

2020

**Annual
Report**

zero²hero[®]

zero2hero acknowledges the Aboriginal and Torres Strait Islander peoples as traditional custodians of the land on which we operate. We pay respect to Elders past, present and emerging, and value the rich history, unbroken culture and ongoing connection of Aboriginal and Torres Strait Islander people to country.



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About us

zero2hero educates, engages, and empowers young people to be mental health heroes in the community.

We are a WA-based, incorporated association with DGR status, dedicated to improving the mental health and wellbeing of young people, and preventing suicide.

Vision

Our vision is a world where every child and young person is educated and empowered to effectively deal with mental health issues.

Mission

We provide innovative school-based programs for children and young people that develop their understanding of mental health issues and awareness of mental health services.



Educate

young people about mental health, mental illness and suicide.



Engage

young people in open conversations about mental health in the aim to eliminate stigma around mental illness and suicide and increase help seeking behaviour.



Empower

young leaders to become mental health heroes.

Our values & definitions



Courage

Courage is not the absence of fear, but the ability to feel that fear and act anyway, triumphing over fear.



Health

More than the absence of disease, health is a state of mental, physical and spiritual wellbeing – the ability to live a free and fearless life.



Open communication

The flow of information; the ability to give and receive information and opinions in a clear and direct way.



Respect

A way of thinking, being, and approaching life that involves giving weight, dignity and esteem to people and their ideas, thoughts, and feelings.



Integrity

Being whole and consistent in character: doing what you do wherever you are, whenever and with whomever.



zero2hero

A WORD FROM...

Our Chairman

On behalf of the zero2hero Board, our CEO Ashlee Harrison, and the team of amazing staff and volunteers, it is with great pleasure that I present the zero2hero Annual Report for the Financial Year 2019-2020.

The new financial year got off to a fantastic start as we launched the inaugural Western Derby Lunch in July 2019 and followed that up with the first Annual Red Cape Ball at Optus Stadium in November. Both these events were hugely successful, well attended and lots of fun, and we look forward to them both being a permanent fixture on the annual zero2hero calendar going forward. Sandwiched between these two firsts were two Mental Health Leadership Camps during the September/October school holidays.

From that tremendous beginning we had every reason to head into the start of 2020 with a sense of excitement and optimism, and even as the news of coronavirus was beginning to spread we held a Suited Heroes Breakfast in February 2020 to thank all our very generous partners, sponsors, supporters and volunteers. However from March,

like everyone else throughout Australia and around the world, we faced the uncertainty of lockdown and the immediate cessation of planned events. Even with WA managing the pandemic more effectively than most our activities were impacted significantly, but our amazing team reacted very quickly to the changing landscape and moved to the online delivery of a number of Webinars in Q2 2020, learning on the run and becoming extremely proficient with Zoom.

Along with the rest of the Board, I am immensely proud of Ashlee and the entire team of staff and volunteers who are the lifeblood of zero2hero and carry out such an important mission, that being an essential step-change in proactively and positively impacting young people's mental health. It is with continued passion and sense of purpose that all those involved with zero2hero look forward to building on the past successes and striving towards our vision that mental health problems can be effectively dealt with, and suicide can be prevented.

Paul Stone
Chairman, zero2hero Inc.



A WORD FROM...

Our CEO

A special thank you to you and the heroes that supported us during an unusually challenging year. Although the 2019-2020 year is not one that we are in a hurry to repeat, the year provided our organisation and the community as a whole with some much needed space and time to reflect on that which matters most, our family, friends and health.

A recap on the year that was...

We entered the 2020 financial year with high hopes, a perfect plan and a great team. We were off to an incredible start. At the tail end of 2019, we celebrated the launch of two key fundraising events: The Western Derby Lunch and our Red Cape Ball. Both events were hugely successful and provided crucial support and fundraising for zero2hero. We finished the 2019 year with a clear map and the resources to increase our program delivery in 2020, enabling us to support more young people than ever before.

We started 2020 as planned, launching our cape2cape Trek and Camp Hero programs. However, not long after, COVID concerns grew and we made the difficult yet responsible decision to postpone our March Trek and cancel our April camps.

