

SANE AUSTRALIA

Supporting four million people affected by complex mental illness.

A MESSAGE FROM THE CHAIR AND CEO

SANE Australia has made outstanding progress over the past year and we thank everyone involved in helping us to build a better world for people dealing with complex mental health issues.

In particular, we thank the committed team at SANE who has contributed to us reaching more people than ever before through our Help Centre, Online Forums, revamped Peer Ambassador Program, content-rich website and extensive media partnerships.

At the end of 2016, we made a conscious decision to invest in building our research and policy capability and this investment has delivered results. In 2018/2019 we will establish the Anne Deveson Research Centre which honours the immense contribution of our co-founder. This new centre will provide much-needed research into how best to promote psychosocial outcomes for people living with complex mental health issues. Thanks to a partnership with the Paul Ramsay Foundation, the first initiative of the Anne Deveson Research Centre will be to conduct a National Stigma Survey which will provide a baseline measure of how people living with complex mental illness experience stigma and discrimination. The Survey will drive and inform our advocacy agenda.

We also secured funding for the Better Off With You (BOWY) suicide prevention campaign pilot. Building off our past work in suicide prevention, BOWY takes an innovative peer-to-peer approach where people with lived experience of suicidal thoughts share their experiences to inspire people who are feeling suicidal to seek help and find a reason to live.

A key highlight of the year was our merger with The Dax Centre. This iconic Melbourne institution houses more than 16,000 artistic pieces produced by people living with mental health issues. Thanks to the Victorian Government, we will extend the reach of The Dax Centre and its program offerings.

As part of the merger, The Dax Centre board members Dr Elizabeth Dax and Rob Gerrand joined the SANE board and we appointed Charmaine Smith as The Dax Centre's new Director. Due to accounting requirements, the value of The Dax Centre's long-term peppercorn lease is shown in the profit and loss results in this report for the wider SANE group.



"Conversations used to be about recovery, but now it's about *living* with your diagnosis - leading a life, making plans, knowing it can be happy and productive."

Exclusive of The Dax Centre contribution, we reported a near break-even result with a 22 per cent increase in turnover – a significant improvement on last year.

SANE Australia continued its support for the Mental Health Leaders Group initiative started by our Chair and involving the CEOs from beyondblue, Lifeline, the Black Dog Institute, ReachOut Australia, headspace, Orygen and Mind Australia. We teamed up to collaborate around suicide prevention and now hold biannual gatherings of CEOs to look at ways we can provide better leadership across the mental health sector.

On a sad note, we lost our long-standing Patron-in-Chief Sir Ninian Stephen AC who passed away at the end of 2017. Thankfully, Dame Quentin Bryce AD CVO kindly agreed to become our new Patron-in-Chief reconnecting with the organisation where she had served as a board member for six years when we were known as Schizophrenia Australia Foundation. We were thrilled to have Dame Quentin as our guest of honour at a special Patrons dinner at Cranlana House hosted by SANE Board member Lucy Myer.

We also farewelled our Treasurer Jack O'Connell after five years of dedicated service and welcomed Ewan Barron from PwC Australia as our new Treasurer to join our other hard-working board members: Kylie Griffin, Dr Mark Cross, Heather Gray, Rod Farmer and Osher Günsberg.

We were particularly pleased to extend our work with young people in their 20s thanks to the great ongoing support of the Future Generation Global Investment company. This partnership is engaging a new wave of young people who will be leading advocates over the years to come.

It builds on the outstanding digitalstorytelling and marcomms work led by Philippa Costigan and her team. A big thank you also to our pro bono lawyers King & Wood Mallesons who provided extensive legal advice on many fronts.

Over the coming year, we will almost double in size and we are very conscious of the need to grow in a sustainable way. To this end, we recently recruited Dinah Rowe-Roberts to the new role of Chief Operating Officer. We also promoted Dr Michelle Blanchard to the role of Deputy CEO and Director of the Anne Deveson Research Centre.



"People with mental illness are actively fighting to stay well every day even if it doesn't look like it."

