

2025 ANNUAL REPORT

zero2hero[®]



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zero2hero acknowledges Aboriginal and Torres Strait Islander peoples as the Traditional Custodians of the lands on which we live, learn and work. We pay our respects to Elders past and present, and recognise the strength of culture, community and connection to Country that continues today.

2025: MORE THAN REACH





In 2025, we stepped into classrooms, onto camps, and into communities around Western Australia with one clear focus: to not just talk about mental health, but to help young people understand it, navigate it, and support each other through it.

It was a year of real conversations, real growth, and real impact, and 66,156 young heroes across WA felt it - over 27% more than last year.

But this year wasn't just defined by how many young people we reached, but by the quiet moments in between. A student putting their hand up to ask a question they've never felt safe to ask before. A young person on camp finding their voice and realising they belong. A conversation between friends that changed the course of someone's day.

These are the moments that matter. The ones you don't always see in the numbers, but the ones that create a ripple effect that reach into communities.

Prevention and early intervention change lives – that belief is the heartbeat of everything we do. It's why we show up early, show up often, and show up ready to stand up for young minds.

A Word From Our Chairman

Every year when I sit down to write this letter, I find myself drawn to the numbers – the reach, the growth, the scale of what we’ve built together. And while the numbers matter, they’re not the full story. The most important impact happens in the moments we don’t always measure.

This year, zero2hero reached 66,156 young people – over 27% more than last year. That’s a number we are proud of. But what sits with me more is knowing that behind every one of those touchpoints is a young person navigating something real: anxiety about the future, pressure they can’t name, loneliness they haven’t yet learned to talk about. Our job isn’t just to reach them. It’s to meet them where they are before crisis intervention becomes the only option.

I’ll share a moment that stayed with me this year. At one of our camps, a young participant told a facilitator, “I didn’t think anyone would notice if I wasn’t okay.” That single sentence captures why zero2hero exists. We are here to notice. We are here to make sure no young person feels invisible. We teach them not only to help themselves, but to be on the lookout for others who need to safely get to the help they need.

None of this work is possible alone. I want to acknowledge our major partners – Chevron Australia, Telethon, and Altrad – whose commitment goes well beyond sponsorship. Their belief in our mission amplifies everything we do. I also want to thank our broader corporate and community partners who walk alongside us, investing not just resources but genuine care for the next generation.

To our board, our team, our volunteers, and every person who has championed a young person’s wellbeing this year: thank you. You are the reason 66,156 became more than a number. You gave it a heartbeat.

As we look ahead, I’m filled with a deep sense of purpose. The need is growing, but so is our capacity to respond. Together, we will continue to show up early, show up often, and show up with the kind of care that changes lives.

Paul Larsen
Chairperson



**“We are here to notice.
We are here to make sure no
young person feels invisible.
We teach them not only to
help themselves, but to be
on the lookout for others
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the help they need.”**



A Word From Our CEO

The 2025 financial year was a year of growth and, in many ways, a year of growing up.

As zero2hero turns 12, we find ourselves preparing for our teenage years as an organisation. We are proud of how far we have come, but even more aware of the responsibility that comes with growing into our next stage.

We reached more young people, delivered more workshops, expanded our regional presence, and moved into our new Hero HQ. But beyond the visible milestones, we were doing something just as important: building an organisation strong enough to carry the weight of its mission.

For zero2hero, growth has never been about becoming bigger for the sake of it. It has always been about meeting the need in front of us. And that need is becoming harder to ignore.

Young people today are navigating a world that is loud, fast and often overwhelming. Too many are carrying pressure they do not yet have the words for. Many are surrounded by adults who care deeply, but do not always know how to start the conversation. Too many are waiting too long for support, or only receiving it once crisis has already arrived.

That is why prevention remains at the centre of zero2hero.

Our work starts earlier, in classrooms, on camps, and in the quiet, brave moments when a young person finally feels safe enough to speak honestly. It happens when a friend learns how to ask, "Are you okay?" and has the confidence to stay long enough to hear the answer.



**Our work starts earlier,
in classrooms, on camps,
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enough to speak
honestly.**

This year, we saw those moments everywhere: at Camp Hero, where young people found the confidence to lead; in schools, where conversations continued long after our facilitators had left the room; and across regional Western Australia, where young people reminded us that access to mental health education should never depend on their postcode.

We also learned that impact is not only what happens in front of a room. It is the discipline behind the scenes: robust systems, enhanced programs, clearer structures, and a team willing to learn, adjust, and keep improving. There were wins to celebrate and lessons that helped us mature. That is part of building an organisation with integrity. Our responsibility is not simply to reach more young people; it is to reach them sustainably, safely, and well.

To our team at Hero HQ: thank you. You carried this mission with professionalism, care and immense heart. You adapted to change, managed complexity and kept young people at the centre of the work, even when the pace was demanding.

To our Board, partners, donors, schools, volunteers and everyday heroes: thank you for investing in prevention. You chose to act before it was too late. Your support does not sit on the sidelines of this work; it makes the work possible.

I often think about the responsibility of building something that lasts. Not just a charity that delivers programs, but an organisation capable of changing the way young people understand mental health, seek help and support each other.

zero2hero exists because young people deserve more than a crisis response. They deserve to be noticed, supported and equipped to thrive.

