It has been an exciting year for Youth Focus with increased involvement and participation in several research projects relevant to the mental health of young people. Partnering with Curtin and Murdoch Universities, as well as the Telethon Kids Institute and the Child and Adolescent Health Service, we are undertaking an examination of the relationship between social media and suicidality, as well as the feasibility of online versus face-to-face counselling. These projects will ensure Youth Focus is equipped with the latest clinical models and will also increase our capacity to deliver high-quality services to address the unique challenges of vulnerable young people in this State.

In the past 12 months Youth Focus has undergone exponential growth and our staff level has almost doubled to include a team of 39 dedicated, professionally qualified staff of Youth and Family counsellors, as well as our new initiative as lead agency at headspace Midland.

The third quarter of the 2013-14 financial year was an incredibly busy time for Youth Focus services, with client referrals at record rates. Across the 12-month period, approximately 2,000 young people dealing with mental health illness received face-to-face counselling services, together with another 4,600 young people who accessed a wide variety of services and programs including prevention, peer support, family support and mentoring. Independence Midland Centre, in its first year of operations, has supported almost 600 young people through a holistic and family-friendly approach. Youth Focus is working in collaboration with Meerkats, an innovative and creative advertising agency, to increase awareness of our services. We have recently launched our Motivating Brand Book to depict our work and enhance our communication with young people, together with a corporate animated video depicting who we are and what we do.

After 12 years, the Hawaiian Ride for Youth in 2014 continued to surpass all expectations to be a phenomenal success due to the dedication of the riders, support crews and their families. Staggering fundraising results of $1.95 million have enabled us to work with schools desperately in need of our services, and make remarkable inroads to support young people struggling with mental health issues in South West regional communities, including many schools in regional towns such as Margaret River, Bridgetown, Harvey, Collie, Mt Barker and Denmark.

Audi Centre Perth was once again the Platinum Sponsor for the 2013 ‘Night of Nights’ Ball – another successful fundraising event for Youth Focus, with some 750 guests attending. The night raised approximately $500,000, with generous contributions from sponsors for major and silent auction items, as well as donations from the local and business community. The Youth Focus Charity House, a major project supported by Scott Park of Redink Homes and built by 101 Residential with PRM Property Group providing the land, was successfully completed and sold. This completion of the house is testament to successful partnerships with the corporate community, and the many suppliers who gave of their time and products so readily.

Our close collaboration with the State Government continues to strengthen through engagement with the Mental Health Commission, Department of Education, Department of Local Government and Communities, and Child and Adolescent Health Services. In the delivery of therapeutic services as well as mental health training in many schools.

We very much appreciate your contribution and generosity over the past year, and with your ongoing support, we can continue to defend the rights of our young Western Australians to lead meaningful and fulfilling lives. Thank you to each and every one of you who has made this possible and for your ongoing support. We can continue to work to ensure that today’s young West Australians continue to thrive. Sadly many young West Australians are still not so fortunate – this is catastrophic but entirely preventable outcome and we are committed to stopping each and every day.

Jenny Allen
Chief Executive Officer
Our family counselling service continues to grow and our reach has been extended to 39 community-based settings with the addition of Gosnells' Youth Hub in Albany. Our staff are known as second level experts who understand the unique social emotional needs of young people experiencing mental health. Over the past 12 months we have built a particular emphasis on family counselling as we believe the inclusion of the family from the outset leads to a more rapid recovery. work has resulted in more than 2,000 young people and their families accessing services and provided free of charge in The Impact of social media, the areas we are investigating include the mediating role of family in the assessment and intervention of youth at risk of suicide. As a result of the Federal Government’s Better Outcomes in Mental Health/Wellbeing, Youth Focus is currently piloting and will provide services to young people aged 15-25 who have obtained an Early Mental Health Care Plan. 12 months out we have adjusted this program to ensure the provision for a mental health care plan initially and to facilitate the development of early intervention. Our youth counselling services continue to grow in line with our systems based on a development and focus approach. This year we provided counselling to over 830 clients. Our youth counselling services continue to grow and our reach has been extended to 39 community-based settings with the addition of Gosnells’ Youth Hub in Albany. Our staff are known as second level experts who understand the unique social emotional needs of young people experiencing mental health issues.

