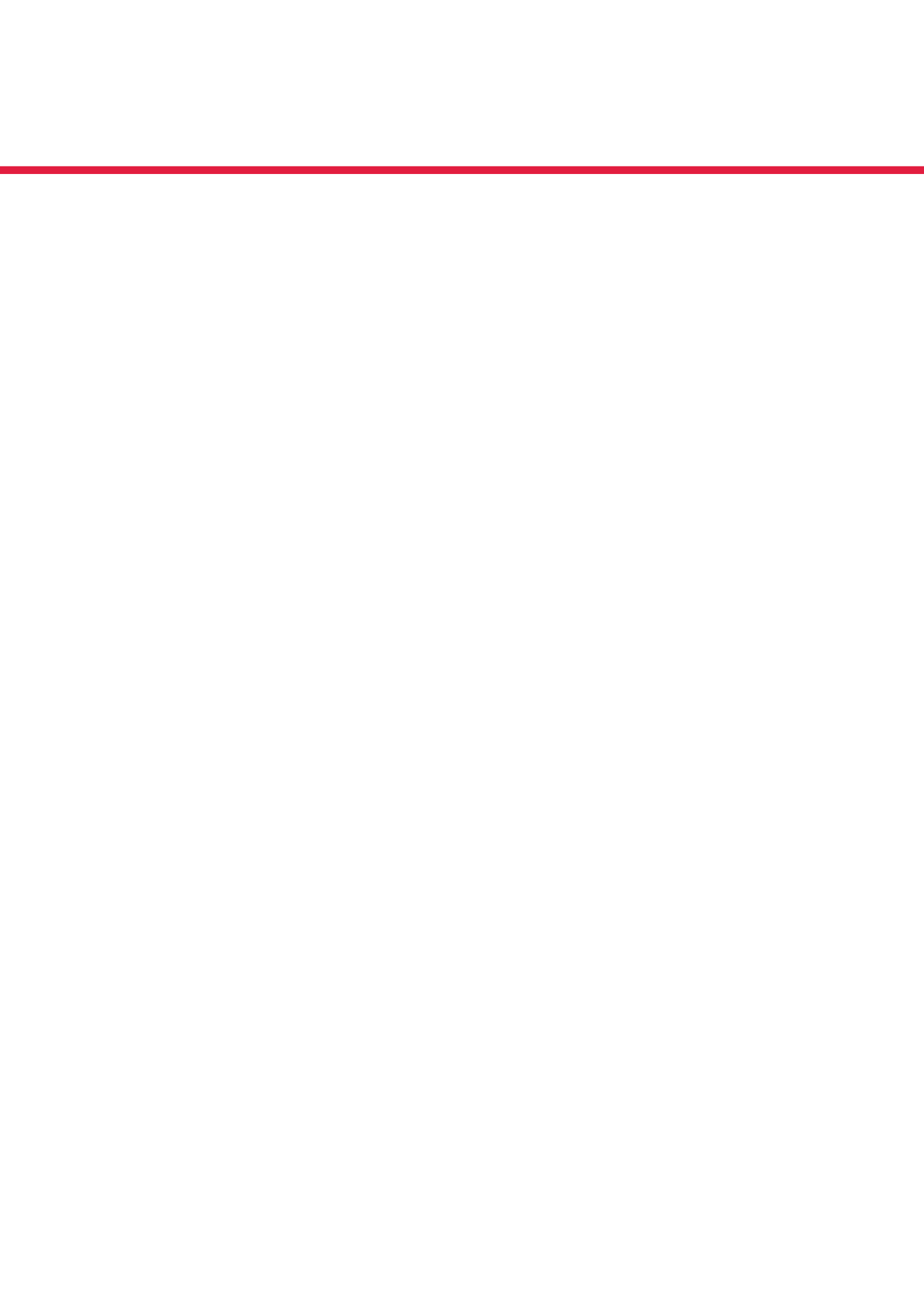




zero²hero[®]
ANNUAL REPORT



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ABOUT ZERO2HERO

zero2hero educates, engages and empowers young people to be mental health heroes in the community. This includes programs that develops young people's resilience and educates and empowers them to support their own mental health and wellbeing. It also equips young leaders with the skills required to prevent suicide in their own communities.

zero2hero is a WA-based incorporated association with DGR status. The team, headed by CEO Ashlee Harrison, is dedicated to improving and increasing understanding of mental health issues as well as awareness of mental health services among children and young people. We do this through innovative programs, events, and education. Events like zero2hero day and Camp Hero equip school-aged children and teenagers with the skills to speak up when they are struggling, and the confidence to stand up and support their friends when they may be experiencing stress, anxiety, depression, bullying, self-harm or suicidal thoughts.

