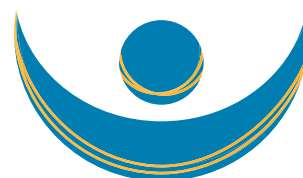




Annual Report

2013 / 2014



WAAMH

Western Australian Association
for Mental Health

Contents



Vision & Role	1
President's Report	2
CEO's Report	3
Our Board	4
Our Staff	5
Our Members	6
Systemic Advocacy	8
Sector Development	10
Development & Training	12
Mental Health Promotion	14
Financials	16
Photos	18
Acknowledgement	19
Photos	20

Vision & Role



The Western Australian Association for Mental Health (WAAMH) is the peak body of the community mental health sector in Western Australia.

WAAMH has been engaged in the mental health sector for more than 50 years and has more than 200 organisational and individual members.

Vision

Our vision is that Western Australian community managed mental health organisations will lead the way in supporting, and promoting the human rights of people with mental illness and their families and carers, through the provision of inclusive, well-governed community-based services focused on recovery.

Community-managed organisations provide a critical network of services that support people affected by mental illness and their families, and help them live valued lives in their community.

Our Role

We work for the benefit of people with mental illness, their families and carers.

We advocate for effective public policy on mental health issues, deliver workforce training, support the development of the community-managed mental health sector, and promote positive attitudes towards mental health and recovery.

Our three key priority areas of work are:

Leadership, Representation and Advocacy
Sector Development and Training
Mental Health Promotion



ALISON XAMON

PRESIDENT / ALISON XAMON

President's Report

It has been a significant year for mental health and it has been a busy first year for myself in the role of president.

WAAMH began the year with a comprehensive agenda for both engaging with and driving necessary reform in mental health and has achieved significant progress on both fronts.

At the time of writing, the release of the Mental Health Commission's long awaited 10 Year Services Plan is imminent and early briefings have indicated that there is likely to be much opportunity for expansion of the delivery of community mental health services. Turning around the focus of valuable mental health dollars from prioritising acute into early interventions and ongoing supports may not be an easy task but is a fundamental, necessary and long overdue reform.

The rollout of the National Disability Insurance Agency (NDIA) and My Way trial sites and the inclusion of psycho-social disability is another welcome reform which nevertheless requires a nuanced and in many ways different approach to appropriately include the mental health sector. WAAMH and our member organisations continue to play a central role in the trial sites as we endeavour to get the models right for consumers and their carers and family members.

Legislative reform has been a key priority. The long awaited Mental Health Bill 2013 has finally gone through Parliament and WAAMH continues to be involved in the

implementation group and the various sub-committees.

The Attorney General has also finally released the discussion paper into potential reforms of the Criminal Law Mentally Impaired Accused Act 1996, a hopelessly outdated piece of legislation which WAAMH hopes will be significantly reformed within the next year. The merger of the Mental Health Commission and the Drug and Alcohol Office has brought opportunities for WAAMH to continue to work closely with the Western Australian Network of Alcohol and other Drug Agencies (WANADA), enabling opportunities to collaborate whilst also respecting our respective disciplines, expertise and histories.

Finally, a significant reform announced has been the establishment of the Department of Health's Mental Health Network. Designed to bring together government clinicians and providers, non-government organisations, service providers, consumers and carers and family members, the Network has the potential to both drive much of the cultural reform identified within the Stokes Review but also to pull together many of the other reforms and consultations being undertaken within the sector.

Of course whilst there is much anticipation about the potential for the proposed reforms, and the hope

that we will start seeing a significant change in the nature of service delivery in mental health across both the public and NGO sectors, there is increasing concern that at the Federal level we are seeing a significant decline in the priority of mental health. In practical terms this is being felt as actual and real cuts to funding for many NGO mental health programs. As such WAAMH through our peak body, Community Mental Health Australia is increasingly focussed on our advocacy at the Federal level.

I would like to acknowledge the excellent work performed this year by our Executive Director Rod Astbury. WAAMH is also fortunate to have a suite of highly talented and dedicated staff who continue to excel and I thank them for their hard work.

I am also lucky to have a hard working and highly skilled Board of Directors. I thank them for their support and wisdom.

I would also like to thank my predecessor, former President, John Gherardi. He has been generous with his support throughout the year and I much appreciate it.

