



2024 Annual Report

zero2hero®

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zero2hero acknowledges 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.





New Year,

We started 2024 with smiles on our faces, having celebrated our big 10th birthday the year before. We felt proud, bold, brave and ready for our next chapter!

Our vision is bigger but clearer than ever before - empower every young West Australian to be heroes for their own mental health and help those around them do the same.

**In 2024,
we reached
almost 52,000
young people -
59% more than
last year!**



New Impact

Our mission has remained strong since 2013, but this year it evolved in powerful ways. We reached further, impacted more, and worked hard to ensure no young hero in WA faces their battles alone.

We expanded our programs into new schools and regions, introduced new initiatives, strengthened partnerships, grew as a team, and welcomed more voices into the conversation around youth mental health to ensure that every young person in our state, no matter where they are, feels seen, supported, and empowered.

This report highlights the milestones of the past year, all made possible by the collective effort of our team, our supporters, and the young people who continue to inspire us every single day.

As we grow into this next decade, we do so with courage, with compassion, and with a belief that together, we can continue to change the future of youth mental health and reduce suicide in Australia.



A WORD FROM **Our** Chairman

I want to extend my heartfelt thanks to all our dedicated supporters, employees, volunteers, and board members, both past and present. Your unwavering commitment has been crucial in driving zero2hero's success in supporting a record number of young people in 2024.

This past year marked a significant milestone, thanks to our collective efforts. We're incredibly proud to have educated over 23,000 students across

255 schools in WA, and impacted a total of 51,944 young people. This year our reach also expanded through 20 roadshows across all nine WA regions, engaging 5,054 young people in remote areas.

Beyond education, we strengthened our prevention efforts by training 768 people in our safeTALK suicide prevention workshop, and hosted 542 young heroes at our Camp Hero programs and school holiday clinics.



Our core mission remains clear - to improve the understanding of mental health among young people and their communities in Western Australia.

Our community also rallied for youth mental health, trekking an incredible 9,315 kms during our cape2cape Treks.

Looking ahead into 2025, we're setting ourselves the big goal of reaching every school in WA to ensure that every young person in our state can positively manage their mental wellbeing.

Together, we are truly making a meaningful difference in the lives of young people, their families, and their communities, with the ultimate goal of saving and improving the lives of young Western Australians. Thank you for being a part of it with us.

PAUL LARSEN
Chairperson



A WORD FROM **Our CEO**

In 2024, we were reminded that mental health isn't just a personal challenge. It's a collective responsibility. Every single day, one young Australian takes their own life. That's not just a statistic. These are real young people in our schools, communities and families who deserve to feel seen and supported.

At zero2hero, we stepped into 2024 determined to grow - not just in reach, but in impact. We delivered a record 980 school workshops, engaged 255 schools, trained 768 people in suicide prevention, and reached almost 52,000 young people. That's a huge 59% increase from 2023.

One of our proudest milestones was bringing programs to the Kimberley for the first time, thanks to Telethon. We worked with 12 schools, delivered 57 workshops, and flew 20 young people to Perth on full

scholarships to attend Camp Hero, which for many, was their first time leaving home. Watching them arrive as students and graduate as leaders, returning with life-saving skills to support their communities, is something our team will never forget.

While we delivered programs in schools and on camps, we were also working hard behind the scenes. We strengthened our team, improved systems, and invested in digital security and operations to make sure we're ready to support even more young people in the years ahead.

Mental health is not just a personal challenge. It's a collective responsibility.

Every single day, one young Australian takes their own life. That's not just a statistic. These are real young people in our schools, communities and families who deserve to feel seen and supported.

None of this would be possible without the extraordinary generosity of our community. Our cape2cape trekkers raised an unbelievable \$959k, the Red Cape Ball raised \$407k, and our Sponsor a Student campaign gave 149 young people the chance to experience Camp Hero.

Despite the incredible results achieved, there is still so much more to do. One in four young Australians are experiencing high psychological distress. This is not just a national crisis - it's a deeply personal one, repeated in every classroom, every friendship group, and every family. It's a reminder that our work is far from done, and that every program we deliver, every conversation we start, and every life we impact brings us one step closer to a future where young people feel supported, empowered and never alone in their struggles.

Lastly, to our team, volunteers and partners - thank you for standing up for young minds with us. Your belief in prevention and in young people fuels everything we do. As we enter 2025, our focus is clear: we will reach further, go deeper, and continue to stand up for young minds. Because when we invest in mental health, we don't just change outcomes—we change lives.

ASHLEE HARRISON
CEO



Our Board



PAUL LARSEN
Chairperson

Paul Larsen is a highly respected member within the transport and infrastructure industries, having been the CEO and a director of Arc Infrastructure for 12 years between 2007 and 2019.

As well as being zero2hero's Chairperson, Paul is also on the board of Centurion Transport, Perron Group and Qube Property, with his qualifications including a Bachelor of Business, CPA and GAICD accreditation.



LEIGH DYSON
Treasurer

Leigh Dyson, of Dyson Advisory Group, is a Chartered Accountant with almost 20 years of experience advising both public and private clients, locally and internationally on tax issues arising from structuring, restructuring and mergers and acquisitions.

He has gained specific experience with many industries including health, technology, property, construction development, mineral, oil and gas and funds management sectors.

Leigh has also held a number of director roles in the property, pharmaceutical and agriculture industries.



ASHLEE HARRISON
CEO & Company
Secretary

Ashlee Harrison is the CEO and Founder of zero2hero, a Council Member at Curtin University and an accredited suicide prevention facilitator.

Since 2013, Ashlee has led zero2hero to impact over 250,000 young West Australians through youth mental health and suicide prevention programs.

She has been recognised with numerous honours, including the 2016 Young Western Australian of the Year, AFR's 100 Women of Influence, a Pride of Australia Medal, and the WA Youth Award for Education.



ZAHEER MOHAMED
Board Member

Zaheer has extensive Senior Executive experience in both the public and private sector. He is the founder and CEO of a multinational private equity firm.

His academic credentials include GAICD, 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.

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



DR KAINE GRIGG
Board Member

Dr 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. Kaine founded the mental health promotion charities MyLocalMind Inc. and Fremantle based subsidiary FremantleMind Inc.

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



JODIE PERRAM
Board Member

Jodie Perram has spent over 30 years connecting people with more than just jobs - she finds opportunities that help them grow, thrive, and make an impact. As the founder of Itch Recruitment, she's helped everyone from executives to tradespeople find roles that truly fit.

