



**headspace**  
National Youth Mental Health Foundation



*Establishment*

# Report: 07

July 2006 – December 2007

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Foundation Executive Committee



*"Australia has a reputation and demonstrated capacity for innovation and reform in mental health. We have now entered a period of genuine climate change in mental health awareness and reform."*



## headspace 'The Story'

Until recently, mental health has been largely a hidden and neglected issue in Australian society. Yet Australians are also increasingly realising that mental health is as important as physical health. We have entered a period of genuine climate change in mental health awareness and reform.

The peak period for the onset of mental ill health is during the teenage and young adult period from puberty up until the mid 20s, with 75% of problems and disorders surfacing by the age of 25.

During 2003-4, strong advocacy was provided to support a national program of reform and investment. This followed a poor level of awareness and quality of services for young people with emerging mental disorders, combined with the recent development of new treatments and successful models of care for young people in Australia.

Based on solid evidence and experience in youth mental health, this advocacy was strongly supported by the Mental Health Council of Australia, and resulted in bipartisan support in the context of the 2004 Federal election for a new model of care focusing on teenagers and young adults.

As a result, 2005 saw the design and implementation of the \$54m National Youth Mental Health Foundation (NYMHF) – a national program of reform, aimed at enhancing access, coordination and quality of services in youth mental health.

The founding consortia of what is now **headspace**, or NYMHF, is led by ORYGEN Research Centre (ORC) in partnership with the University of Melbourne, the Brain and Mind Research Institute (BMRI) at the University of Sydney, the Australian General Practice Network (AGPN) and the Australian Psychological Society (APS).

During 2006, the development of **headspace** continued with intensive planning and a search for key staff, culminating in the appointment of CEO Mr Chris Tanti in November 2006. He and his talented and committed team have worked tirelessly since then to move **headspace** to where it is today. The Advisory Board, under the leadership of Mr Ryan Stokes, was appointed during 2006 and has played a pivotal role in supporting the development of **headspace**.

The Foundation Executive Committee (FEC), comprised of the founding consortia, has also been critical in the development of **headspace** and I would like to pay tribute to Kate Carnell, Lyn Littlefield, Ian Hickie and John Moran for their creativity, expertise and professionalism. I would also like to thank the various representatives of the Department of Health and Ageing for their support and commitment to this complex reform process – notably Mr Nathan Smyth, Ms Rosemary Calder, Ms Collen Krestensen, Ms Alison Duffy, Ms Sarah Cavanagh and the late Mr Greg Poyser.

*Prof. Patrick McGorry*

Chairman,  
Foundation Executive Committee  
**headspace**



*We are proud to see the headspace model begin to successfully deliver improved outcomes for young people across Australia.*

**headspace** brings a dynamic approach to addressing mental health issues affecting our young people, aged 12 -25, by providing improved services, easier access to help and information about getting help.

We are providing funding and support to 30 **headspace** Community of Youth Service (CYS) centres across the country to provide direct help where it is needed. Enhancing the capacity and engagement of local communities to treat their own young people is essential. The **headspace** model ensures that funded centres are equipped to provide high-quality, youth-friendly services through a holistic approach to health and wellbeing.

Our Centre of Excellence, Education and Training program, and Community Awareness teams provide **headspace** centres with the latest research on diagnosis and treatment. Having access to this research provides communities with the capacity to understand how to intervene earlier when mental health issues occur as well as to identify when acute care is required. The end result is that we can produce better outcomes for young people and their families.

This year will be a formative part of the journey as the 30 **headspace** centres are at different stages of development. We are proud to see the **headspace** model begin to successfully deliver improved outcomes.

Our Advisory Board combines a broad cross-section of individuals who generously make their time available to support the **headspace** team. Common to all is a passionate commitment to seeing enhanced outcomes in the lives of young people facing enormous challenges.

We thank the Australian Government for its funding of this initiative. We are also grateful for the commitment of the CEO and the **headspace** staff who have accomplished a tremendous amount in the first 18 months and have built a strong momentum for this initiative. The FEC has been fantastic in its contribution to key areas in support of the model.

We have all learnt many lessons on our journey in establishing **headspace**. Key learnings include: elements which ensure an effective **headspace** service, how to encourage buy-in from stakeholders, and identifying the funding required to expand the initiative to reach more young people. The Advisory Board will help to ensure that these lessons are continued to be implemented.

We believe in the great potential of **headspace** and we are looking forward to what will be accomplished in 2008 and beyond.

*Ryan Stokes*

**Advisory Board Chairman  
headspace**



*headspace will ensure that young people are able to realise their own vision for their future without the burden of difficulties that can be treated and overcome.*



Chris Tanti CEO headspace

We know that most mental health concerns begin between the age of 12 and 25. We also know that young people have difficulty recognising when they have a mental health problem and that families and friends who support them don't know where to get help.

In various surveys conducted in Australia, young people tell us that they don't access help because they are embarrassed, concerned about confidentiality, don't know where services are, or what type of health professional they may need to see.

All these variables combined create longer-term complications that may result in young people being isolated from family and friends when support is most needed. We know that if young people don't get early and effective help it can lead to considerable disability and other more catastrophic consequences such as substance use or suicidal ideation.

**headspace** is the culmination of years of advocacy, research and effort on behalf of many people around the country who have a passion for youth mental health and a vision for a more collaborative and integrated system of care. Put simply our brief is to make sure that services are available at the earliest possible point when problems emerge.

Unlike most public health services the criteria to get help is pretty simple ... you must be 12 – 25 that's it!