We were just as devastated as our campers but knew it was necessary and not forever. In the months that followed, we adapted our programs to deliver online, where possible. We hosted webinars for the community and online workshops for schools, and when restrictions began to lift, we were ready and prepared to support our young people in person again.

This year has provided many highlights and some lowlights, however I am incredibly grateful for the lessons and love it has provided. To our Board, team, donors, sponsors, volunteers, supporters and young people, I thank you for contributing to zero2hero and prioritising mental health and wellbeing in our community. I look forward to seeing you at a zero2hero event or around the campfire soon.

Ashlee Harrison
CEO, zero2hero Inc.

Our Board of Directors

Paul Stone **Chairman**

With almost 30 years' experience in the international oil and gas industry, Paul's experience spans engineering, business development, and operational and general management across the UK, Europe, Australia, Asia and the Middle East, and has also held Non-Executive Director roles with Not-For-Profit organisations in both the Education Services and NDIS sectors. As an Australian Institute of Company Directors graduate and current Director of Callidum Consulting, Paul provides a range of leadership, organisation improvement, business development, project delivery and enterprise management advice to clients in the energy and resources sectors across Australia. Paul is also the current President of the Petroleum Club of WA and the Deputy Chairman of an Independent Public Primary School in addition to the zero2hero Chairman.

Marco Russo **Treasurer**

Marco is a Certified Practising Accountant and the current Director of the accounting firm, Regency Partners. With over 16 years' experience across the finance sector, Marco has serviced and been responsible for a wide range of varied clients spanning a variety of different industries. With a passion for the Not-For-Profit sector, Marco currently volunteers his time through the provision of pro-bono professional services as the Finance Director of both the Meridian Global Foundation as well as zero2hero. Feverishly dedicated to delivering positive outcomes for organisations and the community, Marco actively promotes innovative systems that can aid in the delivery of such needed outcomes.

Ashlee Harrison **CEO**

Along with her role as CEO of zero2hero, Ashlee is also the Director of digital marketing consultancy, Social Say, a SafeTALK trainer and facilitator. Ashlee began working in the mental health sector 12 years ago, after experiencing the loss of a loved one to suicide. During her time in mental health, Ashlee and the zero2hero team have positively impacted the lives of thousands of young Western Australians.

As a testament to Ashlee's hard work, she has received several acknowledgements including the 2016 Young Western Australian of the Year, a Pride of Australia Medal, WA Youth Award for Education, and has also been recognised by the Australian Financial Review as one of Australia's 100 Women of Influence. Ashlee is a highly skilled communicator and holds a Bachelor of Commerce with a double major in Public Relations and Marketing from Curtin University.

Kat Ball
Board Member

Currently an Executive Director at Commonwealth Australia Bank, working in the Global Markets division Kat is a finance professional with over 25 years' experience working in Financial Markets across Australia, the UK and Ireland. A member of the Finance Treasury Association, Kat holds a Bachelor of Accounting and Finance from the University of WA and a Graduate Diploma in Applied Finance and Investments from the Securities Institute of Australia. Kat is passionate about making a difference not always on a grand scale but also in the everyday with small gestures being just as rewarding as longer term, bigger, bolder changes, or actions.

Zaheer Mohamed
Board Member

Zaheer is an experienced senior executive currently working in the public health sector with extensive experience in leading strategic health initiatives at local, state, and national levels. Zaheer strongly believes that all children should have equal opportunity to succeed, because enabling and supporting children to have a healthy mind and body is key to success and quality of life. Academic credentials include a Master of Business Management, Graduate Diploma in International Finance, Project Management Professional and undergraduate degrees in Microbiology and Public Health.

Neil Sadler
Board Member

Currently Chief Executive Officer in the Asia Pacific region for Altrad Services, a global leader in the provision of industrial services, Neil is a highly experienced leader and mentor. Based in Singapore, Neil is responsible for setting growth and operational strategies for Australia, Singapore, China, Thailand and Russia. Neil has accumulated a vast amount of global knowledge and experience having worked at almost every level across oil, gas, mining and industrial sectors.

Having been involved with zero2hero for several years and Altrad Services serving as a major sponsor of the organisation, Neil is passionate about driving the success of zero2hero but most importantly, raising awareness of mental health within the community and sharing the values that zero2hero holds.

