


# 2021

**Annual  
Report**



An aerial photograph of a coastline at sunset. The sun is low on the horizon, casting a warm, golden glow over the scene. The sky is filled with soft, white clouds. The ocean waves are breaking onto a sandy beach. To the right, a steep, forested cliff rises from the beach. Several small figures of people can be seen on the beach and near the base of the cliff. The overall mood is serene and majestic.

zero2hero's Board, CEO and staff acknowledge 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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zero2hero is proud to present our annual report from year 2020 – 2021. This financial year we were able to increase our programs and to reach more young people than ever before with the support of our partners across Western Australia.



# About us

**Founded in 2012, zero2hero is a WA-based mental health charity that is dedicated to improving the mental health and wellbeing of young people, and preventing suicide in Australia.**

Our programs and initiatives aim to Educate, Engage and Empower young people to become mental health ambassadors and leaders in the community. We provide an innovative way to tackle the current mental health and suicide crisis Australia is facing.

## **Our Vision**

To empower young people to positively manage their own mental health and wellbeing, and and support others.

## **Our Mission**

We provide programs that educate, engage and empower young people to support and maintain their own mental health and prevent suicide in the community.

# Our values



## 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.



## Integrity

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



## Respect

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



## Passion

zero2hero was born from passion. A passion to make a difference and save lives. A consuming passion, which is the last thing we think about before we go to bed at night and the first thing we think about when you wake up. For us, solving the current mental health crisis is our passion.



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 2020-2021 Financial Year.**

It has been a truly transformational year for zero2hero and the organisation has grown significantly in terms of operational staff, programs and camps delivered, and funds raised through our key events. This was achieved even while navigating our way through a number of short COVID-19 lockdowns in the first few months of 2021.

Our mission is to develop and improve the understanding of mental health issues amongst children and young people in Western Australia through our innovative school-based programs, and we have definitely had a considerable impact in this financial year. We reached 130 schools and trained 235 students to prevent suicide with a safeTALK accreditation. We hosted 15,254 students in our Schools Programs and increased our Camp Hero Program by almost 100%, and now have over 1,000 Camp Hero alumni. In total we impacted more than 19,000 students, which continues to work towards

our vision to educate and empower every child and young person to more effectively deal with mental health issues.

In order to continue delivering our programs we rely on our incredibly generous sponsors and corporate partners who have once again provided their support throughout the year. I cannot name each and every one that contributed to zero2hero in the 2020-2021 financial year as the list is long and continuing to grow, but please know your involvement is critically valuable and hugely appreciated. We look forward to your continued support and seeing you all again at our key events next year.

Finally, I would like to acknowledge the dedicated work of the board, our inspirational CEO, and all the zero2hero staff and volunteers. zero2hero is an extraordinary organisation filled with passionate people who all share our vision that mental health problems can be effectively dealt with, and suicide can be prevented. It is exciting to work with you all to drive this organisation forward.

**Paul Stone**  
Chairman, zero2hero Inc.



A WORD FROM...

# Our CEO

**Thank you for taking the time to read about our 2021 financial year, programs and activities. We have been very fortunate to have received incredible support in recent times and with this we have been able to positively impact hundreds of thousands of young Western Australians. To our team, Board, partners and volunteers I want to say a big thank you. Thank you for your contribution to the lives of young people and investing in youth mental health in Western Australia.**

2021 has been an exciting, challenging and formative year for us at Hero HQ. We have recently moved into our new office premises, recruited some key program delivery personnel and have begun some exciting new partnerships. All of which are providing a greater opportunity for us to impact and save young lives.

We are proud that despite Covid-19 and the uncertainty of the last years or two, zero2hero have still managed to increase our schools programs and camp delivery in the 2021 financial year. Our programs reached 130 WA High Schools and this year alone we have trained almost 200 young mental health ambassadors statewide. Each one of these young heroes is now equipped with the skills required to prevent suicide in their school and community. More

than anything, I wish that a program like Camp Hero was available when I was at school. This program is supporting and saving lives.

