

Annual Report

2014 / 2015



Community events

100



WAAMH members

150



News and announcements

5000 SUBSCRIBERS



Mental health training

867 PARTICIPANTS



Staff members

12



Representing human rights to influence public policy

15 SUBMISSIONS, BRIEFS & LETTERS



Community support donations

\$886,765



Developing mental health sector capability

8 PROJECTS



Mental Health Week

10,000 PEOPLE ENGAGED



Individual Placement and Support

6 NEW SITES



Directors

15



Social media

1837 FOLLOWERS



WAAMH

Western Australian Association
for Mental Health

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

Vision



As a human right, every one of us who experiences mental health issues must have the resources and support needed to recover, lead a good life, and ensure our most intrinsic needs are met, while being able to contribute as active citizens.

Our Mission



WAAMH influences mental health reform through systemic advocacy, community education, sector development and innovation for the benefit of people with mental health issues, their families and carers.

Our Values



Acceptance

Understanding that mental health challenges are a normal part of the human condition.

Agency

Upholding the importance of personal choice, self-direction, hope for the future and control over your life and destiny.

Respect

Valuing the dignity, unique qualities, knowledge and experience of each person.

Inclusion

Fostering opportunities for each person to engage in community and experience a sense of belonging.

Tenacity

As a peak body, being persistent and steadfast in pursuing our vision whilst acting with humility and integrity.



ALISON XAMON

PRESIDENT / ALISON XAMON

President's Report

I am pleased to present the 2014/15 annual report in what has been another big year within mental health.

As always, progress in mental health has been underpinned in some areas by the ongoing and crucial lobbying from your peak body, the Western Australian Association for Mental Health.

Since our last annual report, we welcomed the WA Mental Health Commission's long awaited release of the Western Australian Mental Health Alcohol and Other Drug Services Plan 2015-2025.

As anticipated, the plan blueprints significant investment in prevention and early intervention with a focus on growth in the community-managed mental health sector. After extensive community consultations, we're expecting the final plan to be released soon.

The new Mental Health Act is due to come into force in November and there is extensive work being undertaken towards its implementation. Unfortunately there has been little progress in regards to the reform of the Criminal Law Mentally Impaired Accused Act, with public submissions into the desperately needed reforms of this Act closing some time ago, but with no action since.

Importantly we're about to see legislative changes introduced altering the way our public health services, including mental health, are governed. The National Disability Insurance Scheme trial sites continue to roll out with the Cockburn/Kwinana site now in the mix. The bilateral agreement discussions are yet to commence, however whether the national or federated model is adopted, WAAMH will be at the forefront of advocating

to ensure people with psycho-social disability can easily access appropriate recovery-based services. This year WAAMH significantly ramped up its advocacy role at a national level, sometimes directly but also through Community Mental Health Australia and through national peak, Mental Health Australia.

Federally, there was the National Mental Health Commission's review into mental health and the establishment of the Federal Government's Expert Reference Group, tasked with assessing the report.

Unfortunately there was a great deal of uncertainty about federal funding of services with some programs no longer being funded and many more being subject to unacceptably long delays in confirmation of funding this year, which has proven to be highly detrimental to the sustainability of services. WAAMH has been working hard in its advocacy to mitigate the likelihood of this happening again.

There has also been ongoing lobbying over the Federal Government's changes to a number of social security benefits severely affecting many who live with ongoing mental illness.

In other transformations, Medicare Locals were dismantled and Primary Health Networks established, now responsible for federal commissioning of community mental health services.

WAAMH's working closely with the WA Primary Health Alliance to potentially integrate the commissioning of mental health services between federal and state.

WAAMH also extended its influence beyond the mental health sector and is now working with housing and accommodation services, employment services, and in the intersection with justice and corrective services.

We have also increased involvement in the suicide prevention space. Finally, I want to thank our chief executive officer Rod Astbury who continues to steer the organisation through a period of strong growth, consolidation and influence.

I also want to thank our incredibly talented team of staff who so often go over and above and who continue to display such high levels of professionalism.

Much gratitude to the WAAMH Board, an extremely committed group of people who work very hard to guide the organisation and ensure that it remains at the peak of efficiency in its work within the mental health and other sectors.

I'd like to say a big thank you to our WAAMH members for your ongoing support in 2014/15. Mental health services, clinicians, consumers, carers, family members, and supporters - we at WAAMH remain committed to representing your interests and the interests of the mental health sector as a whole, and we simply couldn't do it without you.

Alison Xamon
President

Chief Executive Officer's Report



ROD ASTBURY

As the environment of mental health continued to increase in complexity in 2014/15, I believe the Western Australian Association for Mental Health made significant progress in representing its members and progressing the human rights and interests of people with mental health issues and their families.

While the range and scope of our activity is evident within the detail of this Annual Report, I'd like to highlight a number of areas where I believe we have made important gains.

Our members had identified the National Disability Insurance Scheme as a key strategic priority, and in 2014/15 WAAMH made real progress in achieving recognition of our position on what was required for the effective roll-out of the NDIS & My Way trial sites for people with psycho-social disability.

We are represented on both the state and the national reference groups for the NDIS and have sector development projects underway in each of the trial sites. We also manage two national NDIS development projects on behalf of the federated peak body Community Mental Health Australia.

Overall WAAMH made a step change in its engagement with the national agenda for mental health reform this financial year, including making submissions to the National Welfare Review and the National Review of Mental Health Programs and Services that were referenced in the body of both reports.