In the last 18 months, thanks to a considerable injection of Commonwealth funds and State Government support, the initiative has begun to take shape and the vision realised.

At the beginning of 2007, **headspace** announced funding for 10 services and at the end of 2007, we announced a further successful 20 grant recipients. In total more than 300 agencies from a variety of health, education and vocational backgrounds have come together in each State and Territory to commit to a more collaborative model of care.

It is a model that is easily identifiable and accessible and one that allows us to intervene at the earliest possible point in the lives of young people. We believe that we will improve the mental health outcomes for all young people seen. Additionally we will ensure that young people are able to realise their own vision for their future free of the burden of difficulties that can be treated and overcome.

Much has been achieved in the first 18 months of operation. This Establishment Report highlights the main activity of **headspace** and showcases the other work that complements the establishment of our 30 centres.

Our partners in this venture bring considerable expertise in a variety of health domains. These include ORC, AGPN, BMRI, APS and The University of Melbourne. In addition, **headspace** is supported by a dedicated Advisory Board made up of eminent Australian business and community leaders and the newly constituted Youth Reference Group that is comprised of young people from each State and Territory.

**headspace** is influencing the help-seeking and help-providing landscape for young people in this country. We want to make sure that young people get help in a way that meets all their health needs. The next year will see us consolidate some of our achievements with a more intensive focus on the 30 centres and, importantly, taking our message to the broader community through our awareness and social health promotion campaigns.

*Chris Tanti*

CEO headspace

# Who are the big heads at headspace?



## Ryan Stokes, Chair

Mr Stokes is a Director of Seven Network Limited, a major Australian publicly listed media company. His roles within the Seven Network group include being Chairman of Pacific Magazines, President of Seven Network Asia, and Director of Yahoo!7. Mr Stokes is also an Executive Director of Australian Capital Equity Pty Limited, and a Director of WesTrac Pty Ltd. He has primary responsibility for the media investments managed by Australian Capital Equity in China, and is currently a member of the IOC Radio and Television Commission, and former Chairman of the Brain and Mind Research Institute Foundation.

## headspace Advisory Board Members

The National Youth Mental Health Foundation's Advisory Board members advise the Executive on ways to ensure the success of **headspace's** goals. They bring expertise through their high profile work and connections in the fields of mental health, media, communications, business, sport, politics, education, Indigenous health, youth employment and churches.



## Trisha Broadbridge

Ms Broadbridge is the 2006 Young Australian of the Year and one of the Reach Foundation's 'original crew'. Since 2000 she has facilitated and advised groups of teenagers in activity-based educational programs, helping them improve overall levels of self-esteem. Ms Broadbridge, who lost her husband Troy Broadbridge in the 2004 Asian tsunami, believes that 'no matter what happens, you have to keep going.'



## The Hon Dean Brown AO

Mr Brown has worked to improve treatment and support for people with mental illness, especially for those who live in the community. He is a former Premier of South Australia. For eight years Mr Brown was the Minister and the Shadow Minister responsible for health, taking a particular interest in the treatment of mental illness.



## Grant Hackett OAM

Grant confirmed his status as one of Australia's greatest athletes with a 'Swimmer of the Meet' performance at the 2005 World Championships in Montreal. In 2004 in Athens, at his second Olympics, Grant displayed all the courage and commitment for which he has become known, overcoming serious illness to defend his Olympic 1500m crown.



## Alex Hartman

At 23, Mr Hartman became the youngest-ever director of a public company listed on the Australian Stock Exchange. In 2000, he received the Young Australian of the Year Award for Career Achievement, having founded several companies. He was diagnosed with bipolar disorder and seeks to share the experience of managing his illness. Now aged 25, Mr Hartman works as corporate adviser and was recently appointed by the Hon Ian Macfarlane, MP Minister for Industry, Tourism and Resources as a Member of the IT&T Committee of the Commonwealth Government Industry Research & Development Board.





### Divonne Holmes à Court

A corporate lawyer, executive producer of Back Row Productions International, and mother of two sets of twins, Mrs Holmes à Court has been an active supporter of child development education and early intervention strategies, founding the Smart Population Foundation in 2003. In May, the Foundation launched the national parenting website, [www.raisingchildren.net.au](http://www.raisingchildren.net.au), commissioned by the Australian Government. With her husband, Peter, Mrs Holmes à Court sponsors a variety of educational initiatives that support professionals, parents and children.



### John McGrath

Mr McGrath has served as a board member of *beyondblue*, the national depression initiative since its inception in 2000. He has previous experience in politics, serving as the National Party member for Warrnambool from 1985 until his voluntary retirement in 1999. Mr McGrath brings a strong family carer focus to his involvement in mental health, instigated by the personal experience of having had two sons who suffered from mental illness.



### Peter Mason AM

Mr Mason is chairman of AMP Limited and senior adviser to UBS Investment Bank. He has worked in investment banking for 30 years. Mr Mason is a director of the Australian Research Alliance for Children and Youth and a government appointee to the Council of University of New South Wales. His experience includes 12 years as deputy chairman of the Children's Hospital in Sydney and eight years as chairman of the Children's Hospital Fund.



### Prof. Helen Milroy

Helen Milroy is a descendant of the Palyku people of the Pilbara region in Western Australia. Born and educated in Perth, she is Consultant Child and Adolescent Psychiatrist at the Bentley Family Clinic and Families At Work residential programme. She is an Associate Professor and Director for the Centre for Aboriginal Medical and Dental Health (CAMDH) at University of Western Australia, a board member of the Australian Indigenous Doctors Association (AIDA) and the AIDA representative on the Indigenous Strategies Working Group for the Australian Government Department of Health and Ageing.



