

Annual Report

2017/2018





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Unless stated, individuals pictured are models and used for illustrative purposes only.

acknowledgement of country

HelpingMinds acknowledges the Traditional Custodians of the lands on which we live, work, learn and care, and pays respect to the Aboriginal and Torres Strait Islander peoples and Elders, past, present and emerging.



what we do

We support young people, adults and families that are affected by mental health challenges.

We have a professional and compassionate team of staff who provide quality, confidential support and services to young people, adults and families who are caring for someone with a mental health challenge or individuals who are affected by a mental health challenge.

We provide services to people who are supporting a friend or loved one with a mental health challenge (carers); adults who are affected by a mental health challenge (consumers); and young people who are experiencing or at risk of developing a mental health challenge (early intervention).

Our services are mostly free of charge to clients and focus on advocacy, understanding the mental health system, education, counselling and support, school holiday programs, respite and NDIS support.

what we stand for

Purpose	By developing hope we support people in our communities
Mission	To support individual and family recovery, making a positive difference in the community and mental health sector by delivering quality services, education and advocacy
Values	Hope, Collaboration, Trust, Integrity, Respect

a word from our Chair and CEO

The 2017/18 year has again been action packed for HelpingMinds.

We are truly blessed to be able to lead such an innovative and progressive operation. We would like to thank our Board Directors who have all been on this exciting journey with us as we transform to meet the changing environment we are in. The success (or failure for that matter) is all down to the people within an organisation. The ability to adapt and be able to see the bigger picture is essential. Equally, our organisational culture, being a values led organisation, has certainly ensured that we are all able to work through these changes.

HelpingMinds and the NDIS

Government policy changes continue with the implementation of NDIS (National Disability Insurance Scheme) services. This is the largest social reform since the introduction of Medicare. The new Western Australian Government decided to reverse the decision of the previous Liberal Government and commit WA to the Commonwealth model for NDIS through the NDIA (National Disability Insurance Agency). Since 2014, HelpingMinds has been operating two service delivery models; one through the NDIA and the other through the Department of Communities in WA. As client plans are transferred to the NDIA this will allow us to streamline our operations into the one NDIA model.

HelpingMinds has been offering NDIS supports in both trial sites since 2014. At the end of this reporting period we are providing supports to 76 NDIS clients. We have seen significant growth in our NDIS support provision over the last twelve months with growth in our Individualised Services team.

Expanding Organisation

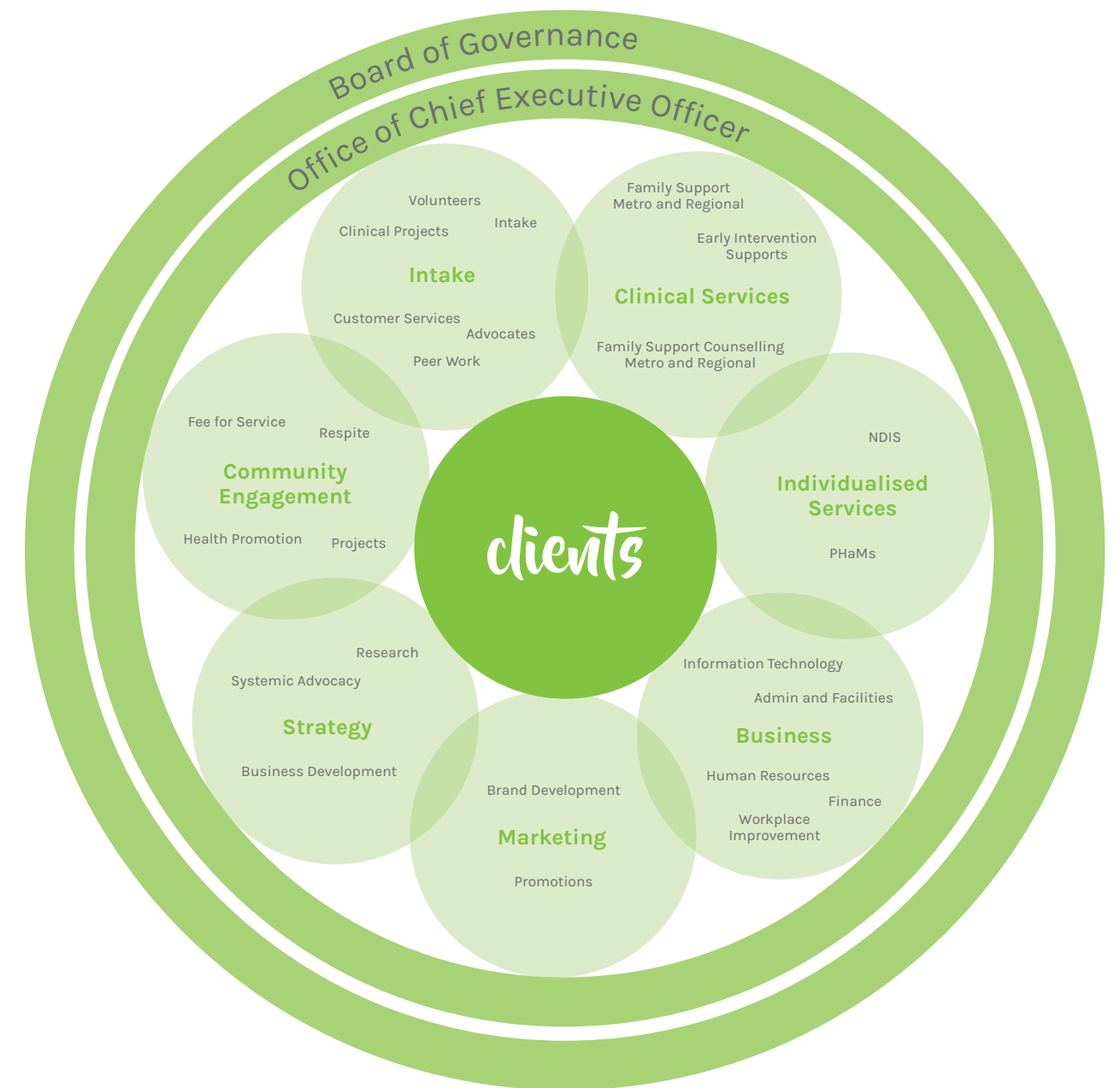
In November 2017 Mental Health Carers Arafmi WA Inc. trading as HelpingMinds officially became a company limited by guarantee, becoming HelpingMinds Limited. This is a significant achievement after 42 years as a West Australian Association. HelpingMinds is now registered by ASIC and continues registration with ACNC.