After a year of growth, change and meaningful progress, I am more certain than ever that zero2hero is ready for its next chapter, not because the need is slowing down, but because our commitment is growing stronger.

To everyone helping us carry this mission forward: thank you. The work ahead is big, but so is our belief in what becomes possible when “I” becomes “we.”

Ashlee Harrison
CEO & Founder

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, an accredited suicide prevention facilitator and holds a GAICD accreditation.

Since 2013, Ashlee has led zero2hero to impact over 338,000 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.



Chris Harris
CEO & Company Secretary

Chris Harris joins our Board as the Clinical Lead. He is a respected psychologist with more than 30 years' experience and has dedicated his career to improving mental health outcomes for young people across WA. From running his own psychology practice to leadership roles at Youth Focus Inc. and now as Head of Mental Health at Mineral Resources Ltd, Chris has always led with empathy and evidence.

Chris brings deep clinical insight and a clear vision for youth wellbeing. We're excited to have him guiding the next chapter of zero2hero's impact across metro and regional WA.



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.



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.

WHAT WE DO



We provide programs that educate, engage and empower young people, to give them the tools to support their own mental health and look out for the people around them.

Our work is grounded in prevention. We focus on equipping young people before they reach crisis point – building resilience, normalising help-seeking, and creating safe spaces for honest conversations.

We believe every young person in WA deserves the tools and confidence to navigate whatever life throws at them, no matter where they live, who they are, or what they're facing.

From school workshops to leadership camps, every program is built to give young people practical tools for themselves and those around them.

OUR VISION

A FUTURE WHERE
EVERY YOUNG PERSON
IS MENTALLY STRONG,
SUPPORTED, AND
THRIVING.



A Year in Action

In 2025, tens of thousands of young heroes across Western Australia stepped into zero2hero programs and left with something real.

Behind every number is a moment.

A student choosing to speak instead of staying silent. A young person recognising the signs in a friend and stepping in. A classroom where mental health is no longer a taboo topic.

These are the moments that sit behind the numbers. The ones that build confidence, forge real connection, and change the way young heroes show up for themselves and each other.

And together, they add up to something much bigger.



268
SCHOOLS
REACHED



399
TRAINED
IN SUICIDE
PREVENTION

66,156

YOUNG PEOPLE IMPACTED



1,010

WORKSHOPS
DELIVERED



516

YOUNG PEOPLE
ATTENDED
CAMP HERO



5,805

COVERED ON OUR
FUNDRAISING
TREKS

PROGRAM DELIVERY MAP

In 2025, we reached every corner of Western Australia, delivering programs across all regions, from metro classrooms to remote communities.

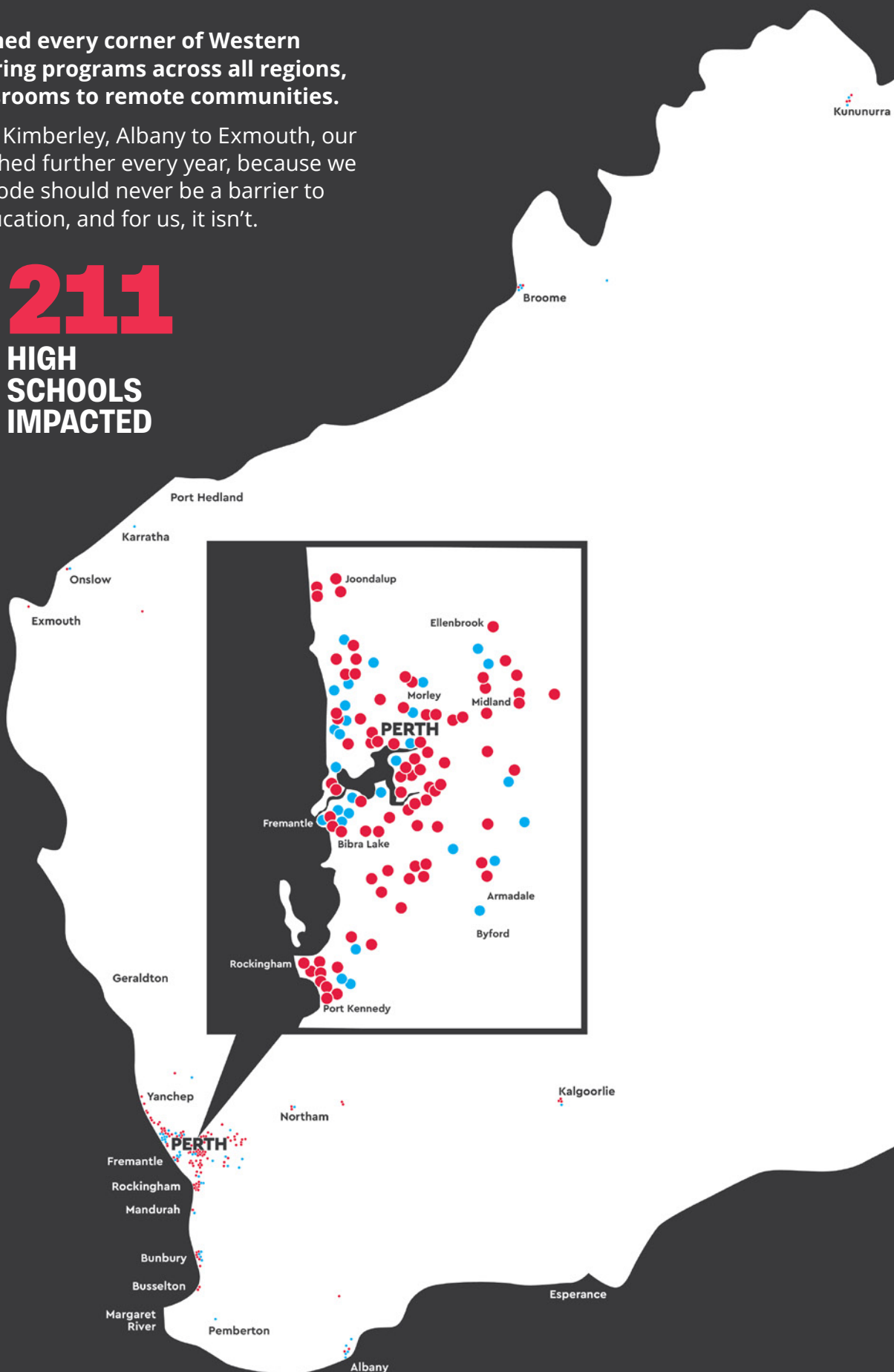
From Perth to the Kimberley, Albany to Exmouth, our footprint has reached further every year, because we believe that postcode should never be a barrier to mental health education, and for us, it isn't.

