



PROGRESS REPORT

# CHANGING LIVES

JULY      JUNE  
{ 2013 → 2014 }

 **YouthFocus**  
WHERE YOUTH SUICIDE AND DEPRESSION STOP



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# MESSAGE FROM THE CEO

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 best-practice services to effectively address the issues and 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. headspace Midland Centre, in its first year of operation, has supported almost 600 young people through a holistic and 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 in South West regional communities, including many schools in regional towns such as Manjimup, 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 hope 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 all this possible even as many of our young people continue to struggle. Sadly many young West Australians are still losing their battles – this is a catastrophic but entirely preventable outcome and one we are committed to stopping each and every day.



**Jenny Allen**  
Chief Executive Officer

# SERVICES

Since Youth Focus' inception 20 years ago, our service has evolved and grown significantly. A guiding principle for every decision our Services Team makes is: 'will this enable us to reach more young people at risk of suicide or those struggling with depression, anxiety, self-harm, bullying, low self-esteem and family issues?' Our core service provides face-to-face counselling for 12 to 25 year-olds by mental health professionals who understand the unique social and emotional needs of young people and their families. Over the past 12 months we have placed a particular emphasis on family counselling as we believe families are an underutilised resource in the prevention and early intervention of young people at risk of suicide. We believe the inclusion of the family from the outset leads to a more rapid improvement in the young person than individual therapy alone.

The role of the family in the recovery of young people with a mental health illness is another key area of focus for our Services Team and the importance of this is described in our organisational positioning paper, *Inclusion of Families in the Prevention of Youth Suicide*. The families of our clients often find it extremely difficult to support a young person who is struggling. Recognising this, Youth Focus provides specialist family counselling to our clients' families and we are continually working towards increasing our capacity in family therapy.

Our family counselling service continues to grow in line with our systems based and solution

focused approach. This year we provided counselling to more than 300 families.

Our youth counselling services continue to grow and our services team now sits at 39. This includes our counselling staff north from Geraldton and south to Albany, our staff at headspace Midland and our training staff. Our services in the South West have grown further, and we have increased our service provision in Geraldton where we now have 2 full-time counsellors operating in 4 schools as well as providing office based services from The Hive.

Youth Focus works closely with schools: 40 per cent of our counselling services are provided to young people across 46 metropolitan and regional high schools. This year we have added a dedicated Education Development Co-ordinator to work closely with the education sector and other service providers within schools to ensure an integrated approach.

Our work with young people in schools is also complemented with a specialised mental health training program that is delivered to Year 9 students, parents and teachers. As an early intervention and preventative strategy the program has 3 key objectives: raising awareness, assisting participants to become more confident to ask for help should they require it and assisting participants to have the confidence to approach someone who they observe may be having a mental health difficulty. This year more than 2,600 Year 9 students, parents and teachers

have attended the program and their feedback overwhelmingly demonstrates we are meeting these 3 objectives.

Over the past 12 months we have also continued to investigate how we can better use technology to increase our service reach. Our counselling staff have undertaken training in online services and reviewed and rated smart phone apps that young people and families can access and use in between counselling sessions to assist with their recovery as part of a research project in conjunction with Inspire Foundation – Young and Well Cooperative Research Centre.

Our services continue to be provided free of charge in our offices or in our outreach spaces, in recognition that many young people do not have access to transport. On average young people remain with our service receiving free weekly counselling sessions for approximately 5-6 months. During the year more than 2,000 young people and their families accessed our services including 600 at headspace Midland, where we are the lead agency.

Improving access to services for young men has been a focus area for us this year. On average

30 per cent of our clients are male and 70 per cent are female. Unfortunately the statistics show that a significantly higher number of young men take their own lives so it is clear that a change in approach is needed. The Young Men's Project funded by Lotterywest has brought together a diverse project team. Chaired by Professor Patrick McGorry, the Steering Group includes experts in youth mental health, media and

communications professionals, and people with a lived experience of supporting a young man with mental health issues.

The project which will run over the coming year has 2 areas of focus. The first is research into how we need to change service delivery to make mental health services more appealing to young men, and the second is the development of a communications and media campaign that will aim to encourage more young men to seek help.

To further support parents, Youth Focus introduced parent support evenings towards the end of 2013. These have continued over the past 12 months, extending into our outreach locations in Bunbury and Rockingham. The support evenings cover relevant issues such as exam stress, talking about self-harm, depression, and anxiety.

