



Annual Report 2020–2021

Acknowledgement of Country

We acknowledge the traditional custodians of the lands on which we work, live and care; 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 our future leaders. We acknowledge lived experience with mental-ill health; may it inform us and guide us, for better outcomes and healing for our communities and loved ones.

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Our Mission

HelpingMinds® aims to **improve** our community's **mental health** and **wellbeing**.

Our Values

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

Our values are **hope, respect, trust, collaboration** and **integrity**.

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.

Respect

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

Trust

We build **trust** by helping people feel 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.

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

by Franco Guazzelli, Board Chair, and Deborah Childs, CEO

Throughout the 20/21 financial year, our communities and economies across the globe dealt with the devastating effects of the COVID-19 pandemic.

During this time, we have seen many comments about being in the same storm, yet we are all in different vessels; some are in yachts, some are in dinghies and some on rafts. This shows we all experience situations in different ways with different resources. It's been our response to these challenges that differentiate our team, by looking for possibilities and opportunities to continue supporting our community and providing much-needed resources.

It is important to remember this pandemic has been difficult for all, yet devastating for some. Even with many COVID-19 restrictions, border closures and lockdowns, HelpingMinds continued its service delivery without interruption. Our teams maximised resources and applied endless creativity to ensure optimum services could be provided to our clients, carers, students and NDIS participants.

For our team, COVID-19 has uncovered the resilience we possess and highlighted the benefits of our solution-focused attitude. Inspired by global events, we introduced the 'Live Above the Line' concept at HelpingMinds, encouraging our team members to approach challenges with a positive outlook, stay outcome-focused and always continue to search for solutions. When faced with challenges in our life or in our job – we aim to live and work above the line. Embracing the opportunities, responsibilities and being accountable.

It is with great pride we invite you to read about the accomplishments of our team over the past financial year. In total, we provided 63,189 individual support sessions and facilitated 2,140 group sessions to community members.

It was a major milestone for HelpingMinds to fulfill the commitments we made in our 2018 – 2021 strategic plan and close that period with results that satisfied our Board. Now, our team look forward to the future to deliver our strategic direction for 2021 – 2024 in partnership with our communities. This started with the celebration of our 45th anniversary in July 2021.

This annual report is not just a summary of what the organisation achieved during the past 12 months, it is also the result of 44 years of collaboration and service delivery, a moment in time to celebrate a legacy we can all feel proud of.

We look forward to taking you on a journey of our highlights and milestones in 20/21 and we hope you enjoy being on the journey with us.

We would like to acknowledge the people who make our work possible. None of this could have been achieved without the dedication and hard work of our team and Board; we are truly grateful for your ongoing commitment, energy and effort.

Thank you!



Warm regards,

Franco Guazzelli, Chair of the Board

Deborah Childs, Chief Executive Officer



“My husband and I were desperately seeking help and guidance when we finally discovered HelpingMinds. Despite our counselling being over the phone for the full 12 sessions - we really connected with our Counsellor. She is incredibly insightful and able to provide immediate strategies to handle difficult behaviours. We are very grateful for her guidance and support.”



“The HelpingMinds service was exactly what I needed to move forward and learn how to better care for myself whilst caring for my husband who suffers from anxiety and panic attacks. Thank you for making this service available to me.”



Year in Review

Building resilience and identifying strengths with Child, Youth and Family Services

During 20/21, we assisted 2,501 clients through our Child, Youth and Family Services, which includes counselling, mentoring, support groups, workshops and advocacy.

We were delighted to expand our carer support services in Geraldton, funded by the Mental Health Commission, to provide in-person supports in this community. We have continued to provide carer supports within our regional hubs in Broome, Carnarvon and South Hedland, reporting a 78% increase in the number of clients supported.

HelpingMinds prides itself on providing services that meets community needs. Based on feedback received from clients, community members and stakeholders, we modified our Intake and Assessment process during 20/21.

We introduced six Access and Inclusion Officer roles, which are based in metro and regional locations, replacing our centralised Intake Team in Perth metro. These Officers act as local champions who build relationships in the community and provide support to those trying to access our services. Our Access and Inclusion Officers can meet community members in-person if requested, as some clients have communicated this is preferred over telephone support and online interactions.

