Treasurer

Jack O'Connell AO
Bec, FICAA, FAICD

Chair

Margaret O'Donnell AO
FAICD

Kylie Griffin

Dip. Comm. Welfare

CLINICAL ADVISORY GROUP

Prof Michael Berk

MBCh, M.Med (Psych),
FF (Psych), FRANZCP,
PhD

Ms Charmaine Bourke
BA (Psych), PGDip.
Sc.Psych, MAPS

Prof David Castle
MBCh.B, MSc, MD,
DLSTHM, MRC Psych,
FRANZCP

Dr John Farhall
BA (Hons), MA (Clinical
Psychology), PhD,
MAPS

Dr Craig Hassad
MBBS FRACGP

Prof Jayashri Kulkarni
MBBS, MPM, PhD,
FRANZCP

Professor Tim Lambert
BSc, MBBS, PhD,
FRANZCP

Prof Dan Lubman
BSc (Hons), MB ChB,
PhD, FRANZCP,
FACHAM

Prof John McGrath AM
MBBS, MD, PhD,
FRANZCP

Prof Philip Mitchell AM
MBBS (Hons I), MD,
FRANZCP, FRCPsych

Prof Vera Morgan
BA, DipEd, MSocSc,
PhD

Prof Alan Rosen AO
MBBS, MRCPsych,
DPM, Grad Dip PAS,
FRANZCP

Prof Ian Webster AO
MBBS, MD, FRACP,
FAFPHM, FAFRM,
FACHAM, FRACGP

Dr Jeff Young
BSc (Hons), MSc
(Clin Psych), Grad Dip
Fam Ther, PhD

EXECUTIVE TEAM

Chief Executive Officer
Jack Heath BA (Hons),
LLB

**General Manager,
Digital &
Communications**
Phippa Costigan
BA (Language and
Literature)

**General Manager,
Research, Policy
& Programs**
Dr Michelle Blanchard
BA Hons), Grad Dip
Adol Hlth Welf, PhD,
Dip Lead Mgt

**General Manager,
Operations &
Development**
To be appointed

**Director, Digital
Service Design &
Technology**
Faruk Avdi DipA/BA

**Director, Marketing &
Communications**
Danielle Bombardieri,
B.J, Post Grad Cert
(Public & Media
Relations)

Director, Programs
Sarah Coker BA,
PGDip (Psych)

Finance Manager
Tanya Wallis CA

Executive Officer
Jackie Lane Cert TAA,
CertBusMgt

As at March 2017

2015–2016: HIGHLIGHTS AT A GLANCE

100 +

Partnerships with other organisations

82,097

Australians used the SANE Forums (13,000 in 2014/2015)

13,000+

People and their families provided with information, support, and referral through the SANE Help Centre

34%

Increase in the number of people contacting the SANE Help Centre through its three channels

124,000

Increase in the number of people signed up to the Mindful Employer program, making a total of over 124,000 employees nationally (11,000 in 2014/2015)

94.6%

Increase in funds received from Trusts and Foundations

129

SANE Speakers now share their experience of being affected by mental illness (40 Speakers in 2014/2015)

274

Media stories featured SANE Australia to educate the community about mental health issues

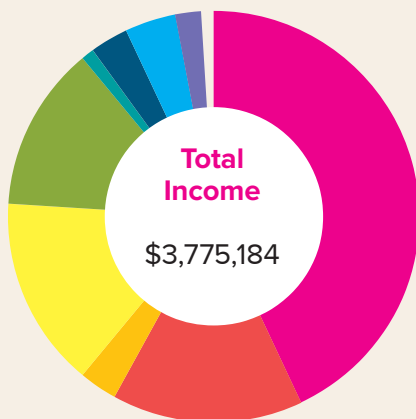
873,735

Unique visitors to the SANE website were helped to understand mental illness (12.5% increase on 2014/2015)