And finally a huge thank you to all of our members-service providers, consumers, carers and family members- without whom we would simply not be able to achieve as much as we do.

Alison Xamon
President

Chief Executive Officer's Report



ROD ASTBURY

I believe WAAMH can be proud of the significant influence it has had on the change agenda and in the major steps forward it has made as a peak body.

This year has been one of transition and change, both with WAAMH's external environment and within the organisation itself.

During the year we farewelled Eddie Bartnik, WA's inaugural Mental Health Commissioner and strong advocate for the community sector, and welcomed Timothy Marney, who has continued to enthusiastically support the growth and development of the sector.

At a national level we have seen the election of a new Federal government and the launch of the two models of the NDIS to be trialled in WA. WAAMH continues to advocate strongly for the effective engagement of people with mental health issues in the NDIS, both directly in WA and through our national peak, Community Mental Health Australia.

The national policy agenda has been very significant in 2014/15 and our members have made strong input to WAAMH's submissions to the National Mental Health Review and the Welfare Review.

Within WAAMH we have farewelled John Gherardi and welcomed Alison Xamon as President. I'd like to record my personal thanks to John for the guidance and support he provided to me and also to acknowledge the exceptional and unique skills and energy that Alison has brought to the role. I'm confident WAAMH's profile and influence will continue to grow with Alison's leadership.

There have been many achievements for WAAMH during the year, beginning with the completion of the Sector Strategic Framework which will guide WAAMH's sector development activity into the future. To drive this work, WAAMH restructured its training and development function, to focus on two streams - leadership and service delivery.

WAAMH also launched a new and substantially improved website which provides our members and other stakeholders with much richer online communication and resources, including a mental health and alcohol and other drugs service directory. This directory was a fine example of collaborative work between the two peak bodies, WANADA and WAAMH, in lead up to the amalgamation of the Mental Health Commission and Drug and Alcohol Office.

We also continued to grow the awareness and impact of Mental Health Week, with greater participation from schools and workplaces reflecting increased recognition of the importance of good mental health to students and employees.

2013/14 was also a breakthrough year for improved employment support for people with mental health issues, as we were instrumental in the successful establishment of four Individual Placement and Support sites in WA.

I'd like to thank the WAAMH team for their excellent contribution in a year in which there has been significant structural change as WAAMH itself has adapted to the changing environment.

I'd also like to acknowledge the advice and direction I have received from the WAAMH Board which represents the sector with great passion and insight.

Rod Astbury
Chief Executive Officer

Our Board

2013 - 2014



Alison Xamon
President

John Gherardi
(President to October 2013)

Joe Calleja
Vice President and Richmond Fellowship of WA (CEO)

Marita Walker
(Vice President to April 2014)

Rod Astbury
Secretary

Mick Geaney
MercyCare (Executive Director)

Sue Ash
UnitingCare West (CEO)

Simone Hosgood
Ruah Community Services (Executive Manager)

Marina Korica
Fremantle Multicultural Centre

Helen Lynes
Board Member

Pamela Gardner
Bay of Isles Community Outreach Inc. Esperance

Kerry Hawkins
Carer Representative

Jacqui Carter
Consumer Representative

Departures

Marita Walker
(Vice President to April 2014)

John Gherardi
(President to October 2013)

Sinead Flaherty
(Perth Inner City Youth Service to October 2013)

Sandra Vidot
(Mental Illness Fellowship WA to October 2013)

Board members attendance

Name	Meetings Attended	Possible Meetings
John Gherardi	3	3
Sue Ash	6	11
Simone Hosgood	7	11
Sandra Vidot	2	
Marita Walker	7	
Pam Gardner	9	11
Joe Calleja	10	11
Jacqui Carter	11	11
Kerry Hawkins	11	11
Mick Geaney	9	11
Sinead Flaherty	2	
Alison Xamon	8	8
Helen Lynes	5	8
Marina Korica	7	8

