



2015/16 Annual Report



*Creatively committed to mental health education
with mindfulness and integrity.*

Organisation Details

Name: **Mind Blank Limited**

ABN: **18 168 485 176**

Legal Structure: **Company limited by guarantee**

Mission, Vision, Values:

We are creatively committed to mental health education with mindfulness and integrity.

Our mission is to continually contribute to the education of mental health issues in the wider community, using innovative, creative and non-threatening methods to generate higher awareness on the importance of good mental health practices.

The Board Portfolio:

Alison Kelly	Chief Executive Officer (Public Officer)
Adam Joy	Chairman
Janine Schramm	Secretary
Bernd Schramm	Treasurer
Jacinta Cali	Director
Kelly Williams	Director
Patricia Knill	Director
Ruby Owen	Director
Sophie Thomson-Webb	Director
Valerie Wilson	Director



Chairman Report

It is my pleasure to present to the members our July 1st 2015 - June 30th 2016 report. A year appears like such a long time and so much can happen in a year yet it flies by so quick.

This report is not just about financial performance, although the numbers do show that in very difficult and competitive times we have done well. This report is about vision, commitment and self-sacrifice, therefore I need to start this report by drawing attention to the relentless work our CEO Ally Kelly (who is currently unpaid) has achieved in the last 12 months.

Since June last year we have almost an entire new Board. A board I must say that is so very aligned in purpose, whilst there are many robust discussions at board level around the strategic direction, all of this energy is focused on achieving the Mind Blank Mission and Vision.

I want to personally Thank Kelly, Isha, Jacinta, Ruby, Sophie, Val, Janine and Bernd for their relentless effort and support.

This year we moved our registered and principle place of business. We continue to experience the many challenges of the NFP atmosphere including funding and in particular cash flow. However the Board are pleased to report a \$11,908.28 surplus at year end.

We are committed to ensuring Mind Blank is recognised Australia wide for mental health awareness & education through delivering innovative programs in schools, communities, and workplaces. We advocate a holistic and balanced approach through strategic partnerships and collaborations.

We are creatively committed to mental health education with mindfulness and integrity.



The Mind Blank directors want more than just financial results, we strive for people results. As with the entire world of directorship we are very concerned with good business performance and corporate governance. We ensure transparency of the funds we are trusted with and maintain probity within all of our practices. When we make decisions we refer to our Mission Vision and Values to ensure the decision is in alignment.

The Mind Blank Board have specific Committees in place to address the key requirements of not only the organisation but the Australian Charity and Not for Profit Commission. All of the Mind Blank Committees have strict terms of reference that form part of our internal policies.

The Mind Blank Board have a Grants and fundraising committee that is bolstered by strict policies on how funds can be obtained and where funds can and cannot be accepted from. The Mind Blank Finance committee have kept a tight rein on funds and have ensured complete transparency with an independent accounting firm Kaizen having complete access to and review of our financial position throughout the entire year.

The Mind Blank Governance Audit and Risk committee have oversight over the insurance policies, the business continuance plan and risk mitigation approach to activities and decisions.

Up until June 30th we had a CEO wellbeing committee that was focused on ensuring the best development and support for our CEO. We have now transitioned this to a core function of the chairperson role. The Vice Chair and the Treasurer have been developing a development plan for the Chairperson to ensure greater knowledge and comprehension in the mental health space.

I would also like to thank my fellow board members for their inspiration, and for the time that they give so generously to our organisation. The role of chairperson is irrelevant and also ineffective without a committed Board with resolve that are willing to have the tough conversations. Our Board do not shy away from having robust discussions on often sensitive issues, however we are fact based and not emotionally driven, we address the issue and not the person and with out the Board maintaining such a credible stance as a director Mind Blank would not be progressing as it is today.

It is the dedication of our CEO, Administration Manager, staff performers and volunteers that enable us to fulfil this community need so efficiently and effectively. You are truly magnificent and we thank you for continuing to achieve the seemingly impossible. The loyalty and dedication of our staff and volunteers gives your board every confidence that this wonderful organisation, established to fulfil a vital community need, will continue to meet that need with passion and vigour.

