ANNUAL HIGHLIGHTS 2016–2017

SANE AUSTRALIA

Supporting four million people affected by complex mental illness.

SANE BOARD OF DIRECTORS

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

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

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

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

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

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

Chair
Margaret O'Donnell AO
B. Soc Studies
(Social Work), FAICD

Chief Executive Officer
Jack Heath
BA (Hons), LLB

Treasurer
Jack O'Connell AO
BEc, FICAA, FAICD,
Hon. Treasurer

Dr Mark Cross
MBChB (Cape Town),
MRCPsych(UK),
FRANZCP

Kylie Griffin
Dip. Comm. Welfare

Heather Gray
BA (Hons), LLB (Hons)

Osher Günsberg
TV & radio presenter

Lucy Myer
B.Comm

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

Board Retirements

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

EXECUTIVE TEAM

Chief Executive Officer
Jack Heath
BA (Hons), LLB

**General Manager,
Digital & Communications**
Philippa Costigan
BA, Masters (Comms)

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

Executive Officer / Company Secretary
Jackie Lane
Cert TAA, CertBusMgt

CLINICAL ADVISORY GROUP

Prof Michael Berk
MBCh, M.Med (Psych), FF (Psych),
FRANZCP, PhD

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

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

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

Dr Craig Hassad
MBBS FRACGP

Prof Jayashri Kulkarni
MBBS, MPM, PhD, FRANZCP

Professor Tim Lambert
BSc, MBBS, PhD, FRANZCP

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

Prof John McGrath AM
MBBS, MD, PhD, FRANZCP

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

Prof Vera Morgan
BA, DipEd, MSocSc, PhD

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

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

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

A MESSAGE FROM THE CHAIR AND CEO

The past 12 months has been a year of continued growth and transformation for SANE Australia as we worked with government, corporate and community partners to improve the wellbeing of the four million Australians affected by complex mental illness.

In late 2016 we mourned the passing of two outstanding SANE contributors, co-founder Anne Deveson and former CEO Barbara Hocking, whose legacies will continue to inspire the work we do ensuring everyone affected by mental illness lives a long and fulfilling life.

The year saw significant progress across our four programmatic pillars.

Under **Better Support**, we integrated our Help Centre to deliver assistance to more than 11,000 Australians and their families while commencing an initiative with Lifeline to assist with their frequent callers. We expanded our information resources with more than one million people visiting our online platforms to view our stories, factsheets and guides and we developed an app to assist people living with bipolar disorder.

Under **Stronger Connections**, we added almost 5,000 new members and 16 new partners to the SANE Forums, leading to a record 140,000 posts. Importantly, a third of the people using the Forums live in rural and regional communities where access to mental health services is more difficult than for people living in the capital cities.

Under **Less Discrimination**, our StigmaWatch program continued to work with media across the country to ensure fair and accurate reporting of mental illness and suicide. We ran a campaign against the Hollywood film *Split* and were successful in getting an Australian theme park to withdraw a highly inappropriate and stigmatising virtual experience. For Schizophrenia Awareness Week, we featured a powerful and inspiring story from Hannah who is featured on our cover page.

Under **Longer Lives**, we delivered training to health professionals across Victoria. 89% reported increased confidence in dealing with people affected by suicide and 95% reported a better understanding of the risk of suicide for those living with complex mental illness. We supported the National Mental Health Commission's Equally Well initiative on physical health and we highlighted to key stakeholders

"I look forward to a day when people with mental illness will be accepted for who they are and won't be judged."

the alarmingly high suicide risk for those of us living with complex mental illnesses – 13—45 times that of the general population.

We strengthened our organisational foundations with the formulation of our 2018—20 Strategy and built important links with key mental health leaders to help ensure a more aligned approach to suicide prevention and stronger collaboration across the sector.

"A lot of people think carers are saints, they don't think of us as human beings. But we are real people who suffer from isolation, stress and burnout."

We farewelled long-serving and generous board members in Dr Kate Strasser, Michael Perrott, Colin Fryer and Melinda Snowden as we welcomed new directors Dr Mark Cross, Osher Günsberg and Dr Rod Farmer.

We maintained revenues of $3.7 million, but fell short of what we needed to cover our increased activities. As a result, we reported a loss of just over $400,000 which was covered by our reserves. Importantly, our reserves still sit at more than $2.1 million.

Looking ahead, our focus is to increase our service offerings, build our research

capability and secure the sustainability of our organisation.