Our programs aim to empower young people to become the mental health heroes of today on a local level, so they can be tomorrow's leaders in the campaign to promote good mental health in their communities.

OUR VISION

Our vision is a world where every child and young person is educated and empowered to effectively deal with mental health issues, and mental illness is dealt with openly and treated as a normal part of everyday life.

OUR MISSION

ZERO2HERO'S MISSION IS TWO-FOLD:

To prevent youth suicide, and to raise awareness of mental illness in the community. We do this by equipping young West Australians all across the State, in innovative ways, to become local mental health heroes, giving them the skills to work within their own communities to identify and assist themselves or their peers in times of mental health need.



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

OPEN COMMUNICATION

A willingness to listen and speak openly and respond in an honest, clear and direct way

HEALTH

A state of complete physical, mental, spiritual and social well-being and not merely the absence of disease or infirmity.

COURAGE

Courage is not the absence of fear. Courageous people feel fear, but they are able to manage and overcome their fear so that it does not stop them taking action.

INTEGRITY

Being whole and consistent in character: being truthful and honest with yourself and others, and intentionally aligning personal behaviours and actions with your own personal values.

RESPECT

Treating people in a positive manner that acknowledges them for who they are, their ideas, thoughts and feelings.



A WORD FROM OUR CEO

There is a moment on every Camp Hero program where I look out at 40 teenagers who are writing a letter of gratitude to someone in their life and it is in this moment that I realise that I am in the exact place I am meant to be, doing the exact thing that I was born to do. It is an absolute privilege to lead a team of dedicated staff and volunteers and to work alongside our passionate and generous Board to impact thousands of young people and their communities every year and last year was no different. The 2018 – 2019 financial year and the 2019 calendar year was a huge milestone for our organisation and I am incredibly proud of our efforts and the outcomes we produced.

Last year, we welcomed a change in leadership with the appointment of our Chairman, Paul Stone and our first-ever Patron, Matthew Pavlich. With this new leadership and a greater awareness of our work, we were able to launch new programs and fundraising initiatives that in turn grew our revenue and allowed us to deliver more programs for young people across Western Australia. In fact, in 2019 our camp programs grew by 100% and we even hosted two young people from Christmas Island.

Last year, our programs stretched across the State and reached and impacted thousands of young people. These programs ensure that future generations of young West Australians have the resilience, confidence and skills required to navigate through their adolescence, support their mental health and identify and assist others in doing the same.

With high rates of young people struggling with mental health issues, there is growing demand for our work and we will continue to work hard to meet that demand and ask for your continued support in doing so.

Last year was filled with plenty of highlights, new partnerships and some critical learning and provided us with the perfect platform to expand our work to support and empower even more young people next year.

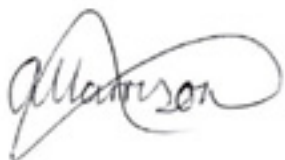
I feel invigorated in my role and am excited by the challenge of operating an even larger not-for-profit in 2020.

Thank you for your support this year and I hope to partner with you again soon.

With love and thanks,

Ashlee Harrison

CEO, zero2hero Inc.



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 2019.

It has been a tremendous year for zero2hero with a number of significant firsts, the least of which being my first year as Chairman of our truly inspirational organisation. We not only added a second cape2cape Trek to our 2019 program, but we also held our inaugural Red Cape Ball and a Western Derby lunch. All three events required a massive effort from the team but were hugely successful, with the Western Derby lunch and Red Cape Ball to become permanent fixtures in our calendar going forward.

Our mission is develop and improve understanding of mental health issues amongst children and young people in WA through our innovative school based programs, and we have definitely had an considerable impact this year. We reached 109 schools and trained 168 students to prevent suicide with a safeTALK accreditation. We hosted 6,536 students in a school workshop and increased our Camp Hero program by 100%, and now have over 800 Camp Hero Alumni. In total we impacted more than 24,000 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 the incredibly generous sponsors and corporate partners who have once again provided their support throughout the year. I cannot name each and every one that has contributed in 2019 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 in 2020.

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 to drive this organisation forward.

Paul Stone

Chairman, zero2hero Inc.

BOARD OF DIRECTORS

PAUL STONE

CHAIRMAN

Paul has almost 30 years' experience in the international oil and gas industry and has held roles in engineering, project management, business development, and operational and general management across the UK, Europe, Australia, Asia and the Middle East. Paul holds degrees in Business Administration, Project Management, and Engineering, and is a Graduate of the Australian Institute of Company Directors.