Over the last 12 months we have helped more people than ever before, in fact 18,641 young people have been exposed to the Mind Blank program. We are continuing to spread our product across the country and deep into the land including Indigenous communities. This year we successfully launched into the ACT in a strategic partnership with Youth In Action (YIA). We have been invited to speak at the following events:

*LEAD Conference Catholic Education Conference Office
Alesco Learning State Conference
National Suicide Prevention Conference
National Public Sector Executive Assistant Congress*



We will continue to ensure that we are sustainable to provide the level of support to new areas as we continue to expand and train new performers, whilst continuing to nurture existing Mind Blank territories. Mind Blank has no focus on being in competition with other like providers of service. In fact we intentionally focus our efforts to ensure strategic collaborations can be achieved in this space ensuring maximum efficiency and effectiveness of funds. The YIA partnership was a great example of this approach and commitment. I want to personally thank Maddie the YIA CEO for sharing the vision of collaboration and partnering with us in our Launch into the ACT.

After the federal election and the announcement of a new cabinet we look forward to developing a strong relationship with the Minister for Health The Hon Susan Ley MP. We view working with our parliamentary elect as a priority in the fight against the stigma attached to mental health and the allocation of funds in to schooling to assist us in the cost objection we are experiencing. It is hard to imagine that we could conceivably allow someone to feel so alone and neglected and risk the potential of self-harm and or suicide all based on the availability and or allocation of adequate funding for education in this space.

For every little bit of good we do and our allies do there is so much more to be completed in this space, we cannot rest on past achievements and believe we have exerted enough energy, inputted enough funding, found enough strategies to reduce the suicide rates we are experiencing. If you want to understand more clearly the need I encourage you to read the ABS revisions to Causes of Death Data.

The ABS began a significant quality assurance process in 2010 to improve the quality of coding of deaths data. This new process has involved revising the Causes of Death data from 2006 onward by including any subsequently closed colonial cases that had failed to reach a conclusion ahead of the original ABS cut off period for that year. In 2016, a final revision of 2012 data and a first revision of 2013 data took place. ABS has now also completed the process with final data for 2006 to 2011.

The media has an important role to play in influencing social attitudes towards and perceptions of suicide and mental illness. Most Australian media professionals report suicide and mental illness responsibly. We need to continue to encourage people to talk freely about their experience(s) and ensure that together as a nation we don't just reduce statistics – we actually save lives. Mind Blank plans to lift their conversations with media in the space around mental health awareness and encourage more conversation amongst the media in an attempt to remove the stigma.

There are approximately 8 suicides in Australia every day and due to the stigma around suicides this figure is probably higher due to under reporting. Recent figures released by the Bureau of Statistics also reveal Australia is facing a growing national emergency with the suicide rate rising to 12 per 100,000 people in 2014 - the highest since 2001 when figures soared to 12.6 per 100,000. It is believed an alarming rise in suicide among middle-aged Australians and young women is responsible for the increase on a national spectrum. The suicide rate among women aged between 15 and 24 climbed by 50 per cent, compared to two percent in men over the same period. However, men accounted for three-quarters of the suicides - in that age group - in 2014.

Please enjoy reading through our Annual report which we are proud to present to you, we know that you will see the effort and skill that our team exude in ensuring that we continue in our mission vision and values. We hope you will be inspired by what you see in our report and find a way to support the Mind Blank activities, whether it be via Donation, Volunteering or sending us a great idea.

Sincerely,

Adam Joy | Chairman
Mind Blank Ltd





CEO Report

This year Mind Blank has progressed with securing stronger pillars with our Business structure. Our board size has grown and we now reap the benefits of having a full team of nine.

Adam Joy joined us as Chair July in 2015. With his guidance we have seen a surge of governance strength and planning. Our strategic plans have benefited the most from his strong support.

The Mind Blank marketing team have been working tirelessly to help connect with our fans and supporters. All that work has paid off as our team have been successful in publishing an ongoing quarterly newsletter.

Highlights from this team also includes the creation of Mind Blank Crisis Cards. These cards have been created with the intentions of passing them on as useful tools straight after an event. This allows our actors to continue to promote further opportunities for mental health help seeking long after our events are over.

The biggest achievement we have seen this financial year is our expansion to the ACT. We have four new creative team members based on Canberra to take on our new flux of work.