Meet Riley

“

Going on camp for me was such an unreal experience. Getting on the bus to Nanga camp with 40 complete strangers, with no phones or distractions meant that by the time we got to camp after the two-hour trip, we were all talking and laughing like we had known each other for years. On this camp, I got to know so many different people from so many different backgrounds and become mates with people that I wouldn't otherwise have gotten to know. Camp hero has taught me so much about mental health and how to cope with mental illness, I truly am so grateful for the opportunity to be able to go on this camp, and would highly recommend anyone in years 10, 11 and 12 to apply to go on this camp. Camp hero also taught me of the 'stigma' around mental health, especially in men. Men often don't get behind each other as much as women do when one of us is going through a rough patch or is badly depressed. This is why I strongly encourage blokes to go on this camp because most of the time guys won't do things like camp hero because they don't want to seem like a wuss in front of their mates.

”





Our approach

We have found a way to connect with young people that is authentic and real. We have created and facilitated programs that allow young people to connect with themselves and each other, to understand their needs and how to ask for help.

zero2hero provides an **innovative solution** to the current mental **health and suicide crisis** in Australia.

1 in 4 young people are currently experiencing a mental health problem.

Adolescents are more likely to **talk to their friends** when they are struggling.

Camp Hero **educates** and **empowers young leaders** to support their own mental health and helps their peers to do the same.

What we do

zero2hero offer a range of school programs, camps and events that all aim to educate, engage and empower young mental health ambassadors (*or heroes as they are referred to at zero2hero*). Our programs include one-hour workshops, 5-day intensive camps and a 12-month evidence-based mental health schools program.

Our programs aim to unleash the heroes of today, to become the leaders of tomorrow in the campaign to promote good mental health throughout their communities.

Our programs at a glance



Schools Programs

- **Hero High** our range of school based mental health workshops that develop the understanding of mental health and wellbeing and increase help seeking behaviour
- **Compassionate Communities** Schools Program a 12-month program based on the evidence-based model; compassion-focused therapy (CFT)
- **Tough Stuff** an 8-week primary school resilience building program
- **zero2hero day** free mental health awareness day
- **In Your Head** a youth mental health forum for young people
- **safeTALK** an accredited half-day suicide prevention training for people 15 years and over



Camp Hero Programs

- **Mental Health Leadership** a 5-day mental health leadership program for student leaders that teaches them how to prevent suicide
- **Sports** a 3-day intensive sports and health camp where we are joined by professional athletes
- **Retreat** a 3-day camp retreat for young people currently experiencing anxiety and/or depression
- **Aboriginal leadership** a culturally appropriate 5-day mental health camp program for students that teaches them how to manage and support their own mental health and how to prevent suicide
- **Warrior** (Boys camp) a Rite of Passage program for young men



Events and Fundraisers

- **Parental Guidance Recommended** a youth mental health parents seminar
- **cape2cape** a corporate trek fundraiser
- **Western Derby Lunch** our annual fundraising lunch, hosted by zero2hero Patron Matthew Pavlich
- **Red Cape Ball** our annual fundraising ball



Meet Wei



Camp Hero was an amazing, unique opportunity that opened me up to a bucketload of emotion that I've never acknowledged. I connected with so many fantastic people, made so many great friends and had the time of my life, learning so much along the way.

It was amazing hearing everyone's stories, especially in such an open, non-judgemental, safe environment. This was without a doubt one of the best weeks of my life. I grew so much and had the opportunity to watch those around me grow as well. I recommend this Camp to everyone who seeks personal betterment.



Our impact 2019 – 2020

Despite the challenges that COVID presented, we are incredibly proud of the programs and events we were able to deliver in the 2019-2020 year.

zero2hero maintained face-to-face program delivery where possible and implemented online programs when in-person programs and training was not possible. During a time where

mental health mattered most, we continued our commitment to support young people and the community and are proud to present our annual impact for the 2019-2020 year.



Educated

3,610

students through our schools program

18,000

students impacted

Trained

110
students



in suicide prevention accreditation



100%

of Camp Hero Participants would recommend this program to a friend

Reached

100+
schools



Meet Chelsea

“

Camp hero is a place where you learn what it means to be a leader, what it means to love yourself, and what it means to take care of yourself and others mental health. Camp hero has taught me so many valuable skills, it taught me how to use my knowledge to make a difference in our ever-changing world and taught me that it's ok not to be ok. Camp Hero is a place where I and so many others have learned to unleash our true passions and true selves all through creating a space where we can be vulnerable and not judged. Camp Hero has truly changed my life.