57

**PRIMARY
SCHOOLS
IMPACTED**

211

**HIGH
SCHOOLS
IMPACTED**



SCHOOL PROGRAMS







“zero2hero delivered a valuable series of workshops focused on resilience and mental health that were exceptionally well received by the group.”

Teacher, Living Waters Lutheran College

Highlights from the classroom

Our school programs are where the conversation begins.

From as early as Year 4, our programs create space for honest, real conversations about mental health. Students build confidence, learn practical tools, and walk away with a better understanding of themselves and the people around them.

In 2025, we saw young heroes asking deeper questions, opening up more, and starting to understand not just their own experience, but what their mates around them are going through too.

Teachers keep telling us the same thing: after our programs, their students show up with more confidence, stronger peer support, and a willingness to have conversations that weren't happening before.

193 SCHOOLS EDUCATED

1155 WORKSHOPS DELIVERED

24,099 HIGH SCHOOL STUDENTS EDUCATED

4,303 PRIMARY SCHOOL STUDENTS EDUCATED

REGIONAL OUTREACH

In 2025, we continued to prioritise regional Western Australia, ensuring young people across the state have access to the same opportunities, no matter where they live.

For many of these young heroes, it's the first time they've had a real, supported conversation about mental health, creating space for conversations that may not have happened otherwise.

The data is clear: regional young people face greater challenges. So expanding access to mental health education isn't optional, it's essential. And it's something we take seriously every year.

A heroic milestone this year was travelling to Looma in the Kimberley, our most remote delivery yet. With a population of just over 500 people, and suicide and self-harm the leading cause of disease burden for young people, this work is not a luxury, it's a lifeline.

19 REGIONAL
TRIPS

42 SCHOOLS
REACHED

5,374 STUDENTS
EDUCATED



"The level of engagement from zero2hero has been amazing it's opened up some really important conversations about mental health."

Teacher, Exmouth District High School



CHEVRON HUMANKIND



CHEVRON
human
KIND

Chevron humanKIND continued to play a vital role in fostering empathy and connection within schools.

Through this multi-session program, students explore what it means to show compassion, for themselves and for others. They build stronger relationships, develop emotional awareness, and contribute to more supportive school environments.

The ripple effect of this program extends beyond the classroom, influencing school culture in meaningful and lasting ways.

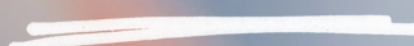
PROGRAM HIGHLIGHT

At Hampton Senior High School, students developed a compassion project focused on connection and inclusion. "Operation Friendship" introduced small, year-level lunch groups designed to build relationships, encourage student voice, and support new friendships. Each term, students come together to share progress, with a simple but powerful goal: for every student to form at least one new friendship.

44 x 4 SESSION PROGRAMS
DELIVERED

2,431 STUDENTS
EDUCATED

35 SCHOOLS
REACHED



Hero High

Hero High remains one of our most sought-after programs, and for good reason. It equips young heroes with real, practical strategies to navigate the pressures of adolescence with confidence.

By creating space for honest conversations, Hero High helps normalise mental health discussions and empowers students to speak up, seek support, and support others.

It's about preparing young heroes not just for school, but for everything that comes after.

375 WORKSHOPS
DELIVERED

23,996 STUDENTS
EDUCATED

121 SCHOOLS
REACHED

"Your recent Let's Talk Resilience presentation to our Year 10 group was outstanding. The delivery was so relatable and immediately engaged the students, and what stood out most was the choice in anecdotes they weren't just thoughtful, but deeply authentic."

Teacher – Butler College



CHEVRON TOUGH STUFF



Chevron Tough Stuff is where young heroes discover what they're truly made of, physically and mentally, and come away standing taller.