### Paul Ramsay AO

Mr Ramsay is the founder of Ramsay Health Care Limited. He opened his first hospital, a mental health facility, in Mosman in 1964. Ramsay Health Care is now the largest private mental health care facility operator in Australia. Mr Ramsay is also the founder and chairman of Prime Television Limited.



### Father Chris Riley

Father Riley is the founder and CEO of Youth Off the Streets. He has worked with disadvantaged youth for more than 30 years as a teacher, youth worker, probation officer, residential carer and principal. He believes there is no such thing as a 'child born bad', but acknowledges that there are bad environments, circumstances and families that impact negatively on young people.



### Prof. Cliff Walsh

Emeritus Professor Walsh is an economist who has analysed public policy issues and systems of government and governance. While most of his career has been spent in the university system, he has also advised prime ministers and state premiers, government agencies, overseas governments and organisations and private sector business.



### Dr Rob Walters

Dr Walters is the immediate past chairman of the Australian Divisions of General Practice (ADGP) and was the first person since ADGP incorporation to hold office for three consecutive terms. He is a practising GP in Hobart.

# Funding the Future:

*Making a difference to young Australians*



## Establishing headspace Services

The **headspace** Youth Services Development Fund (YSDF) is an innovative approach to improving outcomes for young Australians. We are providing funding to 30 communities across Australia. This funding assists each of these communities to set up local **headspace** centres where any young person aged 12 - 25 can go for help. These new services will ensure that more young people are helped and more quickly. We have seen this occurring already with the first 10 communities that were funded in 2007.

**headspace** centres employ a number of different professionals including, Doctors, and Counsellors, as well as others that can help with drug and alcohol, mental health and vocational issues. These professionals work very closely with each other to make sure that the help that they provide is well coordinated.

Each **headspace** centre also encourages the input of young people, families and carers to make sure that they establish youth, family and carer friendly environments.

**headspace** is delivering training to the professionals that work in the local

**headspace** centres as well as others in the community such as teachers, police, doctors and youth workers. The training assists staff in the centres to establish a high quality service and identify the young people that need assistance.

The local centres are coordinating awareness campaigns that tell their communities about the challenges facing young people, including their mental health, and how family, friends and other community members might support young people at risk, to get help early.

The 30 centres have been linked up to each other through a national network called the Collaborative Learning Network. This allows them the opportunity to share their learning and resources directly with each other both face-to-face and online.

These new centres mean that thousands of young people will be assisted with a wide range of needs including, health, mental health, drug and alcohol and vocational needs. This might include concerns such as physical health issues, relationships, emotional difficulties, worries, difficulties with school, training or work, psychological issues and drug and alcohol misuse.



## What is a headspace centre?

- a youth-friendly, community-based health service for young people aged 12 – 25 and their families
- a centre where young people can receive help for a range of issues – health, mental health, education, work and drug and alcohol problems
- an integrated service centre staffed by general practitioners, allied health, mental health, youth workers and drug and alcohol workers who have specific expertise in working with young people
- a confidential low cost or free service dependent on situation
- a locally run service that has been set up by organisations that understand your community
- a place where young people and their families are encouraged to become involved.



# Finding your headspace?



For more info on site locations see:  
[www.headspace.org.au](http://www.headspace.org.au)

## Coming in 2008

- headspace Kimberley
- Townsville headspace
- headspace Central Australia
- headspace Fraser Coast
- headspace Southern Downs
- headspace Gold Coast
- Fremantle headspace
- Riverland headspace
- Murraylands headspace
- Hunter headspace
- Mt Drutt headspace
- NSW Central, West headspace
- headspace Central Sydney
- Riverina headspace
- headspace ACT
- Northern Melbourne headspace
- Peninsula headspace
- South West Victoria headspace
- headspace Central West Gippsland
- headspace Northern Tasmania



- Existing Sites
- Coming in 2008

## Existing Sites

- headspace Top End
- headspace Great Southern
- Adelaide Northern headspace
- headspace Mid-North Coast
- headspace Central Coast
- headspace Macathur Campbelltown and Southern Highlands
- headspace Illawarra
- Western Melbourne headspace
- headspace Southern Melbourne
- headspace Barwon



headspace - Adelaide Northern

## Adelaide Northern headspace

Adelaide Northern **headspace** centres are easily accessible, youth friendly and well established in the community, which makes them available to a wide number of young people.

The Adelaide Northern **headspace** centres promise to be a breakthrough for young people and their families in Northern Adelaide who find themselves battling depression, anxiety, or other disorders.

Since May 2007, Adelaide Northern **headspace** has set up delivery of **headspace** services in three locations. The Shopfront Youth Health and Information Service (SYHIS) in Salisbury, The Second Story Youth Health Service in Elizabeth (SSYHSE) and the Paralowie Youth Service (PYS) in Paralowie. The three sites are easily accessible, youth friendly and well established in the community, which makes them available to a wide number of young people.

Free and confidential services include doctors, counselling, psychiatrists, vocational counsellors, group programs, drop in and youth activities, and youth and family support. Adelaide Northern **headspace** is proud to be extending counselling services to the rural areas of Gawler and Two Wells.

Adelaide Northern **headspace** believes that actively engaging our local community is paramount to our continued success and as such we participate in a number of Community Awareness activities and partnerships. To date, we have participated in four Community Festivals/Expos; an art competition promoting positive mental health during mental health week at four high schools; and, presentations to school classes, community groups and services to promote **headspace** activities and services.