Paul is currently the Director of Callidum Consulting and 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's board involvement also includes being the current President of the Petroleum Club of WA and the Deputy Chairman of an Independent Public (Primary) School.

He has held Non-Executive Director roles with NFP organisations in both the Education Services and NDIS sectors.

MARCO RUSSO

TREASURER

Marco is a Certified Practising Accountant and the Director of accounting firm Regency Partners.

He has more than 16 years' experience in the sector and has been responsible for a broad range of clients across a number of industries.

With a passion for the NFP sector, Marco currently volunteers his time through the provision of pro-bono professional services, and as Finance Director of both the Meridian Global Foundation and zero2hero.

Marco actively promotes innovative systems that deliver positive social outcomes to organisations and the community alike.

ASHLEE HARRISON

FOUNDER

Ashlee Harrison is Founder and Chief Executive Officer of zero2hero Inc. Ashlee holds a Bachelor of Commerce from Curtin University and has worked extensively in mental health for more than 10 years.

Ashlee has volunteered her time with zero2hero for nine years, and during this time has also been Director of social media consultancy Social Say. Today, Ashlee leads a team of six staff and hundreds of volunteers who touch the lives of more than 22,000 young West Australians from more than 100 WA High Schools every year.

Ashlee was awarded the Young Western Australian of the Year in 2016 and recognised by the Australian Financial Review as one of Australia's 100 Woman of Influence, Ashlee also received a Pride of Australia Medal in 2015 and in 2013 won the WA Youth Award for Education.



The skills I learnt at camp have played a much greater role in my life than I expected. The safeTALK accreditation not only taught me to recognise the signs of a person in need of support but also gave me tangible steps to help to prevent suicide in the early stages by connecting people like this with the professional support they need and it has surprised me how much I have used these skills since camp.

- Jasmine, 16

ZAHEER MOHAMED

BOARD MEMBER

Zaheer Mohamed is an experienced senior executive currently working in the public health sector.

Zaheer has extensive experience in leading strategic health initiatives at the local, State and national level. He 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 factor to success and quality of life.

His academic credentials include a Master of Business Management, Graduate Diploma in International Finance, Project Management Professional and undergraduate degrees in Microbiology and Public Health.

KAT BALL

BOARD MEMBER

Kat is currently an Executive Director at Commonwealth Australia Bank, working in the Global Markets division.

She is a finance professional with over 25 years' experience working in Financial Markets across Australia, the UK and Ireland.

Kat holds a Bachelor of Accounting and Finance from UWA and a Graduate Diploma in Applied Finance and Investments from the Securities Institute of Australia. She is also a member of the Finance Treasury Association.

Kat is passionate about making a difference. It doesn't have to be on a grand scale but can be in the everyday: small gestures or increments are as rewarding as longer term, bigger, bolder changes or actions. Kat's life story so far has been a somewhat unplanned journey, peppered with unexpected paths which have always enriched her as a person in ways she could not have envisaged at the outset.

NEIL SADLER

BOARD MEMBER

Neil Sadler is a highly experienced leader and mentor. Neil is currently Chief Executive Officer in the Asia Pacific region for Altrad Services, a global leader in the provision of industrial services. Based in Singapore, he is responsible for setting growth and operational strategies for Australia, Singapore, China, Thailand and Russia. Neil has worked at almost every level within the Oil & Gas, Mining and Industrial sectors for more than 35 years, and has accumulated a vast amount of global knowledge and experience in that time.

Neil has been involved with zero2hero for a number of years and the Altrad business has been a major sponsor of the organisation.

As a board member, Neil is passionate about driving the success of the organization but most importantly, about raising awareness of mental health within the community and sharing the values that zero2hero holds.

Although Neil is now based in Singapore, he makes monthly visits to Australia to visit his family and four children. He enjoys time out with his kids and ensures he always has an appropriate balance his work and personal life.

WHY DO WE EXIST?