Across this 8-week program, students are challenged to step outside their comfort zones, develop healthy habits, and work towards a shared goal – a 4km fun run. It's not just about fitness, it's about showing young people they can do hard things, and that they don't have to do them alone.

PROGRAM HIGHLIGHT

The streets of Pickering Brook came alive with energy and determination as students completed their 4km Tough Stuff run through bushland tracks and the school oval. Cheered on by families and staff, the event was a powerful reflection of what the program is all about: resilience, participation and belief.





"I learnt that I am better than I thought. I wasn't convinced I could do the 4km run but all of the positive energy, laughter and fun and even a little bit of practice with myself, I completed something I never ever thought I could do."

Student, Our Lady of Grace Primary School

"This event is about more than just fitness – it's about showing our students they are capable of achieving tough goals."

Principal, Pickering Brook Primary School

43 x 8 SESSION PROGRAMS
DELIVERED

1,335 STUDENTS
EDUCATED

30 SCHOOLS
REACHED

HERO HIGHLIGHT

HAMPTONS SENIOR HIGH SCHOOL

zero2hero's programs have had a strong impact on our students, particularly our Student Council leaders.

From these programs, the students have stepped into their roles with a deeper understanding of what genuine leadership looks like and actively knowing how to support the wellbeing of their peers. As a school, we've seen a noticeable shift toward more positive conversations and greater empathy. The programs have helped create a culture where talking about mental health feels normal and encouraged.

Schools are often the first place where signs of struggle show up and young people spend so much of their day with us. Equipping them with the knowledge and courage to reach out, not only for themselves, but for each other is essential. Our Student Council has shown greater initiative in checking in on their peers, including younger students. They're quicker to identify when someone might be struggling and are more confident in guiding them to a teacher or student services, and now use clearer, more supportive language when discussing mental health. They're more aware of the emotional needs of others and more willing to start conversations that might otherwise feel uncomfortable.

Working with zero2hero has been extremely positive. They've been flexible, understanding, and deeply invested in the wellbeing of our school community. Their facilitators connect well with students and the content is always age-appropriate, engaging, and meaningful. It feels like we're working with them, not just receiving a program. They understand the unique needs of our school and our student leadership team.

If your school is looking to build a stronger, more supportive wellbeing culture or if you simply want to give students better tools to navigate their mental and emotional world, then zero2hero is an invaluable partner. The impact goes far beyond the sessions themselves, it becomes part of the way students think, speak, and support one another not only in our school but the wider community.

Jessica Chinotto

Hamptons SHS, Student Council Coordinator





Safe TALK

safeTALK continues to be a cornerstone of everything we do in prevention, equipping everyday heroes with the skills and confidence to recognise the signs of suicide and take action when it matters most.

In 2025, we took safeTALK to schools, workplaces, community groups and regional areas, building a growing network of informed, capable heroes ready to step in when it matters most.

Participants learn how to identify when someone may be struggling, how to start a conversation, and how to connect them to the right support. It's practical, accessible training that empowers everyday people to play a role in suicide prevention.



14 PROGRAMS
DELIVERED

399 PEOPLE
TRAINED

87 SCHOOLS
REACHED

13 COMMUNITY
GROUPS REACHED

IN YOUR HEAD

In 2025, In Your Head brought together more than 1,000 students and teachers from across WA for a day of real conversations, practical tools and shared experiences around mental health.

This year we hit two heroic firsts: our first-ever regional livestream, bringing the event to even more schools across WA, and our largest-ever mental health exhibition with over 20 interactive displays!

Students heard from an inspiring line-up of speakers, including psychologist Chris Harris, former Australian netball captain Caitlin Bassett, Olympic boxer Harry Garside, and hip hop artist 3NA, each bringing honest, real perspectives that resonated long after the day ended.





IN PERSON

767
STUDENTS

53
SCHOOLS

LIVESTREAM

441
STUDENTS

8
SCHOOLS

97%

OF PARTICIPANTS SAID THEY
LEARNED SOMETHING NEW
ABOUT MENTAL HEALTH

“We had a student who had been struggling with their mental health for a long time. Despite consistent support from teachers, chaplains, our wellbeing team and psychologists, unfortunately we couldn’t make much of a difference.”

But after attending zero2hero’s In Your Head event, everything changed. They told us it was the first time they truly felt safe and understood, and the first time they felt comfortable enough to open up about how they were really feeling.

They said speaking with people at the event and being surrounded by so many young people who ‘got it’, gave them a completely new perspective. From that day, their mental wellbeing began to shift, and they actively started making positive changes.

This young person is now not only mentally healthy but also supporting their friends. Your team and your event changed their life. They are a completely different person to who they were before, in the best possible way.”

Teacher, Northshore Christian Grammar School

ZERO²HERO DAY





11 SCHOOLS PARTICIPATED
3,647 STUDENTS IMPACTED

zero2hero Day continues to be a powerful and much-loved event in the school calendar, bringing entire schools together in a shared, heroic commitment to mental health and connection.

Across WA, students and staff show up in creative and meaningful ways by dressing as heroes, decorating classrooms, and turning their schools into spaces filled with positivity and energy.

At its core, zero2hero Day is about simple, intentional actions. Checking in on a mate, starting a conversation, choosing kindness. These small moments reinforce that being a hero doesn't require grand gestures - it starts with showing up for yourself and the people around you.