Her passion goes well beyond recruitment. Jodie is a strong advocate for young Australians, especially around mental health and well-being. Her work with zero2hero reflects her belief that every young person deserves support, tools, and confidence to face life's challenges.



STEPHEN DALY
Board Member

Stephen is an experienced executive and director with a diverse background.

Stephen is the CEO of a boutique transaction advisory business and had a long career in accounting, financial services and executive management with AMP and National Australia Bank before moving to Western Australia.

Stephen was also the Chief Operating Officer and CFO of the Minderoo Foundation, one of Australia's largest philanthropies, and Tattarang, the diversified private investment vehicle of the Forrest family.



Our Vision

A future where every young person is mentally strong, supported, and thriving.

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, Health, Integrity,
Respect, Passion

What We Do

At zero2hero, we believe young people have the power to change the story of mental health in Australia, and we're here to help them do just that.

Our focus is on prevention and early intervention, breaking down stigma and normalising help-seeking before young people reach crisis point.

We work directly with young people across Western Australia, including in some of the most remote locations in the state. No matter where they live, we believe every young person deserves access to the knowledge, support, and tools that can help them thrive.

Whether it's a resilience workshop in a primary school classroom, suicide-

prevention training with teenagers, or a life-changing experience at Camp Hero, everything we do is designed to create confident, compassionate young leaders who are ready to take on life's challenges and support others to do the same.

Our work isn't just about awareness - it's about action. It's about equipping the next generation to recognise the signs of mental health challenges, and encourage them to speak up without shame and step in when a friend is struggling. And ultimately, it's about saving lives.



The Power of Impact!

In 2024, we grew our reach to close to 52,000 young people - a heroic 59% increase on last year.



255 schools reached



51,944 students impacted



980 workshops delivered



768 trained in suicide alertness



542 young people participated in Camp Hero programs and holiday clinics.

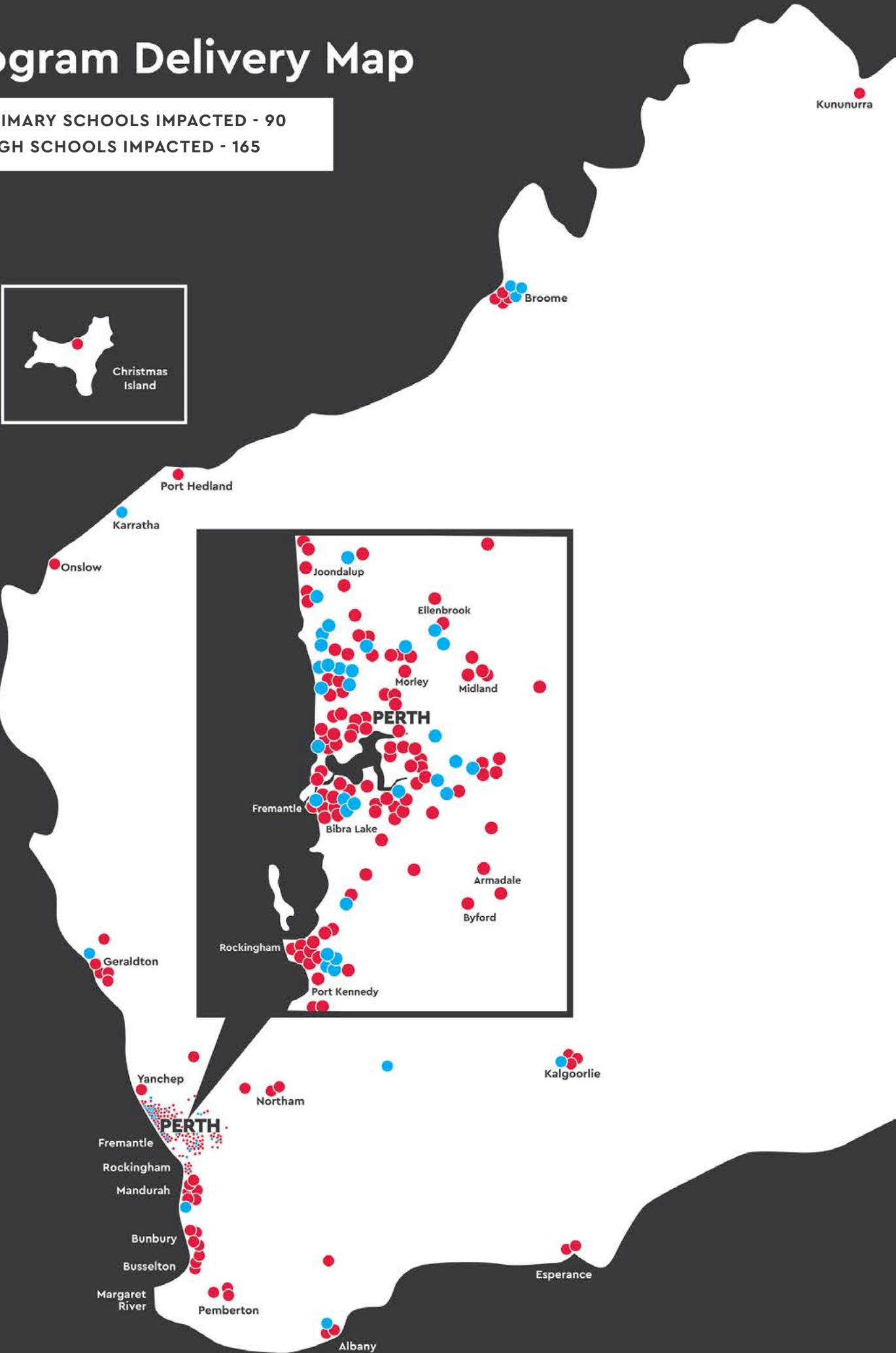


9,315km covered on the cape2cape Treks

Program Delivery Map

● PRIMARY SCHOOLS IMPACTED - 90

● HIGH SCHOOLS IMPACTED - 165



School Programs





Highlights

From The Classroom

Primary Schools

We believe the key to prevention is with early education. That's why this year, we continued to grow our programs in Primary Schools.

We delivered 418 workshops to 4,569 primary school students across 90 primary schools, including long-time supporters such as Gingin District High School, Our Lady of Grace, Whitford Catholic Primary School, Forest Crescent Primary School, and many more.



High Schools

This year, our impact in secondary schools reached new heroic heights as we continue to reach towards our goal of impacting every WA High School.

Throughout the year, we delivered 562 workshops, educating 18,613 high school students across 165 schools, and also training 381 students in suicide alertness.