Our Staff



2013 - 2014

Rod Astbury
Chief Executive Officer

Ann Elliott
Operations Support Manager

Coralie Flatters
Manager Sector Development

Katrina Bercov
Manager Training and Development

Brooke Johns
Public Relations and Promotions Coordinator

Chelsea McKinney
Consultant Systemic Advocacy

Philleen Dickson
IPS State Project Lead

Lorna Lobo
Training and Administration Support Officer

Suzanne Velarde
Consultant Sector Development

Michael Martin
Sustainability Consultant

Ann White
TheMHS Coordinator

Departures

Anne Preston Carter
Promotions Coordinator

Kay Masters
Manager Training and Development

Deb Fay
Trainer and Assessor

Joanne Pollard
Training Officer

Leanne Cato
Training Administration Assistant

Patrica Wilson
Administration Support

Leanne Wherry
Administration Support

Our Members

2013 - 2014

Full Organisational Members

55 Central Inc
Advanced Personnel Management
Aftercare
Albany Outreach Support Service
Anglicare WA
Assoc for Services to Torture & Trauma Survivors
Australian Red Cross
Baptistcare
Bay of Islands Community Outreach Inc.
Carers WA
Centrecare Inc
CLAN WA Inc
Collie Family Centre
CoMHWA Inc
Community Housing Coalition of WA
Community First International
CommunityWest Inc
Council of Official Visitors
Enable Southwest Inc
Even Keel Bipolar Disorder Support Association
Foundation Housing
Fremantle Medicare Local
Fremantle Multicultural Centre
Fremantle Women's Health Centre
Fresh Start Recovery Program
From the Heart WA
Fusion Australia (WA)
Gosnells Womens Health Service Inc
Great Southern Community Housing Association
GROW (WA)
Hope Community Services (Drug ARM WA Inc)
Independent Living Centre
June O'Connor Centre – Subiaco
LADS of WA (Inc)
LAMP Inc
Life Without Barriers
LifelineWA (Living Stone Foundation)
Mental Health Carers Arafmi (WA) Inc
Mental Illness Fellowship of WA Inc
Mentally Healthy WA - Curtin University
MercyCare
Midland Women's Health Care Place
Midwest Community Living Association
Mission Australia.
Mosaic Community Care Inc
Multicultural Services Centre of WA
NEAMI Ltd
Outcare Inc
P.D. Leading Enterprises
Pathways Farm Inc
Pathways Southwest Inc
Perth Central and East Metro Medicare Local Ltd
Perth Home Care Services

Perth Inner City Youth Service
Perth North Metro Medicare Local
Relationships Australia WA Inc
Richmond Fellowship of WA Inc
Rise
Ruah Community Services
Southern Cross Care (WA) Inc
St Bartholomews House - East Perth
St John of God Health Care Inc
Support In Site
Tender Care
The ORS Group
The Salvation Army- Non Residential Services
Tuart Place
Uniting Care West
Uniting Church Community Outreach Service
Vincentcare
WANADA
Wanslea Family Services
Women's Health & Family Services
Women's Healthworks
Workpower Incorporated
Youth Affairs Council of WA
Youth Focus
Zonta House Refugee Association Inc

Associate Members

Armadale Health Service
Visibility Incorporated
Australian Medical Association
C.A.T.A Group
Cyrenian House
ECU Student Guild
Health and Disability Services Complaints Office
Holyoake
Home Care Services
Interchange WA Inc
Intework Incorporated
Jargon Business Services
Kimberley Mental Health & Drug Services – WACHS
My Place Foundation
South Metro Area Health Service
WACHS – Wheatbelt
Work Focus Group