CAMP HERO PROGRAMS





CAMP HERO YOUTH



Camp Hero YOUTH focuses on equipping 13 – 15 year olds with the tools and understanding they need to navigate their mental health.

Through connection, reflection and challenge, young people build self-awareness, resilience and confidence in a supportive environment.

For many young heroes, it's their first experience having open conversations about mental health, and realising they're not alone in what they're feeling. It allows them to return to their schools and communities with a stronger sense of self and the confidence to navigate challenges and support their peers.



3 CAMP HERO
YOUTH PROGRAMS

99 STUDENTS
PARTICIPATED

26 SCHOOLS
REACHED

**“Camp helped me to
feel better about myself,
listen, learn from people
around me and make new
friends along the way.
I learnt how I can help
friends, family or people
around me struggling
with their mental health.”**

Tekarie

CAMP HERO LEADERSHIP



Camp Hero LEADERSHIP continues to empower young heroes aged 15-18 to step up and lead, in their schools, in their communities, and in the lives of the people around them.

Over 5 days, young leaders develop the confidence and skills to lead conversations, support their peers and create positive change.

Many return home as genuine advocates for mental health, carrying what they've learned back into their schools and communities, and creating a ripple effect that extends far beyond the camp itself.



6 CAMP HERO LEADERSHIP PROGRAMS

214 STUDENTS PARTICIPATED

86 SCHOOLS REACHED

“Camp was life-changing. I made so many amazing friends, and I learned so much about leadership, empathy, and how to support my friends during tough times, including moments of crisis like suicide. The lessons I gained from your program have already made a huge difference in my life and the lives of those around me. I feel more confident, more compassionate, and more ready to step up as a leader in my school and community.”

Pradeep

camp hero



Meet Harrison

FINDING STRENGTH IN VULNERABILITY

I applied for Camp Hero because I wanted to push myself, to meet new people, build confidence, and get a clearer idea of who I am. Camp Hero showed me that meeting new people isn't as scary as it seems.

Hearing everyone open up about what they were going through completely changed my perspective. I realised that vulnerability can actually make you stronger and it gave me the confidence to share things I'd never spoken about before.

Camp pushed me outside my comfort zone in a way I hadn't experienced before. It made me try things I'd usually avoid and showed me that I'm capable of more than I thought. I realised I can do anything I put my mind to.

Since camp, that mindset has carried into everything I do. I've completed my Duke of Edinburgh Award, contributing over 200 hours of community service, taking part in multiple expeditions, and developing new skills across music and leadership. Camp Hero was a key part of that journey, and one of the most challenging and rewarding experiences along the way.

Back at school, I've stepped into more leadership roles and feel more confident speaking up, supporting others, and creating a positive environment around me. I've learnt that leadership isn't about being the loudest voice. It's about listening and being someone people can trust.

I've found myself checking in on people more, starting conversations I might have avoided before, and trying to be someone others feel comfortable going to.

Camp also shifted how I think about my future. I've gone from wanting to study commerce to considering psychology, because I've seen how much of a difference it can make when someone feels supported. If I can help even one person, that matters to me.

For me, leadership now isn't about recognition, it's about showing up consistently, being present, and doing what you can to support the people around you.

If I can use what I've learnt to help someone feel supported or included, that's how I want to lead.

"I realised that vulnerability can actually make you stronger and it gave me the confidence to share things I'd never spoken about before."

CAMP HERO CREATIVE

Art, drama and dance aren't just fun, they're powerful ways for young people to express themselves, build confidence and manage stress. That's what Camp Hero CREATIVE is all about!

Designed for young creative heroes aged 7-12, this three-day clinic creates a joyful space for creativity, connection and self-expression, and gives every participant tools they'll carry long after the final curtain call.



54 YOUNG CREATIVES
IMPACTED
13 SCHOOLS
REACHED

CAMP HERO SPORTS

Camp Hero SPORTS combines physical activity with mental health education, helping young heroes understand that how they move affects how they feel, and that both matter!

Designed for young athletes aged 7-12, this three-day clinic blends sport, teamwork and personal development. Through a mix of drills, games and challenges, alongside sessions in mindfulness, positive psychology and nutrition, participants build resilience, confidence and healthy habits for both mind and body.



2 CAMP HERO SPORTS
CLINICS DELIVERED

149 YOUNG ATHLETES
IMPACTED

39 SCHOOLS
REACHED

EVENTS & FUNDRAISERS





Red Cape Ball



The Red Cape Ball continues to be a standout on Perth's social calendar – a big night, with big energy, and even bigger impact!

In 2025, 680 guests filled the room, **raising an incredible \$438,623** to help deliver youth mental health programs across Western Australia.

From long-standing heroes returning year after year, to brand-new supporters stepping up for the first time, the energy in the room was full of connection, generosity and shared impact.

Highlights included a memorable performance from the legendary Daryl Braithwaite and our largest-ever silent auction. The night also delivered record-breaking results, with 24 trekkers signing up for the cape2cape Trek and 148 young people funded to attend Camp Hero through Sponsor a Student.



**“Best night
of the year!”**

Shane Ball, Project Building Supplies

THE HEROES LUNCH



The fourth annual Heroes Lunch brought together 384 guests from across WA's corporate and community networks, raising an incredible \$175,812, as well as 78 young people being sponsored to attend Camp Hero.