Regional Outreach

From the Kimberley to the Great Southern, in 2024 we worked hard to ensure mental health education was available in every corner of WA.

Ensuring that geography was no barrier, we successfully delivered 20 regional roadshows across all nine WA regions, engaging 5,054 young people with practical, empowering mental health education.

A standout moment was our visit to Exmouth District High School, where we delivered 15 Hero High workshops over just two days. The impact was immediate - with several students going on to apply for Camp Hero Youth 2025, a testament to the lasting influence of our programs.

“

I enjoyed how empowering this was. It made me think about how I view myself and others, and taught me to be compassionate to everyone. Thank you!!

CHEVRON HUMANKIND STUDENT

Chevron humanKIND

In a year defined by growth, we more than doubled the amount of Chevron humanKIND programs we delivered compared to last year. This compassion centred, four-session program aims to create a strong sense of community within schools, building on student's compassion for themselves and their peers.

60 x 4 session programs delivered

3,270 students educated

30 schools reached



**CHEVRON
human
KIND**

“

I just wanted to say thank you for the delivery of the HumanKIND Program at Kent Street SHS. Your facilitator was amazing and her delivery to Year 11 students was perfect. Our students really engaged and got a lot out of the experience.

TEACHER, KENT STREET SENIOR HIGH SCHOOL

Hero High

In 2024, Hero High continued to be one of our most sought after programs and is fast becoming an essential part of early intervention strategies across WA schools. This popular program focuses on normalising the conversation of mental health and creates a space for real talk and real tools to prepare students for the real world.

305 workshops delivered

17,599 students educated

93 schools reached



We've already seen the positive impact on our students, as they approach challenges with more confidence and resilience. Highly recommend it to any school.

TEACHER

Goals aHead

Goals aHead bridges sport and mental health to reach students in an alternative education setting. This program's success proves that meeting young people where they are, in language they understand, remains one of our most effective strategies for fostering long-term mental wellbeing.

8 x 8 session programs delivered

170 students educated

7 schools reached



GoalsaHead



Chevron Tough Stuff

Designed for upper primary students, Chevron Tough Stuff focuses on building confidence, self-awareness, resilience and physical wellbeing through a structured 8-week program that culminates in a celebratory Fun Run. The goal? To show every student that they can do hard things-and that they don't have to do them alone.

40 x 8 session programs delivered

1,375 students educated

29 schools reached



Yesterday was the BEST Fun Run we have had at the school for Tough Stuff. Every student is still buzzing and excited from yesterday's run as well as feeling proud of themselves for what they achieved. A big round of applause for all!"

TEACHER

safeTALK

In 2024, our safeTALK program went far beyond the classroom and into sporting clubs, local councils, boardrooms and remote communities, equipping participants with life saving skills in suicide prevention.

As mental health concerns continue to grow across the country, so does the need for education that's clear, courageous and actionable. In this half-day workshop, participants learn how to identify warning signs of suicide and confidently connect those in need to appropriate help.

This program remains a cornerstone of our strategy for long-term impact and prevention, and its expansion into new communities is a powerful sign of progress. Every person trained becomes part of the solution, with the potential to save a life.

36 programs delivered

768 suicide alert helpers trained

87 schools reached

19 community groups reached



safeTALK was an amazing and enlightening educational experience. I have learnt so many new skills in a very clear and easy way. It made suicide okay to discuss openly and assist with those in need in a simple way.

PARTICIPANT, SAFETALK



In Your Head

A school excursion like no other!

In 2024, *In Your Head* once again proved why it's one of zero2hero's most anticipated events on the youth mental health calendar. With 751 students from 47 regional and metro schools in attendance, the forum created a space where young people could hear from inspiring speakers, engage in open conversations, and walk away with practical tools to support themselves and their peers.

This year, attendees heard from relationship and wellbeing expert Dr Justin Coulson, Fremantle Dockers Head of Wellbeing Angie Bain, Founder of the Push-Up Challenge Nick Hudson and disability and Founder of Levitate Learning, David Castelanelli.

So what did students walk away with?

- Essential tips for a healthy lifestyle, like how food affects mood.
- Practical tools to manage stress and anxiety during tough times, like exams.
- Strategies to stay mentally fit and emotionally resilient.
- The skills to recognise when a mate might be struggling.
- A guide to navigating social media and relationships.
- A reminder that they are not alone, and how to ask for help.



751
students attended

47
schools represented



In Your Head is hotly contested for attendance by both staff and students, with many students from years 9-12 choosing to attend multiple years throughout their time. It's a 12-13-hour day (starting at 4.30 am) for us coming from a regional area, this speaks volumes for its value/how well it is received.

TEACHER, ATTENDEE

zero2hero[!] Day

Unmasking the importance of youth mental health!

This year, zero2hero Day had a powerful and heroic impact, with triple the amount of students taking part from last year!

As they donned their masks and capes, students were reminded that being a hero doesn't have to mean saving the world - it can mean being kind to yourself, showing up for a mate, and asking for help when they need it.

From dance parties and pancake breakfasts to powerful classroom conversations, zero2hero Day continues to be a day of fun with a meaningful message. It creates a ripple effect – teachers see a shift in school culture, students feel empowered to speak up, and conversations about mental health become part of everyday life.

15,228
students participated

21
schools participated





This year we participated in zero2hero Day. The students loved the idea of being a superhero for the day, for both themselves and others. Both campuses took away lots of positives from the day.

**TEACHER, AVONVALE EDUCATION
SUPPORT CENTRE**





Meet the team:

KRISTY

Program Operations Manager, zero2hero.

WHEN DID YOU JOIN ZERO2HERO?

In 2017, as one of zero2hero's first official employees!

WHAT'S THE MOST REWARDING PART OF YOUR ROLE AT ZERO2HERO?

For me, it's seeing the impact of our programs right in front of my eyes. As Program Operations Manager, most of my work happens behind the scenes – planning, rostering, sorting logistics, and training our team. It's making sure our facilitators are ready, our schools feel supported, and that everything runs smoothly so young people get the experience they deserve. And in 2024, there was a lot to deliver!

So for me the best part is seeing young people walk out of a session taller than when they walked in. Whether it's confidence, self-awareness, or just knowing they're not alone – that's what makes all the planning and spreadsheets worth it.

WHAT WAS YOUR MAIN FOCUS IN 2024?