All up, we have a sense of great momentum at SANE Australia. For this, we must thank our many donors, foundation partners, ambassadors, pro bono supporters and volunteers – because of you we will continue to make a real difference in the lives of the four million Australians who are directly affected by complex mental illness. We thank you for your very kind and generous support.

Jack Heath Chief Executive Officer Margaret O'Donnell AO
Chair

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2017-2018: HIGHLIGHTS AT A GLANCE

40%

Increase in the number of people joining SANE Forums

76

Peer Ambassadors involved in 52 events, presentations and other engagements

100+

Partnerships with other organisations

130%

Increase in people accessing stories about living with mental illness and practical tips for managing symptoms 225

Reports from community submitted to StigmaWatch (27% increase on 2016/2017)

315

Health professionals trained in supporting people at risk of suicide

14,626

Instances of support provided to people through the SANE Help Centre's three channels

265,000

People reached every month on Facebook

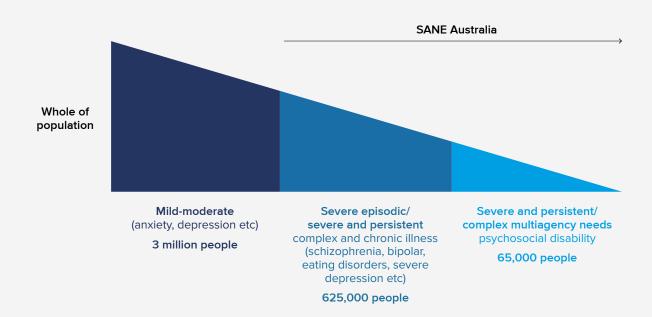
1,190,607

People visited sane.org (12.6% increase on 2016/2017)



"Hope is a really important thing to get you through some of those really dark times. And once you find it, it's important to hold on."

OVERVIEW OF MENTAL ILLNESS IN OUR COMMUNITY



This diagram shows the estimated number of people living with mental ill-health in Australia. SANE's work focuses on the more severe and complex end of the spectrum. For every one of these people there will be at least five family members, friends, work colleagues or other people they know who are directly affected by their condition.

That's four million Australians combined.

SANE AUSTRALIA

SANE Australia is a national mental health charity working to support the 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, personality disorders, eating disorders, severe and enduring mood disorders, PTSD, 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 Australia works with over 100 mental health and community sector 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.

PROGRAM HIGHLIGHTS 2017-2018

Forums

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

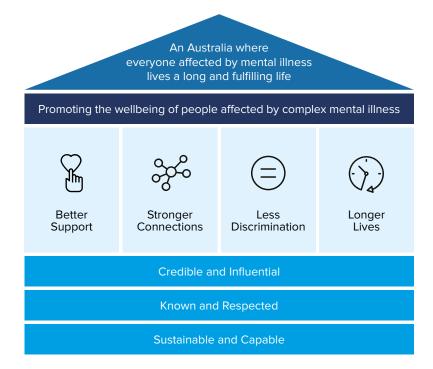
- The community grew by 3,329 to 11,588 members, an increase of 40.3% on the previous year.
- Unique visitors increased by 38%, with 199,750 visits recorded during the year.
- 215,314 posts by members sharing their stories, advice and support.
- Partnered with 12 additional mental health and allied organisations to deliver the Forums service via their own websites.

Help Centre

Providing an integrated telephone service, email and web chat support delivered by mental health professionals.

- Hours of operation extended from 10am–10pm (Monday to Friday) to meet increased need by those affected by complex mental illness for information, referrals and brief support.
- 3,500 additional contacts via phone, email and web chat were made this year, reaching 14,626, an increase of 29.9% on the previous year.
- Evaluation of the 1800 Helpline revealed callers with lived experience feel less isolated, more empowered and hopeful, and experience an increased sense of wellbeing after calls.

SANE STRATEGY OVERVIEW 2018-2020



SANE's programs, services and strategic initiatives sit across four key pillars that are built on strong organisational foundations. These pillars reflect our core focus to promote the wellbeing of people affected by complex mental illness so they are able to: seek, find and receive better support; have stronger connections with others; experience less discrimination; and live longer lives believing the world is better off with them.