This change of organisational type means that we can operate across the whole of Australia. This has seen our new office in Darwin open in June 2018. We are pleased to be able to offer psycho-social supports through the National Disability Insurance Scheme in Darwin as well as throughout Western Australia.

This is transformational change for HelpingMinds; the change required to take our operation from a "bulk" funded model to an individualised service delivery model cannot be underestimated and is faced by all organisations operating in this space. We would like to thank our team members who have joined us on this journey as it has required the ability to adapt to change. As George Bernard Shaw said, 'Progress is impossible without change, and those who cannot change their minds, cannot change anything'. Our current team at HelpingMinds certainly have this ability. It is an ability required across the whole Mental Health Sector.

Integral Change

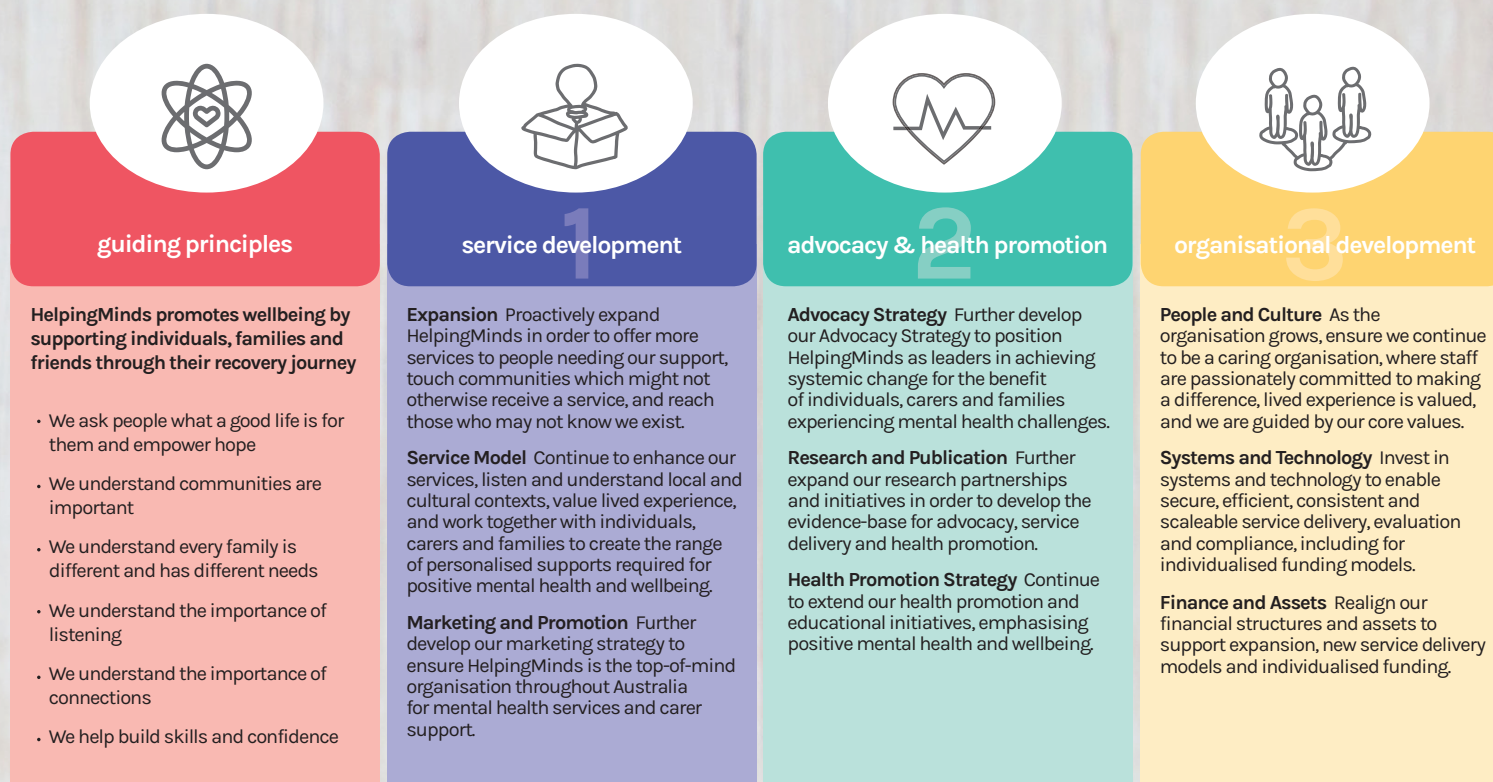
Over the last 12 months we have transformed our organisation with a new operational structure and moved to a functional model. The new structure makes some fundamental changes to reporting lines and functions within our operations, and the centre to all our operations is our clients.



CEO Debbie Childs and Chair Patrick Hardwick

strategic plan

2018 - 2021



a word from our Chair and CEO cont'd

Exciting initiatives in 2017-18

Reconciliation Action Plan

12 June 2018 was a momentous day for HelpingMinds as we launched our first Reconciliation Action Plan. This is an exciting initiative for HelpingMinds as we recognise the importance of the first nations peoples in Australia and respect the culture and knowledge that is brought to our beautiful country.

HelpingMinds commissioned a piece of aboriginal artwork by Nerolie Bynder Blurton. It has been used on the RAP and internal documents and the original is proudly displayed in the reception area of our Perth office.



Nerolie Bynder Blurton

Living and breathing co-design

Following evaluation of the advocacy services we provided from 2015 to 2017 we identified major systemic issues for carers. This led to the development of co-design workshops to help provide solutions to these issues. Dr Donna Turner led the initiative 'Solutions over Supper'; four planned evening events where carers could come together over a light meal and take time to discuss systemic issues they have encountered. Topics for the sessions included: barriers to accessing services; a safe place to live; making ends meet – together; and including family members and friends in treatment planning.



Solutions Over Supper sessions

These co-design sessions allowed HelpingMinds to gather useful insight into the topics that will further enhance our service delivery models.