A few highlights from this year include hosting two cape2cape treks, redesigning our Tough Stuff program, launching the Compassionate Communities program in schools and hosting more than 600 guests at our second Red Cape Ball.

This year we are incredibly proud that our programs have impacted more than 19,000 students.

However, despite the incredible work being done by us and other mental health organisations we are not there yet. Tragically 480 young people in Australia took their lives in 2020 and we know that 75% of mental health problems emerge before the age of 25, therefore it is more crucial now than ever before to focus on prevention and wellbeing.

“There comes a point where we need to stop just pulling people out of the river. We need to go upstream and find out why they’re falling in.” – Desmond Tutu

And that is exactly what we are doing at zero2hero, and I thank you for partnering with us on this mission.

**Ashlee Harrison**  
CEO, zero2hero Inc.

# Our Board of Directors

## **Paul Stone** **Chairman**

With 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. Paul 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.

In addition to Paul's role as Chairman of zero2hero, he is the current President of the Petroleum Club of WA and the Deputy Chairman of an Independent Public Primary School.

## **Marco Russo** **Treasurer**

Marco is a Certified Practising Accountant and the current Director of the accounting firm, Regency Partners. With over 17 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 zero2hero and the Meridian Global Foundation.

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 and Secretary**

Along with her role as CEO of zero2hero, Ashlee is a safeTALK trainer, speaker and mentor. 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, Western Australian 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.

## **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 a 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 CEO 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 with 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.

**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 Western Australia 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.

**Linda Stade**  
**Board Member**

Linda is currently a Research Officer at Santa Maria College and is a seasoned educator, writer, consultant and student of all-things education.

Four years ago, she established Linda Stade Education, and has quickly become a widely known, and well-regarded, writer and speaker for parents, teachers and students.

Linda has worked in various teaching and management roles in education for 28 years, including in government and private schools, country and city, and single-sex and co-ed settings.

**Dr Kaine Grigg**  
**Board Member**

Kaine is a clinical psychologist with over 10 years' experience working with children, adolescents and adults. He has worked as a youth worker, outreach worker, and psychologist.

Dedicated to improving community mental health and wellbeing outcomes, Kaine founded the mental health promotion charities MyLocalMind Inc. and Fremantle-based subsidiary FremantleMind Inc.

Kaine currently works as a private consultant clinical psychologist through his private practice, K.A. Grigg Consulting, and as a clinical psychologist and supervisor with the Western Australia Department of Health WA.



# Our Approach

**Our approach is centred around supporting young people by offering a 'hand up, rather than a hand out', which is evident in everything we do.**

We believe that by educating and empowering our young people with knowledge and skills, to support themselves and help their peers to do the same, mental health and wellbeing can be improved and suicide can be prevented.

Why start with our youth? We know that the majority of mental health issues emerge before the age of 25, therefore it is crucial that the right work is done from an early age.

We offer a range of school programs, camps and events that all aim to educate, engage and empower young mental health ambassadors. We have created and facilitate programs that allow young people to connect with themselves and each other, to understand their needs and how to ask for help.

We have found a way to connect with young people that is authentic and real.

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

**Suicide** is the leading **cause of death** for Australians aged **15 – 44**

**75%** of **mental illness** is formed before the **age of 25**

**1 in 4 young people** currently experience a mental health problem

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

## 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 school program.

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

The zero2hero 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.



**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.

# Meet Sienna



When I first applied for Camp Hero, I had no idea what I was getting into. I have always had a passion for the importance of mental health and helping those around me, but I did not know that this passion was capable of growing to the extent it has today.