Digital Channels

Creating authoritative, high-quality information and resources including factsheets, real-life stories, blogs and research summaries.

- 1,190,607 people visited sane.org, up 12.6% on the previous year.
- More than 300,000 people accessed stories about living with mental illness, overcoming stigma or self-care tips.
- SANE blog articles generated 401,000 unique page views during 2017/2018, accounting for almost 20% of all website traffic to sane.org.
- A total of 71 new blog articles were published this year, resulting in a 95% increase of page views.
- SANE's combined social media following grew by almost 10,000 this year.
- On average SANE's Facebook content reached 265,000 people every month, driving over 120,000 website sessions on sane.org.

Media Centre

Providing information, guidance, expert comment and lived experience perspectives to support accurate reporting of mental illness and suicide.

 SANE Australia featured in 903 media stories reaching a combined audience of 10,990,105 people.

StigmaWatch

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

- 225 reports submitted from people concerned about media coverage of mental illness or suicide, a 27% increase on the previous year.
- Number of StigmaWatchers rose to 5,293 this year.
- Worked with media to support responsible reporting of Australian suicide deaths, as well as responded to high-profile international suicides including Soundgarden frontman Chris Cornell and Linkin Park's Chester Bennington.

Suicide Prevention

Improving suicide prevention for people with complex mental illness through research, consultation and training workshops for health professionals.

- Delivered 20 workshops for 315 health professionals in partnership with South Eastern Melbourne Primary Health Network. The workshops provided participants with tools to support people at risk of suicide.
 92% of attendees said the training increased their confidence to support people affected by suicide, while 95% reported they better understood the risk of suicide for those living with mental illness.
- SANE and Everymind conducted workshops with people who had a lived experience of suicide to inform a new suicide prevention campaign by the Tracksafe Foundation and Lifeline.

Research

Generating research evidence, in partnership with people affected by complex mental illness, health professionals and academics, to promote social outcomes for people affected by complex mental illness.

- Working with the National Mental Health Commission, SANE led a study to understand the experiences of people living with Personality Disorder in Australia.
- In partnership with the University
 of New England, SANE surveyed
 834 people about their experiences
 supporting someone who has
 attempted suicide. The results indicated
 the significant and ongoing effect the
 attempted suicide of a loved one has on
 carers and the lack of person-centred
 support in the health system.
- SANE co-authored a position paper on mental illness and suicide for Suicide Prevention Australia. This paper highlights the critical need for an integrated approach to suicide prevention and support for people living with complex mental illness.
- SANE worked with Lifeline Australia and Monash University to trial a new model providing time-limited telephone support to people with complex needs through the Wellbeing Support Program. The findings will be used to strengthen SANE's Help Centre offering.

Policy & Advocacy

Providing expert knowledge and lived experience perspectives to highlight issues impacting people with complex mental illness, their families, friends and colleagues.

- Provided evidence to the Joint Parliamentary Committee on Corporations and Financial Services' Inquiry on how the life insurance industry's practices impact people affected by complex mental illness. SANE subsequently has been involved in campaigning to eliminate discriminatory practices in the insurance industry.
- In recognition of our work highlighting the need for stigma reduction around poorly understood mental illnesses, SANE was invited to join an Australian Health Ministers' Advisory Council working group to inform the implementation of key initiatives under the Fifth National Mental Health and Suicide Prevention Plan.

Peer Ambassadors

Sharing personal experiences of living with, or supporting someone with, complex mental illness, and contributing to the development, delivery and evaluation of SANE's programs, services and research.

- Peer Ambassadors presented at 19 events and presentations nationally.
- 76 Peer Ambassadors were involved in 52 engagements during the year including sharing their experiences of discrimination accessing life insurance products, contributing to the ABC's 'You Can't Ask That' episode on schizophrenia, SBS's series 'How 'Mad' Are You?' and joining the advisory committee informing a research project looking at how best to meet the needs of Australians living with personality disorders.



"SANE is the best helpline there is. Sadly I know that from being in a situation where I've needed helplines."