60 Individual Members

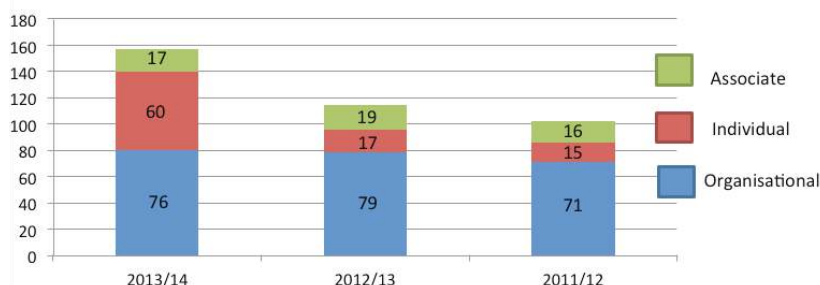
Honorary Members

Ms Denise Bayliss
Mr Bob Hetherington
Ms Helen Lynes
Mr Keith Wilson



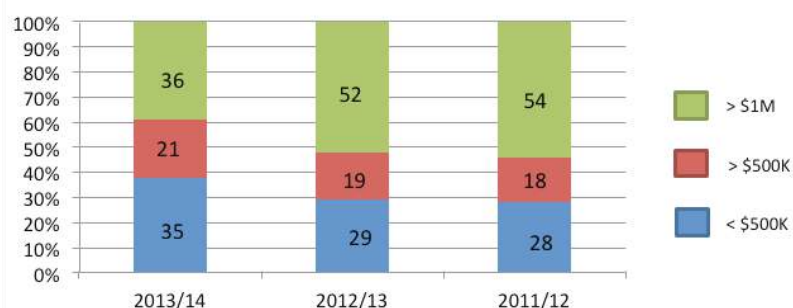
Year on Year Membership

Total membership increased from 115 to 156 with the overwhelming majority of the increase being in individual membership, while there has been a small decline in organisational membership.



Membership by size of mental health funding

There has been a significant increase in the proportion of small and medium sized organisations relative to large organisational members in the current year.



Membership into the future

The governance committee of the Board has undertaken a review of WAAMH's membership rules which have been included in changes to WAAMH's constitution approved at a Special General Meeting on 1st October. The most significant changes were to introduce an option of associate individual membership and to give full individual membership status only to those with lived experience as a consumer, carer or family member.

The executive team have conducted a thorough analysis of the WAAMH's member categories and the benefits WAAMH offers and in 2014/15 WAAMH will offer an expanded range of membership options and benefits.

Systemic Advocacy

2013 - 2014



OUR CONTRIBUTIONS

National Disability Insurance Scheme
Criminal Law Mentally Impaired Accused Act
National Mental Health Services Review
National Welfare Review
10 Year Services Plan
Mental Health Bill

Through consultation with our members, consumers and carers, we represent the voices of the sector to improve policy and services for people with experience of mental health issues.

The Year in Review

WAAMH has strengthened its capacity for advocacy this year with the combined efforts of the WAAMH team and the appointment of part time systemic advocacy consultant.

In the 2013/14 financial year, we undertook Leadership and Advocacy activities in the following areas: National Disability Insurance Scheme (NDIS), Criminal Law Mentally Impaired Accused Act (CLMIA), National Mental Health Services Review, National Welfare Review, 10 Mental Health Services Year Plan, Mental Health Bill, and the Stokes Review.

NDIS

In partnership with the sector development team, the NDIS has been a significant focus for WAAMH's advocacy efforts this year. This has included establishment of a Board NDIS sub-committee to oversee our consultation, advocacy and sector development; and participation on the NDIS My Way Reference Group and the Perth Hills Advisory Group. WAAMH held two events for the community mental health sector on NDIS, My Way and psychosocial disability.

The first event in February provided information on both models and consulted with the sector on key issues of interest. The first held in February, provided information about the NDIS and the My Way models, as well as consulted with the sector on key issues of interest and concern.

The priority themes identified in the consultation session included communication and consultation, eligibility and access, pricing and planning, building the capacity of consumers, peer support, Tier 2, workforce and sector development, and core principles and values.

In May, our NDIS sector readiness event in partnership with Mental Health Council of Australia brought the NDIS policy context into a sharper focus by providing a national perspective on mental health in the NDIS and translated this into a practical application of individualised budgets.

The issues raised by the sector have been included in a submission to the Standing Committee on Uniform Legislation and Statutes Review Inquiry into Disability Services Amendment Bill 2014.

Submissions and Campaigns

The national policy agenda has been very significant in 2014/15 and our members have made strong input to WAAMH's submissions on national issues.

Our first submission to the National Mental Health Services Review (NMHSR) was in April via the National Mental Health Commission's online submission tool. In June, we began consulting via survey, with the sector to prepare a second submission.

We also wrote to Patrick McClure - head of the Reference Group reviewing Australia's Welfare System - on our members' behalf. Work on both of these national reviews continues into the next financial year.

WAAMH also prepared a submission to the Senate Inquiry into Housing Affordability and continued the state-level campaign for legislative reform of the CLMIA Act, by meeting with and writing to the Attorney General to express our concern about the delay to reviewing the Act.

We also encouraged our members to write to the Attorney General. The review of the CLMIA Act is now imminent, resulting from the culmination of successful advocacy by WAAMH and its partners.

Work has commenced on developing a paper to outline key reforms required to the Act, and this important campaign will be a significant advocacy focus for the coming year.