In the last 12 months we have also been evaluated by the Department of Communities for our NDIS services, and the Mental Health Commission for our carer contract services. As part of our ongoing continuous improvement processes we will be seeking accreditation under the National Mental Health Standards.

a word from our Chair and CEO cont'd

Other 2017-18 highlights

Social Media Scholarship

Our Marketing Team successfully applied for a scholarship from Bankwest to assist with our social media campaigns. The scholarship delivered by Hancock Creative is valued at \$13,000 and commenced on 1 February 2018, for a duration of 12 months.

Carers Recognition Act

HelpingMinds is pleased to recognise the importance of the review of the Carers Recognition Act in WA. This is an opportunity to advocate for stronger legislative processes in recognising carers and ensuring that there is a requirement to abide by the legislation, as the current legislation is at times seen as a "toothless tiger".

Practical Guide Implementation Project

With funding from Mental Health Carers Australia and the Mental Health Commission, HelpingMinds successfully completed the implementation project in four clinical mental health settings and four community mental health settings.

Launch of 'Our Stories'

'Our Stories' launched at Backlot Studios on 3 October 2017. These are videos showing the stories of clients and carers to help us raise awareness of the prevalence of mental health challenges in the community and help our community identify and seek supports to help where needed.

Examples of our community needs-driven practical supports

We believe strongly in the agency of the individual to determine what they see as their best life and, in turn, what services they would like from HelpingMinds. Holding true to the principle of respecting our clients' own self-determination means that we always take the time to understand each client's preferences and goals, and we offer support to help achieve this.

Our trusted reputation is a result of our strong local relationships. We regularly run community engagement events, such as the previously mentioned Solutions over Supper, to learn what services would be of most value.



In Cockburn we invite clients to join a regular walking group, led by one of our experienced Peer Workers. If needed, we assist clients with transport to the group, with this practical support enabling more people to participate. For a number of our NDIS clients, independence of movement is one of their goals. To help achieve this, we can help a client to identify public transport options and will often accompany them on their initial journey to ensure that they are confident to travel on their own next time.

In Whitfords we run a monthly Expressive Therapies group which involves expressive and art therapies to improve participants' wellbeing.

In Geraldton a 'Time for Self' group for carers provides a range of activities including scrapbooking and cooking classes, as well as practical education around healthy low-cost meal preparation. This gives participants an opportunity to share the challenges and triumphs of their carer responsibilities with their peers. This environment helps carers feel less isolated, with the knowledge that there are others in their community facing similar day-to-day concerns.

We run a Garden Group for young people in Carnarvon, which meets weekly. This gives young carers the opportunity to plant, care for, harvest and cook a range of produce. In doing so, they share their experience as a young carer and develop social connections.

Leveraging existing community resources

We believe in leveraging already existing resources and services wherever possible so maintain a community services directory for each location in which we operate. This includes information about no- or low-cost child-minding services, exercise opportunities, practical skills classes (such as cooking), and opportunities for creativity (including various forms of art, drumming circles and crochet groups). Where we identify a community need for something that doesn't already exist, we either form a group on our own or work with other organisations to do so. Where possible, we also encourage clients from other services to join our activities, which helps to expand our reach and avoid duplication.

These are just some of the highlights of the services we have provided during the last financial year and, as you will see from our operational reports, it has been another very busy year for HelpingMinds. We look forward to continuing our great work over the coming 12 months.

We would like to take this opportunity to thank every single staff member at HelpingMinds who show their commitment to providing innovative quality supports to our communities in what, at times, can be challenging due to the nature of the changes we are facing. We would also like to sincerely thank our Board Directors for their continued contribution to HelpingMinds in ensuring that we provide quality mental health and carer supports to our communities.

Patrick Hardwick
Chair

Debbie Childs
CEO

looking forward

Community Engagement

With our organisational restructure announced in May a new Leadership position was formed, Head of Community Engagement. This position was created to ensure HelpingMinds has a dedicated employee to represent our organisation across all of its services; to establish new collaborative partnerships with stakeholders; create referral pathways; and work to achieve many of the service development strategies within our Strategic Plan.

As well as engaging with the community this role is directly overseeing HelpingMinds' Health Promotion team, 'fee for service' offerings and 'projects'. The next 12 months will see the Health Promotion team expand to meet the industry demand, with HelpingMinds offering an array of fee for service training.

The NDIS roll out and transition is in full swing statewide and our ILC (Information Linkages and Capacity) building project will see HelpingMinds assist GPs, lawyers and service providers to better understand the NDIS.

Strategic Focus

In September 2017 HelpingMinds introduced a new role, Head of Strategy, to focus on strategies both internally and externally with an emphasis on examining opportunities that could expand HelpingMinds' service type and footprint.

The transition from block funding to individualised funding represents a major shift in the way that services are delivered in Australia. This change means that organisations need to examine their business models to determine future viability. For HelpingMinds, the shift is most evident in the continued roll-out of the National Disability Insurance Scheme (NDIS) throughout the financial year. It also represents opportunities to expand into new areas, with success based on our ability to deliver responsive services to clients – doing so means that we need to attract and retain qualified staff, and be able to deliver services in a way that enables us to recover our costs.

We were successful in our application to the WA Department of Communities for an Information, Linkages and Capacity-building project, which relates to upskilling general practices and Aboriginal Family Legal Services staff in how to assist people with psychosocial disability to access the NDIS. This statewide project represents an excellent opportunity for HelpingMinds to raise its profile as an expert provider of psychosocial supports, especially in locations that are new to the scheme.

Following analysis of service gaps the Board supported the expansion of our operations into the Northern Territory, beginning with a presence in Darwin. This represents an historic moment in our history – for the first time, HelpingMinds operates beyond WA. Our intent is to initially offer NDIS services in Darwin, using the footprint and relationships developed to expand our revenue base.

Key features for success in the next financial year will be continuing to create and nurture stakeholder relationships on a national level, which will strongly place HelpingMinds to pursue opportunities that are consistent with our Strategic Plan.

Operations

The Mental Health and Disability sectors continue to evolve as the Government manages funded programs to meet the areas of their currently assessed highest need. HelpingMinds is approaching this evolution in three ways.

The first is being very active in providing advocacy and advice to both State and Australian Governments to ensure the needs of mental health carers and consumers are kept high on the agenda, and are being considered and met by current and planned funded programs. This has included direct advocacy and collaboration as part of Mental Health Carers Australia.

The second is the review of internal business processes and staffing structures to most effectively and efficiently deliver the funded services we offer to carers and consumers. This has included a review of our governance structure, the recruitment, induction and training of staff, information capture, the location and utilisation of our offices and resources around the state.