We are working with community groups, services, schools and other parties to develop and implement a coordinated approach in delivering community education and training needs.

Adelaide Northern **headspace** also recognises the value of engaging our local media organisations to spread the word about youth mental health issues and to promote our services. Further promotions are planned for youth related activities to develop youth participation and to increase service awareness.

*"...headspace believes that actively engaging our local community is paramount to our continued success.."*

headspace - Barwon

## headspace Barwon

**headspace** Barwon will continue to promote the early identification of health concerns and breakdown barriers to access of services.

In the past year, **headspace** Barwon has established two hubs at the Clockwork Young People's Health Service in Geelong and the Jigsaw Young Persons Health Service in Corio, while a third venue will open in 2008.

**headspace** Barwon is acutely aware that mental health is the number one health issue affecting young Australians today. With a focus on assisting young people aged 12-25 and their families to deal with different problems and as well as providing access to experts in a range of areas, **headspace** Barwon is making a difference in Victoria's second city, Geelong.

We offer Primary Care, Counselling Services, Drug and Alcohol workers, specialist mental health workers including Child & Adolescent Mental Health Service (CAMHS) and Private Practitioners. At our easily accessible and youth friendly hubs, young people can access help for issues relating to any health and wellbeing concern. The need is great with around 900 young people accessing GPs at the **headspace** Barwon hubs in just three months.

**headspace** Barwon has organised a number of Community Awareness activities in the Geelong region, including two public forums. We have also established a youth advisory group named the Youth Future Crew, and we are currently working on the establishment of a carers' reference group and the school and education department partnership.

In 2008, **headspace** Barwon will continue to promote the early identification of health concerns and to breakdown barriers to access of services, roll out its education programs, and develop guidelines and education packages for a whole-of-school approach.







## headspace Central Coast

The **headspace** Central Coast service is about change and about doing things differently for young people... encouraging young people, their families and service providers to recognise problems and to get help early.

**headspace** Central Coast is the first service of its kind anywhere along that part of the coastline. It is a one-stop-shop for young people aged 12 to 25 and is making a difference in Gosford. At this centre, **headspace** Central Coast is creating access to seamless health and wellbeing services for young people including general practitioners and drug & alcohol and mental health workers.

**headspace** Central Coast services will be enhanced by satellite venues in the community and the **headspace** Central Coast website.

**headspace** Central Coast is currently seeing young people through a number of programs, including 'yhealth' clinics, the YouthBooth Project and holistic health check ups in local youth centres. We have also begun the recruitment of young people who will become Youth Alliance Consultants.

Developing the **headspace** Central Coast service is about change and about doing things differently for young people. This has presented challenges for staff and the people we work with along the way. We have focused on providing mental health services within a holistic health framework as well as encouraging young people, their families and service providers to recognise problems and to get help early.

Since March 2007, **headspace** Central Coast has employed a number of staff to coordinate the development, design and implement youth friendly training and education – to provide a pathway for young people to give advice to the service, to coordinate the community awareness campaign and to look at 'the big picture' and evaluate the service as it is being established.

## headspace Great Southern

The new **headspace** Great Southern centre promises to be a breakthrough for young people and their families who find themselves battling mental illness.

With its focus on providing free or low cost services to young people for mental health issues **headspace** Great Southern is a model where the community benefits immediately.

Since its inception, **headspace** Great Southern has primarily focused its energies towards developing a **headspace** Advisory Council and service hub. The Advisory Council is made up of a group of young people who inform all decision-making processes and who provide the capacity for young people to be the face and voice of **headspace** Great Southern.

We have also established our Albany shopfront, an accessible and youth-friendly venue from which support services are now being provided to young people aged 12 to 25. Through this hub, **headspace** Great Southern assists young people, who experience mental health and/or drug and alcohol problems, through a range of services including GPs, counsellors, drug workers and alcohol education and employment programs.

To support and cultivate our centre, **headspace** Great Southern will implement a local community awareness program to raise local awareness about our services as well as help to educate the community about mental health and drug and alcohol issues. We will also embark on health practitioner training initiatives so that we continue to offer youth-friendly, best-practise services.





headspace Illawarra



headspace Illawarra is leading the community through activities such as the **headspace**-in-schools program which promotes positive attitudes towards help-seeking and develops resilience in young people.

headspace Illawarra will open its integrated youth health centre in February 2008, and will provide access to a range of youth-friendly services including GPs, psychologists, youth workers, a mental health nurse and drug and alcohol worker.

To fill the gap until our full centre is open, **headspace** Illawarra has been providing bulk-billed psychological treatment for young people referred by GPs to our clinical psychology service. We are also actively promoting **headspace** to service providers in our region, developing

relationships with other services to which we will potentially refer, and establishing our youth advisory group and participation framework.

**headspace** Illawarra recognises the benefits of promoting our services through local media and community awareness activities. Working hard to promote help-seeking messages and reducing the stigma associated with mental illness, **headspace** Illawarra has leveraged our community partners Prime TV and Wave FM to develop advertisements. Our efforts are across a broad scale - together with community partnerships and activities including participation in a health promotion day at our local TAFE, allowed over 1,000 young people to have fun while learning about physical and mental health and making positive choices regarding alcohol and other drugs. **headspace** Illawarra is engaging and helping our young people on the ground.