In addition to one-to-one counselling, we provide

peer support programs which are run by our clinical team and provide a social environment for young people to put the skills and techniques that they learn in therapy into practice. Besides being fun, this program aims to help young people build their resiliency, self-esteem and to improve their support networks.

7 young people and 3 mentor counsellors this year took on and conquered the enormous challenge of the Kokoda Track, thanks to the sponsorship of the Duke of Edinburgh's Award Australia.



This was a real physical and mental challenge for our young people, in travelling away from home, family, parents and taking on the very different conditions of the Papua New Guinean jungle. We are incredibly fortunate to have dedicated, talented and committed staff who not only travelled with our young people but trained with them. They were able to shepherd them physically and mentally throughout the journey, which proved to be a life-changing experience for all those involved.

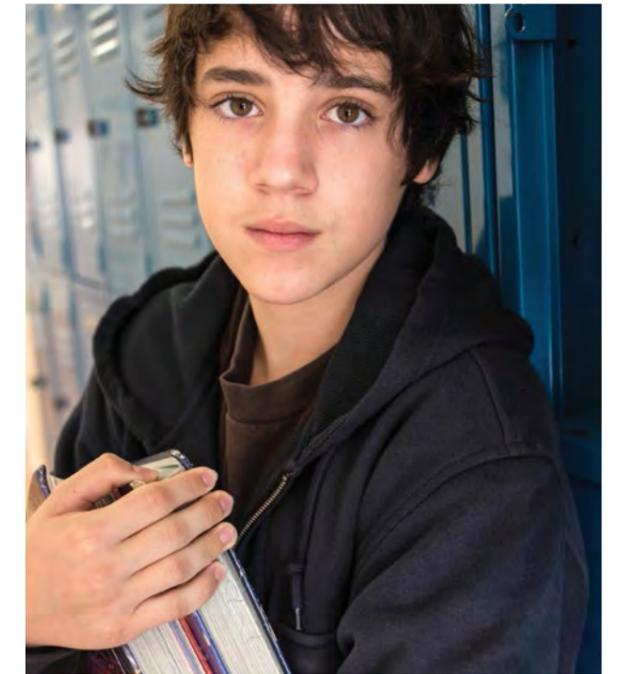
Youth Focus' systemic approach is also demonstrated in our mentoring program where young people are matched with a suitable mentor to assist the young people with their transition from counselling. This year we have provided mentor training to members of the community committed to assist young people in their recovery. Our mentors were also involved with the training and preparation for Kokoda.

As a result of the Federal Government's 'Better Outcomes in Mental Health' initiative, Youth Focus is able to provide services to young people aged 18 to 25 years who have obtained a mental health care plan from their GP. Over the past 12 months we have adjusted this program to waive the requirement for a mental health care plan initially and to facilitate a GP referral if required after 3 sessions. Like all our services, this program incurs no cost to the client.

Working from a strong evidence base, research is an integral part of our services. Youth Focus is currently involved in 9 internal and external research projects which will inform our practice into the future. Some of the areas we are investigating include the impact of social media, the efficacy of online programs, the mediating role of family in

changes in resiliency and the scale of resilience in the assessment and intervention of youth at risk of suicide.

Even though much has been achieved over the past year, sadly there are still many thousands of young West Australians who deal with the despair of a mental health issue each and every day. Our team is committed to continually improving our efficiency, and to provide the best for each young person who walks through our doors.



# PARTNERSHIPS AND COMMUNITY ENGAGEMENT

As Youth Focus continues to grow at a rapid rate, our business team is continually challenging itself to find new and innovative ways to support the wide array of services we provide to young people and families in the West Australian community, including the face-to-face counselling we provide to young people across the State.

Our dedicated group of corporate and government partners made a great impact on our services during the 2013–2014 financial year. More than \$1.7 million dollars was contributed from the corporate and government sectors to help us keep our services free to vulnerable young people in the last financial year.

The introduction of the CSBP Year 9 School Mental Health Awareness Program was a key highlight. CSBP has been a Premier Partner with Youth Focus for a number of years, supporting services in the Kwinana and Rockingham areas. With the intention of broadening their support across these areas, we have been fortunate to have CSBP make the decision to support 3 local schools including Safety Bay Senior High School, Rockingham Senior High School and Gilmore College.