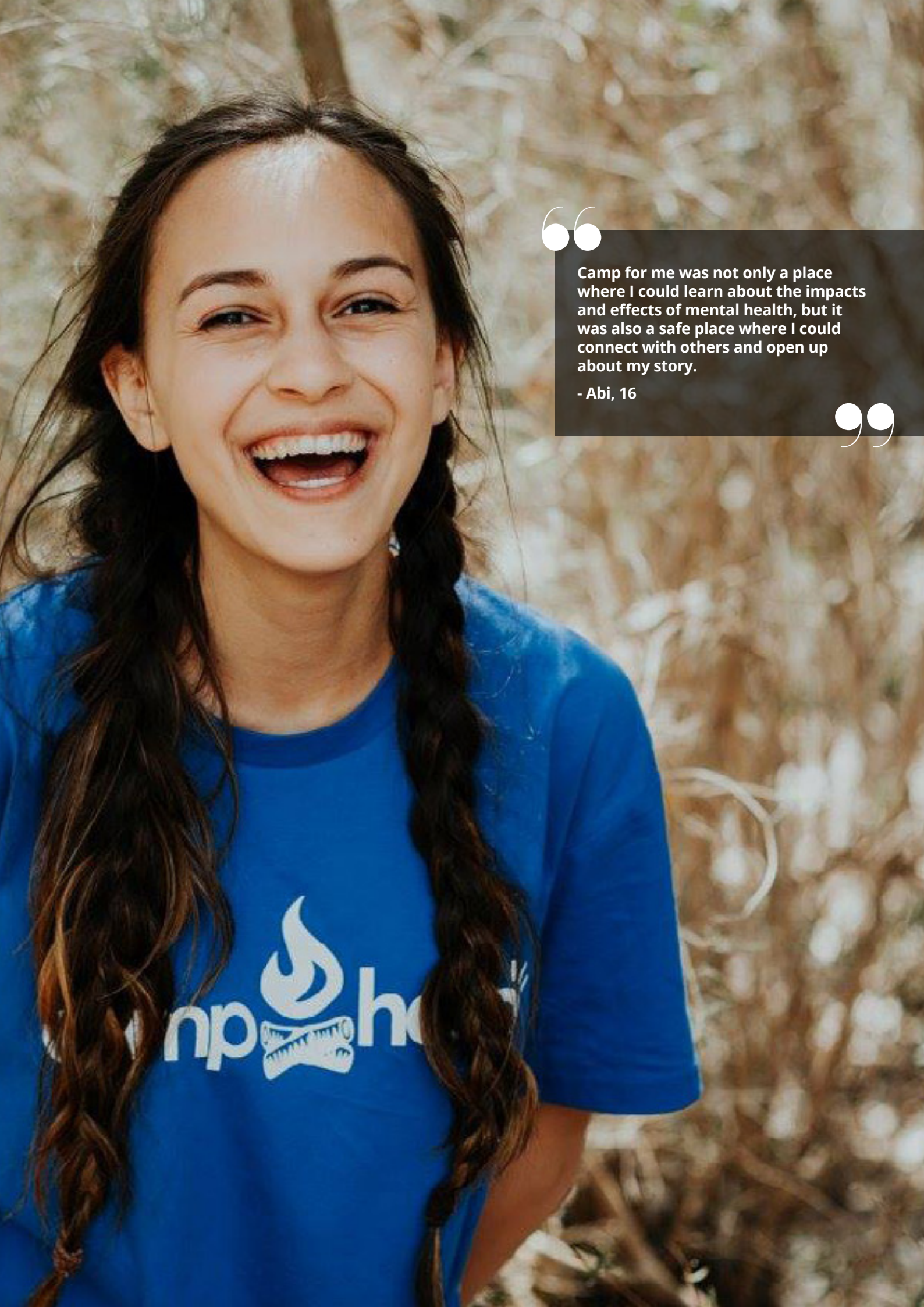
zero2hero exists because we believe in the power of education, people, and community to change the world for the better, through reducing stigma around suicide.

Driven by founder and CEO Ashlee Harrison's personal experience and conviction that transformation of attitudes towards mental health would and could change, she poured her energy and passion into educating young people, using skills garnered in her corporate career.



**Unleashing the heroes of today to become
the leaders of tomorrow.**





“

Camp for me was not only a place where I could learn about the impacts and effects of mental health, but it was also a safe place where I could connect with others and open up about my story.