In 2008, **headspace** Illawarra will provide education and training for those working with

young people to ensure we are providing best-practice services. In addition we will continue our community awareness activities with a focus on adolescent development, identifying and treating mental health and substance use problems and maintaining health and wellbeing. This will continue to be supported through innovative community partnerships including implementing a **headspace**-in-Schools program which will promote positive attitudes towards help-seeking and develop resilience in young people.



headspace Macarthur Campbelltown and Southern Highlands



The vision of **headspace** MCSH integrated youth services has begun to be a reality via: no barrier evidenced based treatment, youth focussed staff and true collaborative care.

Changing the way that mental health care is delivered for young people in the greater Campbelltown area has been a significant achievement of **headspace** MCSH.

Officially launched on September 25 2007, by Senator Brett Mason, Professor Ian Hickie, Executive Officer of the BMRI and **headspace** CEO Christ Tanti, **headspace** MCSH opened its doors on June 1, 2007 with an enthusiastic team ready for action.

Since then, **headspace** MCSH has established a wide network of relationships with non-

government and government organisations as well as a growing referral base which has seen us provide mental health care services to 60 young people already.

**headspace** MCSH is making a difference by undertaking innovative and much-needed initiatives such as setting up a collaborative care model with general practitioners, psychiatrists, psychologists, occupational therapists, mental health nurses and educational workers.

It has been a great six months and, in working through this start up phase, the vision of integrated youth services has begun to be a reality through no barrier evidenced based treatment, youth focussed staff and true collaborative care.

There are already many things on the horizon for **headspace** MCSH for 2008 such as expanding group programs, education and training programs for GPs, youth service staff and increasing our

GP referral base. These activities will enable **headspace** MCSH to assist more young people who need help where it is needed most – this is evidenced by our territory expansion into the Southern Highlands.

**headspace** MCSH will continue to respond to the challenges of implementing this world-first model. We are listening to feedback from young people, other organisations, and families. So far, the response is that we are on the right track. As one young person said, 'It is great to come to a place where everything is under the same roof.'











headspace Mid North Coast



**headspace** Mid North Coast is building relationships and trust with stakeholders, especially young people and their families, who we see as the primary pathway into **headspace** for young people.

**headspace** Mid North Coast has hit the ground running with a number of innovative and holistic youth activities and community partnerships already in place. We have recruited a passionate, creative and dedicated team with a great blend of experience, and a diverse range of skills. The team is based at Nambucca Valley Youth Services hub with venues being implemented in Coffs Harbour and Bellingen early in 2008.

The early opening of the **headspace** GP Clinic has been a really positive experience for the community as we were operational two months ahead of schedule. The hub has been very effective which is evident from the increasing number of young people accessing the service and the centre in general.

The official launch of **headspace** Mid North Coast on the 1 November 2007 was a highlight for the year and more than 150 local young people turned out to join with **headspace** staff, consortium partners and dignitaries. The publicity surrounding the launch has already seen positive outcomes such as a better understanding of the **headspace** program, an increase in the use of the centre by youth – particularly indigenous young people – and the development of healthy partnerships with the health and community services sector.

A key factor in our success to date was building relationships and trust with stakeholders - especially young people and their families. Through evidence, we know families and carers are the primary pathways into **headspace** for young people. Another is having a safe, accessible and youth-friendly space from which our support services are provided.



headspace Southern Melbourne



The need is great and **headspace** Southern Melbourne is excited to be on the cusp of offering integrated whole-of-youth services to hundreds of young people.

Since the opening of the **headspace** Southern Melbourne site at Highett in April 2007, momentum has been building towards a full launch of the St. Kilda site in early 2008.

The need is great and **headspace** Southern Melbourne is excited to be on the cusp of offering integrated whole-of-youth services to hundreds of young people.

A large part of the establishment process has been the recruitment of key staff including an Operations Manager, Clinical Services Manager, Medical Receptionists for both St Kilda and Highett and an Education and Evaluation Officer. Still to be recruited are an Intake Worker and various other health practitioners who will deliver services to young people at both sites.

Once fully operational, **headspace** Southern Melbourne will provide GP, mental health and drug and alcohol services from Highett two to three afternoons per week in addition to other service provision including assistance with education and training, employment, housing and leisure. Additionally, at St Kilda we aim to provide health and other services to young people five days a week.

With a large consortium of twenty partners, **headspace** Southern Melbourne is fortunate to be able to provide a wide range of services to young people, with many consortium members providing staff to work at each of the sites in part-time and full-time capacities. The **headspace** Southern Melbourne consortium members and staff are looking forward to being a fully operational service in 2008 and providing assistance to young people in their local area.





The Top End community has been extremely responsive to the **headspace** initiative and is excited about the opportunities this project will provide to young people, their families the community.

**headspace** Top End will open its refurbished venue in Palmerston in March 2008, which will provide young people aged 12 to 25 with access to a range of services including GPs, psychologists, youth workers, mental health and drug & alcohol workers.

In the meantime, **headspace** Top End has developed alternative arrangements for service delivery. We have secured three consultation rooms located in the Palmerston health precinct

to allow for referrals to GPs, child and adolescent mental health team and psychological and other allied health services. These will be provided in-house at the **headspace** Top End venue, once it has been completed.

**headspace** Top End has participated at the Garma Miwatj Youth Forum in East Arnhem in August. The forum was attended by 170 young people from the region and 'Where's your head at?' workshops were held about mental health for young people. We have also delivered Youth-Friendly Practice Training in East Arnhem in September 2007 to 16 participants and again in Darwin in December 2007 to 44 participants.

The Top End community has been extremely responsive to the **headspace** initiative and is excited about the opportunities this project will provide to young people, their families and

communities. **headspace** Top End is now in the process of finalising the staff recruitment and we look forward to establishing a much needed service hub for young people in 2008!