The third is the exploration of new service options and available funding supports.

Financially, 2017/2018 has been a successful year providing supports to our communities within our funded contracts. The 2017-2018 financial report is available on the HelpingMinds website.



HelpingMinds staff training week 2018

our services

Family and Carer Supports

Funded by Mental Health Commission
Areas: Perth Metro, Broome, Carnarvon, Port Hedland

HelpingMinds counsellors, family support workers and peer support workers, employ a wide range of techniques, appropriate to the individual's needs, that de-escalate emotions, increase resilience and build the capacity of the client to identify supports and self-manage potential crisis situations. Staff have been skilled in a range of different therapeutic models which ensure that strategies can be tailored to the individual client and family circumstances.

“ Thank you for your genuine heart, kindness and support during times of unknown navigation and terrain of being a mother to a teenage son. Thank you for listening, trusting and holding a safe compassionate space. ”



1400 clients (individual and group)

4775 support hours



807 clients (individual and group)

3035 support hours



186 clients (individual and group)

1841 support hours

“ I feel very supported by Mum's group. And sharing my story is helpful for me too, it reminds me how very far I've come. Thank you for keeping the group going, it's only when I don't come that I truly appreciate how much I need it. ”

Health Promotions

The Health Promotion team deliver a variety of mental health and wellbeing presentations to the community. This year has seen the Health Promotion team expand their presentation service delivery to within 200km of Perth CBD and extend their reach beyond schools into libraries, playgroups, universities and community groups.



5580 people have connected with our Health Promotions team at expos

8568 people have been presented to by our Health Promotions team

“ On behalf of Governor Stirling we would like to extend our thanks to you. You have gone above and beyond to assist both our upper school students and the Health Education program. ”





our services

Individual Advocacy

Funded by Mental Health Commission
Areas: Perth Metro and regional WA

The Advocacy team help carers navigate the Western Australian mental health system and understand their rights as a mental health carer. The team provide information about carers' rights and they advocate on behalf of carers if they are experiencing difficulties in being heard or being included as part of the treatment plan for the person they are supporting and providing care for.

“ Seeing [the advocate] helped me through the situation more than anything else. I always look forward to seeing her and feel much better afterwards. Seeing her has kept me going when I thought I couldn't. ”

The team provide one on one support either face to face or over the phone and have also delivered group information and education sessions.



182 clients

1240 support hours

Carer Phone Support

Funded by Mental Health Commission
Areas: Regional WA

Carer education, information and supports are available via our 1800 number, allowing access to our various services throughout regional WA.



172 clients

152 support hours

“ He always comes back from the school holiday program absolutely glowing. When the application forms arrive, he gets so excited. The school holiday program is the only thing he looks forward to.”

“ I wasn't going to talk to anyone ... I wasn't going to snitch, I wasn't going to let anyone in ... but you never gave up ... you never gave up on me.”

our services

Early Intervention

Funded by Department of Social Services
Areas: Swan, Kimberley, Gascoyne, Midwest

The HelpingMinds Early Intervention program is designed for 0-18 year olds who are experiencing difficulties in their lives or at risk of developing a mental health challenge. An holistic approach is utilised with the child or young person to identify their own goals and areas of strength in their lives.

“ Thank you for everything. The organisation as a whole has been amazing ... the weekend away made a big difference. My boys wouldn't be where they are now, if it wasn't for you all. ”

Individual Support

Workers can provide individual support to children and young people to identify areas of strength and concern in their lives. Support can include counselling, mentoring, advocacy and assistance to engage in community settings.

Group Support

To develop community and school engagement, the Early Intervention team offers specialised workshops to create a nurturing, fun environment where young people in the community can come together in a safe space to work on empowering and achieving goals. Each workshop is unique and based around the culture and needs of the community, and each has the flexibility to be tailored to different interests or needs of the young people. Topics can include self-care, emotion regulation, identifying strengths and team building.



Carnarvon Kids Growing Group

our services

Carer Respite Program

Funded by Department of Social Services
Areas: Perth North, Wanneroo, Swan, Joondalup, Geraldton and Pilbara

HelpingMinds respite programs have continued to provide much needed assistance to ensure carers can continue with their caring role. In Geraldton, the respite house in Dongara has allowed families who may not be able to otherwise afford it to have a holiday together.

Working with service providers, Mental Health Units and allied health providers, HelpingMinds has supported carers through brokering services in the Pilbara region.



361 clients receiving Mental Health Respite Carer Supports

1482 sessions

“After so long caring for a loved one you lose yourself. I lost myself to stress and depression. During my stay here I found myself again, and now I realise I HAVE to look after me as well.”

Inclusive Communities (Family LINK)

Funded by Department of Social Services
Areas: Swan



This newly developed program will commence in July 2018, with a focus on bringing families with mental health challenges or drug issues together through a six week program.

There are two main elements of the program:

1. Restoring the cohesion and sense of belonging in families; and
2. Providing a gateway for families to become part of the broader community and restore their sense of belonging in the community.

A care plan is developed pre-workshop to explore strengths and identified goals hoped to be addressed through the workshop series. This is also reviewed at the conclusion of the workshop along with an exit plan. During this process internal and external referral supports are explored, if required, to continue to support families who may be in distress.

Kimberley Community Resilience

Funded by Department of Social Services

HelpingMinds will be delivering our Community Resilience Activity in the next financial year. The program will be delivered in Broome, Derby and Fitzroy Crossing, with an aim to ensure that individuals, families and communities have the opportunity to thrive, be free from intolerance and discrimination and have the capacity to respond to emerging needs and challenges.



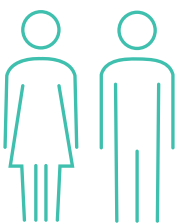
our services

Personal Helpers and Mentors (PHaMs)

Funded by Department of Social Services
Areas: Cockburn and Kwinana

The Personal Helpers and Mentors (PHaMs) service provides increased opportunities for recovery for people whose lives are severely affected by mental health challenges. It takes a strengths-based, recovery approach, and assists people aged 16 years and over whose ability to manage their daily activities and to live independently in the community is impacted because of a severe mental health challenge. PHaMs provides increased opportunities by helping participants to overcome social isolation and increase their connections to the community. We are actively working through the PHaMs transition (June 2019) to NDIS in line with contractual guidelines.