Since Youth Focus’ inception 20 years ago, our services have evolved and grown significantly. A 12 to 25 year-old young person struggling with depression, anxiety, self-harm, low self-esteem and self-worth is our core service provider. Free one-to-one counselling for 12 to 25 year-olds is now the mental health professionals and 25-60% of our participants to have the confidence to approach someone who may be struggling with depression, anxiety, self-harm, low self-esteem and self-worth. We are continually working towards creating our capacity in family therapy. Our family counselling service continues to grow in line with our systems and a development and focus approach. This year we provided counselling to over 830 clients. Our youth counselling services continue to grow and our reach has been extended to 39 community-based settings with the addition of Gosnells’ Youth Hub in Albany. Our staff are known as second level experts who understand the unique social emotional needs of young people experiencing mental health issues.

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As Youth Focus continues to grow at a rapid rate, our board, management, staff and volunteers know that this growth can only continue if we maintain our focus and commitment to providing the best possible support to young people. Our services have seen an increase in demand, which has been matched by our ability to respond. We are now providing service to over 700 young people each week, and the strong partnerships we have in place are only possible through the continued support of our partners, donors and community members.

During the 2013-14 financial year, we have partnered with a number of organisations to support our work. These include Apartment, the Mental Health Foundation, the Community Foundation of WA, the Lotterywest Foundation, the Commonwealth Bank Community of Good, the Lion's Club of West Perth, the West Coast Fever Charity House project, the Corporate Social Responsibility Group, the Mander Group and the Harvey Norman Foundation. All these partnerships have played an important role in supporting us to continue our work.

As we look towards the future, we are excited about the opportunities that lie ahead. We are committed to continuing to provide the highest quality services to young people and their families, and we are grateful to everyone who has supported us in this important work.
Exciting and engaging fundraising events are a hallmark of Youth Focus. The past 12 months have been no exception, with a portfolio of key events including the Night of Nights Ball, the inaugural Mental Health Week Breakfast, the CSBP partnership launch, Brendon Darby’s River exhibition preview, the annual Make a Difference Awards and the Hawaiian Ride for Youth once again raising our fundraising efforts.

September

The 2013 Night of Nights Ball attracted a glamorous and enthusiastic audience with 750 generous supporters helping to raise approximately $500,000, which was a new fundraising record for the Ball. The event would not have been so successful without the support of many businesses and individuals who kindly donated the 12 major auction items and more than 80 silent auction items. Special thanks go to our Platinum Sponsor, Audi Centre Perth.

October

To celebrate CSBP’s partnership support of Young Men’s Project, the Year 9 Mental Health Awareness Program launch was held at the Rockingham Arts Center. This event recognised CSBP’s commitment to mental health awareness and to the local community through funding the Youth Focus Year 9 Training Program for parents, teachers and students in 3 schools operating within CSBP’s catchment area. This program aims to improve the understanding of mental health issues and build support for young people in the local community.

November

To celebrate CSBP’s Year 9 Mental Health Awareness Program, the Year 9 Mental Health Awareness Program launch was held at the Rockingham Arts Center. This event recognised CSBP’s commitment to mental health awareness and to the local community through funding the Youth Focus Year 9 Training Program for parents, teachers and students in 3 schools operating within CSBP’s catchment area. This program aims to improve the understanding of mental health issues and build support for young people in the local community.

October

To coincide with Mental Health Week, we hosted a breakfast function to update our supporters on our progress over the previous year, as well as our goals for the coming 12 months. The key stakeholders who attended heard our speakers the Hon. Helen Morton MLC, Minister for Mental Health and Brett McCarthy, Editor, The West Australian.

November

During November, Youth Focus was proud to host a preview evening at the magnificent Linton and Kay Galleries for renowned artist Brendon Darby’s latest exhibition ‘River’. Inspired by time spent in the remote north Kimberley, Brendon, along with Linton and Kay Galleries, generously donated part proceeds of this exhibition to Youth Focus.

The Youth Focus ‘Make a Difference Awards’ recognise the many individuals and organisations that have supported our work over the course of the year. More than 150 of our supporters enjoyed the hospitality of the wonderful State Reception Centre at Kings Park and were entertained by the very talented Perth Modern School String Quartet.