Thanks to funding from the Mental Health Commission, a new project to support post-vention work was implemented in schools with students experiencing trauma. Telethon has provided additional funding to help support

our Geraldton and South West offices so young people in regional areas continue to have access to our much-needed services. We are also incredibly grateful to our long-term partner Hawaiian for their ongoing support as naming rights sponsor of the Hawaiian Ride for Youth.

In September 2013 we welcomed Australian-based mining service, contracting, processing and commodities production company Mineral Resources on board as a Major Partner. With their support over the next 3 years we will have the capacity to employ an additional 2 counselling staff, enabling us to see approximately 130 young people face-to-face per annum.

Coca-Cola Amatil has supported Youth Focus across a variety of our events, including the 'Night of Nights' Ball driven by Audi where they kindly donated their corporate suite at Perth Arena to our Major Auction, which on its own raised more than \$8,000. Through their Powerade brand, Coca-Cola sponsored a team in the 2014 Hawaiian Ride for Youth and they also donated \$10,000 through the Coca-Cola Australia Foundation. Coca-Cola's partnership has played an important role in supporting young people in Perth.

We are grateful to Apache Energy who have increased their support through the funding of Youth Focus' family services delivery through our Burswood, Joondalup, Kwinana and

Rockingham offices; and to Coogee Chemicals for their sponsorship of our youth service delivery in Kwinana.

We give special thanks to the Harman Family Trust, the Prendiville Group and the Wind Over Water Foundation for their ongoing and generous support.

As awareness of Youth Focus builds in the community through our fundraising and partnerships, we have become the beneficiary of a number of charity events held throughout the year.

This year's Charity House sold on June 30 for \$740,000, with the total sale funds directed to Youth Focus' clinical services. With five bedrooms and three bathrooms, the Charity House is a fantastic family home with a private upstairs parents' retreat complete with stunning balcony overlooking parklands, ample space for a separate children's living area downstairs and a large open plan living area opening onto a private alfresco. Made possible through incredible support from 101 Residential and Aspiro-Piara Waters, alongside some amazing suppliers of products, the Charity House project continues to be a true community effort that is at the core of our

fundraising. We extend our very deepest gratitude to everyone who was part of this very important project involving youth helping youth.

More than \$50,000 was raised through this year's Lavan Legal Spin for Youth Focus. Together with Lavan's funding of \$25,000 and their pro bono legal assistance this is a significant contribution to support our young people and create mental health awareness. Billed as an alternative riding event to the Hawaiian Ride for Youth, the Spin requires riders to commit to ride 30 hours over the course

of a month. Supported by family and friends and Edith Cowan Sports Centre at Joondalup, John Farnhill completed the 30 hours in one marathon cycle sitting, raising more than \$10,000 alone.

We have developed great partnerships with Netball WA and the West Coast Fever, including a charity match for Youth Focus in front of thousands of the club members. Mental health training was also delivered to all Netball WA, Fever staff and coaches, with the Fever's Ashleigh Brazill raising nearly \$6,000 by chopping off her trademark dreadlocks at Maurice Meade in Subiaco.



We are proud to be the beneficiary of many incredible events run by young people themselves: the John Curtin Leadership Academy's Colours of Life Art Exhibition, held in May, raised more than \$10,000 and the C3WA Ball in July raised nearly \$10,000 again this year.

We extend a warm thank you to all those who chose to raise money for us through their efforts in the Rottneet Channel Swim, Run for a Reason and the City to Surf and all who chose to support us during the year.

“Alcoa of Australia is very proud of its partnership with Youth Focus. They are an exceptional organisation that provide much needed support for young people suffering mental health issues... By empowering young people and their families to tackle the issues associated with depression and self harm we are giving them the capability to live more fulfilled lives; the vital role Youth Focus plays in this is immeasurable.

– Alan Cransberg, Chair and Managing Director of Alcoa of Australia



Youth Focus CEO Jenny Allen, Alcoa Director Compensation and HR Systems Libby White, Chair and Managing Director of Alcoa of Australia, Alan Cransberg



# EVENTS & BUSINESS

Exciting and engaging fundraising events are a hallmark of Youth Focus. The past 12 months have been no exception, with a full portfolio of key events including the 'Night of Nights' Ball, the annual Mental Health Week Breakfast, the CSBP partnership launch, Brendon Darby 'River' Exhibition Preview, the annual 'Make a Difference' Awards and the Hawaiian Ride for Youth once again leading 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 the 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.