We were especially pleased that the National Welfare Reform committee chose to visit the Individual Placement and Support (IPS) project site in Bentley, and the federal government has since made an investment in an IPS-modelled, national youth employment initiative.

We also positioned our membership well in the national primary health reform by accepting an invitation to become a foundation member of the WA Primary Health Alliance, which operates all three of WA's primary health networks.

WAAMH also elevated the range and reach of its training and development program in 14/15, with a wide variety of workshops and courses proving highly popular to an ever-widening audience, from our members to an expanding range of individuals and organisations.

We were delighted to co-host and coordinate The Mental Health Services national conference in Perth in 2014 and look forward to hosting The WA Mental Health Conference in March 2016.

Mental Health Week 2014 was also a milestone event, with the level of community focus on mental health and the engagement of employers and schools reaching new heights. This was further reflected in the level of media engagement that WAAMH undertook both through mainstream media and increasingly through social media.

We increased the opportunities for our members to participate in mental health policy, promotion and development activities, while extending the range, convenience and value of our online services.

In 2015/16 we will further extend the visibility of community mental health services by tailoring the online

community mental health service directory to new GP-primary health and workplace audiences.

WAAMH also made significant progress in furthering its financial sustainability; sourcing income from a broader base, increasing the proportion of income generated outside its core contract from 10% in 13/14 to 30% in 14/15.

WAAMH's Board of Directors made a substantial contribution to our governance in 14/15, conducting a review of progress against the strategic plan, and through active Finance, Governance, and Lived Experience Participation Committees, it provided sound oversight and advice by substantially updating the organisation's governance policies.

I would like to thank the Board for their input and especially to thank Alison Xamon, who as President has been instrumental in extending WAAMH's profile and influence as well as being great support to me.

I would also like to particularly acknowledge the contribution of the WAAMH team; thanks to their passion and expertise, WAAMH is a small organisation that has made a big impact in 2014/15.

Rod Astbury
Chief Executive Officer

Our Board



2014 - 2015

Alison Xamon
President

Pamela Gardner
Bay of Isles Community Outreach Inc. Esperance
and Vice President from October 2014

Joe Calleja
Richmond Fellowship of WA and Vice President to
October 2014

Rod Astbury
Secretary

Mick Geaney
MercyCare

Simone Hosgood
Ruah Community Services

Marina Korica
Fremantle Multicultural Centre

Helen Lynes
Board Member

Kerry Hawkins
Carer Representative

Jacqui Carter
Consumer Representative

Justine Coyer
Rise

Ian Moore
UnitingCare West

Victor Crevatin
St Patricks

Warren Mahoney
Youth Focus

Monique Williamson
MIFWA

Departures

Joe Calleja
Richmond Fellowship of WA
and Vice President to October 2014

Sue Ash
UnitingCare West

Directors attendance

Name	Meetings Attended	Possible Meetings
Alison Xamon	11	11
Sue Ash	1	4
Pam Gardner	11	11
Simone Hosgood	9	11
Kerry Hawkins	8	11
Helen Lynes	10	11
Joe Calleja	2	4
Jacqui Carter	11	11
Mick Geaney	9	11
Marina Korica	11	11
Ian Moore	4	7
Victor Crevatin	6	7
Justine Coyer	6	7
Monique Williamson	3	5
Warren Mahoney	3	5

Our Staff



2014 - 2015

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 Program Manager

Lorna Lobo
Training and Administration Support Officer

Kathryn Ashworth
IPS Project Development Officer

Carli Gettingby
Engagement and Administration Support Officer

Anne Preston Carter
Project Promotions Coordinator

Bianca McKinney
Casual Project Officer

Departures

Suzanne Velarde
Consultant Sector Development

Michael Martin
Sustainability Consultant

Ann White
TheMHS Coordinator

Anne Preston Carter
Project Promotions Coordinator

Our Members

2014 - 2015

Full Organisational Members

55 Central Inc
 Aftercare
 Anglicare WA
 Association for Services to Torture & Trauma Survivors
 Casson Homes Inc
 CoMHWA Inc
 Community First International Ltd
 Connect Groups
 Critical Components
 DADAA Ltd
 Foundation Housing Ltd
 Fremantle Medicare Local
 Fremantle Multicultural Centre Inc
 Fremantle Women's Health Centre
 Fresh Start Recovery Programme
 Great Southern Community Housing Association
 GROW WA
 Holyoake
 Hope Community Services
 Independent Living Centre
 LADS of WA Inc
 LAMP Inc
 Life without Barriers
 Lifeline WA (Living Stone Foundation)
 Helping Minds (formerly Mental Health Carers Arafmi WA Inc)
 Mental Illness Fellowship of WA Inc
 Mentally Healthy WA - Curtin University
 MercyCare
 Mosaic Community Care Inc
 Multicultural Services Centre of WA
 Neami National
 Ngaanyatjarra Health Service
 Outcare Inc
 P.D. Leading Enterprises
 Pathways
 Pathways Farm Inc
 Perth Central and East Metro Medicare Local Ltd
 Perth Home Care Services
 Perth Inner City Youth Service
 Perth North Metropolitan Medicare Local
 Relationships Australia WA Inc
 Richmond Wellbeing (formerly Richmond Fellowship)
 Rise
 Ruah Community Services
 Samaritans Crisis Line
 Share & Care Community Services Group
 Sids and Kids Victoria
 Southern Cross Care WA Inc
 St Bartholomews House - East Perth
 St John of God Outreach Services
 St Patricks Community Support Centre