Camp Hero for me was life changing. I met so many amazing, young, passionate leaders that I will be bonded to for life. It taught me that it is ok to be vulnerable and to encourage people to stand up and say that they are not ok. I have been given the skills in suicide prevention and mental health to help people find their feet again. I have found what I am passionate about and long for a life helping others like Camp Hero helped me. I've been inspired to make a change in the world thanks to all the supportive leaders I had the opportunity to meet through camp.

Since my time on Camp Hero, I have spoken up at my school and am working to create a space where everyone feels like they can talk about their mental health. I would highly recommend Camp Hero to anyone and everyone because I feel like it is an experience that all should have. Without the amazing zero2hero, I would not be where I am today.



# Our programs at a glance

## Schools Programs

The zero2hero Schools Programs offers a range of psychoeducational mental health workshops facilitated by mental health professionals and trained zero2hero facilitators for high school students across Western Australia. The programs aim to educate, engage and empower young people to be mental health heroes in their community.

- **Hero High:** our range of stand-alone mental health workshops that develop the understanding of mental health and wellbeing, and increase help seeking behaviour
- **Compassionate Communities:** 12-month program for students, teachers and parents that is based on the evidence-based model, compassion-focused therapy (CFT)
- **zero2hero day:** mental health awareness day
- **Tough Stuff:** 8-week resilience building program for primary school students
- **In Your Head:** youth mental health forum featuring keynote speakers and samples of therapeutic ways to support your mental health
- **safeTALK:** half-day evidence-based suicide alertness program



## Camp Hero Programs

**Our Camp Hero Programs educate and empower young leaders to support their own mental health and help their peers to do the same.**

- **Mental Health Leadership:** 5-day mental health leadership program for student leaders that teaches them how to prevent suicide
- **SPORTS:** 3-day intensive sports and health camp facilitated by professional athletes and coaches
- **Retreat:** 3-day camp retreat for young people currently experiencing anxiety and/or depression
- **Aboriginal leadership:** 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:** Rite of Passage program for young men

\*Aboriginal leadership and Warrior camp programs were not held in 2020-2021





# Meet Amir



Camp Hero compelled me to do something about an issue that affects and devastates so many people. Driven to make a meaningful and tangible difference, I wanted to bring people together in the community through the teachings of safeTALK and mental health education, spreading the important messages of mental health to younger generations.

With communities playing an important role in every aspect of our lives, Camp Hero demonstrates that we have communities in our friends, friends and families, employment, neighbourhoods, and so many other places. But when suicide is present, as well as community being important, the mental health of our community is pivotal, not only for the health of the collective but for the individual. I find community in the sports we participate in, the arts we enjoy and in the places we work.

zero2hero believes in having a sense of community to unite us. Being a part of a family like Camp Hero and our vast network of alumni, it can make us feel as though we are a part of something greater than ourselves. It can give us opportunities to connect with others, to reach for our goals, and feel safe and secure.

zero2hero and the work they do provides my community with hope, to envision a world where every person is educated and empowered to effectively deal with mental health issues. So that mental illness is dealt with openly and treated as a normal part of everyday life, and people have a sense of community, united as one.



# Our impact at a glance

We believe that by educating and empowering our young people with knowledge and skills, to support themselves and help their peers to do the same, mental health and wellbeing can be improved and suicide can be prevented.

Our impact in the 2020-2021 financial year:

**19,000**  
students impacted



Educated

**15,254**  
students

Trained

**235**  
students



in suicide  
prevention

Reached  
**130**  
schools

# What students said about Camp Hero



Camp Hero has honestly changed my life for the better. I learnt how to support myself, as well as other people, and I will forever treasure the lifelong friends and amazing memories I have made.



Camp Hero has allowed me to recognise the importance of opening up in an emotional way and all the great benefits that come with challenging the typical male stereotype. It has inspired me to continue to pursue a lifestyle of positive mental health and to improve the mental health of others.



Camp Hero changed my life. It made me realise that my feelings are valid. I now feel equipped to talk about mental health openly and abolish the stigma around it.