Our service provision was extended with the introduction of carer retreats and during 20/21 we delivered the following:

- > Lesmurdie Carer Retreat at Ana Pana Ridge
- > Greenough Carer Retreat at Brentwood Olive Grove
- > Broome Carer Retreat at Habitat Resort
- > Mundaring Carer Retreat at Nathaniel's Rest
- > Cockburn Carer Retreat at Woodman Point

Our retreats were delivered as a one-day workshop or overnight stay, to allow carers the opportunity to share experiences, learn strategies to support their carer role and take time out for self-care. These short breaks have been welcomed by our clients, with the need for respite in high demand.

Our youth services are focused on Early Intervention and Young Carer Support. Among clients under 18 years, 45% identify as male, 53% as female and 2% identify as other. From our evaluation we learned that 96% of young service users felt hopeful after accessing our services, and 98% would recommend HelpingMinds services to their friends and family.



2,501 clients

assisted through our
Youth and Family Services



78% increase

in the number of clients
supported in Broome,
Carnarvon and South Hedland

“My counsellor offered me professional support and reinforcement in a calm and caring way giving me confidence and tools to manage my life. The whole experience has been very beneficial. Thank you to this excellent service, I really appreciated this opportunity.”

Year in Review

Continuation of our NDIS Journey

Our individualised support services provide psychosocial and capacity building supports for NDIS participants throughout Western Australia and the Northern Territory. Our services have continued to grow during 20/21, recording a 6% increase in participants and a 14% increase in support hours provided.

NDIS Services include 'Core Supports', 'Support Coordination', 'Specialist Support Coordination' and 'Recovery Coaching'. Core Supports are primarily focused on two key areas: social and community participation; and daily living activities. These supports are unique and tailored to the needs of each participant, who have complete choice and control as to what their supports comprise of.

Although COVID-19 dictated restrictions for our organisation and team members, our NDIS team was busier than ever. Despite the pandemic, we experienced an increased demand for services continuing the upward trend from last financial year. The team worked tirelessly to provide consistent, high quality supports to our 278 NDIS participants. Due to the team's creativity, innovation, planning and communications, we reduced the impact of lockdowns and COVID-19 restrictions on our service delivery.

Our individualised services suite was extended with a Psychosocial Recovery Coach. When using this service, the participant is coached to have greater participation in managing their lives. The role of a Recovery Coach differs to that of a Support Coordinator and of a Support Worker as they do not offer core type supports - their role is focused on capacity building.

Further service expansion consisted of securing a grant from the Mental Health Commission to assist people living with a psychosocial disability to access NDIS support. We tested 68 individuals in the Perth Metro and Midwest regions for their NDIS eligibility and 36 individuals were found eligible.

We helped individuals understand the NDIS and what support could look like for them. Team members were able to reduce the stress for individuals going through the application process and associated paperwork.

Several individuals who were previously declined NDIS were supported successfully and as a result, they were found eligible for NDIS this time around. Individuals provided feedback that without professional support to understand the process of applying for NDIS, they would not have been able to do it independently.



Year in Review

Feedback from our NDIS support workers

The Individualised Services team received training to upskill, addressing topics such as self-care and boundaries, LGBTIQ+ awareness, hearing voices, dealing with difficult and challenging behaviours, hoarding, incidents and risk reporting.

Team members shared their thoughts on what key skills, attributes and qualities were essential in providing effective psychosocial supports. They agreed that a steadfast commitment to our organisational values, adaptability and resourcefulness to meet the varied individual needs of our participants, and the positivity and perseverance to walk alongside participants for as long as the journey takes, are required to be a successful Support Worker.

Feedback from NDIS participants

In December 2020, our NDIS team underwent the NDIS Practice Standards and Quality Indicators Audit. We received notification in June 2021 that we were successful in meeting the standards and becoming a registered provider with the newly created NDIS Quality and Safeguards Commission.

Through the audit process, 16 participants volunteered to be interviewed by the auditors and provided their feedback about our NDIS services. A sample of participant feedback can be found in the speech bubbles below and on the following page.

"They're a good crew and they always put a smile on my face when they turn up."

"They have been excellent and have taken a lot of the load off me."

"They understand my needs and I feel respected."