Building a more sustainable staffing model was huge this year. We grew so much in

2023 that we needed to catch up with ourselves! That meant tweaking internal systems, expanding facilitator training, and making sure we didn't lose quality in the rush. I'm proud that we didn't just deliver more – we delivered better.

WHAT WAS THIS YEAR'S HIGHLIGHT?

Definitely our regional programs. We reached communities like Onslow and the Mid West through our Chevron partnership, and the response from schools and students reminded me exactly why we do what we do. Regional delivery is always an adventure – flights, long drives, logistics, cultural considerations – but it's also where I see some of our most meaningful impact. The roadshows were exhausting at times, but they brought our team closer and proved how adaptable we really are.

WHAT'S THE BEST LESSON YOU'VE LEARNED FROM WORKING IN MENTAL HEALTH?

Look after your mental health in a way that works for you. Small steps can make a huge difference.

“

We may be a small team, but we're mighty! And in 2024, we proved, once again, that with the right people and the right intention, anything is possible!



Camp Hero





camp  hero®

camp  hero

CHRISTIAN DIVINE CHURCH



Camp Hero

From our 5 day camps, to our school holiday clinics, our Camp Hero programs delivered big impact this year!

Across 7 camps and 4 school holiday clinics, we empowered 542 young people from 136 schools to become more confident, skilled and compassionate mental health advocates, for themselves and for those around them.

These young people are the heartbeat of zero2hero, going on to create a powerful ripple effect – bringing what they've learned back to their schools, families, and communities to support others and inspire change.



Camp Hero YOUTH

Camp Hero YOUTH equips 13 – 15 year olds with the skills necessary to understand and support their mental health, while creating meaningful connections with their peers.

In 2024, 36 young people attended from 31 schools, with each of them coming away from camp having covered a variety of topics such as how they feel about themselves and their life, developing resilience through challenge and maintaining healthy peer relationships to discover who they are and how to better support themselves.

“

“This camp definitely helped me with my ability to put myself out there, to talk and start conversations with people that I don’t know. We did lots of fun outdoor activities which I really enjoyed, and I learned a lot about mental health and how to help people that have mental health issues.”

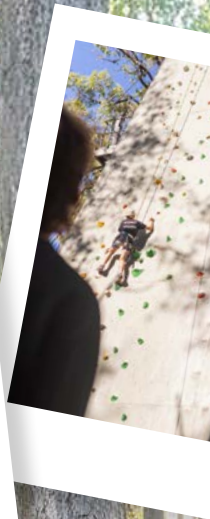
MARCUS, CAMP HERO YOUTH ALUMNI



Camp Hero LEADERSHIP

In 2024, Camp Hero LEADERSHIP continued to be one of zero2hero's most impactful programs – with 6 camps equipping 235 young leaders from 90 schools across WA with the knowledge, confidence, and emotional literacy to make a real difference in their communities. Across a five-day immersive experience, students aged 15 - 18 explored mental health education, leadership development, self-awareness and connection, all while forming lifelong friendships.

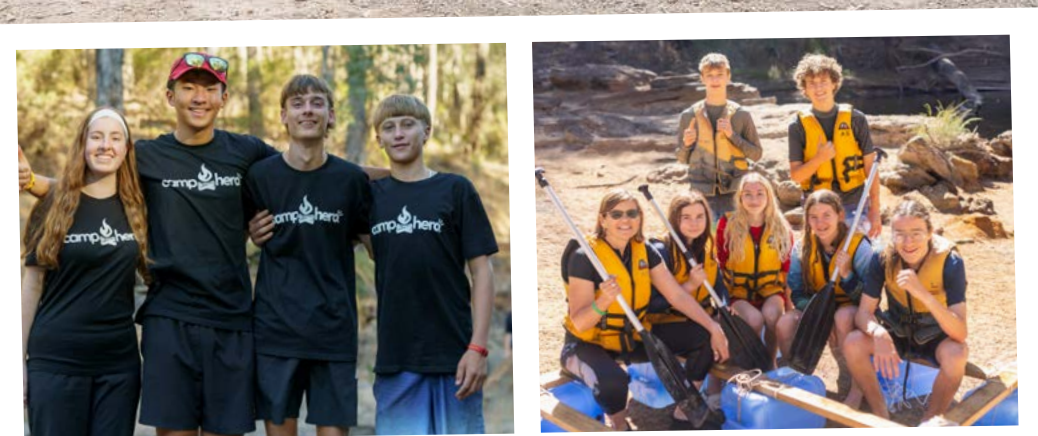
Backed by a strong curriculum and an expert facilitation team, Camp Hero LEADERSHIP empowers participants to return to their schools and communities as confident mental health ambassadors, ready to start conversations, offer support, and lead by example.





Camp was so incredible for me. Not only did I learn about myself, but I've been blessed with the knowledge and skills to support those around me mentally. I have learnt that there is not only power in your voice, but also in silence when it comes to leadership and that has been a huge take away for me.

AHVA, CAMP HERO LEADERSHIP ALUMNI



CASE STUDY

From Camp Hero to Head Girl: Meet Rineta

At zero2hero, we're lucky to meet some seriously inspiring young people — and 15-year-old Rineta is definitely one of them.

We first met Rineta in Broome in early 2024, while we were on the road delivering our Hero High workshops. From there, she was selected as one of nine students from the Kimberley to attend Camp Hero LEADERSHIP, flying all the way to Perth as part of our Telethon-funded initiative to support youth mental health in regional WA.

But what happened next is what really makes Rineta stand out. After completing Camp Hero, Rineta returned to volunteer at the very next camp, saying she wanted to “give back to the experience that gave her so much.” Talk about stepping up!

“As someone from Broome living at the residential college, my opportunities to learn more of myself and leadership are rare. The lesson I learnt from my experience at Camp Hero was no matter how hard and rocky the journey is ahead, if you are able to switch your mindset in just one positive direction, you are able to achieve so many more great things in life, and that your only real challenge you will face in life is yourself,” Rineta said.

This is what we're all about. Not just giving young people tools to manage their mental health, but inspiring them to lead, support their peers, and spark change in their own communities.

Then came the big move that created even bigger impact. Later in 2024, Rineta's family relocated from Broome to Katanning – a major change during a pretty pivotal time. But instead of seeing the move as a setback, Rineta saw it as a chance to use everything she'd learned at camp, and before long, she was elected Head Girl of her new school.

And then came the full-circle moment. Rineta reached out to the zero2hero team to see if we could bring our programs to Katanning SHS. With her help, we ran mental health workshops for every year group from Year 7 through to Year 12. That's what we call a ripple effect — and Rineta made it happen!