Representation

Following our contribution to the highly consultative process which developed WA's Ten Year Mental Health Services Plan, we are looking forward to its release. We hope and expect that the State will at last benefit from a comprehensive and far sighted investment in a modern and responsive mental health system.

WAAMH also welcomed the passage of the Mental Health Bill at the time of print in late 2014. Investment in its implementation is essential to ensure real benefits for consumers, carers and families.

WAAMH continues to advocate strongly for the effective engagement of people with mental health issues in the NDIS, representing WAAMH's views both directly in WA and nationally through Australia's peak coalition, Community Mental Health Australia.

Media

WAAMH represented the mental health sector in the lead up to both the State and Federal budgets, by issuing media statements on how crucial it was for the budget to address problems in the mental health system.

We also responded to Coroner Barry King's observations about Graylands Hospital and called for more investment in home-like services in local communities.

WAAMH commented in the media on the police mandatory sentencing legislation, conveying it did not allow the courts to decide the best response for individuals with mental illness, and in November, we publicly welcomed the State government's decision to introduce disability justice centres.

Supporting Lived Experience Participation

WAAMH was invited to work alongside a carer representative as the only non-government participants in the Emerging Leaders program that resulted from the Stokes recommendations.

The resulting mission has been to improve consumer and carer participation in Child and Adolescent Mental Health Services' processes by improving recruitment of consumer and carer representatives.

Sector Development

2013 - 2014



OUR ACHIEVEMENTS

Individual Placement and Support
Sector Strategic Framework
Joint Service Directory
Peer Work Strategic Framework
Capacity Building Grants
Outcome Measurement
Sector Forums

This year has been extremely busy in building the capability of the community-managed mental health sector in Western Australia.

The Year in Review

One of our milestones this year was publishing the Sector Strategic Framework Report, which equipped CMMH organisations with the capability to progress leadership, governance and service delivery - all key elements identified in the framework.

Joint service directory

WAAMH in partnership with WANADA developed a joint directory of community mental health and alcohol and other drug services which is now available in the following formats:

- A web-based application, accessed through WAAMH & WANADA's websites and downloaded to portable devices ; and
- The "Green Book" a hard copy directory.

Peer Work Strategic Framework

WAAMH developed a 'Peer Work Strategic Framework' to encourage and support a consistent approach to further embedding peer work into the community mental health and alcohol and other drug sectors. The framework focused on defining peer work, peer worker support and development, system support for peer workers and developing the peer worker. It also included online references for information, toolkits and other resources to support organisations to successfully introduce peer work roles.

The project was supported by an Advisory Group with broad consumer and agency representation and used an asset-based approach to learn from the experience and knowledge of the various stakeholders involved, and utilise their existing strengths and resources.

Capacity Building Grants

In 2012, WAAMH launched a two-round capacity building grants program to assist CMMH organisation's to build their capacity to deliver person-centred, outcomes focussed services and supports. Round one projects successfully

completed in June 2014. Round two opened in February 2014 and focused on how projects, within the scope of the priority areas, could deliver on the Mental Health Commission (MHC) outcome statements using the program logic model, and related theory of change.

Outcome Measurement

In conjunction with the MHC, Consumers of Mental Health WA (CoMHWA) and Mental Health Matters 2, WAAMH has developed outcome measurement guidelines for CMMH services which provides an important, user-friendly, non-prescriptive tool for consumers, carers and services, which can be used as a desktop reference.

Alongside this project, the Australian Mental Health Outcomes and Classification Network released its Outcome measurement in the community managed health sector: A review of the literature and final report and we tailored our guidelines to reflect the current environment, and aligned our types of measures with the WA Mental Health Outcome Statements.

NDIS / MyWay

WAAMH provided two workshops on NDIS and its implications for CMMH organisations; the first facilitated a session introducing the resource, *NDIS Organisational Readiness Toolkit*, followed by another, *Is your organisation ready?* with presentations by Josh Fear, Eddie Bartnik and Peter Gianfrancesco. A "mapping the territory" exercise with our members, stakeholders, consumers and carers, directly contributed to the development of a briefing paper, Psychosocial Disability Support into the NDIS/MyWay Trial.