Donors for the major auction included APN Outdoor, Azure Helicopters, Brendon Darby, Cable Beach Club Resort & Spa, Coca-Cola Amatil, Community Newspaper Group, Crown Perth, Evoke Media, ERGT Australia, Hawaiian, La Foret Enchantee, Linton & Kay Galleries, Perth Wildcats, OMD, oOh! Media, Sleepmaker and Bedshed, Rohan Jewellery, Sundance Lodge, the Wise and Harold Families and 92.9, and finally the many wonderful sponsors of the silent auction.

### 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 50 key stakeholders who attended heard from our speakers the Honourable 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 the Year 9 Mental Health Awareness Program Launch was held at the Rockingham Arts Centre. This event recognised CSBP's commitment to Youth Focus, to mental health awareness and to the local community through its funding of 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.

### MARCH

Professor Patrick McGorry AO was keynote speaker at the Youth Focus Ambassdor breakfast in March, where we inducted several new Ambassadors to the organisation, including Courtney Bruce, Brendon Darby, Anne Richards, Steve Richards, James Larkan, Peter Rowsthorn, Mike McConnell and Dr. Ken Michael AO. One of the world's leading mental health experts, Professor McGorry is Executive Director of Orygen Youth Health, a Director of the National Youth Mental Health Foundation (headspace) and has been a long time supporter and advisor to Youth Focus. We are honoured to have him as the Chairman of the Advisory Group that will oversee our exciting Young Men's Project.



## EVENTS & BUSINESS

the 2014  
HAWAIIAN RIDE FOR YOUTH  
RAISED  
\$1.9  
MILLION

### APRIL

In April Youth Focus again hosted a marquee 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, Global Construction Services, Giorgi Exclusive Homes, Key Residential & Commercial, KPMG, MACA Mining, Panoramic Resources Limited, Perrott Painting, Perth Airport, Powerade, Redink Homes, Shadforth Financial Group, Steinepreis Paganin and The Slatter Group WA.

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.

# TRAINING

Youth Focus has 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 the levels of mental health literacy across these three sectors, to ensure:

- 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; and
- 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 friends, teachers, and support staff. The training has been provided to over 2,600 parents, teachers and Year 9s under fee-for-service and funding from various organisations and the Mental Health Commission.

## WORKPLACE TRAINING

Youth Focus has provided training across varied sectors including financial planning, mining, manufacturing, sales and workplace education, on both fee-for-service agreement and under sponsorship in the corporate sector.

## 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 thrilled to be rolling out this highly effectively and holistic program both in metropolitan and regional areas.



## CASE STUDY

# YEAR 9 PROGRAM

{ at SAFETY BAY S.H.S }

### Key Program Outcomes from Safety Bay Students

- 96.5% of student participants from SBSHS stated they are confident to recognise when they may be struggling with a mental illness.
- 95% said they are confident they would seek help if they were struggling with a mental health issue.
- 98.5% of participants stated they would confidently be able to assist someone they know to get help if they are struggling with a mental health issue.
- 98.5% of students stated that they were confident in their level of understanding of what a mental illness is after participating in the training.
- 99% of students advised that they had a good understanding of how to maintain good mental health after participating in the training.
- 95.5% of students had a good understanding of where and how to get support if needed.

### KEY PROGRAM TESTIMONIALS

- 'Mental fitness is extremely important.'
- 'A well-put 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

# FROM OUR YOUNG PEOPLE

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 I had been overwhelmed by stress. I was constantly worried about everything and I 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 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 lived like that for 3 years.

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.

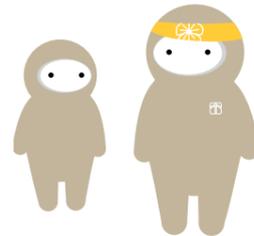
I never used to put my hand up in class worried that I would get the answer wrong or look like an idiot. I constantly worried

about how people saw me as I was never good enough – not pretty or smart.

Thanks to counselling the dark cloud has been lifted off my shoulders. I answer questions in class more often and I don't really care what others think of me. I feel more confident in my choices and more importantly confident in myself.

Yes, I have my ups and downs but I can handle them now. I have learnt to overcome the brick walls of pressures and problems.