One of our clients shared her story of battling with bullying, depression, anxiety, and the personal challenges she overcame working with her Youth Focus counsellor.

To celebrate CSBP’s partnership support of Youth Focus’s Year 9 Mental Health Awareness Program, a breakfast function was held at the Rockingham Arts Center. This event recognised CSBP’s commitment to mental health awareness and to the local community through funding the Youth Focus Year 9 Training Program for parents, teachers and students in 3 schools operating within CSBP’s catchment area. This program aims to improve the understanding of mental health issues and build support for young people in the local community.
APRIL
In April Youth Focus again hosted a marquee event at the prestigious Citigold Polo in the Valley, staged at the magnificent Duncraig Stud in Middle Swan. Thanks to the incredible generosity of Peter and Debra Prendiville, Youth Focus was again the beneficiary charity for the event, which raised more than $100,000. Since 2010, Polo in the Valley has contributed over $375,000 to assist Youth Focus in the provision of ongoing counselling services.

Since inception in 2003, the Hawaiian Ride for Youth has raised over $10.2 million. The Ride is recognised as one of the premier fundraising events in Australia. We received over 130 Expressions of Interest for the 2014 Ride, including regional participants for the first time. A second peloton was again in place for the 2014 event and our riders set their sights high on a fundraising target of $1.35 million.

The annual Hawaiian Ride for Youth kicked off in early April from Albany. Riders visited a number of towns in the South West and Great Southern before meeting up in Mandurah and finishing the final stage into Perth together.

This year the Ride visited 15 regional schools with more than 2,500 students attending the presentations.

About 1,000 people cheered our largest contingency ever of 109 riders and 26 support crew, across the finish line in Kings Park. Our riders were able to present Youth Focus with a cheque for $1.9 million, an outstanding achievement.

We are grateful to our corporate supporters including naming rights partner Hawaiian and our 24 team sponsors: 101 Residential, Atlas Iron Ltd, Avoca Insurance Brokers, Azure Capital, Budget Car & Truck Rental, Cable Beach Club Resort & Spa, Corporate Evolution, CSBP, ENJO, ETAS Group, Euroz Securities Limited, Galactic Construction Services, Geographe Constructions, Medibank, Merivale, MNC, NAB, NAB Mailing, Phoenix International, Petit Froid, Powerade, Redink Homes, Shadforth Financial Group, Shannons Racing, and the State Government.

We also thank specialty jersey sponsors Global Customer Services, Joondalup Hospital Pharmacy, Office National Canning Vale and our event supporters Aussie Natural Spring Water, Budget Car and Truck Rental, Ferngrove Wines, Gage Roads, Mustard Catering and Trench Health and Fitness for their support as well as 720 ABC Perth, our media partner.

We are indebted to our riders, their families, the volunteer event committee, our two wonderful volunteer event directors and their volunteer support crew who collectively make this event so special.

The success of all these events has continued to play a major role in resourcing the significant growth of the organisation, in addressing the stigma surrounding mental health and suicide, creating awareness and the delivery of our key services to young people and their families.
Youth Focus has always been developing a training capacity since early 2011 and has established itself as a recognised training provider in the area of mental health awareness across the industry, community and education sectors throughout Western Australia. Our training programs aim to increase and improve levels of mental health literacy across these sectors, because:

- an unrecognised mental illness does not take away a person’s opportunity to realise their potential;
- individuals have the skills, knowledge, confidence and self-awareness to seek help if they are experiencing the symptoms of a mental illness;
- parents, employers, friends and workmates are able to identify and assist with mental health issues that people they know may be experiencing.

During the year we provided training to more than 3,500 people across a range of programs with awareness of our training programs continuing to increase.

**EDUCATION TRAINING**

During the year we continued to roll out the mental health training model for the education sector, which provides mental health awareness training for Year 9 students, parents and teachers. Training has been provided to over 2,400 parents, teachers and Year 9 students on a fee-for-service basis as well as to over 300 parents and teachers who have expressed an interest in the program. Teachers from 11 schools provided feedback that this training is very helpful.

**WORKPLACE TRAINING**

Youth Focus has provided training across varied sectors including finance planning, mining, manufacturing, sales and exceptional education, to meet the needs of organisations and education institutions.