Sector events on NDIS/MyWay reaffirmed that for organisations to be successful moving forward the consumer, carers and their families must be central. WAAMH was fortunate to secure Dr Rachel Perkins from the UK to deliver a session on consumer involvement

and co-production and also hosted two workshops on citizenship and co-production by international expert Simon Duffy.

Individual Placement and Support

Individual Placement and Support (IPS) is an evidence-based, internationally accredited, competitive employment model which helps people who have experienced a mental illness find meaningful work, as part of their recovery.

The IPS project experienced significant growth in the 2013/14 year; with grant funding from the MHC assisting us to help develop five metropolitan and regional IPS partnerships across Armadale, Bentley Fremantle and Broome. WAAMH advocated for the adoption of IPS nationally through the National Mental Health Review and developed a proposal for continued state investment for the Mental Health 10 Year Plan.

During May, WAAMH hosted internationally acclaimed Dr Rachel Perkins and national academic Dr Geoff Waghorn, who delivered a dual presentation on IPS. We also launched a bi-monthly IPS newsletter titled, *Get into Work*, distributed to all key IPS stakeholders in WA.

WAAMH was delighted to receive further grant funding from the MHC to expand IPS to more regional and metropolitan sites in 2014/15.

Mentoring of CoMHWA

WAAMH completed its mentoring of CoMHWA in 2013/14, assisting the consumer-led organisation and Board with development and training, operational management including website redevelopment, completion of core policies and procedures, a marketing plan, a review of its strategic plan and the development of CoMHWA's Business Plan.

12

WAAMH
ANNUAL
REPORT
2013/14

Development & Training



2013 - 2014

HIGHLIGHTS

Courses

Shine

Organisational Review

Certificate IV

Following a strategic review, the training department entered a transitional phase this year and began diversifying its income stream, customer base and course offering.

The Year in Review

Around 200 people attended the training WAAMH delivered this year across the following courses: Mental Health First Aid, Reception Responses, Behavioural Interventions, and Social Inclusion.

Courses

Content was developed for a number of new courses to be introduced next financial year, including Workplace Mental Health, Suicide Prevention and Mindfulness.

These courses are aimed at professionals and support workers and a new range was also made relevant for the broader community. Customised courses were enhanced to meet the needs of work environments, with our trainers visiting large groups of participants on site to deliver the training sessions.

A scholarship system for consumers and carers was introduced this year, making all WAAMH's courses and workshops financially accessible for these groups.

Shine

Finishing touches were added to the Mental Health eLearning recovery package and it was christened the name, 'Shine'. Content development, website functionality and design was completed at the end of the financial year with the online course poised for an official launch at annual The Mental Health Services conference in Perth in August 2014.

Shine is the result of collaboration within the mental health sector and offers users, a basic entry level introduction to community mental health. It can be completed in a flexible time frame and is highly suitable for anyone entering the mental health sector for the first time.

Modules in Shine cover a number of topics including understanding recovery, youth, peer work, carers, social inclusion, working with Aboriginal people, alcohol and other drug co-occurring issues, person-centred approaches and national standards.

Certificate IV Mental Health

WAAMH hosted a free seminar on Mental Health Cert. IV training in June, which attracted strong interest. It was held in anticipation of re-launching the certified education program again in February 2014, where daily courses and a weekend option will be ran throughout the year.

Organisational Review

WAAMH completed a strategic review of training which built on the recovery training study completed in 2011 and the Sector Strategic Plan from 2012. It identified the expressed training and development needs in the sector, the training and development options available to address these, WAAMH's role in this environment and a viable business and operational plan to take this forward.

A changeover in management of training meant WAAMH said farewell to outgoing training manager Kay Masters in January and welcomed Katrina Bercov in March.

An independent assessment of the training division concluded that the training facility in Scarborough was no longer required with courses now being held at WAAMH's head office and other venues throughout Perth.

The need for our courses to meet a more diversified customer base was also recognised. In response to this, more flexible courses catered specifically to workplaces and the broader community have been introduced to the training catalogue, as well as numerous other efficiency measures implemented.

Training Course Attendance 2013-14

Course Name	Number of Attendees
Reception Responses	24
Mental Health First Aid	74
Behaviour Interventions	32
Social inclusion	17
Cert IV in Mental Health Seminar	17

Mental Health Promotion

2013 - 2014



HIGHLIGHTS

Mental Health Week 2013

Media Coverage

School Engagement

Workplace Wellbeing

New websites

Social media

A fresh and modern website coupled with high levels of community engagement, meant WAAMH was armed with a new confidence this year when promoting mentally healthy messages to the general public.