- Anonymous, Help Centre Caller



2017 HOCKING FELLOWSHIP

Each year the Hocking Fellowship provides opportunities 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, and contributes to stigma reduction.

This year, two projects were chosen by a panel of experts and people with lived experience of mental illness.

Dr Mark Tayar investigated the role of storytelling on recovery. Drawing on his own lived experience and his academic expertise, he interviewed people who have shared their stories publicly to create a series of online animations. He found that personal narratives are a powerful way of reducing stigma, while also having benefits for those who have told their stories.

Dr Imogen Rehm's project focussed on bodybased repetitive behavioural disorders like skin-picking and hair pulling. She travelled internationally to understand best practice and is now working on bringing specialised training to Australia, for the first time, that will support those affected by these poorly understood conditions.

The Fellowship honours the late Barbara Hocking OAM (Executive Director of SANE Australia 1995–2012) who worked tirelessly to improve the wellbeing of all Australians affected by mental illness.

IMPROVING THE SANE FORUMS VISITOR EXPERIENCE

The SANE Forums offer a vital online peer support community for Australians living with, or supporting someone with, complex mental illness.

Launched in 2014, the Forums have grown to over 13,000 registered members with many more people visiting and reading posts every day. The Forums are syndicated free-of-charge across 65+ partner websites around Australia.

The strong growth of the Forums community, combined with the opportunity to leverage a major technical upgrade to the Lithium Platform, prompted SANE to commission a significant project in 2017 to make the Forums experience more seamless for those accessing them via mobile devices. Funded by the Australian Government Department of Health, the 'responsive' project aimed to improve the existing Forums service and support anticipated future growth.

Forums' members and visitors were consulted throughout the project to ensure changes reflected their needs and concerns, as well as to identify opportunities to improve their experience.

This resulted in a number of important changes particularly relating to mobile functionality, navigation and the syndication of relevant sane.org content.

Designed to enrich people's conversations and overall experience this content includes videos, factsheets and articles which now appear on discussions relating to the topics being discussed.

The Forums went live on the new platform in June 2018. Changes have been well received by Forums members who were always at the centre of the project.



SUPPORTING YOUNG ADULTS WITH COMPLEX MENTAL ILLNESS

The Help Centre 360° project is targeted at young adults, aged 18–30, who are at risk of, or are experiencing, complex mental illness. Funded by the Future Generation Global Investment Company, this five-year project aims to enhance access to evidence-based services, resources and referral pathways for young adults.

In the second year of the project, SANE partnered with youth mental health organisation batyr to work with 14 young ambassadors on developing content for their peers, and designing advocacy opportunities and events aimed at reducing stigma and encouraging help-seeking in young adults.

Highlights this year included the number of young people who engaged with the content produced by the young ambassadors and the event with Senator Deborah O'Neill where each ambassador shared an important part of their mental health journey and identified an area they would like to see changed. Senator O'Neill noted the importance of listening to young people's experiences to inform future service design.



The results

559,967

People reached via Facebook

360,000

18–34 year olds viewed the co-created content

85%

18–30 year olds felt they had increased understanding and awareness of mental illness

68%

18–30 year olds felt a greater sense of connection with others affected by mental illness after viewing the co-created content

66

"We are all the same and shouldn't be feared or stigmatised because of our diagnoses."

– Jess

THE DAX CENTRE AND SANE JOIN FORCES

In April this year SANE Australia and The Dax Centre officially merged. The Dax Centre is a leader in the use of art to promote better understanding of mental health and reduce stigma towards those experiencing mental illness. Through art exhibitions and educational programs it seeks to engage, inform and encourage community connections and conversations about mental health.

The common goal of both organisations to promote better understanding of mental illness was a driving force for the merger. The Dax Centre's work sharing people's personal experiences through art complements SANE's stigma-reduction work which places importance on sharing real stories of people living with mental illness.

The merger provides new opportunities to grow The Dax Centre's programs and importantly ensures the ongoing care of artworks in The Cunningham Dax Collection which contains 16,000 works created by people with lived experience of mental illness or psychological trauma. The collection is the only one of its type and size in the southern hemisphere and one of three such collections in the world.