TenderCare
 The ORS Group
 The Salvation Army Non Residential Services
 Uniting Church Community Outreach Service
 UnitingCare West
 WANADA
 WA AIDS Council
 Women's Health & Family Services
 Youth Focus

Associate Members

Australian Medical Association WA
 Baptistcare Inc
 Brightwater Care Group
 Carers WA
 Centrecare Inc
 CLAN WA Inc
 CommunityWest Inc
 Council of Official Visitors
 Creative & Therapy Activities (CATA) Group Inc
 ECU Student Guild
 Even Keel Bipolar Disorder Support Association
 Fusion Australia Ltd
 HBF Health Limited
 Injury Control Council of Western Australia
 Interchange Inc
 June O'Connor Centre - Subiaco
 Kimberley Mental Health & Drug Service
 Kira Corporation
 Mission Australia
 Riding for the Disabled Association WA
 South Metropolitan Health Services, Mental Health
 St Judes Hostel
 University of Western Australia - School of Psychology

59 Individual Members

Honorary Members

Ms Denise Bayliss
 Ms Helen Lynes
 Mr Keith Wilson
 Ms Ann White
 Mr Bob Hethrington (deceased 2015)



Year on Year Membership

When setting WAAMH's membership objectives for the year, the Board was conscious of maintaining the confidence and commitment of its core community mental health organisational membership base, while building upon this platform with an important range of diverse new groups. These membership targets included individuals with lived experience, mental health professionals, corporate organisations, government departments, tertiary institutions, and schools.

In 2014/15 WAAMH delayed membership renewal and recruitment activity pending changes to the constitution necessary for the Board to establish new membership categories and set membership fees to pursue this objective. These changes were approved at a Special General Meeting in October 2014. Though there was an overall increase in membership, the overwhelming increase was in individual membership.



Individual membership

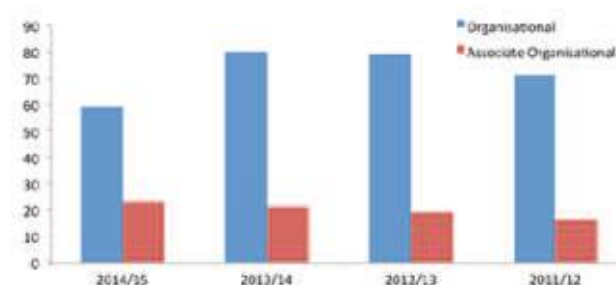
Growth in individual membership accelerated in 2014/15 despite the fact that constitutional change restricted membership to those with lived experience. Associate individual membership was established for the first time as a membership option for those who supported WAAMH's objectives but who did not have lived experience.



Organisational membership

The delay in recruitment and renewal activity caused a temporary decline in full organisational membership, though this was not mirrored in associate membership, which continued its steady growth.

In 2015/16, WAAMH is expecting organisational membership to increase as it returns to a full year of membership recruitment and renewal activity. WAAMH will also make membership more attractive by leaving its membership fees unchanged in 2015/16, while unveiling a new range of great member benefits.



Systemic Advocacy

2014 - 2015



OUR CONTRIBUTIONS:

- Representation and Submissions
- National Mental Health Services Review
- National Disability Insurance Scheme
- Social Services
- Housing
- Justice Issues
- Ten Year Plan Consultation
- Media campaigns



Drawing on the wisdom of our members, we work to influence decision makers and change policy and service systems to improve human rights for the benefit of people with lived experience and their families. In 2014/15, this work culminated in 15 submissions, letters, and briefs, collectively.

Broad engagement with our community mental health organisational members, individuals with lived experience, and stakeholders increased the impact of WAAMH's systemic advocacy work, campaigns and submissions in the 2014/15 financial year.

We undertook representation, advocacy and human rights work in justice systems; National Mental Health Services Review (NMHSR); commissioning of services and NDIS; 10 Year Plan; and rebalancing investment into prevention and community-based services.

The national policy agenda continued to be significant this year and WAAMH worked closely with Community Mental Health Australia (CMHA) and national peak body, Mental Health Australia to amplify our own advocacy activity.

National Mental Health Services Review

WAAMH continued its engagement with the NMHSR making a further three submissions in 2014. These highlighted our members' key priorities for reform including critical gaps in rural and remote service availability and the importance of getting NDIS right for people with psycho-social disability.

We also advocated for the national adoption of the internationally proven Individual Placement and Support (IPS) model for improving employment outcomes for people with mental illness, later acknowledged in the Review report. WAAMH also took a lead role in contributing to CMHA's submission to the Expert Reference Group of the NMHSR.

National Disability Insurance Scheme

WAAMH's CEO represents CMHA on the NDIA's Mental Health Sector Reference Group which seeks to ensure an effective response by the NDIS to people with psycho-social disability. During 2014/15, the Reference Group oversaw the preparation of a substantial literature review and number of development projects including access and eligibility, and individual support design.

WAAMH also advocated strongly to ensure the needs of people with psycho-social disability were addressed in the My Way model of NDIS through representation on the reference group and individual advocacy.

Social Services

Our submission to the Senate Inquiry: 'Impact on service quality, efficiency and sustainability of recent Commonwealth community service tendering processes by the Department of Social Services' identified local impacts of funding cuts and the need to improve tender processes and consultation in service design.

Housing Affordability and Welfare Reform

WAAMH prepared a submission to the Senate Inquiry into 'Housing Affordability' and a submission to the Welfare Review's Interim Report. We also hosted the National Welfare Reform Reference Group at the Bentley IPS project to showcase a successful model for improving access to employment.