Given the transitional nature of the program, this has posed a number of challenges for our team and the clients we support. With the change from the WA NDIS State model to the NDIS Federal model our contractual areas for service delivery (Cockburn and Kwinana) means transitioning our WA NDIS clients through the process of re-planning, and work with our existing PHaMs clients through a new eligibility process.



- 30 clients have accessed the HelpingMinds PHaMs program this financial year and we continue to offer PHaMs services to new clients
- 10 clients have been transitioned into the State scheme as NDIS participants
- 25 participants are presently being worked with through the process of eligibility into the Federal scheme - some will not be eligible for NDIS but will still require ongoing support through our PHaMs program

It is a challenging time for our clients, the organisation and the sector as a whole as we move towards individualised services. We continue to work together as a team with the view of supporting and advocating for our clients, particularly for those who are not eligible for scheme entry.



I can't thank HelpingMinds enough. Life has thrown our family a curve ball and having someone who understands the game is invaluable. HelpingMinds is assisting us to understand the new rules of the game, a game we did not sign up for but, nevertheless, a game we will participate in until the very end, whatever the outcome.

I would, and I do, recommend the agency to anyone who needs the help of learning the rules of the same game we were thrown into. Thank you HelpingMinds Mandurah.



National Disability Insurance Scheme (NDIS)

Funded by Department of Communities and the National Disability Insurance Agency (NDIA)
Areas: WA, NT

The National Disability Insurance Scheme (NDIS) represents a major reform in the way disability services are provided in Australia. As an insurance scheme, the NDIS takes a lifetime approach to support costs, assisting people with a disability to achieve their individual goals and to participate in the community and employment.

The Individualised Services team (PHaMs and NDIS) continues to grow at a rapid rate. Our major focus this year has been adapting our services to meet transitional requirements of the NDIS. At HelpingMinds we understand the importance of placing our clients at the centre of everything we do. Acknowledging this, we held our first 'Engaging Creative Minds' consultation, which allowed us to take clients on the journey from service contact to planning through to service delivery. The outcome of this has been the establishment of a Client Reference Group, who are actively participating in the co-design and co-production of our service model.

Challenges we have encountered to date include the impact of transitioning clients from the WA NDIS model to the NDIS, as well as plan inadequacies which results in additional hours being required to ensure clients receive the support they require.



96 HelpingMinds clients with a primary diagnosis of a psychological disability

We continue to grow on a weekly basis with increased referrals from a range of stakeholders. These referrals have been predominately through word of mouth, which is testament to the skill and knowledge of the staff we have delivering excellent services. The progress our clients make is a direct reflection of the work our staff are completing. We have successes on an everyday basis; our clients have goals and aspirations that we work towards with the view of them being able to live their best life.

our services

Fee for Service Programs

Youth Mental Health First Aid

The Youth Mental Health First Aid (YMHFA) course is designed for adults who have frequent contact with young people; including parents, guardians, teachers, school staff, coaches and youth workers. The course is based on international Mental Health First Aid Guidelines and aims to equip adults with the skills and confidence to be able to assist young people who are affected by or developing a mental health challenge, or are experiencing a worsening of an existing mental health problem or in a mental health crisis.

The YMHFA is a 14-hour course and can be delivered over two days or four 3.5 hour sessions.

“ I found this course to be very useful. It has given me the confidence to provide support to students, colleagues, friends and family. Plus it was really interesting and engaging, the ladies who facilitated the course tried a variety of ways to have us explore the issue and look at how to provide support. Above all else I have a stronger awareness of what mental health means in the world around me today. - High School Teacher ”



Participants and HelpingMinds staff at a recent YMHFA course

Classroom Wellness Program

The Classroom Wellness Program aims to improve the social and emotional learning of children in the school and home environment. It consists of two workshops that aim to improve the social, emotional, and academic skills of children. Workshop One is aimed at parents of primary school children and covers three introductory strategies aimed at improving the social, emotional and academic skills of children; emotional check-ins, physical exertion and mindfulness practice.

Workshop Two is aimed at primary school teachers and looks specifically at providing a calm and safe environment for children to build resiliency and resourcefulness. The skills learnt in this module will enable teachers to pass on skills to children to work with anxiety, improving their social, emotional and academic skills and mental health outcomes for the future.



Workplace Wellness

The Workplace Wellness program is designed for corporate employees and managers and aims to improve the mental health of staff through individual and workplace strategies. Each workshop is tailored to the particular workplace and the client is involved in decisions around what will be included in the workshop.

As many workshops as needed are provided to the workplace. The workshop is usually delivered at the client's workplace and runs from between 40 minutes and 2 hours depending on content.

“ It's a great reminder to discuss how wide the mental health [area] is. The session was run very well and Ellen spoke at a level our team could relate to. ”

COLLATERAL

Resources were developed and procedures adapted to help increase carer engagement.

Some examples of these included:

- Welcome letter to carer
- Carer engagement checklist
- Conversations about consent – clinicians guide
- Checklist of useful questions for consumers and carers
- Use of e-learning modules



WHY ENGAGE WITH CARERS

It is proven that carer engagement:

- Improves the mental state for the consumer
- Decreases the risk of relapse and hospital re-admission
- Leads to a better quality of life
- Allows ongoing daily support to build wellness and recovery



CONSIDERATIONS FOR THE FUTURE

HelpingMinds hopes to continue the project to support mental health services to engage with carers. We will:

- ♥ Take a regional approach to develop resources and processes that are consistent across the region
- ♥ Work with existing consumer and carer engagement processes
- ♥ Consider strategies that challenge cultural norms of mental health practice regarding the focus on working with an individual rather than considering a person within their social system



CULTURAL CHANGE



At the end of the Practical Guide project, more clinical staff reported improvements

in engagement across the 6 carer engagement standards.

- 1 Carers and the essential role they play are identified at first contact, or as soon as possible thereafter. **35%**
- 2 Staff are carer aware and trained in carer engagement strategies. **40%**
- 3 Policy and practice protocols regarding confidentiality and sharing of information are in place. **33%**
- 4 Defined staff positions are allocated for carers in all service settings. **59%**
- 5 A carer introduction to the service and staff is available, with a relevant range of information across the care settings. **55%**
- 6 A range of carer support services is available. **58%**

To view the full findings visit our website helpingminds.org.au/health-professionals

CONVERSATIONS

Make conversations all-inclusive and involve anyone who can positively impact the consumer's recovery.



a practical guide for Working with Carers of People with a Mental Illness

The Practical Guide to Working with Carers of People with a Mental Illness (Practical Guide) was released in Australia in 2016 to support mental health services to engage more effectively with carers. The guide is based on the Triangle of Care model that has been rolled out in the UK over the past ten years and was developed in response to a 2014 National Mental Health Commission recommendation.