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



**WE PROVIDE SERVICES IN**

1. BURSWOOD	5. MIDLAND
2. ROCKINGHAM	6. ALBANY
3. MANDURAH	7. BUNBURY
4. JOONDALUP	8. GERALDTON

**IN 2013-14**

<p>WE PROVIDED</p> <p><b>INTENSIVE SUPPORT</b></p> <p><b>2,000</b> <i>for</i></p> <p>YOUNG PEOPLE &amp; 300 FAMILIES</p> <p>DEALING WITH</p> <p><b>MENTAL HEALTH ISSUES</b></p>	<p>WE SUPPORTED ANOTHER</p> <p><b>4,600</b></p> <p>PEOPLE <i>with</i> A VARIETY OF MENTAL HEALTH SERVICES &amp; PROGRAMS INCLUDING TRAINING, PEER SUPPORT, FAMILY SUPPORT &amp; MENTORING</p>	<p>WE OPERATED FROM</p> <p><b>46</b></p> <p>HIGH SCHOOLS AROUND <i>the</i> <b>STATE</b></p>
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# OUR BOARD



**Peter Harold: Director**

Peter Harold has been the Managing Director of Panoramic Resources Limited (formerly known as Sally Malay Mining) since March 2001. He is a process engineer with over 26 years corporate experience in the minerals industry specialising in financing, marketing, business

development and general corporate activities. During the past three years Peter has also served as a director of Pacifico Minerals Limited (Non- Executive Director), Alloy Resources Limited (Non-Executive Chairman) and Spectrum Rare Earths Limited (Non-Executive Chairman). Peter is the Chairman of the Youth Focus Board.



**David Gray: Deputy Chairman**

David is a partner in law firm Herbert Smith Freehills. He specialises in takeovers, equity capital markets and general corporate acquisitions, reconstructions and disposals. He has worked for the firm in its Melbourne, London and Perth offices. In addition to his transaction-based practice, David is a

member of the firm's Australian Head Office Advisory team. In this role, he advises numerous Perth-based companies on corporate governance, capital management, executive remuneration and employee incentive schemes.

David is highly sought after by industry organisations as a lecturer and course facilitator. He lectures on mergers and acquisitions for the Financial Services Institute of Australasia, and is a course facilitator at the Australian Institute of Company Directors.



**Graham Addison: Director**

Graham Addison, FCA, FCPA, B Bus, Grad Dip Bus, FCSA, FAICD, Grad Dip CSP is a Director of Australian Red Cross Blood Services, General Councillor HBF Health Ltd, Member of Advisory Council Thalanyji Trust, Fellow of Institute of Chartered Accountants, Fellow of CPA Australia and

Fellow of the Australian Institute of Company Directors. He is also a Fellow of Chartered Secretaries Australia, and a Member of the Risk Committee, Australian Red Cross Blood Services, the Audit and Finance Committee, and Australian Red Cross Blood Services. 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 potential growth opportunities, providing support for strategic business planning, governance, risk management and business training and mentoring, as well as asset and ownership structures – property trusts, family trusts, foundations and funds.



**Jenny Allen: Director / Chief Executive Officer**

Jenny has been the Chief Executive Officer of Youth Focus Inc. since 2000. She is an Executive Director of the Youth Focus Board, as well as the only West Australian on the Board of Suicide Prevention Australia, the national peak body for

suicide prevention. She is a Board member of the Ministerial Council of Suicide Prevention, a Fellow of the Australian Institute of

Management and member of the Australian Institute of Company Directors. In recognition of her commitment and outstanding contribution in changing the lives of vulnerable young people in the Western Australian community, Jenny was presented with the Community Award at the 2013 Western Australian of the Year. Jenny was also named Ernst & Young 2008 'WA Social Entrepreneur of the Year' and in 2009 the Local Chambers Business Person of the Year. Jenny was the only female WA Finalist in the 2014 Australian of the Year Awards.



**Charles Elders: Director**

Charles is founder and director of Avoca Insurance Brokers. Avoca operates as a niche boutique broker providing services to the small to medium enterprise market. He has had extensive experience in the insurance industry, spanning 28 years and including practice in Europe. Charles plays

an important leadership role with the Hawaiian Ride For Youth event and works strategically to ensure its sustainable growth. As well as being a 10-year rider in the Hawaiian Ride for Youth, he is also the Chairman of the Ride committee.



**Damian Gordon: Director**

Damian Gordon is an Executive Director and the Chief Financial Officer of Hawaiian, a West Australian based property group. Damian is responsible for Hawaiian's financial activities and its investments in real estate and other managed funds. He is a Fellow of the Institute Chartered

Accountants, a Senior Fellow of the Financial Services Institute of Australia, a Member of the AICD and completed INSEAD's inaugural LEAP (Leadership Excellence through Awareness and Practice) 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.