The problems with proposed welfare cuts for people held in psychiatric hospital, charged with an offence and under mental impairment legislation, were outlined in a policy brief for members and a submission to the Senate Inquiry: 'Social Services Legislation Amendment Bill 2015', supported by Developmental Disability WA.

Locally, WAAMH provided input to the WA Council of Social Services' pre-budget submission and State budget briefing.

Justice issues

As part of our campaign to achieve reform of the Criminal Law (Mentally Impaired Accused) Act 1996 (CLMIA), we held a forum featuring people with lived experience, consumers, carers, and judiciary professionals from the mental health, legal, justice and disability sectors.

The forum's report, along with significant engagement with members and critical stakeholders, enabled WAAMH to develop a detailed submission to the long-awaited review of the Act, signed by 14 agencies and people. WAAMH continues to pressure the government to meet its election commitment to reform the Act and we remain deeply disappointed this has not yet occurred.

WAAMH partnered with WACOSS and WA Network of Alcohol and other Drugs Agency to complete a submission to the Economic Regulation Authority's 'Inquiry into the Efficiency and Performance of Western Australian Prisons', in which we advocated for access to contemporary mental health treatment

and support in prison. We represented the sector at the Inquiry's round table, and continue our engagement with this important agenda.

WAAMH contributed to the Community Legal Centres Association (WA) Inc submission to the Finance and Public Administration References Committee 'Inquiry into Aboriginal and Torres Strait Islander experience of law enforcement and justice services'. We highlighted mental health and its consequences for mandatory sentencing and the high incarceration rates of Aboriginal people with mental health issues.

Ten Year Plan Consultation

When the 10 Year Plan consultation draft was released, we used a deliberative democracy process to gain stakeholder feedback on the plan. For the first time WAAMH took its consultation to a Facebook Discussion Group where everyone could join in, ask questions and add comments, enabling multiple perspectives to be shared. In conjunction with this process WAAMH facilitated a world café and an online survey enabling people to make connections about ideas and learning from each other. This collective conversation and extensive engagement with members informed WAAMH's submission to the plan.

Media

Media campaigns were a strong component of our advocacy work this year with mainstream media coverage achieved on CLMIA Act; The Perth Royal Show inappropriate haunted house; proposed cuts to welfare payments for people under mental impairment legislation; 10 Year Plan; federal and state budgets; federal funding for local service provision; closure of Graylands hospital and need for community-based, home-like services; balanced investment across the system with primary focus on early intervention, prevention and community education; and the value of lived experience contribution in contemporary mental health practice.

Lived Experience Participation

WAAMH's commitment to partnering with people with lived experience has been strengthened this year with the establishment of a Lived Experience Participation sub-committee of the Board. The sub-committee has developed internal policies and procedures to improve our practice in this area, which is of central importance to WAAMH's effective operation and engagement.

This year, WAAMH continued to actively engage with community-managed mental health (CMMH) organisations in order to develop their capability to progress leadership, governance and service delivery – all key elements identified in our guiding Sector Strategic Framework. We also made a significant contribution at a national level.

National Disability Insurance Scheme (NDIS)

The NDIS is of significant interest to the CMMH sector, as reflected by the high level of engagement amongst sector organisations, consumers, carers and families throughout the year. This work has occurred in both the Hills trial site and the NDIS My Way trial sites of the Lower South West and Cockburn Kwinana.

The Community of Practice (CoP) project drew on learnings from the consultation process WAAMH conducted in 2014 and endeavoured to build the capacity on the ground in the WA NDIS My Way trial sites which had not yet been addressed by sector development initiatives.

The CoP creates a space for stakeholders to learn from one another as well as identify and build their resources to access WA NDIS My Way by investing in people and systems. This process highlights how building and investment in capacity cannot be undertaken in isolation. The CoP maximises collective knowledge, generates insights and ways of working, aids in solving problems, and prompts innovation.

In the Hills trial site WAAMH represents the sector on the Local Advisory Group which has been meeting on a regular basis over the past 12 months. The scope of this group is to provide advice and feedback on the trial site, including participant and provider expectations, share local knowledge of service provision and the experience of people with disability and advice on localised communication requirements.

WAAMH also supported a project addressing accessibility challenges for the NDIS, particularly for people residing in psychiatric hostels within the trial site.

WAAMH was involved in two projects with a national focus, specifically in relation to the NDIS. The first one involves design of individual supports for people with psychosocial disability. The second is the NDIA Workforce Development Scoping Paper project. Both projects are due for completion in the 2015-16 financial year.

WAAMH's role is to gather input from our members' expertise and knowledge by facilitating focus groups and a survey.

Peer Work

As a way of implementing the Peer Work Strategic Framework WAAMH initiated a series of workshops, led by Vivien Kemp and Dr Sue Jackson. These workshops identified and explored the elements of the framework by placing these into an easy to use format of information, resources and toolkits. These resources were curated to provide participants with the most up to date material to help deal with the implementation challenges of culture, values and practice, and be mindful of the principles of recovery when implementing peer work roles. All of this material is now available on the WAAMH website.

Care Coordination

Care coordination was a strong focus this year. WAAMH received a generous grant from the Perth Central and East Metro Medicare Local (PCEMML) Partners in Recovery (PiR) program to develop and implement care coordination training for mental health services with a focus on PiR stakeholders. The PiR model is a natural fit for establishing a pilot project of this nature. Taking a bottom-up approach within the pilot was recommended due to the pre-existing structure of the PiR within the geographical boundary of the PCEMML region.

