



Annual Report 2018-2019

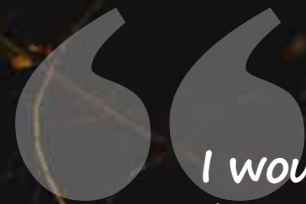


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Acknowledgement of Country

We acknowledge the traditional custodians of the lands on which we work, and we pay our respects to the Elders past, present and future. We recognise and respect their cultural heritage, beliefs and continual relationship with the land and we recognise the importance of the young people, who are the future leaders.



I would like to donate to HelpingMinds in appreciation of all your advice and ongoing support to myself as well as my daughter.

It has been a light switched on for me knowing there are people out there to help.

HOPE

Our mission

We aim to support individual and family recovery and to make a positive difference in the community and mental health sector by delivering quality services, education and advocacy.

Our values

Our organisational values are the building blocks of the safe workplace we create together.

Respect

We show **respect** by communicating respectfully; by demonstrating empathy; by embracing diversity and; by encouraging, not judging, others.

Trust

We build **trust** by making people feeling safe to speak up; by being authentic and genuine; by being consistent and reliable; by being transparent with our communications.

Collaboration

We promote **collaboration** and work together as one team; by participating and sharing; by being inclusive; by building relationships; by valuing differences.

Hope

We empower **hope** in clients and colleagues by; being optimistic and positive about the future; by providing opportunities; by acknowledging people's journey; by seeking solutions.

Integrity

We demonstrate **integrity** and do what's right by; being ethical; by delivering our commitments; by being honest; by taking ownership and being accountable.

Year in review

It has been a big year for HelpingMinds – the highlights marking a year of innovation and transformation, regional expansion, organisational growth and impactful service delivery.

Innovation

One of the most impactful changes for our organisation was the establishment of the Intake Team. Previously, appointments, registrations and bookings were coordinated by each team separately. With the formation of our intake call-centre and centralised booking system – our organisation took a streamlined approach and increased our quality control and customer service.

The process required collaboration across the organisation and unification of all our teams. We recorded and processed 16,405 phone calls during the 2018-2019 Financial Year.

We formalised a new referral pathway, both internally and externally. All teams on the ground contributed by educating our partner agencies on the new processes. We also standardised documentation to deal with the important issues of assessment, risk, consent and care planning across all teams and created a 'client journey plan' for each of our clients.

Further, we continued to develop our database system to include Customer Relationship Management (CRM) and improve business intelligence.

We entered 692 new clients into the database, following all the required steps of the client journey for professional assessment and quality assurance.

Developing the CRM function created a centralised data source for the whole organisation. We atomised and streamlined our processes for Individualised Services to ensure we maximise efficiency and coordination for NDIS clients.



16,405

phone calls through the intake call-centre



692

new clients entered into our new CRM

Service delivery

We expanded into the Northern Territory, our first step of service delivery outside of Western Australia and positioned ourselves in a new market as a 'go to provider' in the Northern Territory for NDIS psychosocial support.



In Broome and Geraldton, we added Individualised Services via the NDIS to our current offering. This extended our service delivery to mental health consumers directly and is in addition to our long-standing carer support and early intervention services in these regions.

As part of the Individualised Services expansion, we secured the bid for the Information Linkages

and Capacity Building (ILC) tender to educate GPs around the state about NDIS and how to identify eligible patients. We presented face-to-face to a total of 210 GPs, practise staff as well as lawyers.

As a result of winning various tenders, regional and inter-state expansion, we grew our revenue from Individualised Services significantly and statistically service 1/5 of the market share in the psychosocial space. We now provide 149 clients with ongoing support through the NDIS.



210

presentations to GPs, practice staff and lawyers



149

clients provided with ongoing support through the NDIS




Franco Guazzelli, Chair and Debbie Childs, CEO

Service delivery cont'd

During the 2018-2019 Financial Year, we supported 2,707 unique clients with mental health supports. We offered 34,529 individual sessions and 2,823 group sessions.