We have secured new funding from the federal government to rebuild the SANE Forums platform. This will provide a more seamless experience for people using the Forums, whichever device they use, and generate a more vibrant and supportive community.

"There is help out there, people will listen, on and offline. Don't be ashamed or embarrassed about who you are."

We are looking to establish a new research centre to drive policy change and produce better real-life outcomes for people affected by complex mental illness.

We are working on a digital growth strategy to ensure SANE delivers even better digital services for people affected by complex mental illness.

Thank you to the many, many people who have so kindly backed us over the past year and set us up for a great year to come. We value your support immensely, be it lending your experience and expertise, contributing resources or being part of the extended SANE team of board, staff and volunteers.

Thank you.

Jack Heath
Chief Executive Officer

Margaret O'Donnell AO
Chair

2016–2017: HIGHLIGHTS AT A GLANCE

100 +

Partnerships with other organisations

143,518

Australians used the SANE Forums (82,097 in 2015/2016)

80%

Growth in followers on Facebook, with 100,000+ people visiting sane.org from social media

139

Opportunities for SANE Speakers to share their stories at events and presentations nationally

11,252

Instances of care delivered via the SANE Help Centre in 2016–2017 through its three channels

628%

Increase in media stories featuring SANE Australia, reaching a combined audience of 16 million+ (1,723 stories in total)

1,056,901

People visiting sane.org (20% increase on 2015/2016)

818,902

People accessed SANE's factsheets and guides (17.65% on the previous year)

193%

Increase to SANE's online content with 130,000+ people accessing user stories, practical tips for managing symptoms, and articles for living with mental illness

"

"I'm telling you all of this because often when people think of mental illness they picture that homeless man on the beach. They don't think of me in a tailored suit counting roses and playing cupid on television."
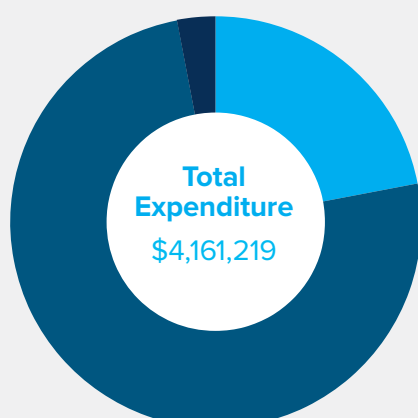
Osher Günsberg, SANE Board Director

INCOME AND EXPENDITURE

Total Income
$3,736,594
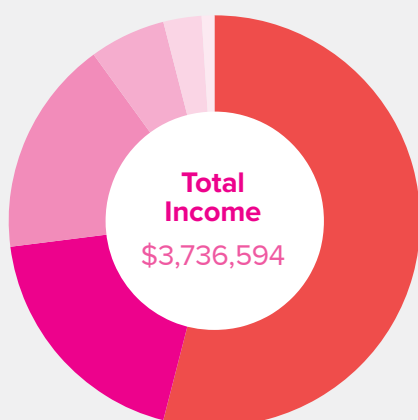
- 54% Government grants ($2,000,940)
- 19% Fundraising ($713,528)
- 16% Tied grants ($617,188)
- 6% Fee for service ($217,497)
- 3% Interest and other ($112,691)
- 2% Pharmaceutical ($74,750)

Total income	$3,736,594

Total Expenditure
$4,161,219

- 22% Operations and administration ($933,308)
- 75% Programs and services ($3,101,608)
- 3% Fundraising ($126,303)

Total expenditure	$4,161,219
Unrealised gain on investments	$20,438
Total comprehensive income/(loss) for the year	($404,187)

SCHIZOPHRENIA AWARENESS WEEK

In May 2017 SANE Australia launched an awareness campaign to coincide with Schizophrenia Awareness Week that aimed to increase understanding and reduce stigma of schizophrenia, an illness that affects up to one in 100 people.

Given symptoms of schizophrenia often begin in young adulthood, the campaign was centered around the personal story of 23-year-old Hannah — an inspiring young woman from Queensland who not only lives with schizophrenia but passionately advocates for better understanding and less discrimination of this poorly understood illness.

To launch the campaign, SANE Board Director and host of Channel 10's The Bachelor, Osher Günsberg, wrote a powerful piece about his own experience with psychosis which over the course of the week was picked up by **45 media outlets nationally.** Hannah's video stories also reached an audience of more than **830,000 Australians** while SANE's new schizophrenia factsheet and guide was viewed more than **12,000 times.**

You can see more of SANE's Schizophrenia Awareness Week campaign at **www.sane.org/ schizophrenia**

PROGRAM HIGHLIGHTS 2016−2017

Forums

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

- Registered 4,907 new members to the Forums, a 5.63% increase on the previous year.
- 142,381 posts by members sharing their experience, advice and support.
- Partnered with 16 additional health organisations to deliver the forums through their own online platforms.