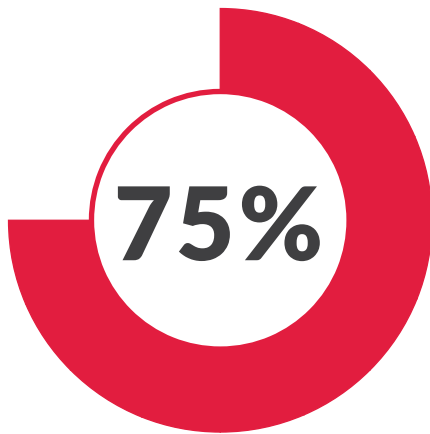
- Abi, 16

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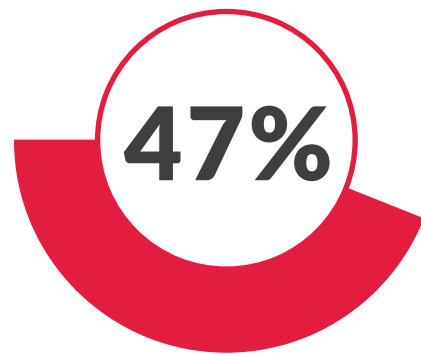
OUR YEAR

Before we recap our year, it's vital to recall the statistics that inform the work we do:

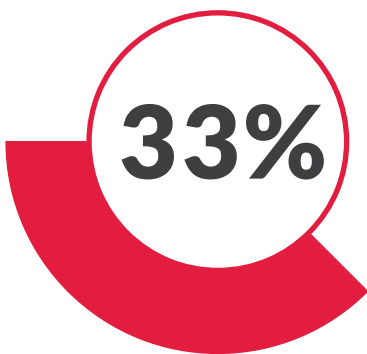
SUICIDE IS THE LEADING CAUSE OF DEATH FOR AUSTRALIANS UNDER THE AGE OF 44



of mental illness is formed before the age of 25



of Australians will experience a mental health problem at some stage in their life



of young people will have an episode of mental ill health by the time they are 25



of young people experience a mental health problem in any year

2018 - 2019 IMPACT

Our Impact and Reach in 2019

zero2hero works with thousands of students each year in regional areas as well as Perth. Our programs touch more than 24,000 young West Australians each year. Here's a snapshot of our impact in the year that was:

24,000+
Students impacted

We grew our Camp Hero Program by

100% 



Hosted
6536
students in
school workshops

IN 2019
OUR PROGRAMS
REACHED ALL
ACROSS WESTERN
AUSTRALIA



X10

168 students
trained to
prevent
suicide with
a safeTALK
accreditation



Reached **109**
WA High Schools

OUR FLAGSHIP PROGRAM: CAMP HERO MHL

What is a Camp Hero?

Camp Hero MHL (Mental Health Leadership) is a five-day youth leadership training camp that brings together students, mentors, and experts, around the vision of equipping young people to become mental health leaders and ambassadors in their community. The program has been designed to cover a wide range of topics that help to develop communication and leadership skills, as well as educate on the facts and fictions around mental health.

Each day has a different theme and through tailored workshops, adventure-based challenges

and peer learning, participants gain the knowledge to support their own mental and physical health, and build the awareness and confidence to support others in doing the same.

Camp Hero is run by a team of experienced mentors and facilitators assisting students through a series of specialised workshops and activities.

The Five Key Themes of a Camp Hero

- 1 SELF AWARENESS**
- 2 PHYSICAL HEALTH**
- 3 MENTAL HEALTH**
- 4 PERSONAL CHALLENGE**
- 5 COMMUNITY IMPACT**

As part of the program, participants receive accreditation in the nationally recognized suicide alertness seminar SafeTALK. This educational workshop is presented by trained facilitators and teaches young people what to do if they notice the warning signs of suicide.

Consistent data shows Camp Hero is a transformative experience for many of the

participants who report reflections such as “the feeling of being safe here” and “feeling able to be open and accepted” as their favourite aspects of camp. The biggest transformations came about in participants’ knowledge and confidence levels.

Participants have consistently reported as a rate of 100 per cent that they would recommend the camp to their friends.

WHAT YOUNG PEOPLE SAID ABOUT CAMP HERO



83% of participants agree Camp Hero has increased their influence within their family



97% of participants agree Camp Hero has increased their influence within their school



100% of participants would recommend Camp Hero to their friends



97% of young leaders agree Camp Hero has increased their ability to communicate with their friends



81% agree Camp Hero has improved their relationship with their parents



97% agree Camp Hero has improved their relationship with their friends

OUR SCHOOLS PROGRAM

We offer a range of school based programs including;

COMPASSIONATE COMMUNITIES

A 12-month evidence-based program for students, teachers and parents

ZERO2HERO DAY

A free mental health awareness day

TOUGH STUFF

An 8-week resilience building program for Primary School aged students

HERO HIGH

Our range of one off school workshops



WELCOMING OUR PATRON



Matthew Pavlich

zero2hero were thrilled to welcome our first Patron, Matthew Pavlich in November.