The Year in Review

Our new website was launched in August after months of design work and user-friendly functionality being built in. The new platform enabled users to search for mental health services by category or location, register to attend our events and pay online and stay up to date with breaking mental health news.

WAAMH also joined Twitter this year, with the social media platform being highly compatible with our web layout for issuing public announcements. We also started a Flickr account to share photos from events and a You Tube channel to share videos of people talking about their lived experience with mental health issues and their recovery. All of these images and clips can be accessed from our website too.

Mental Health Week

Mental Health Week ran from 6-12 October 2013 with the theme, 'Celebrate, Connect, Grow'. The Ambassador was former ABC sports broadcaster Glenn Mitchell, and he kindly donated his time to host many events during the week. Mental Health Week continued to be a platform to involve the community by delivering information and education on mental health and wellbeing, and endorsing the achievements of many in the mental health sector.

The Opening Ceremony attracted nearly 200 people to Luna Theatre for the WA premiere of documentary *The Sunnboys* about Jeremy Oxley's 30-year struggle with schizophrenia and his story of hope, survival and the power of unconditional love. The director, Kate Harrison flew to Perth for the screening and spoke at the event. WAAMH also launched a new website dedicated solely to Mental Health Week and its unique requirements, which positioned it for maximum accessibility and community participation.

More than 50 WA-based events were registered on the new website.

Turn Blue 4 A Day was held in Murray Street Mall on 10 October and again provided the general public with an opportunity to access information on mental health and wellbeing.

Two regional closing ceremony events were held in WA. In Bunbury, a great line up of inspirational guest speakers entertained and enlightened high levels of community attendees, and a successful Ball of Hope was held in Esperance, thanks to the help of One Life.

Workplaces

The mental health and wellbeing of our workforce is increasingly essential to the broader community. By releasing the '10 tips for good mental health at work' poster, and organising a series of speakers at Central Park in the Perth CBD, WAAMH provided opportunities for employees and HR staff to find out how to look after their own mental health as well recognise and support colleagues.

Schools

For a second year running, WAAMH participated in the Positive Schools Conference in May 2014. Requests for mental health resources targeted at schools were in high demand, as were Mental Health Week packs that teachers could use in their classroom.

At the Positive Schools conference, we distributed post cards printed with the winning artwork from the School Poster Competition 2013. Schools and students were invited to engage in all the messages of Mental Health Week through their day-to-day programs with their interpretation of A healthy body + A healthy mind = A happy and healthy me.

The response was overwhelming. These post cards were popular with educational professionals because they recognised children could effectively relate to the images and messages.

Media

Drawing on our increased collaboration with schools and workplaces we worked in collaboration with *The West Australian* to release an 8 page lift-out in May, titled 'State of Wellbeing: Mental health in WA's schools and workplaces.'

As the lead into the Mental Health Week, *The West Australian* published its annual lift-out dedicated to the awareness and promotion of mental health, in partnership with WAAMH and the Mental Health Commission. This lift-out was a record 20-pages long.

Significant media coverage was also achieved throughout the year on metropolitan and regional radio, and in numerous print and online publications.

All media coverage and lift-outs were published to the WAAMH News and Media web page.