In 2017, the Mental Health Commission funded HelpingMinds to run a pilot project with four mental health inpatient units in metropolitan Perth (Armadale, Alma St, Bentley and Graylands). The aim of the project was to use the Practical Guide, in combination with a co-design approach, to help staff to enhance their engagement with carers. The pilot project continued into 2018, this time working with four community mental health services (Armadale, Bentley, Mirrabooka and Peel).

The project team worked with clinicians at the mental health services to assess service strengths and areas for improvement, and to then implement strategies, processes and resources that support carer inclusion. At the end of the project, clinical staff reported significant improvements in carer engagement across all six carer engagement standards.

“ A thought-provoking discussion. I will find it useful to incorporate the ideas into my practice. Thank you! ”

HelpingMinds is currently exploring avenues as to how this project can be embedded into service delivery to bring about much needed cultural change to ensure enhanced carer engagement throughout Western Australia's mental health services.



A few statements extracted from The C Word, a poster presentation by HelpingMinds. To view the presentation visit helpingminds.org.au/cword



our communications

HelpingMinds has taken a big step in committing to promoting the HelpingMinds brand by ensuring that it is a client focused brand rather than service driven brand. The mental health sector and its associated jargon can be confusing to existing and potential clients, so we endeavour to make all of our marketing materials relatable and understandable, with the ethos of ‘keeping it simple’.

A tactical drive has gone into making full use of our social media channels especially Facebook and Instagram to ensure that we are reaching a wide range of clients across the state. This initiative has been successful and HelpingMinds have a much higher engagement on Facebook week on week than any of our peer organisations both state-wide and nationally.



/HelpingMindsAU

The average Facebook engagement rate across all industries is 0.16%*. HelpingMinds has been achieving on average 11% engagement.

*www.toprankblog.com/2018/04/social-media-marketing-benchmarks-focus/

The website was redesigned in October 2017 to be more appealing and engaging for potential and existing clients, this has seen traffic increase by 76%. By using real video stories on the website, visitors really understand that HelpingMinds can help them and their families. Feedback from clients and industry peers has been extremely positive.

The marketing team plan to ensure that brand awareness and knowledge of our services continues to increase by creating marketing campaigns that deliver the best value for money.



Behind the scenes, capturing real stories from real people

reflect

Reconciliation Action Plan

HelpingMinds works with many Aboriginal and Torres Strait Islander families and would like to strengthen those relationships with confidence that we are working in a respectful, inclusive and effective manner and that we are being open to learning new ways of working that benefit our clients, our partners and our staff.

Our reconciliation journey to date has been driven by many staff who are committed to supporting a positive means of engagement with Aboriginal and Torres Strait Islander clients. Over a number of years, HelpingMinds initiated and participated in events that brought together Aboriginal and Torres Strait Islander peoples and non-Aboriginal people in public events to overcome stigma towards people with mental health issues.

REFLECT RECONCILIATION ACTION PLAN



Our programs were redesigned in acknowledgement of the needs of the Aboriginal and Torres Strait Islander peoples who were the main participants. However, we lacked a formal structure to pursue our reconciliation goals.

To formalise our reconciliation journey, HelpingMinds' Board requested a Reconciliation Action Plan be developed that is holistic, positive and directed towards internal organisational and cultural change as well as achieving positive changes in the community.

The Reflect Reconciliation Action Plan (RAP) was launched on 12 June 2018. We would like to acknowledge the input of the original RAP Committee and the current RAP Working Group, who together have seen HelpingMinds' RAP grow from seed to seedling.

NAIDOC week

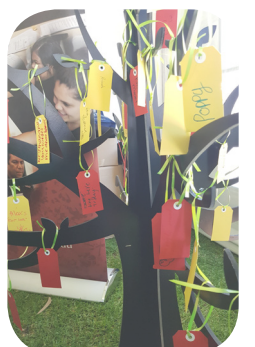
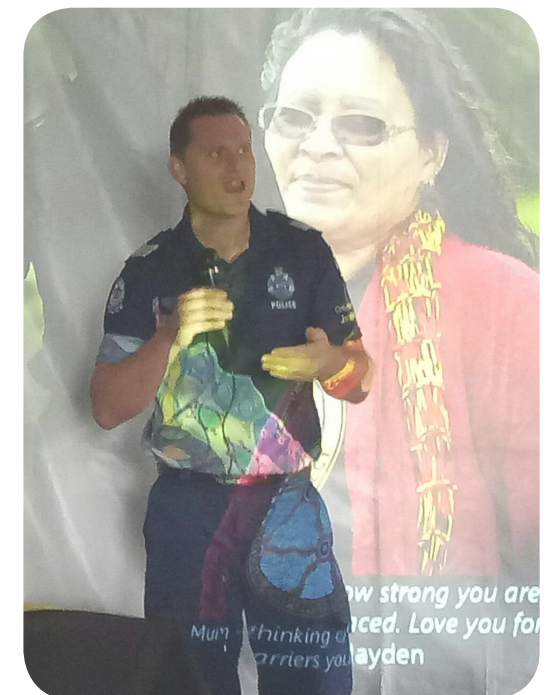
This year, like many years previous, HelpingMinds staff have been involved in a number of NAIDOC events.

In 2018 we hosted stalls at NAIDOC events at Kwinana, City of Belmont, Armadale and Midland and held a verandah BBQ at our Broome HelpingMinds office.

Aboriginal elder Sheila Humphries came to our Perth office on 12th July 2018 to share her story with our staff about growing up as part of the stolen generation.

We all felt very humbled and words cannot describe the impact she has had on our staff. Sheila's strength and resilience truly embodied this year's NAIDOC Week theme, "because of her, we can".

Sheila also led an art workshop with staff where we created our very own piece of artwork! We all found the painting to be very therapeutic and inspiring and we are very proud of the finished product.



Clockwise from top left: Aboriginal elder Sheila Humphries with our staff painting; Langford Aboriginal Association NAIDOC Week community breakfast event; HelpingMinds staff member at the City of Belmont NAIDOC Week event

one of many real stories...