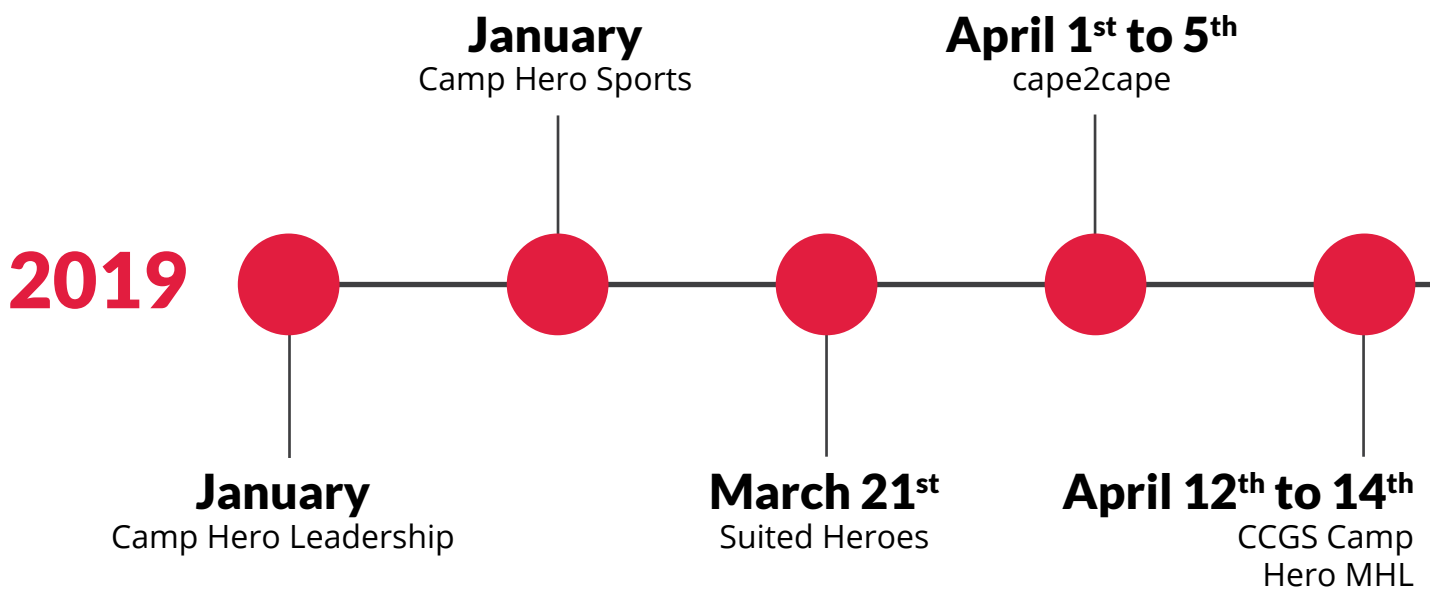
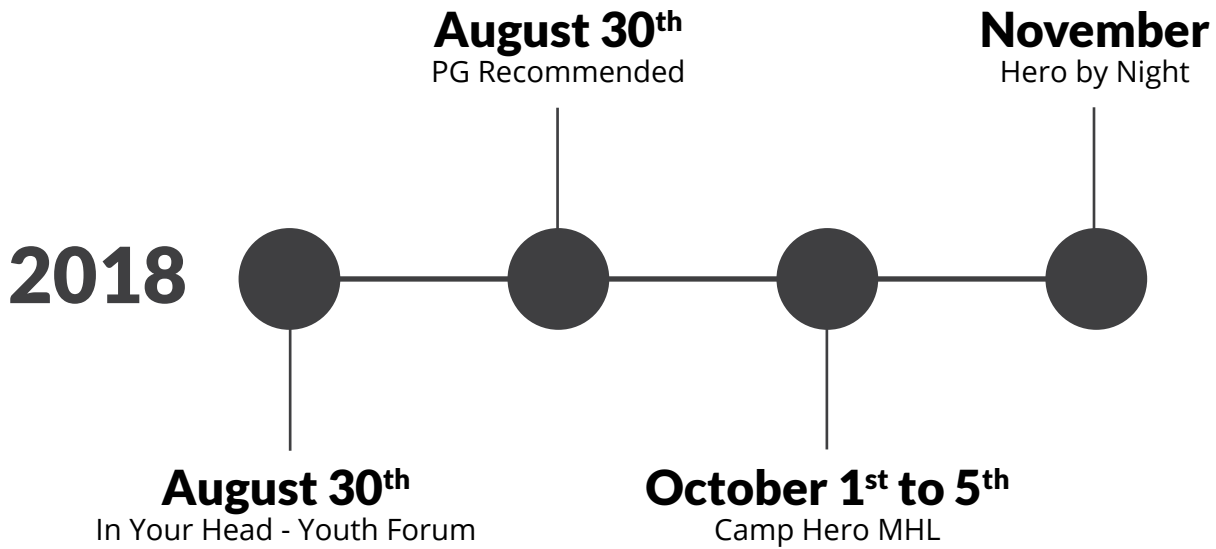
The former football legend and media personality recently joined us in our vision to create a world where every child and young person is educated and empowered to effectively deal with mental health issues.