What our Camp Hero[!] **YOUTH & LEADERSHIP** Alumni have to say



of students agree that Camp Hero will increase their influence within their family



of students agree that Camp Hero will increase their ability to communicate with friends



of students agree that Camp Hero will increase their influence within their school



of students agree that Camp Hero will improve their relationship with their parents



of students agree that Camp Hero will increase their ability to communicate with their parents



of students agree that Camp Hero will improve their relationships with their friends

Camp Hero CREATIVE

Camp Hero CREATIVE is a 3 day clinic that continues to be a highlight of the school holidays, giving young people aged 7 - 12 the chance to explore self-expression, confidence, and connection through art, music, storytelling, and creativity.

In 2024 we delivered 2 creative clinics to 87 young artists from 31 schools. With a focus on wellbeing through creative practice, participants learned how to use creativity as a tool to express feelings, build confidence, and form meaningful peer connections. From drama workshops to hands-on art sessions, every moment of the camp was designed to inspire and uplift.



“Thank you for a great camp, that is affordable for parents. I had three of my children attending the recent Camp Hero Creative and they all said it was the best thing they had ever done. We will definitely be back next time. Volunteers and group leaders were all lovely. My son loved the Camp leaders!”





“

“My son had an amazing time again. The staff are amazing and welcoming. He especially liked the AFL and footy visitors. Thank you so much for providing my kids 3 days of fun! They loved it. Thank you for all your hard work and kindness to the kids.”

Camp Hero^{!!} SPORTS

In 2024, Camp Hero SPORTS continued to be a favourite for young athletes, bringing movement, team sports and mental health together.

This year over 2 clinics, 126 young athletes from 43 schools trained alongside local sporting legends, took part in a wide range of physical challenges, and learned valuable lessons about teamwork, resilience, and mental wellbeing.

For many families, Camp Hero SPORTS is more than just a holiday activity – it’s a safe and inspiring space for their children to be seen, supported, and celebrated.



camp hero^{!!}
Sports

A group of hikers is seen from behind, walking along a sandy, reddish-brown trail that winds through dense, low-lying green coastal vegetation. In the background, rugged, reddish-brown rock formations jutting out into a blue ocean with white-capped waves. The sky is overcast and grey.

Events & Fundraisers



Red Cape Ball



The sixth annual Red Cape Ball was nothing short of extraordinary!

As a highlight of Perth's social calendar, this year's event was another unforgettable night dedicated to empowering young people.

Hundreds of heroic guests filled the Optus Stadium Riverview Room, coming together to raise a phenomenal \$407,000 and sponsor 93 students to attend Camp Hero – all in support of youth mental health.

Furnace and the Fundamentals were back by popular demand to light up the dancefloor, while our heroic Camp Hero alumni, Alex Ireland and Georgia Ghouse, joined us to share their inspiring stories on stage.





\$407K
raised for youth
mental health



The Heroes Lunch

The third annual Heroes Lunch brought together over 500 guests for an inspiring afternoon in support of youth mental health.

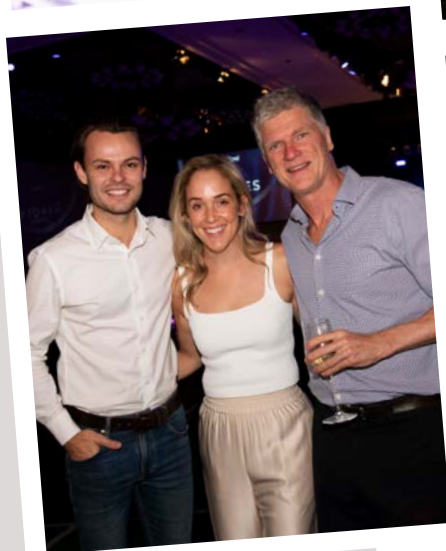
Together, they raised an incredible \$195,000, with every dollar going towards our life-changing camps and school programs.

Guests were captivated by the remarkable story of Daniel Bull, a world-record-breaking adventurer, whose keynote challenged beliefs about what's possible and inspired everyone to redefine their own limits. Comedian Merrick Watts kept the room filled with laughter, rounding out a truly memorable day.





\$195K
raised for youth
mental health



cape2cape Trek

In 2024, 35 heroic individuals took on our cape2cape Trek across two incredible journeys.

Over five days, they trekked 135 km from Cape Leeuwin Lighthouse to Cape Naturaliste Lighthouse, collectively covering an impressive 4,725km and raising an amazing \$51,087 for youth mental health.

MARCH 2024

\$64,840
raised

16
trekkers

2,160km
trekked





SEPTEMBER 2024

\$70,449
raised

19
trekkers

2,565km
trekked



cape2cape CEO Trek



In May, 25 business leaders walked the walk and raised a monumental \$750k to support our programs.

Each of these amazing CEO's took to the trail with a story, a reason and a commitment to rewrite the narrative around youth mental health in Australia.

Leading the charge on the fundraising front was Managing Director of Grounded Construction Group Paul Natoli , who raised over \$100k himself, followed closely by Willie Boylan of Credentia Construction who raised \$84k.

Willie has seen zero2hero's impact firsthand, with his own son attending Camp Hero in 2023. "The transformation in him was incredible. That's why I'm here. This work matters."

Others, like Daniel and Michael Perna of Perna Group, were walking through grief. In one year, the brothers lost five colleagues friends, including a 19-year-old apprentice. Their journey was one of healing and hope, and a commitment to lead with empathy for the next generation.

For Brad Young, founder of The Grout Guy and father of four, the decision to walk was simple. "The statistics of youth suicide can't be ignored. As a parent, this hits home. We want to make a real difference."

\$824K
raised for youth
mental health



In October, 7 remarkable business leaders swapped their suits for boots and raised \$74k, showing what's possible when leaders lead with both heart and action.

Among this inspiring group were Roy Messer and David Flett from Warrikal, who collectively raised over \$31k. Their contribution was not only generous but deeply personal, with both men trekking in honour of a fellow colleague whose life was tragically lost to suicide, carrying his legacy with them every step of the way.

“

“On a personal level, I’ve tragically lost two dear friends to suicide, which has undoubtedly deepened my connection to the cause. With two young children under the age of 10, I felt a profound sense of obligation to contribute. It’s essential for me that they grow up understanding it’s acceptable to seek support and speak openly about their struggles.”

**PAUL NATOLI
GROUNDED CONSTRUCTION GROUP**



Meet the team:

AMY

Events Manager, zero2hero

WHEN DID YOU JOIN THE ZERO2HERO TEAM?