A highlight of the afternoon was a candid and entertaining Q&A with former Australian rugby union player, Nick Cummins, aka Honey Badger, whose honesty and humour brought both energy and perspective to the room.

With strong support from returning table partners and new supporters alike, The Heroes Lunch continues to grow as an important event for connection, conversation and impact.

THE ROSES LUNCH



CAPE2CAPE TREK



Twenty trekkers took on the challenge of the iconic 135km cape2cape Trek, pushing themselves physically and mentally, all in support of youth mental health.

Together, they **raised an incredible \$95,374**, with every step helping to fund programs that equip young people with the tools to navigate life's challenges.

More than just a trek, it's an experience that builds connection, resilience and a deeper understanding of the impact they're helping create.



CEO TREK

“This experience was about stepping outside the rhythm of everyday business life. There’s often a misconception that business leaders have it all together, but everyone struggles at times. Being offline from the business was confronting at first, but it turned out to be one of the best weeks of my life.”

Leigh Dyson, Director at Oakstone Advisory

“What really resonated was the chance to disconnect alongside other leaders and better understand how zero2hero supports young people. Sometimes the most meaningful leadership happens not behind a desk, but alongside peers willing to be challenged.”

Stephen Kostarelas, Director at The Wealth Designers



In 2025, thirteen of Western Australia's business leaders stepped away from their boardrooms and into hiking boots, taking on the 135km journey from Cape Leeuwin to Cape Naturaliste, raising an incredible \$185,603 for youth mental health.

More than just a physical challenge, the CEO Trek creates a rare space for leaders to disconnect, reflect and find connection beyond titles and roles. Year after year, it brings together people willing to step up, not just for the challenge, but for something much bigger than themselves.





TREE2SEA TREK

In its inaugural year, the tree2sea Trek brought together nine past cape2cape Trekkers to take on 150km of the iconic Bibbulmun Track in the Walpole region, beginning amongst the towering Karri Forrest and ending with sweeping coastal views.

More rugged, more remote, and designed to push participants further into their challenge zone, the tree2sea delivered in every sense. Long days on the track, quiet moments of reflection, and plenty of laughs along the way created an experience that went far beyond the physical challenge.

Together, the team **raised an incredible \$236,879**, the highest fundraising per trekker of any zero2hero Trek to date!

PARTNERSHIPS & EVERYDAY HEROES







The Big Dig

The 2025 Big Dig truly took things to another level – proof that when you dig deep, you can move mountains, or at least a lot of sand!

More than 150 diggers across 23 teams moved over 1,700 tonnes of sand over 24 hours, and together **raised an incredible \$166,000** for youth mental health.

Since 2023, Goran Utjesinovic has been a true hero of zero2hero, bringing this wild idea to life and helping raise more than \$370,000

over three years. That kind of year over year dedication genuinely changes lives.

The 2025 event went even bigger thanks to WATM Equipment and Dowsing Group, who backed the first-ever Big Dig raffle, giving away a Mini Excavator to one very lucky winner.

To every hero who dug in, donated, or cheered from the sidelines, thank you for helping make such an impact for our cause.

“We’re all digging for a bit of fun, but it’s all for a good cause. The camaraderie of bringing the whole team together, all the sponsors, all the supporters and just a lot of good people in the industry.”

David Della Bonna WA Limestone Managing Director

HBF RUN FOR A REASON



In 2025, the HBF Run for a Reason became something much bigger than a fundraising opportunity, it became a powerful, heroic moment of community, connection and shared purpose.

A total of 167 people chose to run and fundraise for zero2hero, **raising an incredible \$96,247** to support youth mental health programs.

At the centre of this was our friend Adam Selwood, who set out to run the half marathon to raise awareness for mental health, raising an extraordinary \$83,252 - the highest individual fundraising total across the entire event.

In the lead up to the run, the community was deeply impacted by Adam's passing.

On the day, friends, family, past West Coast Eagles teammates and members of the wider community came together to run in his honour. For those unable to attend, many completed the run in their own way, across regional WA and at West Coast Eagles HQ, ensuring his impact was felt far beyond the course.

At the finish line, zero2hero created a space for people to come together, connect, and support one another – a simple but meaningful reminder of what this community stands for.

This year's event was a powerful reminder of why this work matters, and proof that this community of heroes continues to show up for each other, no matter what.

Everyday Heroes

Across the year, we're powered by a community of everyday heroes who go the extra mile, showing up, getting creative, and rallying everyone around them to stand up for young minds.

Big or small, every heroic act of support helps us reach more young people, and reminds us that this work is powered by a community that genuinely cares.

Here are just a few who stepped up in 2025:

- Aaron Kanters and Business Golf Network raised \$20,000 through their Mount Lawley Golf Day, bringing their community together for a day of connection and purpose.
- SEER Financial Group & Pragma Lawyers joined forces to raise \$32,000 at their Wembley Golf Day, demonstrating the power of collaboration for impact.
- Josh Grosse and Trent Carroll committed to a dip in the ocean every day for 100 days through winter. Along the way, they brought together friends, family, and even the zero2hero team, raising an incredible \$10,000.