"When I am stressed and overwhelmed, they calm me down and work things out with me. They are doing everything to help me with a smile on their face. They are like my best friends now."

"They are great. It is good to have someone to talk to and I would be a bit lost without them."



Year in Review

The power of mental health education

The Health Promotion team fared well through the impact of two snap-lockdowns in the first half of 2021, resulting in schools closing their doors to external service providers for extended periods. Despite these setbacks, the team still increased the number of locations and organisations where they delivered mental health education this year. A total of 644 mental health workshops and Mental Health First Aid courses were delivered to 273 organisations.

Our customers included schools, TAFEs and universities and provided us with continuous praise on how beneficial our mental health educational programs have been for their students and staff. Many schools book a presentation with our team for each term, ensuring students in different age-groups get exposed to different topics, such as common mental health disorders, how to recognise the symptoms, and what actions you can take to help yourself and others.

During the past year, we have seen an increase in the community interest for Mental Health First Aid courses. Youth Mental Health First Aid, which is designed for parents, teachers and youth workers, was in particularly high demand.

We have had an increase in expressions of interest from Government departments and other organisations who wish to provide mental health education to their workforce and/or communities.

We directly link the increased interest in mental health education to the pandemic; the effect of lockdowns and global events surrounding COVID-19 have directly impacted on individuals' mental wellbeing; both members of the public and organisations seem to identify that support in the form of education is much needed.

After receiving Youth Mental Health First Aid training, one community group provided feedback that the course had helped them to have "mental health conversations in the open for the first time."

Our most requested program in schools has remained 'Bullying & Social Media'. We have included a student testimonial below.

"I want to thank you for coming to school to teach us about mental health and bullying. I learnt many things during the time I spent with you. Like how I can get help if I am being bullied and to understand why people bully. In the past I have had times where I have felt anxious or depressed. We have talked in class about all the things you suggested to have a healthy mind and that everyone deals with things differently."

644 educational workshops & Mental Health First Aid courses

delivered by the Health Promotion team



Year in Review

Awareness campaigns: becoming a force to be reckoned with!

During Mental Health Week and Carers Week 2020, we ran a 100% organic integrated marketing campaign on how to help another person who is experiencing a mental health crisis, breakdown or episode. The campaign also helped people identify if they are a mental health carer.

In the aftermath of the first COVID-19 lockdown in Australia, there was a surge in demand for mental health services across the globe making the campaign relevant and topical.

The key objective was to address stigma and barriers that prevent help-seeking behaviour, providing community members with a pathway to support others with their mental health and seek help themselves when they are in the supporting role.

This campaign was a great success, achieving over 46,000 impressions and nearly 9,500 engagements due to reactions, shares and comments from the public. Overall, this was a fantastic achievement considering the digital campaign had no paid advertising component. The campaign was nominated for two industry awards.

A second campaign that achieved high follower engagement was our 30-day historic campaign, leading up to HelpingMinds 45th anniversary. The campaign walked our social media followers through five decades of historic content, explaining how we became the organisation we are today.



10.5K followers
across all our social media
platforms



29% growth
in the number of followers
across all our social media
platforms

In the process, many old relationships with former clients, volunteers, staff and Board members were rekindled as we enjoyed the trip down memory lane. Besides announcing our anniversary some secondary goals were achieved; we reiterated the name change from Arafmi to HelpingMinds and raised substantial brand awareness.

HelpingMinds continued growing its digital footprint across 20/21. We have an extremely loyal and engaged social media audience counting over 10,500 followers and we achieved 29% follower growth across our social media platforms combined this financial year.

Our most successful platform remains Facebook. In 20/21 we recorded over 1.2 million post impressions, reached nearly 900,000 people and over 33,800 people engaged with our posts directly by sharing, reacting or commenting – a massive result in social media engagement considering the size of our follower base.

We expanded our networks and reach on LinkedIn considerably this year, achieving the highest annual increase in followers with a 60% platform growth rate and high engagement in content clicks and shares. The website recorded over 237,000 page views by nearly 86,000 visitors.

Year in Review

Empowering individual advocacy and peer support

Our team of Mental Health Advocates continue to provide a great support for carers whilst helping them to navigate a complex mental health system where often, due to consent and confidentiality, the carer is left feeling voiceless.