16

WAAMH
ANNUAL
REPORT
2013/14

Financials

2013 - 2014



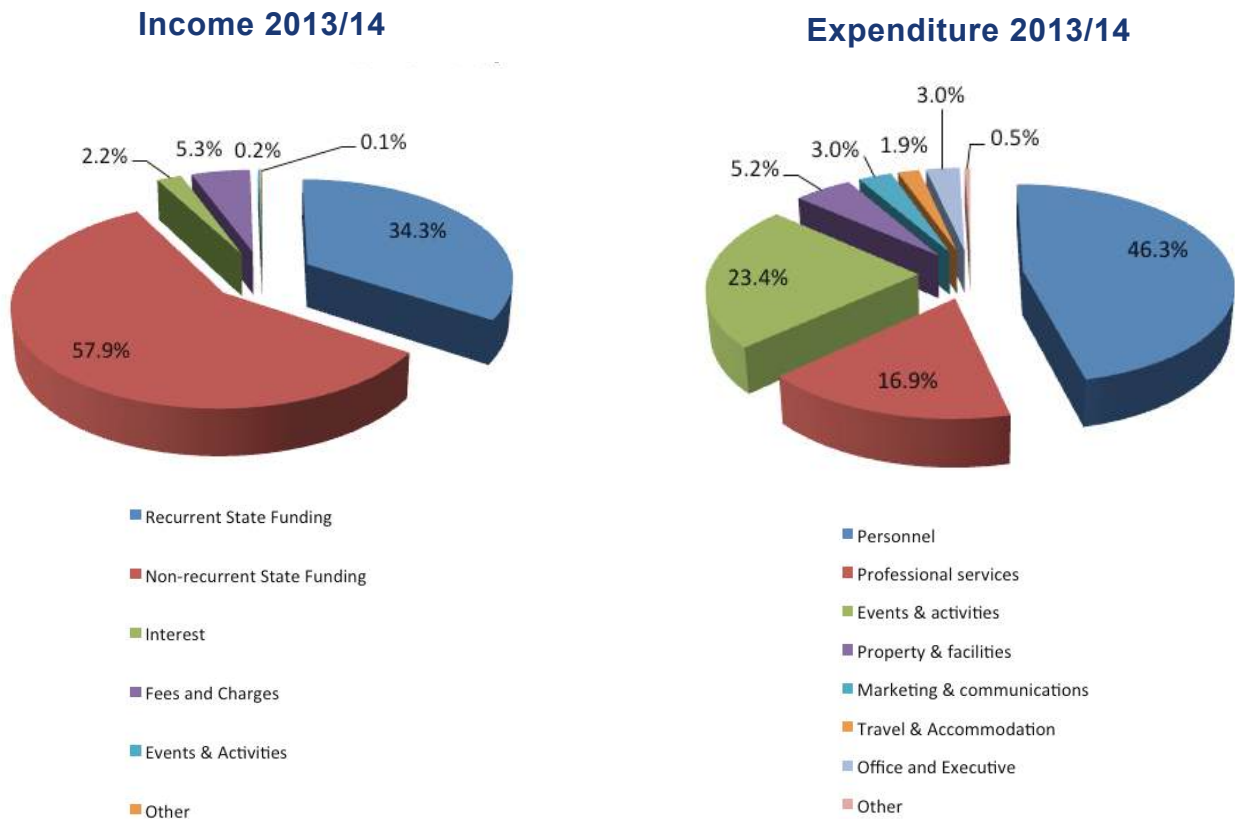
HIGHLIGHTS

Performance
Income
Expenditure

Financial Performance

2013/14 was a transition year for WAAMH's finances with the major funded sector development projects drawing to a close during the year. More than 50% of WAAMH's income was non-recurrent state funding.

WAAMH's expenditure reflected the focus on project activities with less than 50% of expenses going to personnel costs and over 40% to professional services and events and activities:



Income by Account Group 2013/14

Account Group	Percentage	2013/14
Recurrent State Funding	34.3%	\$686,335
Non-recurrent State Funding	57.9%	\$1,159,254
Interest	2.2%	\$44,626
Fees & Charges	5.3%	\$105,753
Events & Activities	0.2%	\$4,803
Other	0.1%	\$2,111
		\$2,002,882

Expenditure by Account Group 2013/14

Account Group	Percentage	2013/14
Personnel	46.3%	\$926,048
Professional services	16.9%	\$337,546
Events & activities	23.4%	\$467,609
Property & facilities	5.2%	\$103,642
Marketing & communications	3.0%	\$59,573
Travel & accommodation	1.9%	\$38,015
Office & executive	3.0%	\$59,725
Other	0.5%	\$9,804
		\$2,000,962

WAAMH prepared for the transition to a more stable core funding base by moving to a self-funded model for training and development services and will broaden the funding base for IPS technical assistance in 2014/15 by charging a fee for service for assistance to employment services. WAAMH will also look to generating commercial financing of its workplace mental health promotion activities.



Acknowledgement



2013 - 2014

The Western Australian Association for Mental Health would like to thank and acknowledge the individuals and organisations for their financial contribution and support during 2013/2014.

Thanks for helping us carry out the work we do to help improve the lives of people living with mental health challenges.



Government of **Western Australia**
Mental Health Commission







WAAMH

**Western Australian Association
for Mental Health**

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