 **2,707**
unique clients provided with mental health supports

 **34,529**
individual sessions

 **2,823**
group sessions

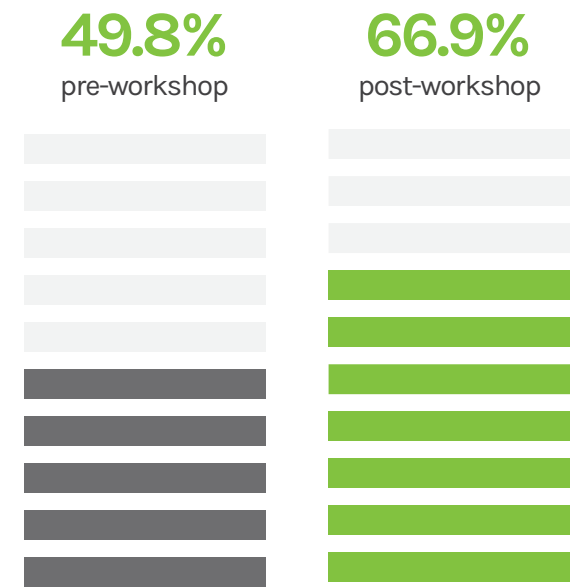
We increased our youth and adult workshops for carers across the state with a focus on flexible days, times and locations to reach those clients most needing support. Some of our new initiatives include workshops on coping skills, emotion regulation and practical skills such as cooking, positive body image, self-care, goal setting and building resilience.



Health Promotions in schools

ChangingMinds is one of many programs delivered by our Health Promotions team. To gauge the impact of the program we conducted 1,058 surveys across 14 schools.

The participants were asked to identify symptoms of mental health conditions pre-education and post-education. The percentage of correct symptoms identified increased from 49.8% to 66.9% after students attended the HelpingMinds workshop.



Students were also asked to list three organisations that can help young people experiencing mental health issues. Pre-education survey, 47.9% of students correctly identified one organisation that could help them, 32% identified a second and 21.3% identified a third. In the post-education survey,

This increased to 46.7%, 44.6% and 41.4% respectively, which shows retained increase in knowledge of service providers that could support young people.

Students were asked to name three things that can increase your risk of developing a mental illness. The majority of students correctly identified risk factors in the pre and post survey, however there were some changes in which risk factors they named. The answer of alcohol and other drugs increased from 16.2% in the pre to 32%. The answer genetics increased from 3.6% to 11.9% and the answer lifestyle, such as poor diet, sleep and exercise, increased from 1.1% to 2.7%. Lastly, the answer social media increased from 0.9% to 2.4%

The results show the positive effect our ChangingMinds program has on reducing stigma and increasing knowledge around mental health and services available.



Mental health awareness

Our Marketing Team developed a new campaign to educate the public and mental health consumers about the NDIS.

As the topic is complex, we involved clients in the process of the design and content writing. This resulted in an animated campaign that tells the story of what the NDIS is, who it is for, and what it can do for you.

Two of our NDIS clients shared their NDIS journey via a video campaign to inspire others who may benefit from our support. For both clients, this was a milestone to be able to share their journey with the world after a long battle with mental health challenges that included social anxiety.

The feedback on the new educational videos and campaign materials was positive from clients, staff and stakeholders as we made a complex concept accessible to anyone.

HelpingMinds also finished a mentoring program with social media agency, Hancock Creative.

The year-long program was funded by the Bankwest Foundation and resulted in growth of our Facebook followers and page likes by 44% which equates to 3,500 followers by the end of the financial year.

In 12 months, we grew our average daily engagement on Facebook by 81% which equals an average engagement by 150 people per day with our mental health education content via this platform.



44%

growth in Facebook page likes over 12 months



81%

growth in Facebook engagement over 12 months

Business operations

Our back-end business systems were reviewed and strengthened to ensure that front line support teams have the best resources to deliver great client services.

We had an average of 94 staff employed with more than half on a full-time basis. Eleven staff members celebrated their 5-year anniversary with HelpingMinds and one staff member celebrated their 10-year anniversary.

Staff received over 1,994 hours of training, and additional training has been developed and delivered to staff as part of our journey with the National Safety and Quality Health Service towards Accreditation – this will be completed in the coming year.

94

team members



1,994

hours of training



We moved into a larger office in Midland to accommodate our growing family programs in the area and laid the foundation for an internet café for NDIS clients at our Midvale office.

A new intranet called Dolly was launched in July 2018 to increase staff engagement and provide an interactive platform to access and share organisational information such

as client resources, training, good news stories and general office know-how that is accessible online at any time anywhere by all staff. We had over 13,743 logins by staff and nearly 5,986 document views in the first year.

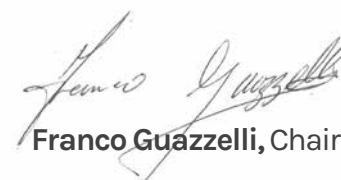
Thank you

In April, Patrick Hardwick resigned as our Board Chair and was replaced by Franco Guazzelli. Our thanks to Patrick for his many years of commitment and support to firstly ARAFMI and, since 2015, to HelpingMinds.