The opening of the **headspace** Western Melbourne doors means that there will be an immediate increase in the accessibility of health services to young people.

With our official opening on the 22 November 2007, **headspace** Western Melbourne is very excited to be delivering services to young people in the Western suburbs of Melbourne.

Located at the Visy Cares Hub in Sunshine, we are co-located with a range of other services for young people including housing, recreation, legal, employment and training, cultural programs and other support services.

The launch of **headspace** Western Melbourne has marked a further step in our journey of turning a concept into a reality. The opening of its doors means that there will be an immediate increase in the accessibility of health services to young people.

We have leased over 300 square metres of space at the site which will be used by a multidisciplinary team of GPs, psychiatrists, psychologists, social workers and occupational therapists. We have recruited a Clinical Service Manager who will be responsible for overseeing the delivery of services from our team of private practitioners. We are currently planning the rollout of our community building and awareness strategies designed to engage the local community.

At Western Melbourne **headspace** we believe that we can make a real difference to young people in our community by offering services that are in the right place at the right time and at the right price so that treatment is accessible to all.







*Service provider  
education and  
training teams*



Amy Johnston, Harry Lovelock, Laurence Hennessey, Darryl Wade and Bronwyn Campbell (Australian Psychological Society)



# Making headway: What we do



## Service Provider Education and Training

Training practitioners in how to effectively deal with young people is vital to ensure **headspace** centres work successfully with our youth. This ultimately means that we can produce better outcomes for young people and their families.

The **headspace** Service Provider Education and Training (SPET) program is jointly managed by the AGPN and the APS. Overall, the APS has responsibility for development of training packages while the AGPN has responsibility for the roll-out of training to the 30 **headspace** centres.

The primary goal of the SPET program is to improve the uptake and delivery of evidence-based interventions for youth mental health problems by a range of service providers including primary care providers, mental health practitioners, drug and alcohol workers, and non-clinical service providers in each **headspace** centre.

A multi-component needs analysis undertaken by the SPET program found that the priority learning needs of practitioners relate to:

- knowledge of adolescent development
- knowledge of evidence-based interventions including health promotion strategies
- skills in engagement and communication with young people
- skills in screening for mental health and substance use problems in young people
- skills in undertaking a comprehensive risk assessment
- skills in providing psychological interventions for young people and carers.

Based on the findings of the needs analysis, the SPET program has made a range of recommendations about the strategic direction of the program and the development and delivery of training programs.

The first training package on 'Youth-friendly Practice' has been developed and **headspace** centre trainers have been trained in the delivery of the training. The intended targets of this training are 'first-contact' practitioners who are in frequent contact with young people, such as general practitioners, community health workers and school counsellors.

These practitioners need to feel confident in their ability to engage and communicate with young people, to enquire about potential mental health and other psycho-social problems, and to take appropriate action if problems are identified. To do this, practitioners need to have a good understanding of young people, including their development, the factors influencing their health, barriers to seeking help and the psycho-social problems that cause the greatest disease burden.

Over the next 18 months, the **headspace** SPET program will continue to develop, deliver and evaluate high-quality and sustainable educational interventions to **headspace** centre practitioners working with young people with emerging mental and substance use disorders.





## Centre of Excellence

Providing **headspace** centres with the latest research on diagnosis and treatment provides communities with the capacity to understand how to intervene earlier when mental health issues occur as well as to identify when acute care is required.

The **headspace** Centre of Excellence in Youth Mental Health (COE) is the nucleus for gathering, analysing and disseminating evidence for interventions and service models of care that are effective for responding to, and improving the outcomes for young people with mental health and substance use disorders. The vision of the COE is to establish itself as the definitive source of evidence and information regarding best-practice and early intervention in youth mental health, and to be a leader, both nationally and internationally, in generating new research that extends the burgeoning area of youth mental health.

To achieve these aims, the COE is undertaking an exhaustive, systematic evidence stocktake of interventions for depression, psychosis, substance use, anxiety and adjustment disorders in young people aged 12 to 25 years. This stocktake will generate 'evidence maps' for each disorder, which identify effective interventions for responding to mental health and substance use problems in young people. Equally, the evidence maps will highlight the gaps in the evidence which, in turn, will create opportunities for novel research.

However, collating and analysing evidence is not sufficient – the evidence needs to be effectively communicated in a way that promotes and improves its uptake. In the case of **headspace**, the target audiences for disseminating evidence are not only the diverse range of service providers working within the **headspace** centres, but include young people and their supporters, as well as the wider community.

To this end, the COE is conducting comprehensive reviews to identify the most effective methods of translating and disseminating evidence. This will subsequently inform research within **headspace** sites to specifically evaluate 'what works' in communicating evidence that is both meaningful

and useful to young people and those who work with them.

Finally, identifying and disseminating best-practice interventions and models of care will be ultimately futile if this evidence is not routinely **used** by service providers. The final major aim of the COE is to identify what facilitates (and impedes) knowledge transfer and the uptake of evidence-based materials by GPs, mental health professionals, drug and alcohol, youth and vocational workers. Research will also be conducted within **headspace** sites to evaluate strategies that improve the implementation of evidence-based practice for service providers who work with young people.

Gathering, disseminating and implementing evidence is an ongoing and evolving task. This is even more so in the case of youth mental health, which is an emerging and rapidly developing stream of mental health care. The opportunities for the COE to be at the fore of building the evidence base and generating new research that helps improve outcomes and service delivery are our motivating force.