Before coming to camp, I felt extremely insecure about who I was. However, the bond that was formed with my mentors and new friends pushed me to learn that being vulnerable is okay. Camp Hero really allowed me to feel comfortable in myself so I can be a better leader in my community.



Camp Hero has been one of the most important events in my life. Every moment has felt incredible. I feel that I have found an accepting and supportive community, free of judgement and full of life. Camp Hero helped me find some direction in my life and it is an experience I will never forget.



zero2hero

A WORD FROM OUR PATRON...

# Matthew Pavlich

**It is a pleasure to be involved with this great organisation, and it's increasingly interesting to see the fantastic work the team do in our schools and the Western Australian community. It's been a great year to be associated with zero2hero with new partnerships and sponsorships, and record reach into our community with crucial programs that stretch to thousands of our WA school kids around our state.**

2021 was a year where I became even more actively involved with the charity in a number of initiatives including the cape2cape trek in May 2021, where we trekked the magnificent coastline from Cape Leeuwin to Cape Naturaliste in our beautiful South West. Now, it wasn't easy, and it was a test physically — 135km of soft sand and rocks, blisters, and pain. But emotionally, and from a connection perspective with people I've never met, it was enlightening and at times confronting to hear from those who have been in the depths of depression and suffering from crippling anxiety.

To hear first-hand what some people think about in their darkest and worst times, when they are at

their most vulnerable, made me appreciate how lucky I am, but also how precious your mental health is. I have heard these things before, people close to me have suffered mental health battles; family, friends and former teammates, and hearing it again triggered some of those tough memories. But the challenge both physically and mentally was all worth it, with over \$250k.

The work zero2hero does to educate and prevent suicide is ground-breaking for our kids. Having three young children myself, my wife Lauren and I firmly believe in raising awareness in our youth and educating, empowering and ultimately preventing suicide and mental health issues is the best way.

We need crisis support in times of need, but the science shows that prevention and education are the best method of support in a world that is very different to the one Lauren and I grew up in. So, a lot of ground has been made, but much more is needed to keep ahead of the curve. We all have an opportunity to contribute to this cause. Dig deep into those pockets and donate in some way, shape or form. It all makes a difference!



# Our annual timeline

- July 20 Camp Hero SPORTS
- September 20 In Your Head
- September 20 Camp Hero Mental Health Leadership (Camp #18)
- October 20 Camp Hero Mental Health Leadership (Camp #19)
- November 20 Red Cape Ball
- November 20 cape2cape
- January 21 Camp Hero SPORTS
- April 21 Camp Hero Mental Health Leadership (Camp #20)
- April 21 Camp Hero Mental Health Leadership (Camp #21)
- May 21 cape2cape
- June 21 MENTal Health Breakfast
- June 21 zero2hero Day



# Highlights from our year

**The 2020-2021 financial year saw zero2hero increase our impact across Western Australia.**

Our highlights this year included reaching 15,254 students in our Schools Programs and educating and empowering 235 young leaders from across WA in safeTALK suicide prevention accreditation training, including through our Camp Hero Mental Health Leadership Programs.

With continued demand for our services, and an increase in programs this year, came a need to increase fundraising activities. We had significant growth in our Red Cape Ball, as well as our cape2cape trek which we held twice in the 2020-2021 financial year.



# Camp Hero SPORTS

**We held two Camp Hero SPORTS Programs this financial year, in July 2020 and January 2021. Over the two camps we saw 160 students, aged 7-13 years attending specially designed sporting clinics with professional athletes and coaches.**



Sport disciplines include AFL, netball, basketball, soccer, cricket, hockey and athletics. Participants gain an insight into areas such as nutrition, performance coaching, and strength and conditioning to increase their knowledge of health and wellbeing, improve mental and physical strength, and develop their leadership skills.