The Advocates responded to a range of complexities this year. Successes included cases where they assisted carers with discharge planning, despite complex legal tribunals and challenging medical professionals.

It was a great celebration for our team when longstanding staff member and Mental Health Advocate Jennifer Cramer who, for many years, has worked tirelessly and passionately to be a voice for mental health carers, became a finalist for a WA Mental Health Employee Excellence Award from the WA Association for Mental Health (WAAMH).

During 20/21, we erected a new business unit that is responsible for carer governance, carer advocacy, carer peer engagement and peer support workers. The team's aim is to provide immediate peer support on-site in hospitals and other health service providers. Our network expanded with new connections and alliances across the medical field, mental health providers and the community services sector.

A key element of our strategy was the continued delivery of the 'Practical Guide to Working with Carers of People with a Mental Illness' to train medical staff and health practitioners at public health providers.

The Practical Guide training is there to assist medical staff to understand what role the family member, supporter or carer plays in recovery after the patient is discharged from hospital and during the periods in between hospitalisation. The training incorporates best practice in carer engagement informed by relevant acts, standards and guidelines.

Building the knowledge and providing a framework to successfully engage carers with the medical profession, is a form of education and systemic advocacy in which HelpingMinds attempts to influence the sector, raise the profile of unpaid carers and increase awareness of their importance.



Pictured above L-R:
Deborah Childs, Jennifer Cramer
and Franco Guazzelli at the WA
Mental Health Awards in November 2020.

Year in Review

Connecting communities with the Recovery College

The Recovery College is designed to educate and deliver courses that provide an opportunity for recovery and confidence building, to allow people to return to full rights-based participation and belonging in the community.

At the beginning of this financial year, July 2020, the Western Australian Recovery College Alliance (WARCA) commenced its implementation phase with a focus on course development and delivery.

WARCA has invested in building a robust foundation to ensure a long term, sustainable future for the College. We have ensured sound governance for the Alliance, including developing robust policies and procedures for our educators, educational integrity for course development, a presence in the community and strong partnerships with local, place-based partners.

An Integrity Framework has been developed to ensure quality of course content, delivery, and educator values. Administration systems to support student engagement and evaluation were implemented and quality staff were employed. The team expanded to form a solid foundation on which WARCA could be built and rolled-out across the state.

One of the major milestones of this financial year is the design and facilitation of the WARCA Educator Foundation Program. A total of 87 people enrolled to become a Recovery College Educator. More than 170 community members participated in a WARCA course facilitated by our staff and team of educators.

From December 2020, the WARCA team started holding 'Input and Information Sessions' allowing an opportunity for communities to provide insight into what recovery courses their community needs and wants. Based on the input from the local community, courses were further developed and delivered.

Trained educators continue to become part of the co-design team and support co-creation of courses that suit local needs. At the College, the journey doesn't stop by participating in a course - once an individual becomes an Educator, they are part of the College's co-design team.

We co-designed and co-delivered with community members and groups in North, South and Central Perth Metropolitan areas, Bunbury in the Southwest, Northam in the Wheatbelt and Kalgoorlie in the Goldfields.

We are incredibly proud of what WARCA achieved in its first year of contract delivery and thankful for the warm embrace that the Western Australian community has provided whilst the Recovery College becomes embedded in our communities.

HelpingMinds would like to thank the other 16 Alliance partners, and specifically Recovery College Western Australia, for their collaboration and input in making the College not just a reality, but a success in WA.



Year in Review

Expanding our infrastructure

HelpingMinds continues to drive operational improvements to our infrastructure to support service delivery. In 20/21 we increased the capacity of our ICT systems to improve remote access of our systems for all staff in both metropolitan and regional areas, an imperative for a high-performing hybrid workforce during a global pandemic.

We enhanced our ICT software, hardware and data connectivity packages to ensure our teams have access to the best network, equipment and systems available to do their job. We continue to evolve our hybrid working environment to support staff do their best work regardless of their location; home, office or mobile in the community.

We also increased our cyber-security policies, processes and systems to keep up with the ever-evolving cyber threats the world faces, an area that required heightened attention since the start of the pandemic.

A new client management system called 'Zen database' was developed, providing a more accessible data recording system to support our client interactions. Implementation of the new CRM will commence at the beginning of the new financial year 21/22.