**Centre of Excellence Team:** Ann Dadich, Patrick Callahan, Sarah Hetrick, Alex Parker and Rosie Purcell (ORYGEN Research Centre)



## Community Awareness

The Community Awareness (CA) program aims to increase early help-seeking by young people with mental health and substance use problems by emphasising the availability of effective, evidence-based services and promoting good experiences of care. Secondary goals are to improve mental health literacy, reduce stigma, help deliver e-health strategies and improve young people's knowledge, willingness and confidence about accessing services.

The program carries out activities at both a national and local level, with local activity focussed in the 30 **headspace** centres. It aims to develop new concepts regarding the threshold at which people seek care, as well as engage youth in the planning and delivery of evidence-based interventions, while fostering feedback from local services about what works for them.

To date, the CA program has reviewed the national and international literature on youth mental health to develop best practice models for the campaign. It has also contributed to the ongoing debate by producing a number of academic publications for a wider audience.

Secondly, CA has conducted a range of consultations with youth, parents and carers recruited from **headspace** centres. These consultations collected personal stories regarding experiences of care and what young people would like from youth-focussed services. The evidence gathered from this process was fed back to the **headspace** centres so that the findings might be used to promote the usefulness or benefits of seeking care.

Recognising the **headspace** website as an effective tool to circulate information, CA filmed interviews with young people about their journey through the healthcare system. The filmed interviews have been edited for the website, shown at concerts, used in local community awareness activities and produced as DVDs for wider circulation.

These activities have combined to make a difference in young people's lives by helping to start community discussions which recognise that problems originate while people are still young and that there is effective care and information available. Engagement with youth media and

asking young people to speak out about their own problems has helped to lessen the silence associated with seeking help and has helped to show other young people that they are not alone.

The CA team plans to further build on this activity by fostering strategic partnerships with local organisations and using existing community capacity to disseminate CA messages, so that the threshold at which people take action occurs earlier in the course of illness.



*These activities  
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discussions*







Communications and Marketing Team: Maree Sidey and Karalee Evans



## Communications & Marketing

We are encouraging young people to work with us to build not only the profile of **headspace** but also a brand that young people identify with and trust.

**headspace** has a unique opportunity to engage young people through implementing an integrated social change strategy supported by our media work. The communications team are responsible for turning the **headspace** vision (ensuring that young people get the help they need early) into a message that the community understands and actions.

We recognise that there are a number of key audiences that we need to reach to bring about change. Primarily we are focussing our efforts on talking with and engaging young people aged 12 to 25. Young people also have key influencers who guide them in making life decisions such as seeking help - friends, parents/carers and workers. We are also working to ensure that **headspace** is known and understood by these groups.

We believe the key to delivering an effective health message to young people is to invite them to participate with us in the journey. We are encouraging young people to work with us to build not only the profile of **headspace** but also a brand that young people identify with and trust.

### What's in your headspace?

Our first campaign kicked off in September 2007 with a National competition for young people promoted at a number of music festivals around the country and delivered through our campaign website. Our partnership with Smartmarket led to the promotion of **headspace** and mental health issues through celebrities on Eclipse Music Television (midday Saturdays on Channel 7) over the months of September and October. These segments were incredibly effective in normalising mental health and help seeking and increasing traffic to our website, and are available to view [www.headspace.org.au](http://www.headspace.org.au)

**headspace** also partnered with Optus to deliver help seeking messages and promote a positive mental health message at the Breakout Music Festivals (Under 18) in Melbourne, Sydney and Brisbane with great success.

Boxing Day 2007 saw the first airing of our Community Service Announcement on Channel 7, featuring a selection of Channel 7 celebrities. We have received a fantastic response to the CSA with traffic to the website tripling at each airing across metropolitan and regional television. 2008 will bring an extension of our television presence with a partnership with Network Ten, the production of a similar CSA, and the promotion of **headspace** across a range of Ten television shows, including Video Hits and Neighbours.

January and February 2008 saw the promotion of **headspace** in digital and traditional signage spaces across the country through a partnership with EYE. Look out for **headspace** signs at a shopping centre, airport, university or roadside near you.



Television commercial



Postcards / Posters



Billboards

Into the future... 2008 will also bring a partnership with Girlfriend Magazine in their Self Respect campaign (including National Compliments Day), sponsoring a **headspace** competition in National Youth Week, and the launch of our second Campaign.

The Communications and Marketing team also assists **headspace** to communicate directly with our stakeholders through our E-newsletter. If you haven't subscribed visit our website and leave your details.

We would like to thank the Communications and Marketing Subcommittee of the Advisory Board for their valuable contribution in 2006 and 2007.



## The Media:

Talking to the community about youth mental health issues is important to us and working with the media is a very effective way to do this. **headspace** regularly issues media releases on topical issues. We provide commentary on relevant issues of the day via media releases, 'Letters to the Editor' and interviews.



*The key to raising awareness and helping young people with mental health and drug and alcohol issues is first to engage young people through conversation.*



## Website:

**headspace's** new website has been designed to be a first port of call for people seeking information about youth mental health issues and services within Australia.

The **headspace** website is one of the key vehicles for communicating **headspace** activities and messages to the public.

It has been built to specifically address the following requirements:

- to be a first port-of-call for people seeking information about youth mental health issues and services within Australia
- to act as a funnel for a help-seeking young person or family member so that they leave the site more informed and with accurate information about how to go about getting help and where to get it
- to provide a vehicle for **headspace** services to communicate and connect with each other and **headspace** nationally
- to provide accurate and up to date information about the activities of **headspace**.