Youth Leadership Team

Our Youth Leadership Team continues to be one of the most heroic parts of what we do, strengthening connection, building community, and keeping the zero2hero spirit alive year-round.

Made up of Camp Hero alumni, the team creates opportunities for young people to stay engaged beyond our programs. In 2025, the YLT delivered three alumni events while continuing to build a strong and connected alumni network.



ZERO2HERO CUP



Rain, rivalry and a last-minute win!

Led by the Youth Leadership Team, the second annual zero2hero Cup brought the energy. A tight game of footy between alumni and zero2hero veterans kept everyone on edge, with the alumni team clinching a last-minute goal. Off the field, the vibe was just as strong, from longest kick comps to line dancing (yes, the Nutbush made an appearance), and a whole lot of sideline support.

More than just a game, the zero2hero Cup is a reminder of what this community is all about, connection, energy and showing up for each other.

OUR HEROIC PARTNERS

EMPOWERMENT PARTNER, CHEVRON AUSTRALIA



Thanks to Chevron Australia's support in 2025, zero2hero empowered 23,593 people through our mental health education programs, our largest year of impact together to date.

This achievement marked several significant milestones, including surpassing 50,000 people reached over the course of our partnership since 2022.

In 2025, we also welcomed the first Chevron sponsored students from Onslow to attend Camp Hero, and for the first time, delivered multiple program offerings to participating high schools.

“Chevron is proud to partner with zero2hero to invest in prevention focused mental health programs that equip young people to lead with empathy and resilience. This partnership demonstrates the power of long-term collaboration to create meaningful, lasting impact.”

Claire Honey, Chevron Australia Partnership Advisor



23,593	PEOPLE EMPOWERED THROUGH THE PARTNERSHIP
33	SUICIDE ALERT HELPERS
92	SCHOOLS REACHED
780	HOURS OF MENTAL HEALTH EDUCATION DELIVERED
609	WORKSHOPS DELIVERED
10,983	STUDENTS EDUCATED

VISION PARTNER TELETHON7



In our second year as a Telethon beneficiary, the impact went to another level, and we couldn't be more grateful. Together, we delivered heroic projects across the Kimberley and South West, reaching young people who need it most.

3,700 STUDENTS EDUCATED

52 SCHOOLS REACHED

100 HERO HIGH WORKSHOPS DELIVERED

60 YOUNG PEOPLE SPONSORED TO ATTEND CAMP HERO



"I didn't know what to expect going into Camp Hero. But it ended up being life-changing for me. I finally felt like I belonged."

Jaxon, Telethon sponsored Camp Hero attendee from Albany.

MAJOR PARTNER ALTRAD



Altrad's continued support is a key reason zero2hero keeps growing, reaching further, touching more lives, and making more possible every year.

In 2025, 33 young people graduated from Camp Hero ALTRAD, gaining the skills and confidence to support their own mental health and lead within their communities.

As a major partner of both The Heroes Lunch and Red Cape Ball, Altrad's generosity extends across everything we do, championing our impact and helping us reach more young heroes across WA.

MEET RANKO

Consilium Corporate

For me, it started with one simple decision – saying yes.

A mate called and asked if I'd take on the cape2cape Trek for youth mental health. My first thought was there was no way I was walking 135km in five days! But after a minute, I said yes anyway.

That decision changed more than I expected.

Being out there, away from work and everyday distractions, gave me space to think, and a better understanding of what young people are going through. It shifted my perspective and made me more aware, and more empathetic. Once you see the impact up close, it stays with you.

What I didn't expect was how quickly it would grow beyond me. My family got involved. Three of my daughters took on the trek. My wife started volunteering and mentoring on camp. Then our team got behind it – colleagues and business partners stepping in to take part, and sponsoring events.

What started as me saying yes to the trek became something much bigger. It's not just about me doing it anymore, it's something we all believe in. As a business, we've always believed that what we do should go beyond the bottom line. Supporting zero2hero has become part of how we live that, not just through fundraising, but by showing up and being part of the work.

Seeing the impact firsthand, the way young people connect, open up and grow, reinforces why it matters. If we can play even a small part in that, it's worth it.



Thank you to our corporate partners

Empowerment Partner



Vision Partner



Major Partner



Impact Partner



Community Partner



Heroic Supporter



FINANCIALS

The 2025 financial year marked a milestone in our operational maturity at zero2hero. While our ultimate mission remains clear – to prevent suicide and stand up for young minds – long-term impact requires strong foundations, disciplined governance and a structure built to last.

Over the past 12 months, we put our energy exactly where it matters: into our people, our safety, and our program delivery.

To support our state-wide growth sustainably, we overhauled our operating systems, strengthened our governance structures, and significantly expanded our team — with a specific focus on growing our program delivery capability. At the same time, we refined our fundraising activities and began shifting our focus toward a more diversified revenue model.

It all sounds very grown up – and, in many ways, it was. But essentially, we came to realise that if we want to go far, we have to be willing to go a little slower sometimes. Building the right foundations now means we can reach more young people more sustainably, for years to come.

The success of this scalability is reflected in our program delivery efficiency. In 2025, we expanded our direct reach to **66,156 young West Australians** – a **27% increase** from the previous year. By optimising our systems, we achieved this expanded state-wide footprint while limiting overall operational expenditure growth to **19%**. In other words, our impact grew faster than our cost base. Every dollar invested into zero2hero is working harder to reach the young people who need us most.