**COMMUNITY TRAINING**

We are delighted to have been able to provide training to a number of local government community groups, WAFL clubs, and Netball WA.

During the year Youth Focus developed a new training feedback reporting system with very positive results for all training programs we have provided.

A number of organisations have come on board to support our education training program. The WA Government’s Mental Health Commission is funding 30 schools next year, with corporate sponsors Clough Foundation funding 5 schools, CSBP funding 3 schools and Alcoa of Australia 2 schools. We are extremely fortunate to have such a holistic program both in a metropolitan and regional setting.

**TRAINING**

**Key Program Outcomes from Safety Bay Students**

- 96.5% of student participants from SBSHS stated they were confident to recognise when they may be struggling with a mental illness.
- 95% of students were confident they would seek help if they were struggling with a mental illness.
- 8.5% of participants stated that they would confidently know how to assist someone they knew if they were struggling with a mental illness.
- 95% of students stated that they were good at maintaining their mental health.
- 95% of students stated that they were going to go well in keeping their mental health.
- 95% of students stated that they were going to stay on a day to day basis.
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**CASE STUDY**

**Year 9 Program**

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**Young Focus**

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**Key Program Testimonials**

- Mental fitness is extremely important.
- A well-planned way to teach teens.
- Safety Bay Students.
- Provides clarity around mental health issues.
- Thought-provoking and potentially lifesaving.
- Safety Bay Teachers.
- Brilliant.
- Safety Bay Parents.
In 2013 we supported about 2,000 young people through our free face-to-face counselling service. This is just one story, shared bravely by a young person.

My name is Aleisha and I am 14 years old. Most of my life had been overwhelmed by stress. I was constantly worried about everything and had started having panic attacks. I was down all the time and felt so worthless and ugly. Everyone around me was worried and I had no idea what was happening to me.

I started going to counselling mainly due to issues with my body image. I had become so worried that I'd become fat so I ate as little as possible resulting in me weighing 30 kilos at the age of 14.

My Youth Focus counsellor helped me with ways to deal with everything at home and gradually my self-confidence boosted. It was also helpful that my mum was invited to a couple of counselling sessions on her own. This helped my mum to understand how she could support me better.

My Youth Focus counsellor and I talked about other issues too. My mum’s partner always shouted and did things such as put voice recorders around our home which made me feel scared all the time. We have had this for 5 years.

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I never used to put my hand up in class worried that I would get the answer wrong or look like an idiot. I constantly worried about how people saw me as I was never good enough – not pretty or smart.

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I never used to put my hand up in class worried that I would get the answer wrong or look like an idiot. I constantly worried about how people saw me as I was never good enough – not pretty or smart.

Youth Focus is great for help, and has made me into the happier girl I am today.

– Aleisha
Peter Harold: Director

Peter Harold has been the Managing Director of Scott Park Homes since May 2005. He has a proven track record of over 26 years experience in the residential building industry. In addition to his skills in business development and general corporate activities, during the past three years Peter has also served as a director of Pacifico Minerals Limited (Now Vicon Mining) and Vicon Mining (Fiji) Limited (Executive Director). He previously worked for the firm in its Melbourne, London and Perth offices. In addition to his position as Managing Director, Peter holds a Bachelor of Engineering (Metallurgical) and a Diploma in Business Administration. Peter is a member of the Youth Focus Board and Chair of the Finance Focus Board.

Graham Addison: Director

Graham Addison, FCA, FCPA, BBus, Grad Dip Bus, ACA, FAICD, Cert CFP is a Director of Australian Red Cross Blood Services, General Counsel and Head of Legal (100% Honorary Advisor of Council) Trust, fellow of Institute of Chartered Accountants and Fellow of the Australian Institute of Company Directors. Graham is the Treasurer of the Youth Focus Board.

Graham recently joined the Everstone Group offering clients his expertise in business development, analysing and identifying business planning, governance, risk management and business expertise in business development. Graham is the Treasurer of the Youth Focus Board.