2020, as zero2hero's first Events Manager!

WHAT DOES YOUR ROLE INVOLVE?

As Events Manager, I'm the behind-the-scenes organiser making sure everything runs smoothly and looks effortless (even when it's definitely not!). In 2024, my focus was on making our events more sustainable – financially and operationally. We wanted to keep the impact high but run things smarter and more efficiently.

That meant shaking things up a bit. We explored new fundraising ideas, mixed up our auction items, and leaned into our networks in a big way. CEO Trek was a standout – we raised more than ever with a smaller group, thanks to strong planning, teamwork, and keeping our eyes on the prize.

WHAT WAS A HIGHLIGHT OF YOUR YEAR?

Definitely seeing the power of our volunteers. Every event depends on them, and this year we had more familiar faces coming back again and again. It's such a great feeling catching up with volunteers who 'get us' – who know what needs to be done and why it matters.

Building a team of experienced, engaged volunteers has been a long-term goal, so seeing it come to life this year was really special. We also welcomed new Events team members, bringing fresh energy (and a few learning curves!). It reminded me that leadership isn't just about getting things done – it's about listening, supporting, and making sure everyone feels valued.

WHAT IS YOUR FAVOURITE EVENT?

The Red Cape Ball was definitely a highlight. Seeing our community come together in such a big way made me so proud. It's a reminder that our work means so much more than just an event. But I also love In Your Head – it connects me directly to why we do what we do, bringing the whole organisation together to shine a light on young people's mental health.

WHAT'S THE BEST LESSON YOU'VE LEARNT FROM WORKING IN MENTAL HEALTH?

That holding space for someone doesn't mean having all the answers – sometimes just being there is enough.

“

Seeing our community come together in such a big way made me so proud. It's a reminder that our work means so much more than just an event.



Partnerships & Everyday Heroes







The Big Dig



The Big Dig returned for its second year in 2024, bigger and better than before!

Over 24 hours, 50 diggers moved 700 tonnes of dirt in a challenge to dig the longest 1-metre deep trench. In two years, this unique event created by local hero, Goran Utjesinovic, has raised more than \$200k for youth mental health.

A big shoutout to Calroc, Brown Plumbing & Civil, TCD, Benang, DM Civil for picking up their shovels and also taking part!





This event is getting bigger and bigger, which is incredible because this is such a massive physical challenge. Each year I'm motivated to find something that I don't have and grind through it to get it done.

GORAN UTJESINOVIC



\$108,500
raised

50
participants

9
teams

700
tonnes of dirt moved

BBR Run For Wheels

In remembrance for a beloved friend in the BBR gym community, the BBR Run For Wheels saw runners, family, friends and volunteers all come together to both raise awareness and vital funds to support zero2hero programs and make a difference in WA. Runners took on the challenge to run a distance ranging from 15 – 50km around the Perth foreshore. Collectively 131 runners covered more than 2,400km and raised an incredible \$28,300 for our cause.

\$28,300
raised

131
participants



zero2hero Cup

In 2024, we kicked off something special – the very first zero2hero Cup.

The zero2hero Cup was a true showcase of community, camaraderie, and friendly competition – with a few sore hamstrings thrown in for good measure!



The Alumni All Stars, made up of Camp Hero graduates, faced off against the Veteran Vibes, a team of zero2hero staff, volunteers, and individuals who have been part of the zero2hero journey over the years, in a spirited game of footy.

But the zero2hero Cup was about more than just the match itself. It was a celebration of the incredible community at the heart of zero2hero. Between the laughter, handball battles, sideline chants, and high fives, the day was a powerful reminder of how meaningful connection can be when you're part of something bigger than yourself.

And the official winner? The Veterans took home the trophy for the inaugural Cup!



Our Heroic Partners

EMPOWERMENT PARTNER



Chevron Australia

This year, Chevron Australia's long standing support has enabled us to deliver early-intervention mental health education to young people across Western Australia, including in some of the most remote and underserved communities.

This partnership has helped thousands of students access programs that build resilience, promote help-seeking behaviors, and open up vital conversations around mental health. By backing preventative education, Chevron is helping us shape a future where every young person has the tools to thrive - at school, at home, and in their community.



2024 Chevron Partnership Impact



21,881
people empowered



85
schools reached



850
hours of mental health education delivered



648
workshops delivered



8,130
students educated



87
people trained in suicide alertness



VISION PARTNER

Telethon

In 2024, zero2hero proudly joined the Telethon family of beneficiaries for the very first time.

Thanks to Telethon's generous support, we delivered 57 tailored mental health education programs across Broome, Kununurra, and surrounding Kimberley communities. These programs reached 1,511 young people and their families, along with 95 teachers, building much-needed capacity in a region where rates of youth suicide and self-harm remain among the highest in the country.

Camp Hero made me realise I can be the change in my school. It gave me the confidence to speak up and help others.

**CAMP HERO PARTICIPANT,
KIMBERLEY**

This work laid the foundation for a sustainable approach to mental health education in the Kimberley - one grounded in connection, trust, and community. Every student involved has taken a step toward understanding their mental wellbeing and learning how to support others in their circle.

We are deeply grateful to Telethon for making this work possible - and for believing in our mission to equip every young person, no matter where they live, with the tools to thrive.



MAJOR PARTNER

Altrad



In 2024, our partnership with Altrad Australia helped make Camp Hero more accessible, more impactful, and more connected than ever before.

Thanks to Altrad's generous support, 40 students were sponsored to attend Camp Hero ALTRAD. Held at Nanga Bush Camp, this five-day experience equipped young people aged 15–18 with practical leadership skills, resilience training, and safeTALK suicide alertness certification.

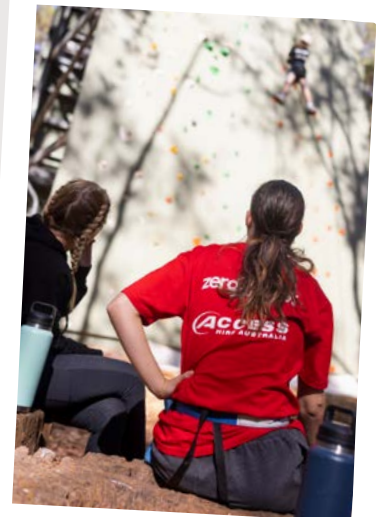
Altrad didn't just fund the camp - they actively took part. Several of their employees joined us as volunteer mentors, guiding and supporting students throughout the week. This hands-on involvement created a powerful bridge between industry and community, showing young people the value of showing up for one another.