WAAMH hosted five workshops, including an introduction to care coordination, and a series of three workshops targeting different levels of competency and experience.

Crucial feedback enabled WAAMH to consider the issues associated with care coordination relating to the required competencies and experience within the mental health and drug and alcohol sector.

National Classification System

This year WAAMH completed a national project on behalf of the federated peak body Community Mental Health Australia (CMHA) to promote awareness of the national

classification system for mental health care and to advise the Independent Hospital Pricing Authority (IHPA) on the gap in organisations' readiness to include community support services in implementing it. The classification framework is a key building block for activity based funding of mental health services. Workshops were conducted in seven of the eight Australian jurisdictions where participants were informed about the classification system while completing a structured survey questionnaire on organisational readiness. This information informed a report to the IHPA on the work needed to prepare the community sector for further development of the system.

Recovery College

Through WAAMH board member Pam Gardner's passionate advocacy for a Recovery College to be established in WA, we began working with a task group to develop a business model and plan for this to become reality. An initial seminar in February attracted more than 200 participants and cemented the belief that the establishment of a Recovery College was necessary. Since then, a working group has met monthly to determine the vision, purpose, structure and look of a WA Recovery College. A Twitter account and logo have also been created.

Curating best practice resources

Our sector development resources and materials have been made a lot easier to find and access on our website. Further to this, we have sought out, made sense of and shared information online, which has been internationally and nationally recognised as better practice.

Looking Forward Project

This year WAAMH worked with the Nyoongar Elders, Uncle Charlie and Aunty Helen Kickett, who have both made an important contribution to our organisation and its internal processes. We will apply our key learnings about Nyoongar worldview; reflective practice; and taking the appropriate time to build trust and solid working relationships. This will be used to strengthen WAAMH's engagement with and responsiveness to Aboriginal people.

Development & Training

2014 - 2015



HIGHLIGHTS

Record attendance growth
Certificate IV Mental Health
Public Training Calendar
Onsite custom training
Shine



Our training department has experienced extraordinary growth in 2014/15 with significant diversification in its courses and a massive 300% rise in attendance rates.

The Year in Review

More than 800 people attended 42 separate courses delivered by WAAMH this year, which representing a dramatic increase over the 200 people who attended in 2013/14.

WAAMH's training methodology utilises our PREPARED © quality framework which integrates and emphasises:

- Participation and interactive learning
- Rigorous evaluation and continual improvement
- Engaging, stimulating delivery
- Principals of Adult Learning
- Aids for retention
- Real world examples and case studies
- Evidence driven, up to date content
- Diverse teaching methodologies to suit different learners

Trainers

WAAMH is fortunate to have accumulated a team highly skilled, specialist Mental Health educators from a variety of professional backgrounds including Psychology, Clinical Social Work, Mental Health Nursing and Health Promotion.

With most holding post-graduate degrees, they are all dual-qualified meaning they are required to have a background in both mental health and adult education.

Certificate IV Mental Health

In partnership with a Registered Training Organisation, WAAMH piloted its new Certificate of Community Mental Health Recovery in Semester 1, 2015.

Attracting 28 students across two series, these six-month courses provided students with a Certificate IV in Mental Health upon completion.

Designed to provide participants with a range of rehabilitation and support skills, our Certificate IV focused on recovery-oriented, community-based support, intervention and promotional work.

In addition to the training content, the course featured:

- 140 hour practicum placement within the community mental health sector
- A series of guests speakers with lived experience sharing their stories with students
- Five site visits to service providers in the sector

Since the course, a number of our students have successfully obtained employment as mental health workers, while others have used the skills in their existing sector roles or gone on to further study.

Many congratulations to the class of 2015.

Public Training Calendar

In 2014/15, WAAMH continued to offer scheduled training via its calendar of public courses, which are open to all for individual registrations.

Primarily serving the community mental health sector, but also welcoming the wider community, these courses are a low cost way for sector workers and others to develop their mental health knowledge and specific skills.

We introduced a range for more than 30 new courses this year with popular topics including:

Co-existing Disorders, Behaviour Interventions, Mental Health Communication, De-escalation, Recoding Consumer Information, Suicide Prevention and Mindfulness.

Following the conclusion of a Sector Development partnership examining Care Coordination skills, a three-day Care Coordination training course was piloted and refined, and now continuing as an ongoing training resource for the sector.

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

Onsite (Custom) Training

Customised courses were enhanced to meet the needs of workplace environments, with our trainers visiting dozens of organisations to develop their mental health competencies in the context of their own workplace.

A majority of clients were from the community mental health sector, with other organisations including local government, other community service organisations, educational institutions and private workplaces.

Shine

"Shine" Mental Health eLearning was launched in August 2014 and is uniquely positioned to offer mental health sector workers and interested others a structured, self-paced, online induction to the community mental health landscape.

Shine is the result of collaboration within the mental health sector and offers users a basic entry-level introduction and induction to community mental health. It can be completed in a flexible time frame and is highly suitable for anyone entering the 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. Shine can be accessed through the Development and Training section on the WAAMH website.

Training Course Attendance 2014-15

Course Name	Number of Attendees
Public Calendar Courses:	201
Onsite Courses:	558
Cert IV Mental Health:	28
Shine:	80

Mental Health Promotion

2014 - 2015



ACHIEVEMENTS

- Mental Health Week 2014
 - Opening Ceremony
 - Workplace Wellbeing
 - School Engagement
 - Media and Social Media



This year marked one of our biggest Statewide campaigns promoting mental health awareness and resilience, as WAAMH connected with more members of the community than ever before during Mental Health Week.