We are thrilled to have Matthew onboard. His time and support has raised awareness of our organisation and the work that we do.

Widely known as one of Fremantle's most decorated players, Matthew is also a father of three and commented on why he joined us as the zero2hero Patron, "Your mental health and well-being is critical to living a full and satisfied life and I have seen first-hand with family and friends how debilitating poor mental health can be. I am excited to be associated with zero2hero and their desire to educate our young people on this topic".

Matthew brings a wealth of leadership experience and a profile that will support zero2hero in making a greater impact in the community.

TIMELINE OF OUR YEAR





My fellow campers and I learned how to be better people by that campfire. We learned how to give selflessly and love unconditionally. I still get sad and I still live with the nauseating feeling of anxiety. But I know how to help myself. I know how to help others. zero2hero taught me how to live in a world of ups and downs. They taught me how to live rather than survive. Now I can share my knowledge and fortune with the rest of the world.

- Nina, 17



April 23rd to 27th
Camp Hero MHL

June 13th
MENTal Health Breakfast

June 22nd
The Miller Golf Day

June 28th
zero2hero Day

HIGHLIGHTS FROM OUR YEAR

Our work this year has recently taken us as far as Port Hedland, Dowerin and Geraldton and our team have been in overdrive to deliver programs and events that will improve the mental health and wellbeing of each and every child and young person. Alongside our school programs, some of the highlights from 2019 were...





PERTH COLLEGE

PERTH COLLEGE
ALWAYS
PLAY

CAMP HERO MHL BENDIGO BANK



CAMP HERO LEADERSHIP FOR THE SHIRE OF AUGUSTA & MARGARET RIVER



CAMP HERO SPORTS & HEALTH FOR THE SHIRE OF WAROONA





CAMP HERO MHL
APRIL 2019



As a young aspiring leader and someone who has personally been affected by the repercussions of suicide, I've always had an innate sense of obligation to support my community and friends, and Camp Hero provided the opportunity to develop these virtues in a useful and structured manner, focused on a collective direction towards a world where suicide is a far less prevalent and stigmatised issue.

- James, 15



CAMP HERO MHL FOR CHRIST CHURCH GRAMMAR SCHOOL



AUGUST 2018

IN YOUR HEAD & PARENTAL GUIDANCE RECOMMENDED

In August, hundreds of students, parents and teachers came together on one day for two events.

In Your Head a youth mental health forum for young people and Parental Guidance Recommended our youth mental health seminar for parents. The events are designed to educate and engage their audiences.

In Your Head was attended by over 650 students and teachers from across WA. The day featured Keynote Speakers; 2013 Young Australian of the Year **Akram Azimi**, Australian Hockeyroos Player and Olympian **Ashleigh Nelson**, and inspirational speaker and musician **Paris Mitchell**.



BREAKOUT SESSION TOPICS INCLUDED:

- Overcoming Adversity
- How We Can Tame The Anxiety Monster
- Sharing Lived Experience
- LGBTIQ+ : Advocates and Allies
- Mood and Food
- Social Media Meets Mental Health
- Urban Dance
- Managing Exam Stress and Anxiety
- Secret Women's Business

Students enjoyed learning ways to support their own mental health and hearing from inspiring keynote speakers and breakout session facilitators.



THAT EVENING, hundreds of Parents joined us to learn more about how the adolescent brain works and what contributes to youth mental health and wellbeing from experts including naturopath **Anna Sangster**, therapist and mother of four **Claire Orange**, Sports Psychologist **Heather McGregor-Bayne** and Chiropractor **Dr Wayne Martin**.





NOVEMBER 2018 HERO BY NIGHT

Hero by Night has become an event not to be missed on the Perth social calendar, and last year's cocktail event did not disappoint. Hosted at the beautiful Perth Art Gallery in November, guests were entertained by 2 Broke Boys and iconic 90s band Chocolate Starfish. An incredible \$50,000 was raised with all proceeds going to zero2hero.