# In Your Head

**Over 650 students and teachers from almost 40 WA High Schools attended this year's In Your Head – a Youth Mental Health Forum.**

This one-day event was a huge success with students hearing from a range of keynote speakers, panelists, and workshop facilitators. Together they learnt and discovered new skills to support their own mental health.

The event was held at the Perth Convention Centre on 3 September 2020, with students listening to presentations and engaging in workshops and breakout sessions on topics including social media, dealing with grief following suicide, body image issues, dealing with stress and anxiety relating to exams and peak performance.

Our keynote speakers for 2020 included WA-based Hockeyroo and zero2hero ambassador, Georgia Wilson, who spoke of overcoming body image issues and an eating disorder; Andrew Fuller, clinical psychologist, family therapist, author and ambassador for adolescent success; Kendall Whyte, Founder and CEO of The Blue Tree Project, and 2019 Western Australian of the Year Youth Award finalist; and Lockie Cook, Founder of Indigenous Communities Education and Awareness Foundation (ICEA) and IYARN and 2015 EY Entrepreneur of the Year.





**97%**

**of participants surveyed  
said they would recommend  
the event to a friend**





# Camp Hero



**Our Camp Hero Mental Health Leadership Program is a youth leadership development camp. In 2020-2021, zero2hero ran four Camp Hero programs attended by a total of 153 students from across Western Australia.**

Over 5-days, students come together with mentors and experts with a view to equipping young people to become mental health leaders and ambassadors in their community. Each participant completes an accredited suicide prevention safeTALK training course as part of the Camp Hero Program.

Camp Hero is effective in assisting young leaders to develop skills, and learn new tools and resources for dealing with the challenges of mental health. Participants across the board demonstrate a belief that their abilities to influence and communicate with their friends are better at the end of the camp and all genders leave with a high level of self-awareness.

**Sept 20** - Camp Hero #18

**Oct 20** - Camp Hero #19

**April 21** - Camp Hero #20

**April 21** - Camp Hero #21



Camp Hero

# Mentor Spotlight



**Greg**

**I have been involved with zero2hero for just under 3 years now. Having lived through my own mental health challenges, I look back and I realise how much pressure we are under as teenagers to make life-defining choices. You're constantly trying to meet the expectations of other people as you navigate school, friendship groups and career choices, and it can be challenging.**

What inspired me to be a mentor was the opportunity to share some of my own lived experience and to support our youth in learning who they are, how to live by their values and how to navigate the challenges of life.

Camp Hero is a safe space without judgement, which gives students the opportunity for deep personal reflection and growth. Sharing that journey with them is a privilege like no other. Personally, though there was one stand out moment for me — it was games night. The students challenged me to sing a cappella style in front of all 40 of them. Talk about facing your fears!!

Supporting young people with their mental health is important to me because I believe suicide can be prevented. Learning how to look after your own mental health and how to look out for your mates is one of the greatest things you can do. It might also help you save a life one day, even if that is your own.



**Natalie**

**I've been a mentor on a couple of camps and am deeply passionate about mental health and mindset to understand yourself and get the most out of your life. So, I thought what better organisation is there to do that with than zero2hero?**

I'm really interested in seeing people understand something and be empowered to make a change for themselves.

There was one moment I had an opportunity to provide support to a young person. I listened and I could really see what was happening with them. Sometimes you've got to say something that could make a person really think. I'll never forget it. It was as though something had clicked in them — like a lightbulb moment. If you can offer a couple of comments that give people self-awareness, it's pretty profound.

Being a mentor for zero2hero is so rewarding, especially if helping people and seeing them grow is something you're interested in and passionate about. It's so nice to see people being empowered to help themselves, and then be able to help their community, too.

