



SANE AUSTRALIA
Annual Highlights
2019 – 2020

WELCOMING OUR NEW CHAIR

The past 12 months have certainly felt like a lifetime, with this year unfolding as one of the most challenging and unpredictable that our nation has seen.

As the country reeled from the devastating impact of the Black Summer bushfires, the world braced itself as the COVID-19 global pandemic spread rapidly. These unprecedented times have seen an extraordinary impact on the mental health of our community, with Australians affected by complex mental health issues reaching out for support and guidance at some of the highest rates we have seen for some time.

I'm proud that our professional and dedicated team at SANE and The Dax Centre rose quickly to meet this significant challenge. Likewise, we saw our philanthropic supporters, generous individuals and corporate partners reach out in support. We also secured additional funding from the Australian and Victorian governments. I am grateful to each and every person who has contributed to this immense effort.

After serving on the Board for the past six years, it's a great honour to take on the role of Chair. I look forward to leading a dedicated team of Board members into next year where we will celebrate SANE's 35th anniversary and set the vision for the future as we welcome our new CEO.

Finally, on behalf of the Board and staff, I extend our gratitude to Jack Heath for his outstanding contribution to SANE since 2012. Jack leaves behind a lasting legacy, and will be remembered for his unwavering dedication in advocating for policy change, research and growth of SANE's support services, making a real and positive difference in the lives of so many affected by complex mental health issues.

Lucy Myer



CEO MESSAGE

This is my last message as CEO of SANE Australia. It comes to you at the end of a torrid year but at a time when I have great hope for our organisation and the people we serve.

We have endured a year like no other. We finished 2019 on a strong note but then started 2020 with the Black Summer bushfires before COVID-19 struck. Thanks to our amazing team and great supporters, we still managed to find new and better ways to help more people dealing with complex mental health issues.

When the COVID restrictions commenced we adapted swiftly to ensure our support services could continue their vital work. Our counsellors moved to a fully remote service, while our broader team, particularly those in Melbourne, powered away from their homes.

While many juggled home schooling, their own isolation and uncertain times, we moved ahead with major initiatives including transforming our support services to the integrated digital platform SANE Support, undertaking the ground-breaking National Stigma Report Card, responding to major reviews including the Productivity Commission Inquiry into Mental Health and the Royal Commission into Victoria's Mental Health System and launching the stunning Child and Mother exhibition at The Dax Centre. At the same time, we further streamlined our business operations and refined our planning cycles and project management.

We launched important suicide prevention initiatives, the You Are Not Alone resource to support the loved ones of people who have attempted suicide and the Better Off With You campaign which we piloted on Sydney's Northern Beaches and the Mackay region in Queensland.

Despite the challenges of FY20, SANE's revenue continued to grow and we started FY21 in a



solid financial position. The \$165k operating deficit recorded for FY20 was due to the implementation of a new revenue accounting standard which required us to adjust some revenue directly to retained earnings and no longer allowed us to defer revenue for many of our grants to match the grant expenditure. Without these adjustments, we would have recorded an operating surplus.

I want to finish by acknowledging the incredible support I have received throughout my last eight years – the Board, our staff and funders for your enduring support.

Most importantly, I acknowledge those who have reached out to SANE for support and guidance, and for those who have so willingly shared their personal stories with our wider community. You are all the reason why we care so deeply about our work and continue to strive harder each and every day to make a real difference for those affected by complex mental health issues.

My very best wishes and heartfelt thanks to our new Chair, Lucy Myer and the Board, the Executive Team and all the staff at SANE. The organisation is well placed for the future under the leadership of new CEO, Rachel Green, as our community comes together to celebrate 35 years of outstanding service to our community. Thank you and farewell, it's been a wonderful ride.

Jack Heath

CEO ANNOUNCEMENT

The Board of SANE Australia is delighted to announce that Rachel Green has been appointed to the role of CEO.

Rachel brings a wealth of experience across the mental health, not for profit and government sectors, with a passion for championing the voice of people with lived experience.

While working at the National Mental Health Commission, Rachel worked to develop the Contributing Life Framework and was the author of Australia's first national consumer paid participation policy in 2012. Rachel worked on the design of national initiatives including Partners in Recovery, and the establishment of the National Mental Health

Commission, and she served on the staff of Federal Health Minister Nicola Roxon. At the Black Dog Institute, Rachel led large scale translational design and implementation projects, including as Director for the LifeSpan suicide prevention initiative.



Vision

An Australia where people affected by complex mental health issues live long and fulfilling lives, free from stigma and discrimination.

Mission

We make a real difference in the lives of people affected by complex mental health issues through support, research and advocacy.