**Fiona Lander: Director**

Fiona is the Executive General Manager Corporate Affairs & Organisation Development of Perth Airport Pty Ltd. As the premier international, domestic and regional gateway to Western Australia, Perth Airport is one of the fastest growing capital city airports in Australia and plays

an integral role in the State's economy. Prior to joining Perth Airport in August 2010, Fiona was the Executive Director Policy & Learning with the State Government's Department for Child Protection. In this role, she was responsible for the policy and procedural foundation of child protection operations across the State, family & domestic violence response coordination, legislation and media management. Fiona began her career working for State and Federal Members of

Parliament and Ministers, then entered the WA public service and held a number of senior roles in a range of human services portfolios. Fiona holds a Bachelor of Arts (Politics), an Executive Master in Public Administration and is a Graduate of the Australian Institute of Company Directors. She was appointed to the Fremantle Port Authority in August 2012, is the Vice-President of Meerilinga Young Children's Foundation and became a Director of the Youth Focus Board in July 2012.



**Scott Park: Director**

At just 29, together with an associate, Scott founded Scott Park Homes with a staff of four in a small Osborne Park office. The WA home building company has grown to around 100 staff and 350 sub-contractors, with an annual turnover of more than \$108 million. Scott left Scott Park Homes

and established a new home building company, Redink Homes in 2006 to continue with his ethos of providing superior customer service and outstanding new homes. Redink was the third biggest project builder in its class nationally in 2013, and continues to win top industry awards year after year. Scott launched 101 Residential in 2011. 101's focus is on flexibility, speed, quality and building innovative, cost-effective single and double storey residences. With 101, Scott wants to provide people with spacious, affordable homes that fit on a range of blocks, small to large, in metropolitan Perth. In 2013 he launched Lets Finance to service all the building brands and deliver general finance to the whole market place. Scott's further expansion of the construction group saw the launch of B1 Homes in 2014, a brand that delivers stylish, cost effective homes, to the first home buyer's market. A former Business News 40 under 40 winner,

Scott believes teamwork developed in a positive environment, combined with staff training, have produced the outstanding customer service results which are the key elements to the continued success of his businesses. Scott is the Managing Director of Redink Homes, Redink Homes Mid West, Redink Homes South West, 101 Residential, B1 Homes, Lets Finance, SP Ceilings & Insulation and joined as Director of the Youth Focus Board in July 2012.



**Beau Waters: Director**

Beau Waters is the Vice Captain of the West Coast Eagles. He was presented with the prestigious 2014 Jim Stynes Community Leadership Award in recognition of his long-standing and ongoing work with a number of community and charitable organisations. He had also been awarded

the 'Chris Mainwaring Medal' for best clubman and is a premiership player. Other accolades include All Australian honours, being voted the competitions most courageous player by his peers and winning the ABC's Western Australian player of the year. Beau has worked extensively within the community during his tenure at 'The Eagles', holding numerous ambassador roles. Awards such as The Variety Club's 'Heart of Football' and 'Eagles in the Community' award are another reflection of his ongoing commitment to young Australians. Beau is also fulfilling his entrepreneurial aspirations through his co-founding and directorship at Ionic Health Group, an entity specialising in highly personalised preventative medicine. Beau has completed his MBA and is currently finishing his Masters in Politics and Public Policy.

# OUR SUPPORTERS

Youth Focus is proud to recognise its current corporate partners and supporters

## Premier Partners



## Major Partners



## Official Partners



## Official Supporters



## Event Sponsors

- 101 Residential
- Atlas Iron Ltd
- Avoca Insurance Brokers
- Azure Capital
- B1 Homes
- Brookfield Rail
- Budget Car and Truck Rental
- Coca-Cola Amatil
- Corporate Evolution
- Emirates
- ENJO
- ETAS Group
- Euroz Securities Limited
- Giorgi Exclusive Homes
- Hawaiian
- Inter Continental Hotels & Resorts
- Ionic Health
- Key Residential and Commercial
- Kitchen Warehouse
- KPMG
- Let's Finance
- MACA Limited
- MAGNUS Corporate and Financial Communication
- Meerkats
- Murdoch University
- Panoramic Resources Ltd
- Perrott Painting
- Perth Airport
- Redink Homes
- Salon Express
- Shadforth Financial Group
- Steinepreis Paganin