A mother's love for her children is insurmountable – and when your child is experiencing mental health challenges, regardless of their age, it can be a very scary time. Not knowing where to go, who to talk to or what your child is going through are some of the many feelings families have expressed experiencing.

One mother, whose son was diagnosed with Schizophrenia, did not know where to go when her 17 year old son suddenly became a different person. Living in a small rural and remote town with limited services, no-one could understand what was happening. Her son was drinking more, using marijuana, speaking incoherently and his personality was changing before her eyes.

Luckily, she reached out and contacted HelpingMinds. We provided her with information and knowledge on her son's new diagnosis. She was able to look at the symptoms and behaviours and recognise those in her child. She had answers, and a reason, which allowed her to understand and empathise.

The journey was not easy – in fact it was hard, full of ups and downs. She had to learn when to engage, when to let things go; she learnt how to reflect and look inward at her own behaviours and attitudes; she gained knowledge into what can be explained by the diagnosis, and the importance of taking time to look after herself.

In the end she was able to move forward, not allowing herself to get bogged down in the diagnosis and in the 'what ifs' but instead was able to look at the 'what now?'. She was able to re-energise into her own life, still being there as a loving, committed mother, but allowing her child to live his own life and take responsibility for his own choices and wellbeing.

We heard from our client not long ago to update us on her current situation. Everything is going really well in her own life and self-care, which has had the ripple effect of how she continues to communicate with her son. She has amazing assertiveness skills and self-love, and is now able to support her son in a productive, motivating way which is working for the whole family. Her final words on the phone encapsulate why we do what we do...

“When you get someone who really listens, it's gold, it really makes a difference. HelpingMinds has played a great part in our recovery, I will be forever grateful, forever.”

recognition

The team at HelpingMinds do what they do each and every day because they believe in our values and because they care. Our biggest measure of success is feedback from our clients, however we are grateful for the recognition we have received this year.

Best Community Organisation for the 2018 Business of the Year

The Port Hedland Chamber of Commerce Inc Business of the Year Awards celebrate success of small to medium sized businesses in the Town of Port Hedland.

Best Digital Storytelling by an Indigenous Australian Award

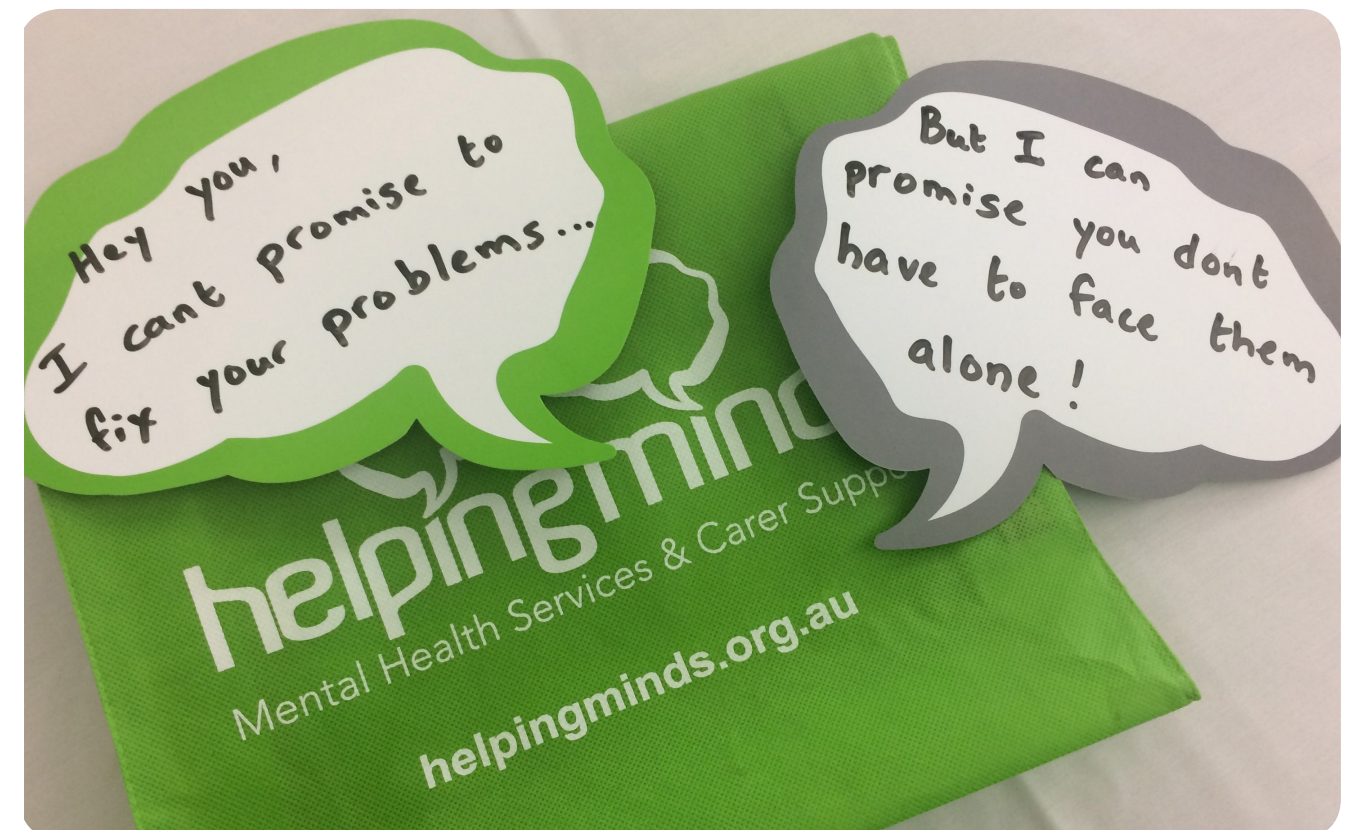
Part of the 2018 Australian Not-For-Profit Technology Awards, this award recognised the excellence in use of digital storytelling by an Indigenous Australian to positively connect with and impact local communities.

Finalist for 2017 Australian Mental Health Prize

Patrick Hardwick, HelpingMinds Board Chair, was a finalist for the prize, which recognises Australians who have made outstanding contributions to the promotion of mental health or the prevention and treatment of mental illness.