Values

Respect + Innovation +
Collaboration +
Celebration +
Responsibility

Goals

1. Ensure people affected by complex mental health issues get the support, connection and care they need to live long and fulfilling lives
2. Eliminate stigma and discrimination experienced by people affected by complex mental health issues
3. Amplify SANE's role as an effective and respected leader in addressing complex mental health issues
4. Enhance SANE's capacity and capability to make a real difference for people affected by complex mental health issues

IMPACT AT A GLANCE

Help Centre



7,200 counselling contacts

across phone, webchat and email – including a new 'book a call' service

Peer Ambassadors



70

SANE Peer Ambassadors registered across Australia



62

Peer Ambassador public engagements nationally



Peer Ambassadors engaged in **66 internal opportunities** for SANE – ranging from social media, blog writing, advisory groups, delivering presentations and training to staff to consulting on program strategy

Forums



Forum membership **grew by 29.3%** from 16,275 registered members in the previous year to **21,041**



The number of unique visitors **increased by 19%**, compared to the previous year, with an average of **12,678 per month**



148,494 posts were made, representing an increase of **7.5%** on the previous year



151,137 individual Australians used the forums – **an increase of 31%**

Media Centre and StigmaWatch



SANE was mentioned in the media **997 times** reaching a combined audience of over **7.9 million people**



SANE SUPPORT

This year, SANE Australia has undertaken a comprehensive transformation project to develop a new service model. It is holistic, person centred and trauma-informed and as always, it is a free service for service users.

Within SANE's new model, existing services are being strengthened and new services trialled. Service users can select the right level of support for their needs, including:

- **Information and Stories** - self-help resources via factsheets, guides and personal stories of hope and recovery at sane.org
- **Peer Support** - leveraging the strong foundation of SANE Forums and now trialling online peer groups and 1:1 peer support through web chat and phone
- **Counselling Services** - formerly known as the SANE Help Centre, our single session intervention by phone/web chat/email service is expanding to include a multi-session counselling intervention.

SANE Support Director, Sophie Potter, says *'This year we have been in the fortunate position to secure funding from the Australian Government to develop our online one stop shop for service users right around the country. The future of service delivery is to provide a digital offering that reaches the people who need it most. I'm excited to launch our new look website later this year so more people can access our services.'*

MEDIA CENTRE AND StigmaWatch

The SANE Australia Media Centre provides information, guidance, expert comments and referrals for lived experience perspectives to support media professionals and encourage the accurate reporting of mental illness and suicide.

Our CEO, Jack Heath wrote an opinion piece about the impact of COVID-19 lockdown restrictions on mental ill-health. This piece was syndicated Australia wide across 85 publications.

SANE heavily supported the ABC's "Your Mental Health" campaign with input from our Peer Ambassadors and Hocking Fellow in four programs throughout the month.

SANE Australia's well-established StigmaWatch program promotes responsible reporting of mental ill health and suicide in the Australian media. Anyone with concerns about media coverage that stigmatises mental ill health or reports suicide

“*...You've contributed positively to my mental health and my overall wellbeing. You supported me in times of distress. You've uplifted me and obviously you've empowered me to improve my life and improve my sense of self. It's been a real blessing to my life.*”

2020 SANE Help Centre Evaluation

irresponsibly can report the item to StigmaWatch online at www.sane.org/stigmawatch.

COVID-19 had a significant impact on the number of StigmaWatch reports received and we received 381 reports from our StigmaWatcher community comprising more than 5200 members, 34% less than the previous financial year.

ADVOCACY

Advocacy at SANE involves translation of the lived experience of complex mental health issues to reduce stigma and discrimination, as well as addressing existing policy and service gaps. Our advocacy is informed by the experiences of our service users, Peer Ambassadors and research undertaken through the Anne Deveson Research Centre.

2019/2020 has been a landmark year for public policy processes, with SANE making substantial contributions and representations to both the Productivity Commission Inquiry into Mental Health and the Royal Commission into Victoria's Mental Health System. Reports from both of these public inquiries have heavily referenced SANE's

submissions. SANE has also supported the design of the Adult Community Mental Health Centres trial and provided thought leadership and expert advice through a number of other Advisory Committees and consultation processes.

This year we have also lodged 30 submissions in response to a range of issues such as housing and homelessness, human rights, review of the Medicare Benefits Schedule, physical health, aged care, workplace mental health and the COVID-19 pandemic.

To maximise our impact, we have also collaborated with other organisations and campaign coalitions who can help us fulfil our mission to make a

real difference in the lives of people affected by complex mental health issues including:

- Mental Health Leaders Group
- The Equally Well Alliance
- The Mentally Healthy Workplace Alliance and the National Workplace Initiative
- Everybody's Home
- Raise the Rate
- Caring Fairly
- Suicide Prevention Australia's Policy Network
- Mental Health Australia's Policy Forum
- Joint Statement on LGBTIQ Mental Health
- Community Council for Australia

Peer Ambassador Program – A year in review

- Ongoing relationship with major program funder, Janssen. Jenni Forbes and her mother presented and participated in a panel discussion at Janssen's internal staff conference on challenges around short- and long-term treatment options for schizophrenia.