69%

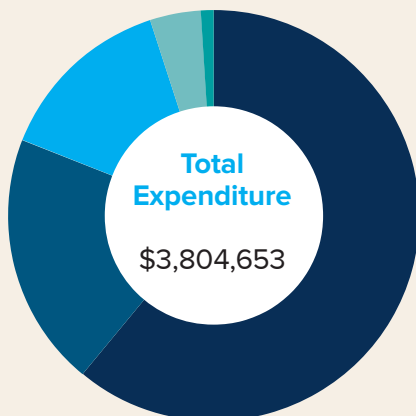
Increase in Facebook followers, and 45% increase in Twitter followers, spreading our message via social media

INCOME AND EXPENDITURE



- 43% Government grants (\$1,626,921)
- 15% General donations (\$577,715)
- 3% Bequests (\$100,643)
- 15% Trusts and foundations (\$577,580)
- 13% Professional advice (\$497,392)
- 1% Corporate donations (\$35,313)
- 3% Interest and dividends (\$114,939)
- 4% Net profit on sale of investments and assets (\$153,665)
- 2% Sundry income (\$72,569)
- <1% Sales of publications (\$18,447)

Total income	\$3,775,184
---------------------	--------------------



- 61% Personnel costs (\$2,330,362)
- 20% Community awareness/programs (\$768,763)
- 14% Office operational (\$515,297)
- 4% Fundraising (\$152,258)
- 1% Auditors' remuneration (\$20,456)
- <1% Depreciation (\$17,517)

Total expenditure	\$3,804,653
--------------------------	--------------------

Unrealised loss on investments	(\$231,502)
---------------------------------------	--------------------

Total comprehensive income/(loss) for the year	(\$260,971)
---	--------------------

OUR PROGRAMS & HIGHLIGHTS 2015–2016

Policy & Advocacy

Advocating for improved mental health and support.

- Launched change.org campaign, gaining the support of 26,371 people who demanded the Victorian Minister for Mental Health reinstate the Victorian Police Emergency Referral Service which provided mental health outreach to thousands of people across the state. After 73 days of campaigning, the Andrews Government reinstated the program while committing to a review of the service.
- Raised awareness of the needs of thousands of people with Complex Mental Illness who are not eligible for the NDIS, helping to ensure that services they rely upon are not decommissioned.

SANE Help Centre

An integrated service offering professional telephone, email and web chat support.

- Assisted 13,091 people via the 1800 Helpline number, online chat and email services (34% increase – 9,739 in 2015).
- Provided support to Victoria Police through an outreach service in which we contacted Victorians in need of mental health support. For many, this contact was their first opportunity to acknowledge and discuss their mental health issues. A key benefit of the program is that it reached people who may not otherwise have sought help.
- Contributed to the research and development of SANE'S evidence-based website resources.

"These forums have been invaluable – such warm and caring support on both sides, and everyone generously sharing experiences and home-grown advice. Being able to find somebody up and about at almost any time of day or night is also really special."

SANE Forums user

SANE Online Forums

Bringing together the lived experience of individuals, families, friends and carers in a safe, anonymous and supportive environment 24/7.

- Partnered with an additional 14 mental health organisations to deliver SANE Forums, taking the total number of Forum partners to 36 nationally.
- Launched a new mobile version of the SANE Forums, improving the quality of the user experience and ease of access to support and connection.
- Recorded 82,097 unique visitors, generating 992,101 posts to the Forums.
- Registered 2,181 new members, with 28% of members from rural and remote areas.
- Partnered with ABC's *Mental As* initiative during Mental Health Week in October 2015, resulting in a record number of visitors, discussions and responses in the Forums community.
- Increased online Forum events including *Topic Tuesday* – a two-hour live session on specific mental health-related topics featuring experts who respond to questions and offer insights.
- Established Forum Community Guides program for members who want to take on extra responsibilities relating to peer support and community growth. There were 13 Community Guides by 30 June 2106.

Content and Information services

Developing and maintaining resources and content for SANE's website and digital channels.