”



Our annual timeline

- **July 2019** Western Derby Lunch
- **September 2019** In Your Head
- **September – October 2019** Camp Hero Mental Health Leadership - Bendigo Bank
- **October 2019** Camp Hero Mental Health Leadership
- **9 November 2019** Red Cape Ball

Online Program Delivery

- **March 2020** Isolation Motivation! Webinar
- **April 2020** Immunity BOOST Webinar
- **April 2020** Facing Challenge with Matthew Pavlich Webinar
- **June 2020** MENTal Health (Men's Health Week webinar) Webinar

Highlights from our year

The 2019-2020 year included some incredible wins for zero2hero, enabling us to better support young people.

Our highlights this year included hosting 3,610 students in our Schools Program, empowering 80 young leaders from across WA through our Camp Hero programs, plus hosting two new events; the Western Derby Lunch and Red Cape Ball. Both events have and will continue to provide much needed financial sustainability to support our young people.



In Your Head

September 2019

It was another big year for our annual youth mental health forum, In Your Head. This year we hosted over 650 students from 44 WA High Schools at Perth Concert Hall. The day featured engaging presentations, breakout sessions, workshops, and panel discussions.

Our keynote speakers for 2019 included former AFL player and mental health ambassador, Heath Black; the youngest Australian to summit Mt Everest, Alyssa Azar; psychologist and media commentator, Dr. Marny Lishman; young entrepreneur Kai Lovel; and self-published author, Nic Emmerson. Each sharing their personal experiences with mental health and generously offering their learnings which spanned mental illness, holistic wellbeing, and the ability to overcome adversity.





In Your Head features a range of activities:



Keynote presentations



Breakout sessions covering resilience, confidence, and mental illness



90s dance classes and urban yoga



Stress management tools and activities



Mental Health Exhibition







Camp Hero

September & October 2019

In September we hosted two Camp Hero Mental Health Leadership (MHL) programs, supporting 80 young leaders from 42 schools across Western Australia including Hedland, Albany, Cape Naturaliste and as far as Christmas Island.

Camp Hero MHL is a five-day youth leadership training camp encompassing students, mentors, and experts, with the vision of equipping young people to become mental health leaders and ambassadors in their community. Each participant completes an accredited suicide prevention, SafeTALK, training as part of this program.

Camp Hero Bendigo Bank 30 September – 4 October 2019
Camp Hero 7 – 11 October 2019







The Camp Hero Impact

Camp Hero participants said...



100%

would recommend Camp Hero to their friends



98%

have increased their influence within their school



99%

are able to better understand and identify their emotions



87%

have increased their ability to communicate with their parents



100%

are better able to communicate with their friends



85%

improved their relationship with their parents



96%

improved their relationship with their friends

What students said about Camp Hero



Sophie, 17

"I've learnt who I am and grown more than I thought was possible. Camp Hero has been life changing."



Hudson, 15

"I have never met so many people willing to be brave and share their emotions and troubles."



Hannah, 17

"I was not prepared coming into this camp for how much it would impact my life. I feel empowered and ready to make a difference."



Mark, 16

"Camp Hero has allowed me to open up emotionally and become a better version of myself. Most importantly, it has given me the ability to save someone's life."



Amritha, 16

"Camp Hero has been the most life-changing opportunity I've ever been given. I've learnt how to connect with people and be more open with others and myself."

Red Cape Ball

November 2019

“Heroes are ordinary individuals who take extraordinary action.”

Our inaugural Red Cape Ball hosted almost 400 heroes on 9 November 2019 at Optus Stadium. This event raised more than \$120,000 to support zero2hero’s youth mental health programs that educate, equip and empower young people with the skills to communicate and promote good mental health in their own communities.

The night of fine-dining and entertainment included special performances from Joel Jackson, Thirsty Merc and DJ Shann.





Western Derby Lunch

July 2019

Hosted by zero2hero's Patron, Matthew Pavlich, our Western Derby Lunch welcomed more than 130 guests for lunch prior to one of the most divisive contests on the AFL season, The Western Derby.