Mental Health Week 2014

Mental Health Week (MHW) is coordinated by WAAMH in partnership with the WA Mental Health Commission. In 2014, MHW ran from 4- 10 October, with the theme, 'Make a Move Towards Better Mental Health'.

An estimated 10,000 people attended community events across the State during the week.

MHW 2014 reached children, youth, families, workplaces, Aboriginal people, mental health hospitals, and government, community and business leaders.

There were music concerts, art exhibitions, live theatre, comedy nights, quiz nights, movie screenings, workplace seminars, a CEO's Breakfast, the Youth Ball, sundowners, awards galore, stalls in shopping malls, health checks, charity walks, university events, laughter yoga, craft shows, mindfulness workshops and much more.

His Majesty's Theatre hosted its inaugural and sold out Stand Up! for Comedy show which drew more than 1000 people on October 4, with the view of extending WAAMH's involvement in the event next year. Proceeds from the event in 2014 were donated to beyondblue.

Nearly 120 of WA's senior leaders attended the CEO's Breakfast at Government House on World Mental Health Day, with guest speakers Minister for Mental Health The Hon. Helen Morton and Chamber of Commerce and Industry WA CEO Deirdre Willmott.

Regional events occurred around WA from Albany, Esperance, Bunbury, Geraldton, Port Hedland, and Broome, to Narrogin, Beacon, Westonia, Narambeen, Koorda and Kalgoorlie.

Notably, our first Aboriginal-focused community event was held this year, thanks to the Looking Forward Project.

WAAMH received more than 1000 requests for Mental Health Week resources in 2014, and close to 100 agencies, including universities and schools hosted local community events and activities.

Opening Ceremony

The official MHW Opening Ceremony attracted around 2000 people to a live concert, headlined by rock band British India at Rendezvous Hotel, Scarborough on October 5. Guests enjoyed live music, guest speakers and access to free mental health resources.

For the first time, MHW attracted sponsors from organisations looking to extend their public reach and monopolise on the hype of such a big week, in particular seeking to gain exposure at the well publicised Opening Ceremony Beach Concert aimed at youth. Sponsorship provided WAAMH with financial leverage to secure a well-known band; professional stage, lighting and sound services; and to promote MHW wider than ever before in mainstream media and through professional poster distribution.

Sponsors in 2014 included the City of Stirling, Metropolitan Redevelopment Authority, Lifeline WA, MercyCare, Perth Central & East Metro Medicare Local, UnitingCare West, Richmond Fellowship, Rise, Fuel Your Future - Diabetes WA, and Samaritans Crisis Line.

Once again, Lotterywest provided crucial support with a grant contribution towards MHW.

Workplace Wellbeing

In 2014/15, WAAMH partnered with WorkSafe WA for Safe Work October to deliver mental health in the workplace seminars during MHW.

Healthier Workplace WA invited WAAMH to present at its Lunch 'n' Learn series on creating mentally healthy workplaces.

The Safety in Action 2014 conference in Perth invited WAAMH to participate on the Bullying in the Workplace panel, addressing the link between mental health and workplace bullying.

Several prominent corporate organisations requested WAAMH to speak in their workplaces and educate their employees on mental health.

More than 250 professionals attended the free Workplace Wellbeing Wednesday seminar at Central Park

Theatrette, which included guest speakers Mental Health Commissioner Tim Marney, Ambassador Amy Coombe, and representatives from Diabetes WA and WorkSafe WA.

During 14/15, the first Workplace Mental Health Week resource packs were launched and 37 were sold to various workplaces in WA. The packs contained countless MHW resources, service information and workplace mental health supports and tips.

School Engagement

WAAMH sponsored the Positive Schools conference in Perth for the third year running in 2015. At the conference, we launched several new resources targeted at young people which Positive Schools founder and applied social psychologist Dr Helen Street helped to develop. These included The Groovy Guru bookmarks, Look after it pamphlets, and the latest post cards illustrated by school children, demonstrating how looking after your body, mind and soul creates good mental health. The School Poster Competition was held again in 2015, and MHW School resource packs were launched for sale online.

Media and Social Media

WAAMH received record levels of media exposure in 2014/15, thanks in part to incoming president Alison Xamon's strong media presence, our growing profile as the official peak voice for community mental health in WA, our increased advocacy campaigns, and the significantly active promotion around Mental Health Week 2014.

Our Twitter followers continued to grow and reached 600 as this fast-paced social media platform became an essential tool for communicating our mentally health messages, advocacy and latest news.

During the financial year, we also launched Facebook pages for both WAAMH and MHW to share our news and pictures with an even wider audience, and there are now more than 1000 followers between them.

Community Support Grants



2014 - 2015

SNAPSHOT

- Capacity Building Grants
- Mental Health Week
- Friends of Heathcote
- KB McManus Memorial Fund
- Individualised Community Living Strategy

\$22K Financial support provided

83 Individuals helped

14 Organisations helped

Effective partnership between WAAMI and McManus Memorial Fund

340 Applicants

15 Number of donors

McManus Memorial Fund
Dr Kathleen Bridge McManus

art, sing, theatre, video, didgeridoo, dance, paint, film, music, bake, circus

WAAMH is honoured to facilitate financial contributions for organisations to assist them improve mental health outcomes in the community, and empower individuals to invest in activities and experiences, which enhance their own wellbeing.