“ Jenni's story gave a lot of insight into the impact of stigma and the brokenness of our mental healthcare system. ”

Janssen Staff Member

- Targeted recruitment of 12 new Peer Ambassadors with a focus on increasing our representation of men, people who identify as LGBTIQ, people from CALD backgrounds, and people with schizophrenia on the program.
- Comprehensive internal initiatives including the National Stigma Report Card Steering Committee comprising of a team of five Peer Ambassadors who provided regular input and collaboration throughout the project and establishment of a Lived Experience Advisory Committee including five SANE Peer Ambassadors for the SANE Support Transformation Project.
- A Public Participation Policy for lived experience was designed, consulted and disseminated in collaboration with Peer Ambassadors and SANE team members.



RESEARCH

NATIONAL STIGMA REPORT CARD

The *National Stigma Report Card* is the flagship project of the ADRC and explores how stigma and discrimination affect people living with complex mental health issues. Almost 2,000 people took part in the *Our Turn to Speak* survey, the results of which inform the *National Stigma Report Card*.

SANE Australia's research efforts are delivered through the Anne Deveson Research Centre (ADRC), which was launched in 2018.

The ADRC undertakes practical research that informs our advocacy and support services and drives policy change to produce better social outcomes for Australians affected by complex mental health issues.

In October 2020, we launched the findings from this first round of research, which speak to a pervasive pattern of stigma and discrimination that negatively affects the lives of Australians living with complex mental health issues. We have developed 45 recommendations for action based on the findings, directly informed by what survey participants believe most needs to change to reduce stigma and discrimination.



Hocking Fellowship Program

The Hocking Fellowship Program provides opportunities for recipients to undertake an investigative project into their preferred area of interest within the field of complex mental health.

Two Hocking Fellowships were awarded this year to:

Liz Everard (Hocking Fellow 2019-2020) – Liz is seeking to understand therapeutic farms in the United States and Ireland, and to explore whether this model of care could be provided in Australia. Therapeutic farms offer a variety of accommodation options, treatment and a full continuum of care for adults living with complex mental health issues.

Alison Salisbury (Hocking Community Award 2019-2020) – Alison is learning more about the lived experience of carers, with a view to her research findings supporting the introduction of best practice community-based carer support services throughout Australia.

Better off with you.

SANE launched the pilot suicide prevention initiative *Better Off With You* in January. This innovative, evidence-informed campaign included a rigorous research and evaluation component to ensure safety, measure impact and inform national suicide prevention activities.

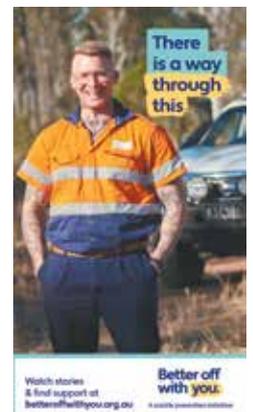
Importantly, *Better Off With You* drew on the power of peer-to-peer

storytelling – sharing the experiences of individuals who have had suicidal thoughts and survived suicide attempts, to reach people in the community who are contemplating suicide.

The pilot was supported by funding from the Australian Government Department of Health and delivered in partnership with two Primary Health

Networks: Northern Sydney PHN and Northern Queensland PHN.

Better Off With You received Suicide Prevention Australia's 2020 LiFE Media Award.



YOU ARE NOT ALONE

SANE also created the *You Are Not Alone* website, which provides information and tools for carers at all stages of supporting someone who has attempted suicide, or is at risk of doing so.

It was the final product of the Better Support project, in which more than 750 people took part in an online survey and 32 people who

had cared for someone after they had attempted suicide participated in interviews as part of the initial research phase.

As we grapple with the uncertainty of COVID-19, and the increased risk of suicide attempts due to deteriorating economic circumstances, these resources and tools have never been more vital.

This project was funded by the Grenet Merrin Foundation and The Ian Potter Foundation, delivered with research partners University of New England and University of Sydney, and disseminated locally by Brisbane North Primary Health Network and Country South Australia Primary Health Network.

Other research

The ADRC also saw the finalisation of research supported by Janssen to understand the role of shared decision-making in supporting people

living with schizophrenia spectrum disorders to make decisions regarding their own care.

The ADRC team also provides valued monitoring and evaluation of projects across SANE's portfolio.