Thank you, to all our funders, stakeholders and staff. We could not have achieved the above milestones without any of you. The strength and agility of our organisation is only as good as the people on the ground delivering the services and the effectiveness of our collaborations.

On behalf of the WA and NT community and all the people we serviced directly or indirectly this financial year, we say thank you for your efforts and support.

Warmest regards,


Franco Guazzelli, Chair of the Board



Debbie Childs, Chief Executive Officer



“ I didn't know where to turn to get help for my daughter. Without the HelpingMinds advocate contacting the area community mental health service, we might never have had the clinical assessment team visit my daughter at home and arrange for her to see a psychiatrist.





“An advocate came with me to meet with hospital professionals and the DCP, to arrange treatment for my 15-year-old daughter who has an eating disorder. Without my advocate's support I wouldn't have had the courage to communicate my daughter's and my wishes about her treatment with the clinic.



Our impact

The number of people our services have impacted this year, including individuals, families and community.

Family Support

1,173

clients assisted in Perth Metro

Youth Support

328

clients assisted in Perth Metro

Family and Youth Support

164

clients assisted in Broome, Carnarvon and Port Hedland

Early Intervention

891

clients and support persons assisted in City of Swan, Kimberley, Gascoyne and Midwest

Strong and Resilient Communities: Inclusive Communities

57

clients and support persons assisted through the Family LINK program in the City of Swan

Family and Carer Supports funded by the Mental Health Commission WA.

Early Intervention and Inclusive Communities (Family LINK) funded by Australian Government Department of Social Services.

“Thank you for being by my side over the last few years. You’ve made a huge difference to my life, and I know other people that need your help are so lucky.”

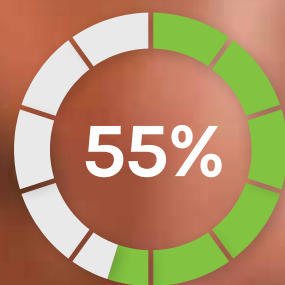


National Disability Insurance Scheme

149

clients assisted throughout WA and NT

growth in the number of NDIS clients



Strong and Resilient Communities: Community Resilience

409

clients and support persons assisted in Kimberley - Broome, Fitzroy Crossing, Derby

Personal Helpers and Mentors

213

clients assisted in Cockburn and Kwinana

Statewide Advocacy

142

clients assisted throughout WA

Carer Phone Support

210

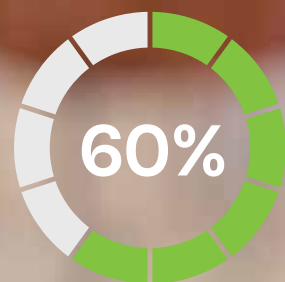
clients assisted in regional WA

Mental Health Carer Respite

902

clients assisted in the regions of Perth North, Joondalup, Wanneroo, Swan, Midwest and Pilbara

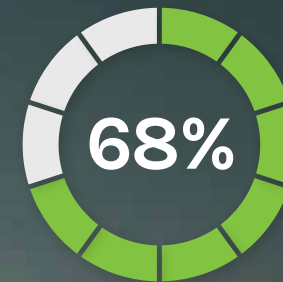
growth in the number of respite clients



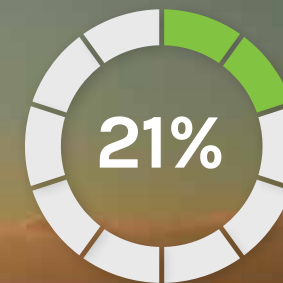
Community Resilience, Personal Helpers and Mentors and Mental Health Carer Respite funded by Australian Government Department of Social Services.

National Disability Insurance Scheme (NDIS) funded by the Australian Government Department of Communities and the National Disability Insurance Agency (NDIA).

Statewide Advocacy and Carer Phone Support funded by the Mental Health Commission WA.



growth in the number of people who attended a presentation



growth in the number of people we engaged with in the community

Health Promotions: Presentations

26,557

people who attended a presentation at a school, workplace or community centre

Health Promotions: Engagement

7,028

people we engaged with at community expos and events

888

people identified as Aboriginal and Torres Strait Islander (ATSI)

1,977

people identified as Culturally and Linguistically Diverse (CALD)

Our commitment

The number of hours our staff have committed to our organisation to providing ongoing support to the community.