- Relaunched the SANE website featuring a new user-centred design, making it easier for people to access expanded information support services, including peer-to-peer conversation via the SANE Forums.
- Completed early stage development of an innovative online application to help people living with bipolar disorder and those who care for them to be alerted to the early onset of mania.
- Developed an online publishing program focusing on user stories, practical tips for managing symptoms and the effects of living with mental illness. This resulted in 58,900 unique visits to the SANE Blog, an increase of 534% on the previous year.
- The average time on page was over three minutes, up by 27.90%, indicating that people are reading the content.

Mindful Employer

Offering e-Learning and face-to-face training on managing mental health in the workplace.

- Reached 124,000 employees through training, education and conference presentations.
- Formed new partnerships with BodyCare, SMG Health, the Australian Trucking Foundation and Occupational Therapy Australia Ltd to deliver custom mental health workshops, resources and eLearning capabilities for their respective employees, members and non-members.
- Extended range of offerings to include: a full-day Mindful Employer workshop to support the development of a whole-of-organisation approach to mental health; a two-hour Mindful Employer webinar workshop for people working in dispersed, regional, rural and remote locations; and a

- three-hour Mindful Employer Customer Service workshop for people living with a mental illness.
- Developed video content to share the workplace experiences of people with mental illness.

Suicide Prevention

Improving how people are supported in suicide prevention and bereavement through training workshops with mental health and community professionals.

- Delivered Mental Illness and Bereavement Training workshops to 163 health professionals from around Australia.
- Launched acclaimed short film and research report, *Lessons for Life*, examining the experiences of people who attempt suicide and what we can learn from them to save lives. The research study conducted by SANE Australia and the University of New England was one of the first of its kind in Australia. The film was evaluated to determine its impact on viewers regarding help-seeking and stigma reduction. 77% of respondents reported a positive change in help-seeking behaviour, 83% were more likely to encourage others to seek help if they were suicidal, and 95% found the video helpful in reducing stigma around suicide.

SANE Speakers

Allowing corporates, government, media and the broader community to hear from individuals, carers and families about their personal experiences with complex mental illness.

- Incorporated stories of lived experience of mental illness into the delivery of more of SANE's face-to-face programs, resulting in 1,480 people hearing directly from a SANE Speaker.
- Recruited 40 new speakers from around Australia, taking the total to 129.
- SANE Speakers shared their stories at 29 workplaces across the country.
- Involved speakers in the development of blog content for SANE's social media channels, further amplifying the reach of their lived experience.

Media Centre

Promoting the responsible portrayal of mental illness and suicide in the media.

- Liaised with more than 290 journalists, producers, editors and other media professionals to ensure the portrayal of mental illness and suicide was fair, accurate and aligned with the Mindframe reporting guidelines.
- SANE featured in 274 print, online, radio and television stories. The *Picture This* launch, ABC's *Mental As* initiative, and Australia's first virtual Christmas Dinner event held on the SANE Forums, attracted widespread media attention from around the country, including articles in *Huffington Post*, *The Guardian*, and coverage on *ABC News 24*.
- Released the results of the first national research project in partnership with Getty Images into the way mental illness is portrayed visually in Australia. The *Picture This* survey of more than 5,000 Australians, 70% of whom had experienced mental illness – found that the majority of respondents wanted

images that place more emphasis on the human side of mental illness, rather than abstract portrayals. The launch featured a public exhibition of images for one week at Melbourne's Federation Square, and survey findings were presented at the 40th conference of the Journalism Education and Research Association of Australia (JERAA), the peak body for journalism educators. The SANE Forums partnered with the ABC's *Mental As* initiative, which coincided with Mental Health Week in October 2015.

- Worked with former UK politician Chris Ruane to address federal politicians and media on Mindfulness at Parliament House.
- Heightened awareness of SANE's StigmaWatch and other programs through presentations and attendance at conferences, workshops and events around the country. This includes the annual TheMHS conference which was attended by 600+ people, a full-day multi-disciplinary workshop on empathy and portrayals of mental illness in film at Melbourne University, and special sessions on mental illness and stigma held at the University of Sydney and Monash University.

Hocking Fellowship

Promoting better mental health by advancing public understanding of mental illness.