The merger was supported by new funding from the Victorian Government Department of Health and Human Services which recognises the important work of both SANE and The Dax Centre.

Image credit: Isabella Duncan, Waiting and becoming, 2001, acrylic on canvas, The Cunningham Dax Collection





SANE PEER AMBASSADOR PROGRAM RELAUNCHED



In 2018, SANE embarked on a comprehensive review of the SANE Speakers program. This resulted in the program being relaunched in April 2018 with an Australia-wide recruitment campaign, a new training and induction program, expanded program offerings and opportunities, and revised protocols to support participant wellbeing.

Peer Ambassadors are a group of people who work with SANE Australia to raise awareness, reduce stigma and provide hope to Australians affected by complex mental illness. Peer Ambassadors share their personal experience of living with, or supporting someone, with complex mental illness.

They contribute their unique voices and authentic perspectives to SANE's work by speaking at public or workplace events, and engaging with corporate, government and non-government organisations, the media and broader community. They also regularly contribute to content production, feature frequently as guest speakers on the SANE Forums, participate in SANE's strategic planning, staff induction

and training procedures, and take part in the co-design of SANE research.

The relaunch of the program saw over 300 applications from people across Australia. Ultimately 104 people joined the new Peer Ambassador program and, so far, 80 have attended 'Storytelling for change' induction workshops that were held around the country.

A Lived Experience Engagement
Network (LEEN) was also established
as a community of practice for lived
experience/ community engagement
leaders in the health sector. Key
members of this network include
batyr, beyondblue, the Butterfly
Foundation, Black Dog Institute,
Orygen, ReachOut Australia, R U OK?,
Roses in the Ocean, and Wellways.

Plans for 2019 include strengthening opportunities for the Peer Ambassadors to engage with each other to share their learnings and deepening mechanisms for the Peer Ambassadors to inform the design, delivery and evaluation of SANE's programs and services.

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 Ewan Barron. 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 34 FTE employees with a national office in Melbourne and smaller office in Sydney.



Chair Margaret O'Donnell AO



Dr Mark Cross



Kylie Griffin



Deputy Chair Heather Gray



Elizabeth Dax AM



Osher Günsberg



Treasurer Ewan Barron



Dr Rod Farmer



Lucy Myer



Chief Executive Officer Jack Heath



Rob Gerrand



Jack O'Connell AO

EXECUTIVE TEAM Chief Executive OfficerJack Health

Deputy Chief Executive Officer and Director, Anne Deveson Research CentreDr Michelle Blanchard

General Manager, OperationsDinah Rowe-Roberts

SANE PATRONS

Patron-in-Chief
The Honourable Dame Quentin Bryce
AD, CVO

PATRONS

Emeritus Professor Geoffrey Blainey AC

Professor Allan Fels AO

Professor John Funder AC

Charles B Goode AC

John Landy AC, CVO, MBE

Dr Margaret Leggatt AM

Janet Meagher AM

Sir Gustav Nossal AC CBE

Stan Wallis AC

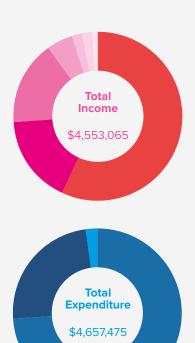
Peter Wills AC



"SANE has saved my life, and by focusing on helping others here, my struggles are a little easier to manage."

- Lived Experience Forum

INCOME AND EXPENDITURE



SANE AUSTRALIA

- 57% Government grants (\$2,575,601)
- 17% Fundraising (\$782,895)
- 16% Tied grants (\$710,403)
- 5% Bequests (\$248,189)
- 2% Fee for service (\$83,133)
- 2% Interest and other (\$91,894)
- 1% Pharmaceutical (\$60,950)

Total income	\$4,553,065

- 74% Programs and services (\$3,417,380)
- 24% Operations and administration (\$1,128,521)
- 2% Fundraising (\$111,574)

Total expenditure	\$4,657,475
Unrealised gain on investments	\$79,526
Total comprehensive income/(loss) for the year	(\$24,884)

SANE AUSTRALIA GROUP: SANE Australia and The Dax Centre Consolidated

Total GROUP Income	\$4,607,762
Total GROUP expenditure	(\$4,800,519)
Discount on acquisition of The Dax Centre*	\$5,206,111
Unrealised gain on investment	\$79,526
Total comprehensive income/(loss) for the year	\$5,092,880

^{*}Australian Accounting Standards require that where the fair value of assets acquired in a business combination exceed the consideration paid, the resulting difference, being a discount on acquisition, be reflected in the Statement of Comprehensive Income.