HEROIC PARTNER HIGHLIGHT

Access Hire

In April, Access Hire sponsored 10 students and 2 mentors from Kalgoorlie-Boulder to attend Camp Hero #38, ensuring distance wasn't a barrier to life-changing leadership development.



For many, it was their first experience away from home in a mental health and leadership setting. Over five days, they built resilience, formed meaningful connections, and discovered the power of their voice.

Guided by local mentors Georgia and Amelia, the group brought energy, honesty,

and heart to the Camp Hero community. Their growth didn't stop at camp-these students returned home ready to support their peers and create real change.

Access Hire have been long-term supporters of zero2hero, and we thank them for all the years they have believed in our mission.



**BORNTHIS WAY/
FOUNDATION**

Born This Way Foundation

zero2hero were proudly chosen as a grant recipient of the Kindness in Community Fund, an initiative created by Lady Gaga's Born This Way Foundation and made global with support from Cotton On Foundation to address the evolving mental health and wellbeing needs of young people.

This generosity helped us to deliver essential education to schools in the Perth Metro region with our Hero High workshops.

“

Your donation has allowed me to truly see myself for who I am, and be able to show my true self to the world. Thank you for being so generous and compassionate. You have no idea how much this experience meant to me.

STUDENT

**SUPPORTED BY STAN PERRON CHARITABLE
FOUNDATION DONATION**



**STAN PERRON
CHARITABLE
FOUNDATION**

Stan Perron Charitable Foundation

zero2hero was proudly supported by the Stan Perron Charitable Foundation in 2024, with generous support directly assisting our ability to increase our impact to more than 50,000 young people in 2024. A component of this support helped sponsor 10 young people to attend our Camp Hero program.



Meet the team:

OSCAR

Partnerships Manager, zero2hero

WHEN DID YOU JOIN THE ZERO2HERO TEAM?

I joined in 2023, so 2024 was my first full calendar year in the Partnerships & Fundraising seat.

WHAT WAS 2024 ABOUT FOR YOU?

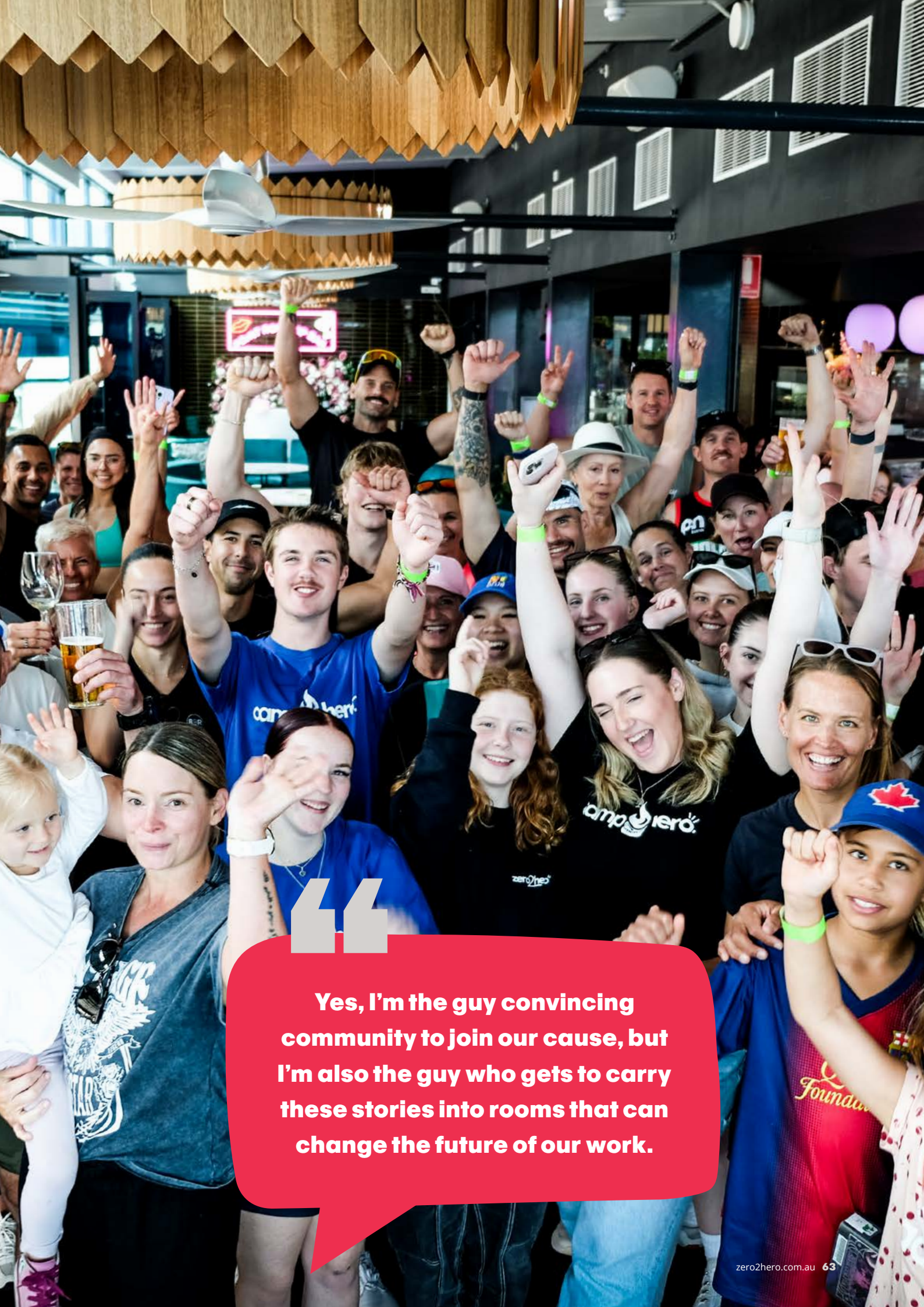
I came into the year with experience, optimism and probably one too many cups of Nescafe 43! But nothing could have prepared me for what this year would turn into, not just for me, but for the whole organisation. 2024 was the year we broke new ground.

Thanks to the generous support of Telethon, we expanded our reach into the Kimberley, opening up a whole new chapter for zero2hero and for hundreds of young people in regional WA. For many of these schools, it was the first time mental health education had been delivered in a way that was engaging and accessible. From a fundraising perspective, the success of this partnership was significant not just because of the impact we were able to deliver, but because it underscored what can happen when genuine support aligns with community need.