Finalist for 2018 Excellence in Advocacy and Rights Promotion Award

Kathryn Day, HelpingMinds Individualised Services Lead, was a finalist for the award. The WA Disability Support Awards recognise and reward people who provide the highest standard of support to increase the quality of life and inclusion of people with disability.



our board

Patrick Hardwick Graduate Certificate in Management; MAICD

Board Chair, Member of Partnership Review Sub-Committee

Patrick is passionate about enhancing services available for carers and families and advocating their rights and needs. He wants to see a cultural change where Mental Health Services and other providers take a more family centred approach to treatment, discharge and support. Patrick is Deputy Chair of the Private Mental Health Consumer Carer Network (Australia), a Director of Mental Health Australia and President of Mental Health Carers Australia. He is also a member of the National Mental Health Consumer and Carer Forum and was Chair of the Guide Development Committee for the 'Practical Guide for Working with Carers of People with a Mental Illness'.

Franco Guazzelli

Board Vice Chair, Member of the Finance and Governance Sub-Committees

Franco brings significant lived experience of being a carer for a person with a mental health illness and with dementia and has been involved and supporting HelpingMinds (formerly ARAFMI) since first joining and then running a share and care peer support group in 1996. In a time when the organisation was much smaller, Franco volunteered his time and skills including with the management of the purchase and refurbishment of the HelpingMinds head office building, Franco is a building contractor, with many years of experience including previously running his own building company as a registered builder.

Andrew Reynolds B.Com (Hons), CFTP Snr, CPA

Board Director, Board Treasurer, Chair of the Finance Sub-Committee and Member of the Partnership Review Sub-Committee

Andrew has been on the HelpingMinds board since 2012, through most of that time as Treasurer having been inspired to join as the result of experience in caring for a relative with mental health care needs. He has been working in the not-for-profit sector for over 10 years. Andrew is an accounting and finance advisor, having previously been a lecturer in Accounting at Curtin University, and before that with accounting firms and banks in Perth and the UK. He started his career investigating fraud for the Director of Public Prosecutions in WA. He is married with two children.

Kerry Hawkins

Board Director, Chair of the Governance Sub-Committee

A graduate of Boston University's Global Leadership Institute's Recovery Class of 2013, Kerry is able to draw on both her lived experience as a family member of someone experiencing extreme and enduring distress, together with a professional career working as a project management consultant, strategic advisor for a federal government agency, and as a Director within the National Disability Insurance Agency (NDIA). She was the carer representative on the Western Australian Association for Mental Health (WAAMH) board for four years and is currently President of WAAMH. She is also the WA director for Emerging Minds, a national mental health organisation focusing on improving mental health outcomes for children, parents and families and a Board Member of Community Mental Health Australia (CMHA). Kerry is a Commissioner on the National Mental Health Commission.

Standing left to right: Debbie Childs (CEO), Franco Guazzelli, Andrew Reynolds, Elisabeth Stevenson, Patrick Hardwick

Seated left to right: Mani Vekaria, Kerry Hawkins, Dr Bernadette Wright

Onscreen: Joel Stein



Joel Stein

Board Director, Member of the Finance Sub-Committee and Partnership Review Sub-Committee

Joel joined the HelpingMinds Board in November 2015. Joel is a CPA Australia qualified accountant and holds a Bachelor of Commerce degree (Corporate Finance, Investment Finance and Financial Accounting majors) from the University of Western Australia. He is also a member of the Australian Institute of Company Directors. Joel has previously held commercial analyst roles with Rio Tinto and News Corp Australia and is currently a Manager in Deloitte's Financial Advisory practice. He is passionate about utilising his practical financial skills and his lived experience as a COPMI (Children of Parents with a Mental Illness) to help and improve the lives of all people impacted by mental illness.

Elisabeth Stevenson

Board Director, Member of the Governance Sub-Committee and Chair of the Partnership Review Sub-Committee

Elisabeth has been exposed to the impact of mental illness on family life from early childhood, having had an aunt with a chronic mental illness and a sister who has lived with the same illness for the past 40 years. She studied law as a mature aged student, now with an LLB (Hons), and has been practising primarily in administrative law for the past 15 years. Prior to studying law, Elisabeth worked as a Senior Investigator for the State Ombudsman and in a variety of management roles in local government. She is married with a 'blended' family of 4 children. Elisabeth is keen to use the skills she has acquired in various different capacities to support the provision of services for carers of those experiencing mental health issues.

Mani (Manjula) Vekaria

Board Director, Member of the Finance Sub-Committee and Partnership Review Sub-Committee

Mani has been fortunate to have lived and worked in both the Public and Private sectors in three continents, Europe (London), Africa (Nairobi), and now Australia (Perth). She maintains a close relationship with her community, which originates from Kutch, Gujarat, India. She volunteers at various events throughout the year and has previously served on her community committee as Vice President for three years. Mani has an insight into how

communities work when living in different countries and the challenges this brings for families. Mental health is not talked about openly in many minority communities due to stigma and families try to manage the mental illness internally rather than reaching out for assistance. Having witnessed first-hand the trauma and difficulty that the person affected and the carer is faced with, Mani wishes to bring awareness of the assistance and support that HelpingMinds can provide to assist the person, families and carers on their difficult journeys.

Dr Bernadette Wright

Board Director, Member of the Governance Sub-Committee

From February 1997 to May 2016, Bernadette was the Senior Clinical Psychologist with WA's Transcultural Mental Health Service where she specialised in inter-relationship of mental health and cultural issues for migrants and refugees. She is now in a private transcultural mental health practice, a Co-Director of CrossCultural Intellect, and Adjunct Senior Lecturer at Curtin University. Bernadette's work encompasses direct clinical service delivery, advice to community groups and service providers, developing and delivering numerous training seminars and workshops on various aspects of culture and mental health. Her work at the Transcultural Mental Health Service included providing advice to government and community groups in addition to undertaking collaborative research and publications with various universities. Bernadette's comprehensive range of resource development initiatives were aimed at improving mental health literacy among ethnoculturally diverse groups and facilitating the transcultural process between the practitioner and consumer, their carer(s) and family.

thank you

HelpingMinds wishes to thank our supporters, without whom we could not achieve what we do each and every day.

- Department of Social Services
- National Disability Insurance Agency
- Mental Health Commission
- Department of Communities
- Mental Health Carers Australia
- Atlas Iron Limited
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... and for the many private donations from clients and supporters



where we are





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