Suicide Prevention

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

- Delivery of workshops to 534 health professionals in partnership with South Eastern Melbourne and North Western Melbourne Primary Health Networks. 89% of attendees said the training increased their confidence to support people affected by suicide, while 95% reported that the training helped them to better understand the risk of suicide amongst those living with mental illness.

Digital Channels

Authoritative, high-quality information and resources including factsheets, articles, real-life stories, blogs and research.

- SANE's Facebook audience grew by 80% on the previous year to 35,000 followers.
- On average 30,000 people engaged with SANE's content every month.
- More than 100,000 people visited sane.org from social media.
- 1,056,901 people visited sane.org, an increase of 20% on the previous year.
- The SANE factsheets and guides were accessed 1,366,648 times, an increase of 12.5% on the previous year.
- Visits to online articles rose by 193% on the previous year. More than 130,000 people accessed user stories, practical tips for managing symptoms and articles on living with mental illness via the SANE Blog.

StigmaWatch

Promoting responsible reporting of mental illness and suicide in the Australian media.

- 176 StigmaWatch reports submitted this year.
- Total number of StigmaWatchers rose to 5,000.
- Worked with an Australian theme park to remove an experience which depicted mental health treatment in an inaccurate and stigmatising manner.
- Spoke out against Hollywood horror film *Split* for portraying people living with dissociative identity disorder as being violent.

Media Centre

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

- SANE featured in 1,723 media stories with combined audience of 16,671,289 people.

Lived Experience Program

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

- 14 individuals shared their stories as part of the Thriving Communities initiative which included a series of television, radio and online commercials.
- More than 40 speakers participated in the Australian Government's Digital Mental Health Gateway, Head to Health digital content project.
- Speakers presented at 139 events and presentations nationallly.

Help Centre

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

- 11,000+ individuals and their loved ones provided with information and support.
- Development of a new initiative trialled in partnership with Lifeline.

THRIVING COMMUNITIES

In 2016, the National Mental Health Commission provided funding for SANE Australia to pilot a fully integrated awareness campaign promoting the benefits of online peer support to enhance meaningful social connection for Australians affected by complex mental illness.

The 14-week television, radio and online campaign featured eight real-life stories of people affected by complex mental illness. The campaign was aimed at people between the ages of 25 and 45, with a focus on those living in rural and regional Australia.

The campaign reached 155 locations nationally, including three capital cities (Melbourne, Canberra and Brisbane), with University of Sydney evaluating its effectiveness and impact in addition to assessing the suitability of the SANE Forums for people from both culturally and linguistically diverse and Aboriginal and Torres Strait Islander backgrounds.

The results

155

Communities reached (97% in regional and remote locations)

103%

Increase in new Forum members from regional and remote areas

9

New mental health partner organisations hosting the SANE Forums, representing strong uptake of the Forums

256%

Increase in new members to the SANE Forums (compared to previous three months)

119%

Increase in unique visitors to the Forums (compared to the previous three months)

"

"If you're feeling alone or isolated, the SANE online forums are a great place to go. You'll find someone there who has experienced what you're experiencing, or felt what you're feeling. It can really help you feel validated. And not so alone."

Harrison, Lived Experience Participant:
Thriving Communities 2016

BARBARA HOCKING OAM 1947–2016

In November 2016 SANE Australia mourned the passing of Barbara Hocking OAM – a gracious, passionate and principled leader who led SANE Australia from 1995 to 2012.

Throughout her tenure at SANE Australia, Barbara fearlessly championed the reduction of stigma for people affected by mental illness. Whether it was a leading politician, a global entertainment company, a national broadcaster or a suburban radio host, whoever crossed that stigma line would be in for a dressing-down and, if they knew what was good for them, a swift undertaking to make things right.

For Barbara, it was always about the person behind the illness and not the illness itself. Among her many achievements, the internationally recognised

StigmaWatch program is an enduring legacy and remains central to SANE's work.

Hocking Fellowship

The Hocking Fellowship will continue to honour Barbara's legacy by providing an opportunity for Australians to undertake a study tour in an area of interest that advances the public understanding of complex mental illness, improves treatment, support and the wellbeing of people affected by mental illness.