Family Support

5,508

support hours in Perth Metro

Youth Support

2,248

support hours in Perth Metro

Family and Youth Support

1,616

support hours in Broome, Carnarvon and Port Hedland

Personal Helpers and Mentors

995

support hours in Cockburn and Kwinana

National Disability Insurance Scheme

27,325

support hours throughout WA and NT

Statewide Advocacy

1,127

support hours throughout WA

Carer Phone Support

125

support hours in regional WA



Early Intervention

2,722

sessions held in City of Swan, Kimberley, Gascoyne and Midwest

Strong and Resilient Communities: Inclusive Communities

40

Family LINK sessions held in the City of Swan

Strong and Resilient Communities: Community Resilience

24

sessions held in the Kimberley - Broome, Fitzroy Crossing, Derby

Mental Health Carer Respite

6,378

sessions held in the regions of Perth North, Joondalup, Wanneroo, Swan, Midwest and Pilbara

Business operations

Social media engagement and marketing campaigns

We completed a 12-month mentoring program with Hancock Creative, as a result of winning the Gain and Retain social media grant, supported by the Bankwest Foundation.




44%

growth in Facebook page likes over 12 months




81%

growth in Facebook engagement over 12 months



5,500

followers across our social media platforms to whom we communicate with daily



176

targeted marketing campaigns promoting our services across the state

Information Languages Capacity (ILC)

As part of the Individualised Services expansion we won the bid for the Information Languages Capacity (ILC) tender to educate GPs around the state about NDIS and how to identify eligible patients. We presented to a total of 210 GPs, practise staff and lawyers.

As a result of winning various tenders, regional and inter-state expansion, we grew our revenue from Individualised Services significantly and statistically we service one fifth of the market share in the psychosocial space. We now provide 135 clients with ongoing support through the NDIS.

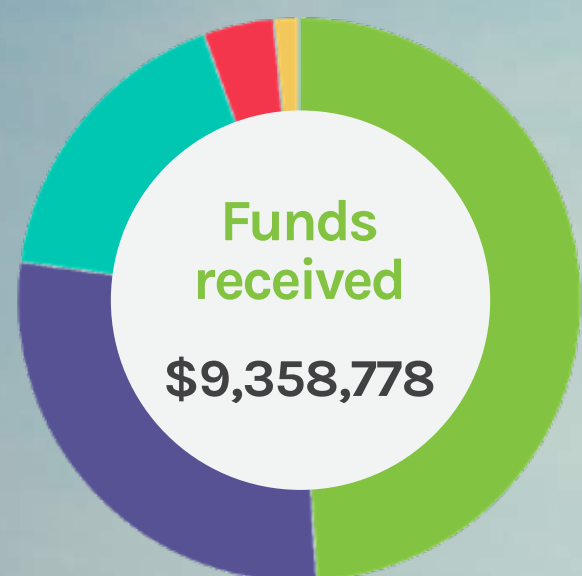
Human resources

94	staff on the HelpingMinds team
55	full time staff
25	part time staff
14	casual staff
1,994	hours of staff training
23%	staff turnover
11	staff celebrating their 5-year anniversary
1	staff member celebrating their 10-year anniversary

IT systems and technology

8,910	clients in our database
692	new clients
34,199	individual entries in our database
2,824	group entries in our database
16,405	phone calls received
Dolly	staff intranet launched
13,743	staff logins
5,986	document views

Financial snapshot 2018-2019



- 49% Department of Social Services
- 28% Mental Health Commission
- 17% Individualised funding
- 4% Other income
- 1% Grants



- 74% Staffing
- 12% Operational
- 7% Administration
- 5% Other
- 3% Transport

The audited Financial Report is available on our website or from ACNC or ASIC.

Thank you to our HelpingMinds staff, interns, volunteers and Board for their hard work, dedication and commitment to our organisation, and for demonstrating our values of respect, trust, collaboration, hope and integrity.

Thank you to all our clients for their valued feedback in assisting us to make our services relevant and engaging.

Thank you to all our community stakeholders for their time and collaboration.

Thank you to our sponsors, donors and to our supporters who have organised fundraising events on our behalf.

Without you all, we wouldn't be able to do what we do, each and every day.



Government of Western Australia
Mental Health Commission



Government of Western Australia
Department of Communities



Australian Government
Department of Social Services



Get in touch

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Where we are

Head Office

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Western Australia 6000

Broome
Carnarvon
Cockburn
Fremantle
Geraldton
Hillarys

Mandurah
Midland
Midvale
Perth
Port Hedland
Darwin (NT)



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