As CEO it has been a pleasure to see our operations team thrive. Janine Schramm's support as secretary and Creative Team Manager has been a huge support behind this strength.

Another year passes and our creative team still continue to constantly receive positive feedback and are going from strength to strength.

With the support from our team Mind Blank has a promising future with sustainable growth.

Kind regards,

Ally Kelly | Chief Executive Officer
Mind Blank Ltd

Treasurer Report

Summary

Mind Blank Ltd commenced the financial year with:
a trading surplus of **\$16,140.57** and **\$13368.58** cash on hand

We closed the year with:

a trading surplus of **\$11,908.28** and **\$9,539.19** cash on hand

Total revenue for the year was: **\$46,469.42**

Less Cost of Sales: **\$33,050.78**

Less Operating Expenses: **\$17,650.93**

Resulting in a Net loss of: **-\$4,232.29**

Total Current Assets **\$5152.21**

Total Current Liabilities **\$2783.12**



The Year in Review

Income: **\$46,469.42**

- Performances accounted for 97% of Mind Blank's income. We earned \$44,9936.72 which was up from the \$38,129.99 received in the previous financial year. Key points to note are:
- The ACT Launch contributed over \$12,000 in revenue
- For 12 clients we held 14 events and 25 performances over the course of the year being a combination of schools, community events and workshops. Of the 12 events, 8 were through various funding bodies and 4 were through schools
- The majority of events occurred outside the Sydney Metropolitan area
- Donations and sponsorships were significantly lower than for the previous financial year i.e. \$1,101.73 vs \$12,254.90 received in 2014/2015

Cost of Sales: **\$33,050.78**

- Wages and Salaries as well as contractor payments accounted for 69% of our cost of sales
- Other major costs were travel expenses and Video/Sound Production
- Included in this financial years cost of sales is an abnormal amount of \$2089.63 in back pay to our actors
- Overall Mind Blank's net earnings for the year were \$13,418 compared to \$20,154.08 for the previous financial year

Operating Expenses: **\$17,650.93**

- Our operating expenses of \$17,650.93 resulted in Mind Blank recording a loss of -\$4232.29
- As for the previous financial year our net earnings are insufficient to cover our operating expenses
- Key cost items for the financial year were, Accounting Fees, Admin Wages, Insurances and Staff training

Our Geographical Impact



- Illawarra / South Coast
- Western Sydney
- Albury Wodonga
- ACT

Product Report

In this year we have directly impacted 18,641 teenagers at Mind Blank events Australia wide.

We have been running two different product models:

1) SCUBA

Subconscious Understanding of Better Awareness. This is our school touring product.

2) Conference Collaborations

This is a community engagement partnership. This often involves a full day away hosting a Youth Mental Health Conference.

This financial year Mind Blank have directly impacted another 2,436 young people!

- In total we have performed 25 forum theatre shows.
- We have performed at 12 schools (Scuba) and performed at 4 Healthy Minds events (Community Collaborations).
- 12 schools were visited by our team independently
- 3 schools visited our work in collaboration with our community partners.

New clients

Calwell High School
Kiama Recharge Social Workers Conference
Leeton Youth Mental Health Forum
Prairewood Youth Centre
Principles Australia
University of Sydney
Youth in ACTION for Suicide Prevention

Ongoing clients

Albury Wodonga Youth Mental Health Conference

Cultural Creation partnership. This program is a partnership between STARTTS (The NSW Service for the Treatment and Rehabilitation of Torture and Trauma Survivors), Illawarra Multicultural Services (IMS), SCARF (Strategic Community Assistance to Refugee Families), Headspace Wollongong, Wollongong City Council, Youth Services and the Multicultural Youth Development Program auspiced by Multicultural Communities Council of Illawarra.

Shoalhaven Suicide Prevention & Awareness Network
Southern Highlands Suicide Prevention Network
South West Connect
NSW Schizophrenia Fellowship



Important numbers and websites for seeking help



Lifeline (24/7)
13 11 14

Wesley LifeForce
Service Finder →

Kids Helpline
1800 18 7263

Reach Out
reachout.com

Headspace (open 9am-5pm)
headspace.org.au

Beyond Blue
beyondblue.org.au

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Help & resources available at
mindblank.org.au

Find us on Facebook,
Instagram or Youtube