Guests enjoyed a 3-course meal, drinks and a star-studded line-up of AFL panellists: Matthew Pavlich, Glen Jakovich, Michael Braun, Troy Cook, Byron Schammer and Chad Morrison.





Thank you

**The important work
we do has been made
possible thanks to the
following generous
contributors:**



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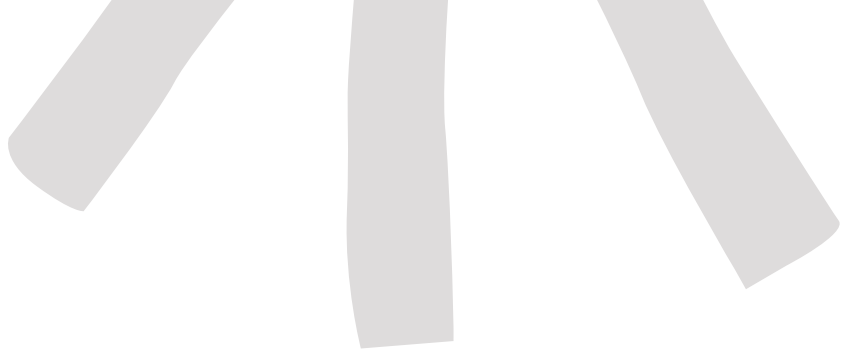
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McKay Drilling

AFL Players Association

Melville Toyota

Financials

For the 2019-2020 financial year, we generated revenue of more than \$847,000.

This 60% increase from the previous year is with great thanks to our donors, supporters, and partners.

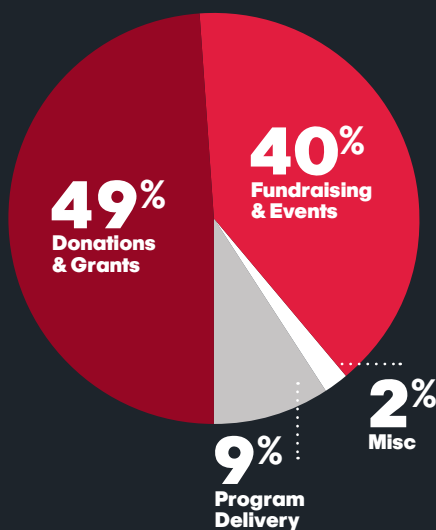
The majority of our revenue was sourced through our key fundraising events, which includes the generous donations made at these events. This year we were pleased to have almost doubled the amount of revenue received

through donations as we continue to expand our reach and connect with like-minded people that are dedicated to making a difference. Our largest expenses were community programs, events and fundraising followed by program delivery, including camps.

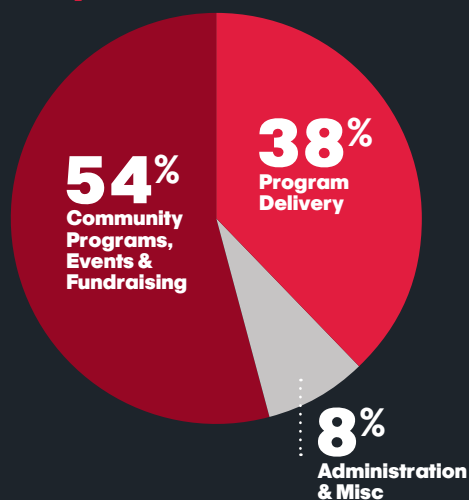
zero2hero are extremely grateful for the ongoing and unwavering support from our corporate and individual supporters and we look forward to continuing to stand up for young Western Australian minds in 2021.

**Total budget for the 2020 financial year:
Revenue: \$847,028 Expenditure: \$521,992**

Income



Expenses



Meet Emily

“

Before Camp, I was someone who neglected my own mental health in favour for supporting those around me through their mental health challenges. The safe and judgement free atmosphere at camp provided me with the opportunity to learn about suicide prevention, to make lifelong connections and to rediscover who I am as a person. At Camp, I not only gained the confidence to speak up and share what I had learnt with my community, I gained the confidence to challenge myself and to prioritise my own personal wellbeing.

”



Stand up for young minds



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