Our Impact and Commitment

Youth and Family Support in Perth Metro

2,174 clients
individuals and groups supported

8,501 hours
of support provided

Early Intervention
in City of Swan, Kimberley,
Gascoyne & Midwest

956 clients

2,966 hours
of support provided

Youth and Family Support
in Broome, Carnarvon,
Geraldton and Port Hedland

327 clients
individuals and groups supported

2,312 hours
of support provided



78% increase
in Youth and Family
Support clients in
regional WA



84% increase
in the number of hours
of support provided in
regional WA

Carer Phone Support
through statewide
1800 number

424 clients
supported in Regional WA

56 hours
of support provided to Regional WA

Youth and Family Support services and the
Statewide 1800 Carer Support Line are funded by
the Mental Health Commission of WA.

Early Intervention funded by the Australian
Government Department of Social Services.



**Strong and Resilient
Communities -
Community Resilience**
in Broome, Derby,
Fitzroy Crossing

1,113 clients

individuals and groups supported

115 sessions

**Strong and Resilient
Communities -
Inclusive Communities**
Family LINK programs
in City of Swan

35 clients

individuals and groups supported

18 sessions

attended in City of Swan

Strong and Resilient Communities -
Community Resilience and Inclusive
Communities (Family LINK) funded by the
Australian Government Department of
Social Services.

Statewide Advocacy
in Metro & Regional WA

178 clients

1,328 hours of support

**Health Promotions:
Mental Health Education**
in Perth Metro

273 unique locations

in Perth Metro where Health
Promotions team presented

644 program sessions

ran by the Health Promotions team

1,755 program hours

delivered by the Health Promotions team

State-wide Advocacy funded by the Mental Health
Commission of WA.

Health Promotions (Mental Health Education)
funded by the Mental Health Commission of WA.



National Disability Insurance Scheme (NDIS)

278 participants

supported in WA and NT

34,775 hours

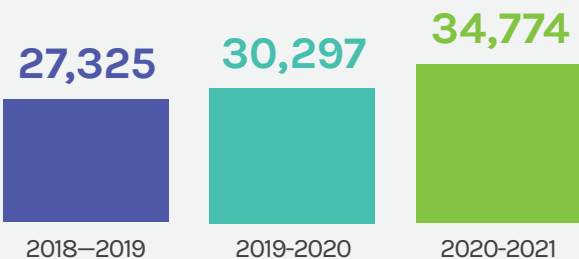
of NDIS support provided



6% increase

increase in the number of NDIS participants supported compared to last financial year

NDIS Individual Participant Service Delivery Hours



14% increase

in the number of hours of NDIS support provided compared to last financial year

National Psychosocial Support Measure (NPSM) in Perth South

50 individual clients

supported

2,177 hours

support provided

National Psychosocial Support Measure funded by WA Primary Health Alliance, PHN South area.

National Disability Insurance Scheme (NDIS) funded by the National Disability Insurance Agency (NDIA).

WA Recovery College Alliance

Student Courses & Informations Sessions

170 students

attended a WARCA course in the first half of 2021

14 courses

facilitated across Joondalup and Rivervale in the first half of 2021

2 info & input sessions

conducted in Northam and Bunbury

Educator Foundation Programs

87 educators

attended an Educator Foundation Program

5 programs

conducted across Perth, Northam, Joondalup and Bunbury

WA Recovery College Alliance is funded by the Mental Health Commission of WA.

Impact Snapshot

During the 20/21 financial year, we delivered **63,685 individual sessions** and **2,140 group sessions** to active clients.