# Evaluation of our Camp Hero Mental Health Leadership camps

2020-2021



**100%**

would recommend Camp Hero to their peers



**94%**

agree Camp Hero will increase my influence within my family



**97.5%**

agree Camp Hero will increase my influence within my school



**97%**

agree that Camp Hero has increased my understanding of my own emotions



**96%**

agree that Camp Hero will improve my communication and relationship with my friends



**86%**

agree Camp Hero will improve my communication and relationship with my parents

# Red Cape Ball

**We were thrilled to host our second annual Red Cape Ball on 7 November 2020. This event made its debut in 2019 and exceeded all expectations, solidifying its place as a highlight in the Perth events calendar. In 2020, we hosted 600 heroes at Optus Stadium, raising \$270,000 to support zero2hero's youth mental health programs.**

This year's Red Cape Ball was emceed by Tim Gossage and featured a Welcome to Country from The Moorditj Mob, as well as entertainment from Eskimo Joe, DJ Bad Habits and Little Belle.





# cape2cape

**This financial year we held two cape2cape experiences, where a total of 70 dedicated zero2hero supporters trekked 135 kms over five days from Cape Leeuwin Lighthouse to Cape Naturaliste Lighthouse in the South West of Western Australia.**

As well as challenging and inspiring trekkers, the cape2cape provides an opportunity for corporates and individual supporters to gain an understanding of zero2hero's mission while further connecting to the cause that they are supporting.

In its third year, our cape2cape event raised over \$277,000 from both the November 2020 and May 2021 treks. Funds raised from the cape2cape support zero2hero's Schools Programs and Camp Hero Mental Health Leadership Programs.

## November 2020

- 21 heroic trekkers conquered the cape2cape for zero2hero
- Together they raised an incredible \$77,000 to support our youth mental health programs
- Their blisters won't last but the difference they have made will last a lifetime!

## May 2021

- 49 trekkers together raised over \$200,000
- Trekkers completed a mental and physical challenge, trekking the 135kms from Cape Leeuwin Lighthouse to Cape Naturaliste Lighthouse, in support of youth suicide prevention
- That's more than 6,600kms walked for mental health!!!







# MENTal Health Breakfast

**This year we held our inspirational morning breakfast for men and women aged 15 years and over, on 17 June 2020 at Anzac House during Men's Health Week.**

Our keynote speaker Glenn Mitchell, former ABC TV and radio sports broadcaster spoke of overcoming his own mental health challenges.

Panelists included Dr Kaine Grigg, zero2hero board member and clinical psychologist; Brad McIlroy, Company Director and lived experience speaker; and Brodie Mack, Camp Hero alumni, head mentor, and zero2hero program facilitator.



# Meet our Everyday Heroes



# “ Meet Zara

In April 2021 I embarked on a journey that allowed me to grow and mature as an individual. A journey that educated me about how to support the mental wellbeing of myself, my community, and my loved ones. A journey that allowed me to discover who I want to be in this world, who I want to surround myself with, and how I can make a difference. It was a journey that truly changed my life.

In the span of five days at Camp Hero we laughed together, we cried together, and everything in between. But most importantly, we created a safe space to be vulnerable with each other, sharing our stories that we knew would be accepted. I emerged from the beauty of Nanga Bush Camp with my best friends and a family of forty.

We sought advice from our fellow peers and mentors. We reflected on the connections we hold within ourselves and with the people in our lives. We challenged ourselves both physically and mentally. We conquered Camp Hero together, as a collective, developing bonds which we will forever hold in our hearts, and I say these words on behalf of every member of our alumni family. WE did it together.

Camp Hero taught me an incredible amount about mental health and suicide prevention. It equipped me with the capabilities to identify and approach those who may be struggling. I am forever grateful for the work that zero2hero do, the donors, sponsors and mentors. I will never forget the impact Camp Hero has had on my life.