Capacity Building Grants

WAAMH launched a capacity building grants program across two rounds to assist community mental health organisations build their capacity to deliver person-centred, outcome-focused services and supports. This financial year marked the completion of all projects funded under round two of these grants.

More than \$200,000 was donated to help mental health services deliver projects which aligned with the Mental Health Commission outcome statements using the program logic model, and relating theory of change.

WAAMH contributed to the following organisations' successfully completed projects:

- Aftercare – MiFWA \$72,558 - Goals and Recovery – People setting their own agenda.
- MiFWA \$65,000 - Understanding, building and measuring the efficiency and effectiveness of our service approaches.
- Ruah - \$75,000 - Ruah Inclusion WA Strategy.
- St Patricks - \$23,716 - Outcomes Measurement & Professional Development in Partnership.

Mental Health Week

Every year, WAAMH coordinates small grants for organisations around WA to hold their own community events encouraging local participation in Mental Health Week and to engage in mentally healthy activities.

In 2014, there was unprecedented demand for the Mental Health Week community grants. Collectively \$5000 was distributed to organisations based across regional WA in areas such as Derby, Narambeen, Koorda, Beacon, and the Pilbara.

Perth-based grant recipients included Woodvale Senior High School, Hillarys Primary School, Lorikeet Centre, Arts and Mental Health Network, Looking Forward Project, Baldivis Secondary College, and Reach Out.

Friends of Heathcote

Every year in March, WAAMH provides grants of up to \$300 for individuals and \$400 for agencies to invest in recreational projects or activities.

These grants help as many applicants as possible to improve their quality of life through enjoyable, relaxing and sociable activities which enhance their positive experiences. These could include holidays, outings, social events or group activities.

Funding is only open to people who have a diagnosed mental illness, which has impaired their quality of life.

In 2015, 70 individuals applied for funding, with 15 successful applicants receiving \$3017 collectively. WAAMH helped individuals take part in swimming, dance lessons, painting and art, a wellness program for girls, and contributed towards a new computer and printer for one individual and new joggers for another.

McManus fund's proud legacy

The KB McManus Memorial Fund came to an end in April 2015, after nine years in operation.

Following the untimely death of psychiatrist and public servant, Dr Kathleen Bridget McManus in 2006, her friends established a fund in her memory to benefit people affected by mental ill-health.

Due to Dr McManus' love of the arts, WAAMH managed a grants process for people with a mental illness to access money towards an artistic or creative outlet of their choice to enhance wellbeing and self-esteem.

We are very proud to share how much the bequest money has helped people with mental illness experience more enriched lives through accessing arts-based activities.

WAAMH administered the McManus grants, donating a total of \$22,000 in financial support to 83 individuals and 14 mental health agencies for creative activities including dance, art and singing, writing, baking and music classes, painting, attending films, theatre and the circus, and didgeridoo lessons.

Individualised Community Living Strategy

The Individualised Community Living Strategy (ICLS) commenced in 2012, and provides support for people to live in their own home in the community.

The principles of choice, personalised planning, self-direction and portability of funding are central to the operation of the ICLS. To support the ICLS program, WAAMH auspiced grants for 130 individuals valued at \$4000 per application, to help contribute to the set-up costs involved in moving into their own homes over three years.

Individual Placement & Support

2014 - 2015



MILESTONES

- Recovery through employment
- Sharing success at TheMHS
- Dartmouth leadership training
- Health awards recognise IPS
- North and South Metro sites emerge
- South West IPS
- National contributions



The IPS model continued to gain strength around WA this year, with six new sites emerging in City Clinic, Joondalup, Osborne Park, Swan, Peel and Rockingham-Kwinana, and South West Bunbury.

Recovery through employment

Employment is an essential part of recovery. Employment can reduce and/or stabilise symptoms, increase self-worth and provide an increased disposable income for those with a lived experience of mental illness.

Individual Placement and Support (IPS) is an evidence-based, supported employment model providing a means for individuals living with a mental illness to seek and obtain competitive employment. WAAMH manages the roll out of IPS partnerships between Mental Health Services (MHS) and Disability Employment Services (DES) in WA.

Locating employment specialists alongside mental health staff improves the referral process by making it faster and more user-friendly, while job seekers also benefit from improved communication between the two services.

Evidence worldwide has shown that people with a mental illness are three times more likely to obtain competitive paid work after accessing an IPS program.

Navigating new frontiers

IPS program manager Philleen Dickson delivered a keynote speech on recovery principles such as hope, choice, self-advocacy and empowerment and the relationship to training and employment for those who've experienced enduring mental health issues, at the Pathways 12 conference in Fremantle.

The conference brought together a range of professional and academic staff to identify and remove barriers for people with disability participating in higher education and training through exploration of the theme 'Navigating New Frontiers'.

In this field of practice, the sector is constantly exploring new frontiers in providing access to people with disability, from adopting more innovative and universal practice models, maximizing emerging technologies, to adapting to changes in legislation and policy that impact on the sector.

Sharing IPS at TheMHS

Speaking at The Mental Health Services conference in August 2014, Marina Chalmers (ORS Group), Cameron Hopper (Armadale MHS) and Philleen Dickson, provided clear messages about establishing an effective IPS partnership to enhance employment outcomes in mental health and integrated supported employment services.

The presentation outlined the implementation strategies of IPS, being an effective partner and embedding recovery, whilst maintaining the principles of the evidence based model.

Consumer advocate Carli Gettingby also spoke first hand at TheMHS about her own lived experience and how the IPS model helped her gain employment and regain her sense of purpose and confidence.