It has been an exciting period of continued growth for The Dax Centre. Located at Melbourne University, Dax provides artists with lived experience of mental health issues opportunities for creative expression while fostering social change by expanding the public's awareness and breaking down stigma through art.

Our anti-stigma and mental health awareness educational and artistic activities reached more people than ever before and we worked with a range of new and emerging artists.

Our annual visitor numbers have now grown to over 7,000 each year. Our Dax education programs continue to reduce stigma with 92% of teachers who attended an education program reporting that our programs have encouraged their students to have more empathy towards people living with mental illness. Our partnership with the The Melbourne School of Psychological Sciences also grew with over 1,500 students engaging with the new education program.

Our exhibitions continued to offer opportunities for artists and new experiences for audiences. We collaborated with Arts Access Victoria on the 'Formation' exhibition celebrating over sixty years of expression and creativity.

Our exhibition and residency program, From Heart and Mind, was a highlight and showcased the work of eleven artists with a diverse range of lived experiences. This exhibition was the second in a pilot series supported by The Vizard Foundation. An evaluation of the program found that the participating artists experienced feeling a greater sense of confidence, self-worth, a sense of pride and achievement.



Paul Henry speaking at the opening night of Formation, 2019, The Dax Centre, Artwork on wall by Adam Knapper. Photo credits: Jacqui Shelton

“ It [the exhibition] came at a time where I had no self-esteem or respect in my own work and people putting me forward and saying there was value to my work to be exhibited restored love and meaning to my practice. ”

Brianna, Artist in Residence

While the COVID-19 pandemic meant we had to close our gallery doors in March 2020 we have still continued to support people with lived experience of mental health issues through art. This support included a series of online art workshops to engage with people living in regional Victoria and new online exhibitions and experiences.



Opening night for 'From Heart and Mind' Exhibition.

“ I deeply thank you for the opportunity to exhibit my work in From Heart and Mind and for the work The Dax Centre has done during this pandemic to continue sharing art and supporting artists. ”

Jac, Artist in Residence

Opening night for 'From Heart and Mind' Exhibition. Artwork on wall by Jac Gelbart.



OPERATIONS

SANE Australia is headquartered in Melbourne, with a small office in Sydney.

A number of projects were undertaken in 2019/2020 to continue to build SANE's capability and capacity including:

- Implementation of new HR and Accounting systems
- Continued improvements to Project Management and Planning capabilities and systems
- Development and implementation of a new risk management framework.

The Operations team includes a range of specialists in Human Resources, Finance, Governance, IT and Administration. The organisation is also supported by a team of experienced Media, Marketing and Fundraising specialists.

SANE BOARD OF DIRECTORS

Chair

Ms Lucy Myer BComm

Deputy Chair

Ms Heather Gray BA (Hons), LLB (Hons)

Treasurer

Mr Ewan Barron CA, RCA

Chief Executive Officer

Mr Jack Heath BA (Hons), LLB

Non-Executive Directors

Mr Ewan Barron CA, RCA

Ms Suchitra Chari, B.SW, Accredited Mental Health Social Worker

Dr Mark Cross, MBChB, MRCPsych, FRANZCP

Dr Rod Farmer BA/BSC (Hons), Masters (Sociology), PhD Engineering (Human-Computer Interaction)

Mr Rob Gerrand BA, FAMI, FAICD

Ms Heather Gray BA (Hons), LLB (Hons)

Mr Jack Heath BA (Hons), LLB

Mr Cameron Solnordal

SANE EXECUTIVE LEADERSHIP TEAM

Deputy Chief Executive Officer and Director, Anne Deveson Research Centre

Dr Michelle Blanchard

Company Secretary and Chief Operating Officer

Dinah Rowe-Roberts

Director, The Dax Centre

Charmaine Smith

Director, SANE Support

Sophie Potter

Director, Marketing and Fundraising

Sophie Plumridge

THANK YOU TO OUR SUPPORTERS

We would like to extend our deepest thanks and gratitude to all of our supporters, including Trusts and Foundations, corporations, individual donors, pro bono supporters and government. In particular, we would like to thank the Australian Governments and Victorian State Government for their ongoing funding of SANE Australia.

FINANCIALS

SANE GROUP	FY19/20
Revenue	\$7,360,776
Expenditure	\$(7,759,004)
Surplus/(Deficit) after income tax	\$(398,228)
<i>Non-cash items</i>	
Amortisation of right to occupy building	\$142,220
Depreciation	\$90,128
Operating result	\$(165,880)

SANE Australia is a public company limited by guarantee and registered tax-exempt charity with DGR (Deductible Gift Recipient) status. ABN 92 006 533 606.

The Dax Centre is a public company limited by guarantee and registered tax-exempt charity with DGR (Deductible Gift Recipient) status. ABN 76 147 566 792.

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THE DAX CENTRE

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