In 2025, our reach grew by 27% while expenditure grew by 19% — ensuring every dollar worked harder for young people.

REVENUE AND FINANCIAL PERFORMANCE

Our community and corporate partners backed us again this year, helping us bring in total revenue of \$3,566,312.

On the other side of the ledger, our total expenses came to \$3,962,338. This investment went directly into making zero2hero stronger: establishing our new office headquarters, **Hero HQ in West Perth**, updating our clinical program content, expanding our programs team, and sending our team out on **19 dedicated roadshows** to reach regional communities that too often miss out.

Because we invested heavily in these long-term upgrades and expanded our program delivery capability, our final audited position shows a deficit of \$396,027. We want to be completely transparent about this: it was a deliberate decision by our Board.

Rather than continuing to hold prior-year surpluses in reserve, the Board made the decision to reinvest a portion of those funds into our strategy, capability, safety structures, systems and people. This means we close out 2025 stronger, safer and better equipped to reach more young people across Western Australia for years to come.

HOW OUR FUNDING WORKS AND WHERE YOUR MONEY GOES

We want our donors, partners and supporters to know exactly how their money is used.

This year, **61% of our total income** was generated through fundraising events and donations. We use a simple, transparent model for these initiatives.

When someone buys a ticket to the Red Cape Ball or pays a registration fee for a cape2cape or tree2sea Trek, that upfront fee helps cover the direct cost of delivering the event. This means the core event costs are largely funded by ticket sales and registrations, allowing the funds raised above those costs to be directed toward our youth mental health programs and the operational capacity required to deliver them safely and effectively.

This year, community events and fundraising represented **38% of total expenditure**. While this is a significant investment, it also reflects the strength of our model: these events are not only powerful awareness and community-building opportunities, they are also a major funding engine for zero2hero. In 2025, fundraising events and donations generated **61% of our total income**, directly supporting the growth and reach of our programs across Western Australia.

Beyond fundraising events and donations, our revenue came from a growing mix of program delivery fees, grants, sponsorships and other income streams. Program delivery fees contributed **28% of total revenue**, while grants and sponsorships contributed **10%**. This growing diversity matters. It helps reduce reliance on any single income source and gives zero2hero a stronger financial foundation for the future.

Because our event costs are substantially offset by ticket sales and registrations, we were able to direct **54% of total organisational expenditure** into programs and service delivery. Our general administration costs remained disciplined at **8%**, even while we invested in internal systems, HR improvements and the establishment of Hero HQ.

And that is the story of 2025: we grew up a little, slowed down where we needed to, and strengthened the foundations beneath us.

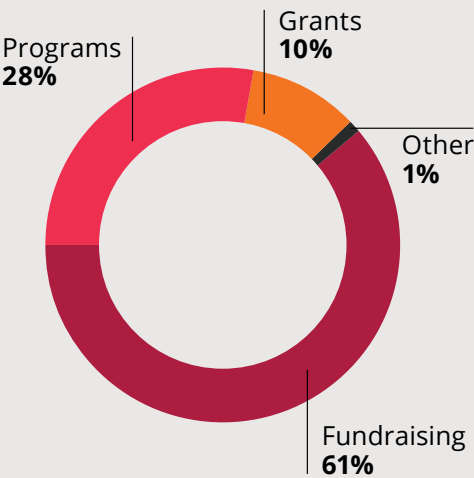
Not for the sake of being bigger, but so we can be better, safer, stronger, more sustainable, and ready to stand up for more young minds across Western Australia.

To every donor, partner, volunteer, trekker, event guest and corporate supporter who made this possible: thank you. Your generosity has helped zero2hero build the next version of itself – one capable of reaching further, delivering better, and continuing this work for years to come.

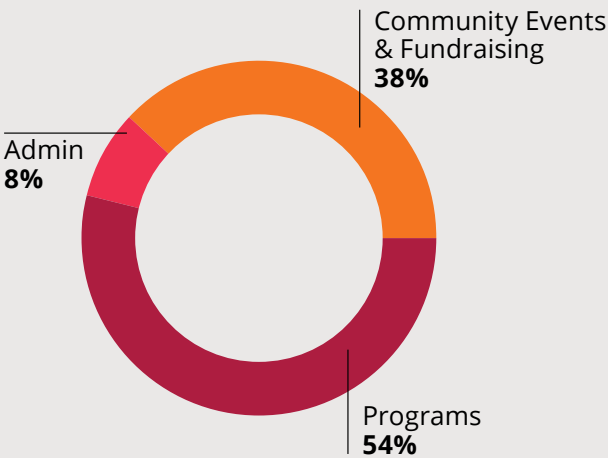
FINANCES AT A GLANCE

	FY2023	FY2024	FY2025
Students Impacted	32,507	51,944	66,156
Total Revenue	\$2,953,743	\$3,650,953.70	\$3,566,312
Total Expenses	\$2,899,165	\$3,385,768.21	\$3,962,338
Net Surplus / (Deficit)	\$54,578	\$265,185.49	(\$396,027)

INCOME



EXPENDITURE





camp  hero

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