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# Thank you

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

# Major Partners

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Access Group Australia Pty Ltd



Luke Thompson Legacy



Seacorp

# Silver Partners

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Altrad Services



Illustrail Capital



Tracc Civil and Urban Resources

# Bronze Partners

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Country Values Real Estate



UnLtd



Move Forward Physio

# Heroic Support

## Major Partners

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Maxima



Altrad Services



Rent WA



RSM Australia

## Camp Partners

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Thompsons Coachlines



Coles



Sprint Screen Printing

## Event Partners

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Ryan's Quality Meats

Gage Roads

enIQ

9 News Perth

Altrad

AGuyIKnow

Balloon Co

Event Artillery

The Wildflower Perth

Nestle and Porter

# Financials

## zero2hero increased program delivery expenditure by 86% in the 2020 – 2021 financial year

With thanks to our incredible supporters, zero2hero have increased our revenue by 46% in the 2020–2021 financial year, with a revenue of more than \$1,242,000. During this time our expenditure increased by 76% to \$923,174, including an 86% increase in our program delivery spend. We are incredibly grateful to our donors and supporters for their very generous support during a difficult and uncertain time as a result of Covid-19.

The majority of our revenue continues to be sourced through our key fundraising events, which includes donations made at these events. Therefore, our largest expense is also our events and fundraising activities, followed closely by program delivery.

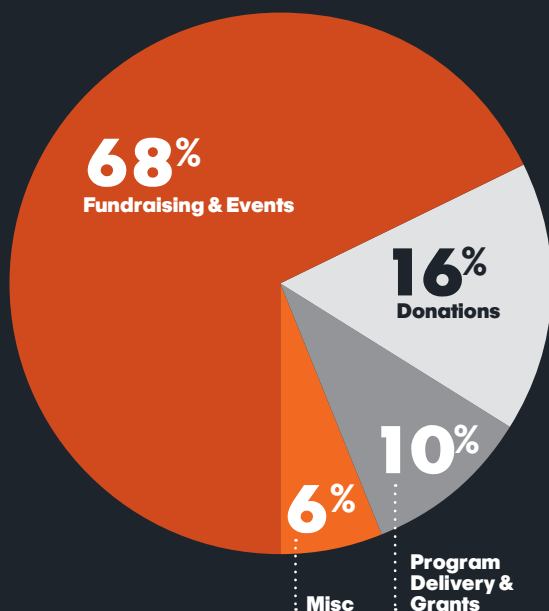
zero2hero will continue to maintain reserves, working toward the purchase of a campsite and ensuring sustainable program delivery, aligning with our strategic plan and objectives.

We are extremely grateful for the ongoing and unwavering support from our corporate and individual supporters and we look forward to continuing to standing up for young Western Australian minds in 2022.

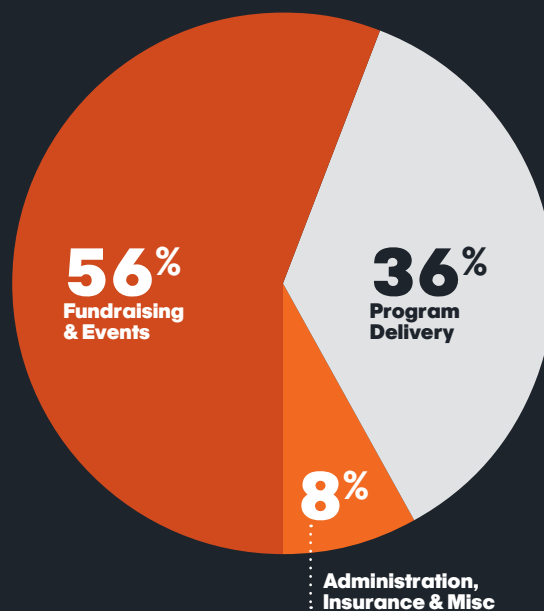
Please note: figures in the annual report include income and payments received/ made in advance. These amounts are disclosed in the statement of financial position in the accompanying audited financial statements.

**The total budget for the 2021 financial year:**  
**Revenue: \$1,242,246 Expenditure: \$934,061**

### Income



### Expenses



# Stand up for young minds



[zero2hero.com.au](http://zero2hero.com.au)

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