WHAT WAS A HIGHLIGHT?

Bringing 20 young people from the Kimberley to Perth to attend Camp Hero was a huge highlight for me. For many of them, it was their first time leaving their home town and it was so great to see them returning home with confidence, new skills and a renewed sense of purpose. One of them, Rineta, went on to volunteer at a future Camp and was later elected Head Girl at school. That's the kind of ripple effect you can't always measure on a spreadsheet but you absolutely feel it in the room.





“
**Yes, I'm the guy convincing
community to join our cause, but
I'm also the guy who gets to carry
these stories into rooms that can
change the future of our work.**

THANK YOU TO OUR **Corporate** **Partners**

Empowerment Partner



Vision Partner



Major Partner



Impact Partners



STAN PERRON
CHARITABLE
FOUNDATION





Community Partners

BROOKS HIRE

CENTURION

Commonwealth Bank
Commonwealth Bank Foundation Community Grant Recipient

City of Kalgoorlie Boulder

CREDENTIALIA
CONSTRUCTION

CONSILIUM
CORPORATE

Fremantle Foundation
Philanthropy for WA

grounded.
building tomorrow, together

The McCusker Charitable Foundation

Oakstone
ADVISORY

PROJECT
BUILDING SUPPLIES

RWC

SEER
FINANCIAL GROUP

THE GROUT GUY

WA Insolvency Solutions
A division of Jirsch Sutherland

Heroic Supporters

RSB BRANDED MERCHANDISE

BOS Better Office Supplies

BBR

BGN BUSINESS GOLF NETWORK

CAREERS EXPO
EDUCATION, TRAINING AND EMPLOYMENT

NORTH FLEET

PAV

P.PRINCI
BUSINESS

Qbit
exceptional service
inside IT

RENTWA

ROHAN
JEWELLERS

RYAN'S
QUALITY MEATS

THE BIG DIG

zero2hero

Financials

Thanks to the incredible generosity of our supporters, partners, and the success of our fundraising efforts, zero2hero were able to impact the lives of 51,944 young people in 2024 — a remarkable 59% increase from 32,507 in 2023.

This milestone would not have been possible without the unwavering commitment of our community of heroes, from individuals and corporate donors to volunteers and event attendees. Many of these valued supporters have been with us throughout our journey and many are new to our mission, and their contributions in 2024 have been instrumental in achieving this record growth.

Through strategic planning, a passionate and efficient team, and continuous investment in operational improvements, we are proud to have increased the number of young people impacted so significantly without a corresponding rise in expenses. This reflects the scalability and sustainability of our program delivery, bringing us one step closer to our goal to impact every young person in Western Australia.

During this reporting period, zero2hero generated an income of \$3,625,177, 65% of which was sourced through fundraising events and donations, including donations

made during our events such as the Red Cape Ball and The Heroes Lunch, and those received through the cape2cape Treks.

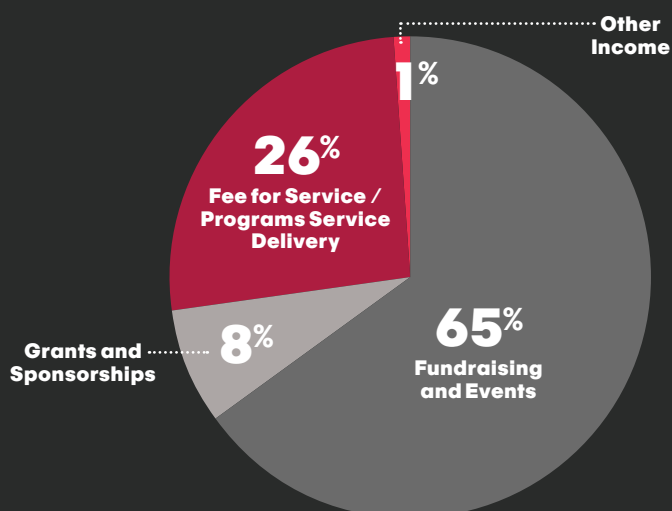
We are proud to have built a strong reputation not only as a leader in youth mental health but also as a trusted partner within the corporate community. Our dynamic events and engaging fundraising initiatives have helped foster partnerships with value-aligned organisations, laying a solid foundation for long-term impact.

This reporting period, zero2hero achieved an operating surplus of \$265,185, aligning with our strategic plan and the objective of working toward impacting all young people in WA.

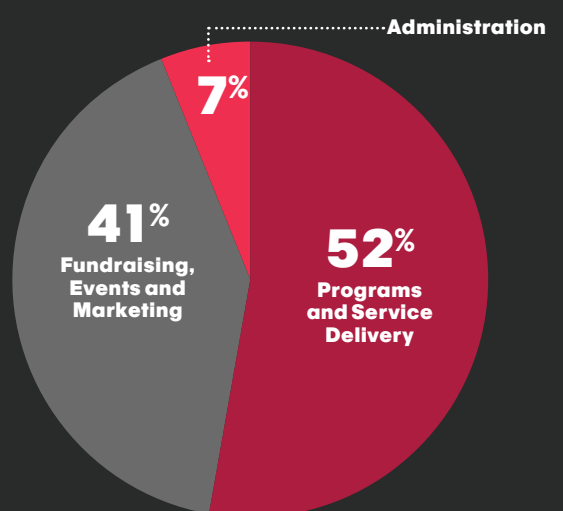
To all our new and long-standing donors, supporters, and partners — thank you. Your belief in our mission empowers us to continue championing young minds across Western Australia. With your ongoing support, we are inspired and energised to make 2025 our most impactful year yet.



Income



Expenses





2024 Recap

**This year was a BIG year for zero2hero.
Some (but not all!) of our highlights include;**

- Welcoming new team members, schools and partners to our family.
- Visiting every region in WA to deliver programs to 255 schools.
- Increasing the total number of students impacted by 59% from last year.
- Raising nearly \$1million from our cape2cape treks combined.
- Holding 11 camps and clinics for young leaders, athletes and creatives.
- Hosting 20 regional school roadshows.
- Renewing our partnership with Chevron Australia for an additional 3 years and becoming a Telethon beneficiary.
- Outgrowing our first official home in Subiaco, to start the New Year in our new Hero HQ in West Perth!



“

A heartfelt thank you to our everyday heroes – our growing zero2hero team and our incredible volunteers. Your dedication, passion, and generosity make everything we do possible. We simply couldn't create this impact without you!





Stand up for young minds





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