Jenny Allen: Director / Chief Executive Officer

Jenny Allen is an Executive of the Youth Focus Board, as well as the only West Australian Board Member and a member of the Australian Institute of Company Directors. In recognition of her committed and outstanding contribution in changing the lives of vulnerable young people in the Western Australian community, Jenny was presented with the 2014 Australian of the Year Award

Charles Edlener: Director

Dr Edlener is founder and director of Ascend Insurance Brokers. Ascend operates as a niche boutique broker providing services to the end to end spectrum of small to medium enterprise market. Dr Edlener has extensive experience in the insurance industry, spanning 28 years and leading in the field in the 21st Century. As an important leader in this sector, he has been awarded the Hawke Risk for Youth event and works strategically to ensure its sustainable growth. As well as in a Dyson rider in the Hawke Risk for Youth, he is the Chairman of the Risk Focus Board.

Jenny Allen: Director / Chief Executive Officer

Jenny Allen is an executive of the Youth Focus Board and a member of the Australian Institute of Company Directors.

Jenny Allen gained a Bachelor of Science (Chemistry) and a Masters in Politics and Public Policy. She worked extensively within the community during her tenure at ‘The Eagles’, including developing the Eagles Community Program in 2012/13. Damian was appointed to the Board of Youth Focus in June 2012 and joined the Board of Amana Living in August 2013.

Damian Gordon: Director

Damian Gordon is an Executive Director and the Chief Executive Officer of Amana Living. Scott Park Homes’ building company, Redink Homes in 2006 to continue with his ethos of providing superior customer service results which are the key elements to the continued success of his businesses. Scott is the Managing Director of Scott Park Homes and has played a key role in the development of the Perth Airport Community. Scott was appointed to the Fremantle Port Authority in August 2012, the Chief Financial Officer of Hawaiian, a West Australian based property group, and the Chief Financial Officer of Hawaiian, a West Australian based property group.

Scott Park: Director

Scott Park founded Scott Park Homes in the prestigious 2014 Sir Eric Menton Community Leadership Award in recognition of his efforts in building quality homes and supporting a number of charitable organisations.  Scott's further focus is to accelerate the small to medium enterprise market. Scott has had extensive experience in the community during his tenure at 'The Eagles', including developing the Eagles Community Program in 2012/13. Damian was appointed to the Board of Youth Focus in June 2012 and joined the Board of Amana Living in August 2013.

Rosa Leader: Director

Rosa Leader works as a spokesperson, senator, community advocate and new homes. Redink was the third biggest

Scott Leader: Director

Scott Leader is the Chief Financial Officer of Hawaiian. Scott Leader is a Chartered Accountant and a Fellow of the Financial Services Institute of Australia and a course facilitator at the Australian Institute of Company Directors.

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Beau Waters is the Vice Captain of the West Coast Eagles. He was presented with the prestigious 2014 Sir Eric Menton Community Leadership Award in recognition of his efforts in building quality homes and supporting a number of charitable organisations. Scott's further focus is to accelerate the small to medium enterprise market. Scott has had extensive experience in the community during his tenure at 'The Eagles', including developing the Eagles Community Program in 2012/13. Damian was appointed to the Board of Youth Focus in June 2012 and joined the Board of Amana Living in August 2013.

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Youth Focus’ total revenue was $7.5m for the year ended 30 June 2014, an increase of 39% compared to the previous financial year. The increase in revenue has given us the capacity to pursue our strategic goals with a view to increasing the number of young people that have access to our services. This year we invested in the establishment of our service in Geraldton to support young people in the Mid West of the State and also strengthened our presence in other regional areas such as Albany and Bunbury. Our events, recurrent government funding, donations and corporate support still provided the majority of our income. In our capacity as the lead agency of the complementary service, headspace Midland, we received Federal Government funding to co-ordinate the delivery of that service. It must be noted that this funding does not support any Youth Focus programs or projects. Our two key fundraising events, the Hawaiian Ride for Youth and the ‘Night of Nights’ Ball driven by Audi generate a significant proportion of our revenue. We seek to expand our services and are looking for new events and fundraising initiatives. Corporate partnerships and individual philanthropy remain important sources of income and indirect support. We are particularly focused on engaging more community supporters to assist in the development of our programs and projects for the future.

Our expenditure of $7.2m is an increase of 36% compared to the previous financial year. It was predominantly directed towards the provision of services (72%). Administrative costs remain relatively low.
No young person should be denied the chance to lead a meaningful life by struggling with mental illness alone.