Leadership Training at Dartmouth Psychiatric Research Centre

International IPS home base, Dartmouth in New Hampshire USA hosted a training session for IPS leaders from around the world in August.

Philleen Dickson joined 21 other internationally based IPS experts to experience first-hand the exceptional calibre of expertise and knowledge from the staff supporting IPS as part of the Community Mental Health Program at Dartmouth.

Philleen is now one of only a handful of internationally trained IPS professionals in Australia.

IPS honoured at State health awards

Supported by WAAMH, the South Metropolitan Health Services, ORS Group and Community First Campbell Page were finalists in the Strategic Partnership category at the WA Health Awards for their IPS collaboration.

Part of South Metropolitan's success has been the placement of an employment specialists at three of its sites in Armadale, Fremantle and Bentley Mental Health Services, to support people with mental illness find and maintain paid work.

Although the IPS partnership was not awarded first place, the recognition highlighted just how successful IPS partnerships in WA can be.

North Metro and South Metro welcome IPS

Joondalup, InnerCity, Osborne Park, Rockingham Peel and Swan MHS commenced IPS implementation in 2014-15.

An employment specialist was based onsite, co-located with mental health teams, and IPS referrals steadily rolled in from enthusiastic and supportive clinical staff.

In 2014-15, 265 referrals made to The ORS Group from Armadale, Fremantle and Bentley Health Services, with 117 consumers commenced in the program. 20 consumers engaged in open employment and another 15 attended interviews.

IPS kicks off in the South West

In March 2015, Bunbury Community Mental Health and Forrest Personnel, officially became WA's second country-based IPS site. All individuals accessing the IPS service have a tailored employment support program to assist them in securing employment that reflects their individual preferences, strengths and choice.

National contributions and coverage

Welfare Reform Reference Group chair Patrick McClure requested the opportunity to visit with a WA-based IPS support service, during his visit to Perth in July.

Bentley Mental Health and The ORS Group along with WAAMH CEO Rod Astbury welcomed Mr McClure and reference group members to visit the site.

Together, they discussed implementation strategies and the interface between mental health services and disability employment services to deliver responsive and integrated employment services.

This financial year, WAAMH was also engaged in the Department of Social Services consultation process in developing a national DES framework.

Financials

2014 - 2015



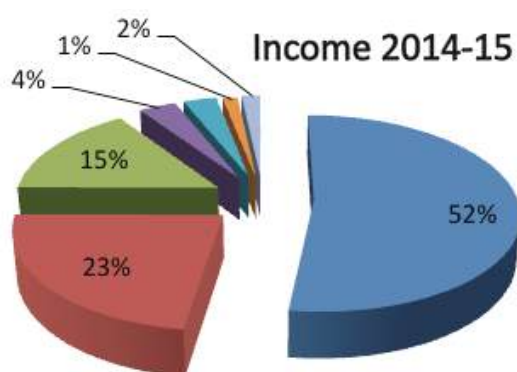
HIGHLIGHTS

- Performance
- Income
- Expenditure

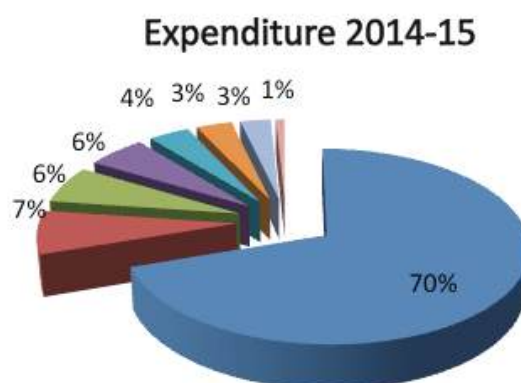
Financial Performance

WAAMH made a major transition in its financial performance during 2014/15, successfully replacing the non-recurrent grant funding that had provided a major income stream for the three previous years with a diverse source of fee-for-service income. Non-recurrent grant funding dropped from 58% of income in 2013/14 to 23% in 2014/15, while fees income increased from 5.5% to 22%.

This transition away from project-related activity was reflected by the decline in expenses generated from professional services, representing 17% of expenses in 13/14 down to 6% in 14/15, while personnel expenses increased year-on-year from 46% to 70%. In 2015/16 WAAMH will continue to focus on broadening its income base to build its future flexibility and viability.



- Service Agreements
- Non-recurrent Grants
- Training & Program Fees
- Events & Activities
- Membership Fees
- Recoveries
- Other Income



- Personnel
- Events & activities
- Professional services
- Office and Executive
- Property, facilities & equipment
- Marketing & communications
- Travel & Accommodation
- Financial & Insurance

Income by Account Group	2014/15	Expenditure by Account Group 2014/15	2014/15
Service Agreements	\$704,523	Personnel	\$931,020
Non-recurrent Grants	\$307,604	Events & activities	\$98,264
Training & Program Fees	\$207,520	Professional services	\$85,038
Events & Activities	\$46,041	Office and Executive	\$74,229
Membership Fees	\$41,158	Property, facilities & equipment	\$50,890
Recoveries	\$18,535	Marketing & communications	\$44,809
Other Income	\$23,152	Travel & Accommodation	\$38,231
		Financial & Insurance	\$10,956
	\$1,348,533		\$1,333,437





Acknowledgements



2014 - 2015

The Western Australian Association for Mental Health would like to thank and acknowledge the individuals and organisations for their financial contribution and support during 2014/2015.

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





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