In May 2017 Dr Imogen Rehm and Dr Mark Tayar were awarded Hocking Fellowships. Imogen will travel overseas to learn more about how to support those engaging in body-based repetitive behaviours while Mark will look at the role of storytelling in reducing stigma.

VALE **ANNE DEVESON AO** 1930–2016

Anne Deveson was a pioneer in mental health who opened up the national public conversation about mental illness in Australia. At a time when there was a widely-held view that a mother could cause their child's schizophrenia, Anne spoke about her son Jonathan's condition and the challenges this presented for her and her family.

A highly respected and well-connected journalist, broadcaster and filmmaker, as well as the 'everywoman' star of the Omo laundry detergent commercials, Anne connected with people across the country. She was fearless in her advocacy, never needing an invitation to speak, and she always put others before herself.

In 1986, Anne teamed up with another mental health pioneer Dr Margaret Leggatt to launch the Schizophrenia Australia Foundation, now SANE Australia. They toured the country holding conversations that led to the establishment of many local organisations supporting individuals and their families affected by schizophrenia.

A pivotal moment on this journey was on a wet and windy night in Sydney at the Teachers Federation Hall. Anne had assembled a large gathering of people when a young man stood up and courageously announced, 'My name is Simon Champ and I have schizophrenia'. Working with Simon, Anne drew on her extensive network to raise funds and launch the first national media campaign on mental illness.

Anne respected both the individuals living with the condition and the families caring for them. There was a golden thread of humanity that ran through everything Anne did. When Anne developed Alzheimer's she was again determined to ensure that this difficult personal journey should be chronicled in an effort to help others.

Anne was a passionate and fearless trailblazer, always concerned for the wellbeing of others across so many areas. Her work advocating for people affected by complex mental illness changed the conversation at a national level, and paved the way for the work we do today. We will miss her greatly, but will continue her legacy to ensure that everyone affected by mental illness lives a long and fulfilling life.

> ❝
>
> *"Anne Deveson is, in no small measure, the reason for why we are on this journey. She pointed the way, she walked with us in encouragement and compassion. The progress we've made, she can be accorded considerable credit. Our commitment to continue, our determination to succeed, the leadership she chose to give us and the direction we are taking is her legacy."*
>
> **The Honourable Malcolm Turnbull MP,**
> Prime Minister of Australia.
> Address to Parliament, 2:14 PM,
> 7 February 2017

SANE AUSTRALIA

SANE Australia is a national mental health charity working to support four million Australians affected by complex mental illness. Our work includes information, support, research and advocacy.

OUR CHALLENGE

690,000

Australians over 18 years of age are living with complex mental illness, including schizophrenia, bipolar disorder, borderline personality disorder, major depression, severe anxiety, eating disorders, obsessive compulsive disorder, and post-traumatic stress disorder. (*Review of Mental Health Programs and Services, National Mental Health Commission, 2014*).

5+

Family members, friends or colleagues affected for every person living with complex mental illness.

= 4 million

Australians affected by complex mental illness in any year.

SANE works with more than 100 partners to deliver our programs and services. Some are represented here with their logo, others are acknowledged on the SANE website at **sane.org.** We thank each and every one of our partners for their continued support. Your generosity provides a critical foundation for moving forward and having a bigger impact in the world.

MAJOR PARTNERS

SANE FORUM PARTNERS

ABC 'Mental As'	MIFNQ
Aftercare Australia	MIFQ
Anglicare NT	MIFSA
ARC VIC	MIFA National
BEING	MIFANT
BPD Foundation	MIFWA
Breakthru	MIND Australia
Brisbane North PHN (Partners 4 Health)	Neami National
Carers Australia	Northside Community Forum
Carers QLD	Ostara
CentaCare South West NSW	Ozhelp
Eating Disorders Victoria	OzHelp Tasmania
Flourish	PANDA
Helping Minds	Peninsula Carer Council Inc.
JOC Wellness & Recovery	PIR (Lifeline Darling Downs & South West Qld)
Lifeline Australia	
Living Proud	PIR South Eastern Sydney/PHN CES
Mental Health Carers NSW	QLD Mental Health Commission
Mental Health Council of Tas	Richmond Fellowship QLD
Mentis Assist	RFT
Mental Health Carers Tas	RUAH Community Services
Mental Health Australia	Tandem
1010 Pledge website	Tristan Jepson Memorial Foundation
MHACA	Toowoomba Clubhouse
Mental Health Foundation of Australia (VIC)	Way Ahead

As of 30 June 2017

SANE Australia is a registered tax-exempt charity with DGR (Deductible Gift Recipient) status: 900 306 329