The discount on acquisition of The Dax Centre represents the difference between the \$nil consideration paid by SANE Australia and the fair value of the assets acquired of The Dax Centre. The most significant asset of The Dax Centre is an intangible asset valued at over \$5 million – representing The Dax Centre's right to occupy a portion of the Melbourne Brain Centre Building for the next 42 years at a peppercorn rental.

KYLIE GRIFFIN - DEDICATED ADVOCATE FOR PEOPLE WITH COMPLEX MENTAL ILLNESS

Over a decade ago, Kylie Griffin was told she would never work again because of mental illness. So when the late Barbara Hocking OAM asked her to join the SANE Board in 2007 Kylie was deeply honoured. Barbara knew Kylie would be a strong and dedicated advocate for those living with complex mental illness.

Since this time Kylie has provided invaluable insights and perspectives about the daily challenges faced by so many Australians living with mental illness and, through her advocacy on the Board and elsewhere, has helped to transform the organisation.

Kylie is proud to have had the opportunity to contribute to the important work of SANE, and is also pleased to have seen the organisation's reputation and influence grow over the 11 years she has been a Board Director.

Kylie believes SANE's long-held commitment to authentically representing the lived experience perspective is not only important, but is one of the greatest strengths of the organisation and permeates everything SANE does. While Kylie will be retiring from the Board in November 2018, she will continue her strong association with SANE as a Peer Ambassador.



MAJOR PARTNERS AND SUPPORTERS

MAJOR PARTNERS











































SANE FORUM PARTNERS

ABC 'Mental As' Aftercare Australia

Anglicare NT

Anxiety Recovery Centre Victoria

ARAFMI QLD

Australian BPD Foundation

BEING

Bipolar Life Victoria Borderline in the ACT

Breakthru

Carers Australia

Carers QLD

Carers Tasmania CentaCare SW NSW Eating Disorders Victoria

Flourish

Helping Minds

Hobart City Mission Lifeline Australia

Lifeline Harbour to Hawkesbury

Living Proud Marathon Health Mates4Mates

Mental Awareness Foundation

Mental Health Association of Central

Australia

Mental Health Association QLD

Mental Health Australia

Mental Health Carers NSW Mental Health Carers Tasmania

Mental Health Council of Tasmania

Mental Illness Fellowship Australia

Mental Illness Fellowship of Australia NT

Mental Illness Fellowship of WA

Mental Illness Fellowship Queensland

Mentis Assist

MH Foundation Victoria

Mind Australia

Mr Perfect

My Mental Health Brisbane North PHN

NEAMI National

One Door Mental Health

Open Minds

Ostara

OzHelp Foundation

OzHelp Tasmania Foundation

PANDA

Partners in Recovery - Lifeline Darling Downs & South West QLD

Partners in Recovery - South Eastern

Sydney

Peninsula Carer Council Inc.

Perth Voices Clinic

Queensland Mental Health Week Richmond Fellowship Queensland Richmond Fellowship Tasmania

RUAH Community Services

Samaritans WA

Selectability

Skylight (Mental Illness Fellowship

South Australia)

Tandem Carers

Toowoomba Clubhouse

Tristan Jepson Memorial Foundation

(TJMF) Minds Count

WayAhead

Women's Centre for Health Matters

Women's Health Tasmania

World Mental Health Day '10/10 Pledge'

website

Your Side Australia

SANE AUSTRALIA

NATIONAL OFFICE

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SANE HELP CENTRE

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THE DAX CENTRE

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SANE Australia is a registered tax-exempt charity with DGR (Deductible Gift Recipient) status.

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