MENTal HEALTH BREAKFAST

We know young men are at high risk of developing mental health problems, and we are proud of passionate Camp Hero alumnus Brodie Mack for developing the zero2hero MENTAL Health Breakfast. Held in November, the event helped guests understand why young men

are less likely to seek help through traditional channels than young women, and with the help of keynote speakers Mike Dyson and Nic Emmerson, they left with practical tips on how to support personal mental wellbeing and the wellbeing of men in their lives.





APRIL 2019 CAPE2CAPE TREK

In April, 31 brave trekkers conquered the 135km cape2cape to raise awareness and funds for zero2hero. Their courage, compassion and resilience was truly inspiring. It was a physically, mentally and emotionally challenging 5-days but they did it all to support zero2hero's youth mental health and suicide prevention programs.

Together they raised
over **\$100,000!**





OUR FINANCIALS

For the 2018-2019 financial year we generated revenue of more than **\$530,000**.

This was an **increase of 87.5%** from the previous year.

We are incredibly proud of this result and are grateful to our donors and supporters for making it possible. A significant increase in revenue like this, allowed us to increase our camp programs offered by 100 per cent.

The increase in revenue was attributed to the success of a few key fundraising initiatives and corporate partnerships. The majority of our revenue is sourced through our fundraising

and events. This includes donations received during these events. Our largest expenses were community programs, events and fundraising and program delivery.

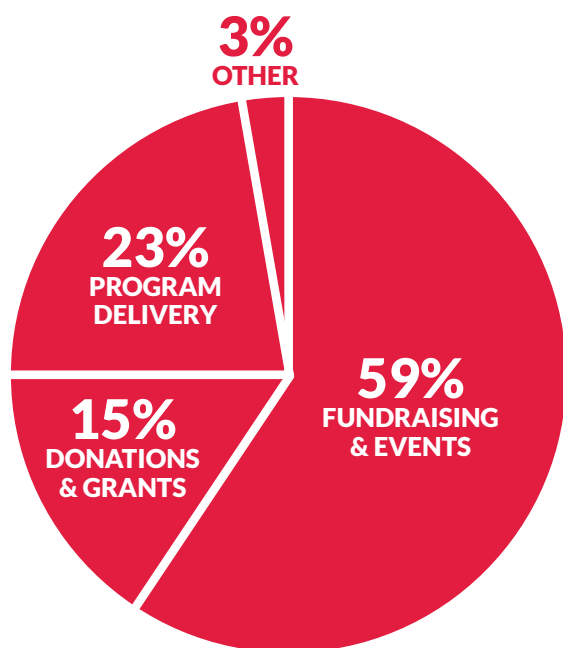
zero2hero are grateful for the ongoing and generous support from our corporate and individual supporters. This support has allowed us to grow and deliver youth mental health programs to a greater number of young people in 2019.

Total budget for the 2019 financial year:

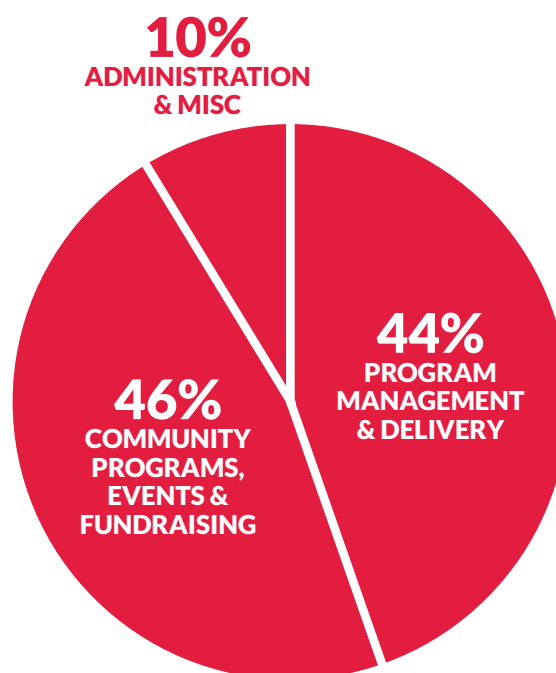
Revenue: \$530,555

Expenditure: \$518,832

REVENUE

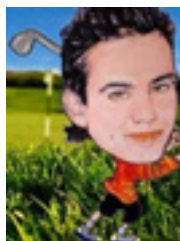


EXPENSES



Full audited financial reports can be found at zero2hero.com.au



OUR MAJOR DONORS



camp  hero

camp  hero

zero hero

ZERO 2 
 HERO



STAND UP FOR YOUNG MINDS



zero2hero.com.au