 **63,189**
individual sessions

 **2,140**
group sessions

HR Snapshot

109 total team members
1 July 2020

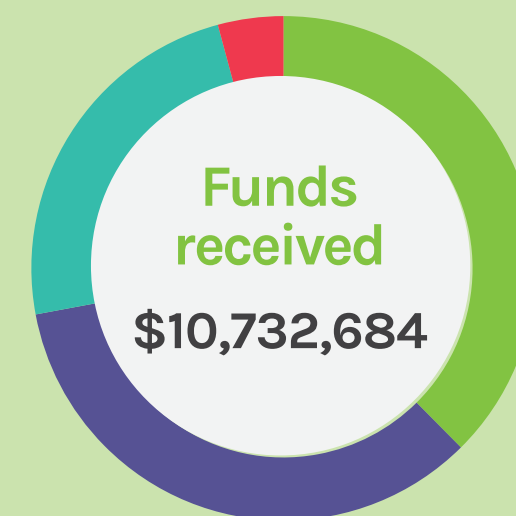
114 total team members
1 July 2021

1,837 hours of staff training

3 staff celebrating their
5-year anniversary

1 staff members celebrating
their 10-year anniversary

Financial Snapshot



- Commonwealth Funding (DSS & WAPHA)
- State Funding (MHC)
- Individualised funding (NDIS)
- Other income



- Staffing
- Operational
- Administration
- Transport
- Other

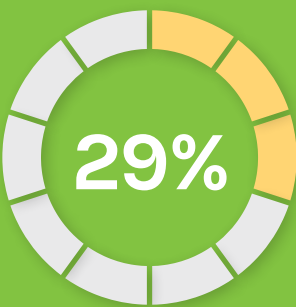
The audited Financial Report is available on our website or from ACNC or ASIC.

Social Media Engagement

Besides promoting our services, HelpingMinds uses social media posts and campaigns to educate about common mental health challenges, to provide helpful information and practical tips, and to support conversations about mental health to help break stigma. Keeping connected with clients and community via our platforms is another key objective to ensure people know they are not alone and we are there to help whenever they need support.

Total social media followers

10,571 followers
as per 30 June 2021

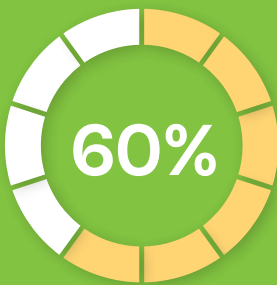


growth in
followers
across all
platforms

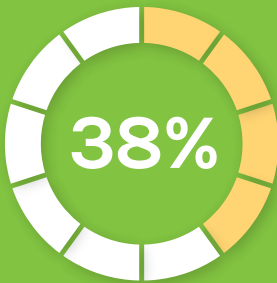
LinkedIn

72,369

total number of impressions



growth in LinkedIn followers

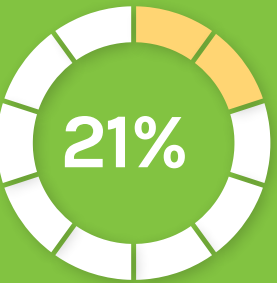


growth in Instagram followers

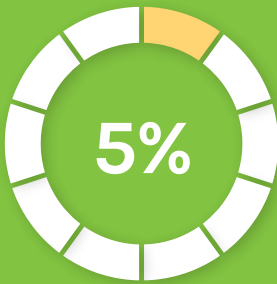
Facebook

1.2 million

total number of impressions



growth in Facebook followers



growth in Twitter followers

Digital Engagement

Intranet

13,138

total number of staff logins

14,166

total number of internal document views

Website

237,076

yearly total page views

85,949

yearly total engaged users



Accreditations

HelpingMinds

Registered NDIS Provider – **NDIS Quality and Safeguards Commission**

Certified Accreditation – **National Safety and Quality Health Service Standards (NSQHS)**

Certified Accreditation – **National Standards for Mental Health Services (NSMHS)**

Thankyou

A special thank you to our funders for making our work possible:

- > Department of Social Services
- > Mental Health Commission
- > National Disability Insurance Agency
- > WA Primary Health Alliance

Thank you to our HelpingMinds' team members, 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.

We thank our clients for their valued feedback, assisting us to make our services relevant and engaging. Without you, we wouldn't be able to do what we do, each and every day.

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

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



Australian Government
Department of Social Services



Government of Western Australia
Mental Health Commission

ndia National Disability
Insurance Agency



Get in touch

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✉ info@helpingminds.org.au

🌐 helpingminds.org.au



Where we are

Head Office

182 Lord Street, Perth
Western Australia 6000

Broome
Carnarvon
Cockburn
Fremantle
Geraldton
Hillarys

Mandurah
Midland
Midvale
Perth
South Hedland
Darwin (NT)



HelpingMinds Limited

ACN 622 735 540 | ABN 26 183 089 857