- Felicity Grey awarded SANE Hocking Fellowship to investigate Open Dialogue – a framework for collaboration between carers, consumers and clinicians in the identification and treatment of mental health issues.
- Lisa Sweeney was awarded a discretionary research grant as part of the Hocking Fellowship to undertake research into psychosis, preventative measures and recovery tools.

SANE AUSTRALIA



Our vision

For an Australia where everyone affected by mental illness lives a long and fulfilling life.



Our purpose

To promote the wellbeing of people affected by complex mental illness.



Our values

**Respect
Innovation
Responsibility
Collaboration
Celebration**

SANE Australia is a national mental health charity working to provide four million Australians affected by complex mental illness with better support, stronger connections, less discrimination and longer lives.

For 30 years, SANE Australia has been a leader in getting complex mental health on the public agenda. We are an international pioneer in the reduction of stigma. We are recognised as a leader in leveraging technology to facilitate online peer support and build collaborative partnerships across the mental health sector.

Our deep-seated commitment to working directly with people affected by complex mental illness means our programs are tailored to garner maximum benefit for the individual.

OUR CHALLENGE

4 million

Australians affected by complex mental illnesses.

690,000

According to the National Mental Health Commission, there are approximately 690,000 adult Australians living with a complex mental illness including bipolar, schizophrenia, borderline personality disorder, anorexia, bulimia, PTSD, major depression and anxiety.

3.4 million

For every one person living with a complex mental illness, there will be at least five family members, friends, work colleagues, carers or other people they know who are directly affected by their condition. This equates to more than 3.4 million Australians.



"Speaking up and sharing our experiences surrounding mental illness is a necessity to raise awareness and destigmatise this issue."

Dov, SANE Speaker



"If you're caring for someone and feeling isolated, you've got to reach out. You are not alone, there are so many of us out there."

Penny, SANE Speaker

SANE is working with over 100 partners to deliver its programs and services. Some are represented here with their logo, others are acknowledged on the SANE website at sane.org. We thank each and every one of our partners for their generous support of our work to help everyone affected by mental illness live a long and fulfilling life.

MAJOR PARTNERS



SANE FORUM PARTNERS

NATIONAL OFFICE

SANE Australia
PO Box 226
South Melbourne
Victoria 3205
+61 3 9682 5933
info@sane.org

WWW.SANE.ORG

SANE HELPLINE

1800 18 7263
helpline@sane.org

TWITTER.COM/SANEAUSTRALIA

FACEBOOK.COM/SANEAUSTRALIA

- ABC Mental As
- AfterCare Australia
- Anglicare NT
- Anxiety Recovery Centre - VIC
- BPD Foundation
- Breakthru
- Carers Australia
- Carers QLD
- CentaCare SW NSW
- Eating Disorders Victoria
- Flourish (formerly Richmond PRA)
- Helping Minds
- June O'Connor Centre – Wellness & Recovery
- Lifeline Australia
- Living Proud
- Mental Health Association of Central Australia
- Mental Health Australia
- Mental Health Carers NSW (formerly ARAFMI NSW)
- Mental Health Carers Tasmania
- Mental Health Council of Tasmania
- Mental Illness Fellowship Australia
- Mental Illness Fellowship North Queensland
- Mental Illness Fellowship of Australia – NT
- Mental Illness Fellowship of Western Australia
- Mental Illness Fellowship Queensland
- Mental Illness Fellowship South Australia
- Mentis Assist
- MH Foundation VIC
- Mind Australia
- My Mental Health (Brisbane North PHN)
- Neami National
- Northside Community Forum
- Ostara
- Ozhelph
- OzHelp Tasmania Foundation
- PANDA
- Partners in Recovery - Lifeline Darling Downs & South West Queensland
- Partners in Recovery - South Eastern Sydney (CES PHN)
- Peninsula Carer Council Inc.
- Queensland Mental Health Week
- RFTAS
- RUAH Community Services
- Tandem (formerly Carers Network)
- Toowoomba Clubhouse
- Tristan Jepson Memorial Foundation
- Way Ahead
- World Mental Health Day 10/10 Pledge