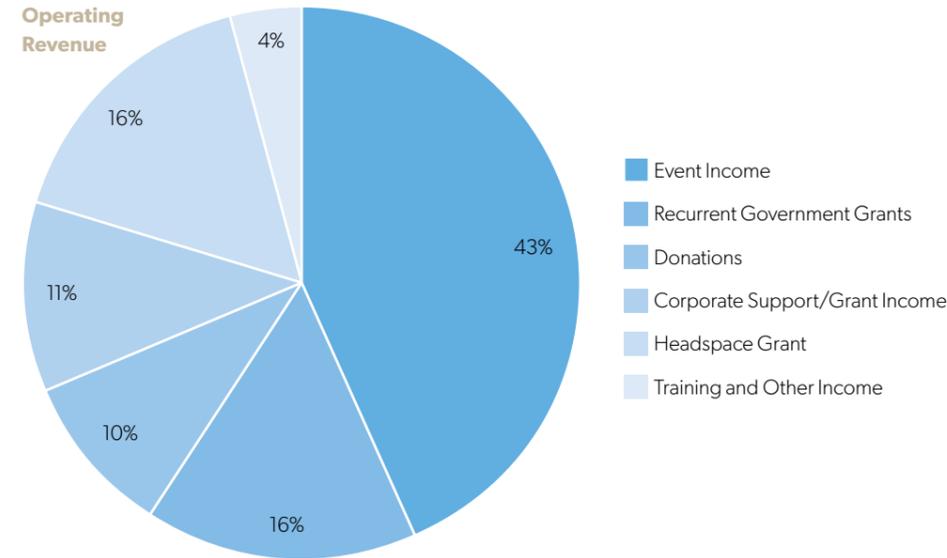
## Event Supporters

- Audi Centre Perth
- Aussie Natural Spring Water
- AVPartners
- Budget Car and Truck Rental
- Ferngrove Wine Group
- Gage Roads
- Global Cabling
- Joondalup Hospital Pharmacy
- Leeuwin Estate
- Mustard Catering
- Office National Canning Vale and West Perth
- Perth Expohire
- Powerade
- Successful Projects
- The Digital Imagineers Company
- Trench Health and Fitness

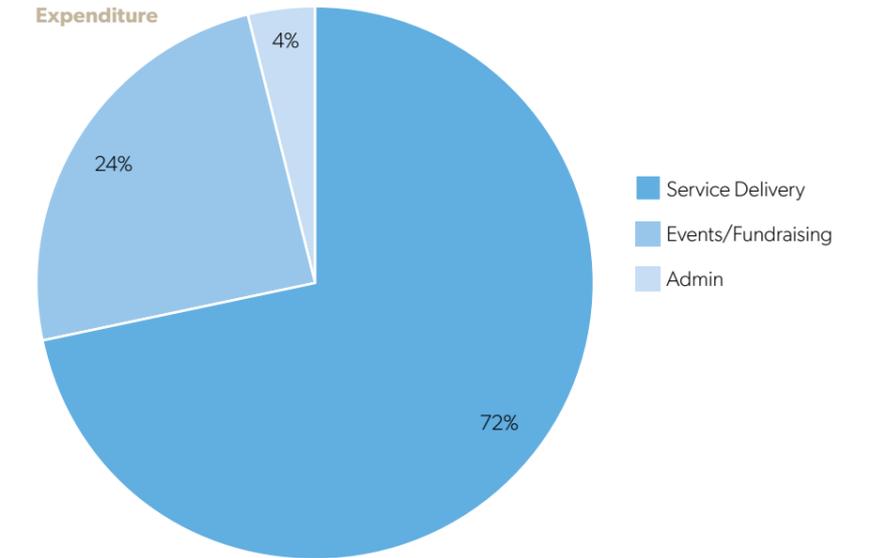
Youth Focus relies on the generosity of the West Australian community to continue providing its free services. We would like to thank our many corporate partners, community groups and individual supporters for their ongoing commitment to our work.

# FINANCIALS

## Operating Revenue



## Expenditure



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 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 generating 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.

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NO YOUNG PERSON  
SHOULD BE DENIED

THE CHANCE  
TO LEAD A  
MEANINGFUL  
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BY STRUGGLING WITH  
MENTAL ILLNESS ALONE  
— — — — —