This has been achieved by designing the **headspace** website into a number of key sections.

### *My headspace*

*My headspace* was developed in conjunction with young people. Different strategies were used to guide the development, including focus-group discussions and surveys to initiate comment on designs, format of content and themes. *My headspace* provides mental health, alcohol and other drug information, a section dedicated to getting help, including the location of **headspace** sites as well as providing the opportunity for young people to interact with the site through submitting stories or participating in the 'ask an expert' forum. This section stands out due to its interactivity, use of multimedia components and the ability to navigate the sections of the site with ease. These are all aspects that young people told **headspace** were imperative to make the website appealing and to encourage repeat visits.

The key objectives of this youth-specific section are to:

- de-stigmatise help-seeking
- provide mental health and wellbeing information to young people
- enable a sense of community
- open a dialogue between consumers and **headspace**.





## Parents and Carers

The parents and carers section again makes the most of multimedia components to assist informing the audience about mental health. A highlight of this section is the strong message delivered about looking after yourself.

2008 will see this section expanded to include more information, advice and strategies.

## About headspace

About **headspace** provides information to the user about the initiative. Whilst often one of the driest aspects of a website, **headspace** has overcome this by including multimedia components, images and direct key messages.

## Knowledge Centre

The Knowledge Centre is unique. It provides access to up-to-date information on interventions and models of care for young people with mental health, alcohol and other drug issues. The aims of this section are:

- to increase knowledge of evidence-based approaches by primary care providers, mental health practitioners, and drug and alcohol workers
- increase the use of evidence-based interventions and treatments for young people with mental health and related issues
- increase the capacity of other practitioners, including non-clinical service providers who support young people with mental health and related issues, to recognise and supportively encourage young people with emerging mental health and related substance use issues to engage with appropriate services
- enhance and/or promote new models or effective models of multidisciplinary, integrated care.

To do this the COE and SPET are researching, collecting, collating, analysing and, through the website, disseminating the most up-to-date research and information regarding young people with mental health and substance use issues.

The website provides a virtual library, enabling easy browsing and search functions to view the required information quickly and effectively in a concise form.

## Collaborative Learning Network

Being a national organisation with services located Australia-wide, the need to communicate effectively and efficiently is imperative. The Collaborative Learning Network (CLN) facilitates this.

The CLN provides a nation-wide network that delivers new knowledge, evidence and provides opportunities for sharing information. The purpose of the CLN is to link all the **headspace** platforms together with the COE, Community Awareness Program, SPET, and **headspace** National Office. The CLN enables **headspace** platforms to come together to explore critical issues and to share their experiences and ideas to maximise the dissemination of knowledge.

Functions incorporated into the CLN to ensure ease of information sharing include:

- on-line discussion forums
- co-writing and sharing documents on-line
- bulletin boards
- instant messaging/chat rooms
- storing documents/document library
- webinars
- on-line training
- experts on-line

The key to a useful website is to ensure that the site is able to quickly and easily meet the needs of the audience. Overall there has been successful integration of young people's views to guide **headspace's** website development, with both the organisation and the website development company continually changing, re-assessing and re-designing the website to incorporate the views of their target audience. **headspace** has now launched a website that is relevant and engaging.

## The Future

Ongoing development of the website in 2008 will include finalisation of the build of the knowledge centre, more automated development of interactive features of the website, including 'your stories' and 'ask an expert'. 2008 will also see continual refinement and development of information sections within the website, building on feedback received from website users.



*By initiating a variety of youth participation activities, headspace aims to provide the opportunity to draw on people's strengths, abilities and capabilities...*







## Youth Participation

Youth participation ensures that the views of young people are represented in developing and delivering a service that is accessible, meets the needs of young people and provides a quality service.

**headspace** is providing young people with meaningful opportunities to directly participate in **headspace** activities, including involvement in planning and providing feedback on service models, as well as the development of youth-targeted community awareness activities.

There is a growing recognition nationally and internationally that youth participation in planning and service delivery is both good practice and a fundamental human right. As a result, **headspace** has developed genuine youth participation mechanisms with strategic and beneficial outcomes viable for the young people involved with **headspace** National Office and **headspace** local services. Means of achieving best practice in youth participation within **headspace** has included:

- the development of a youth participation program that incorporates a Youth Reference Group and Youth Advisors
- young people's involvement in **headspace** Education and Training forums
- young people's involvement in focus groups run by **headspace** Community Awareness.

Twenty eight young people from rural, regional, remote and metropolitan areas of Australia were chosen to form the **headspace** National Youth Reference Group. The role of the National Youth Reference Group is to ensure young people have a voice and input into the direction of **headspace** services and mental health services both locally and nationally.

The members have had the opportunity to achieve this through website consultation and development, involvement with marketing, media, promotional and community awareness activities, including the development of resources.

A highlight of the youth participation program to date has been the successful face-to-face meeting of the Youth Advisor and Reference members in Melbourne. Skills developed included increased knowledge and understanding of the **headspace** model, mental health, mental illness, substance use as well as media and public-speaking training.

**headspace** Youth Advisors also play a key role in the strategic direction of **headspace**. Youth Advisors comprise eight young people from across Australia. They have had a vast amount of experiences and exceptional individual skills in youth participation activities. Youth Advisors have roles that include media ambassadors, policy advisors, mentoring and providing support to Youth Reference Group members, advocacy and working with Advisory Board members and **headspace** National on specific interest projects.

Running alongside these national office strategies are those of the local **headspace** services. Each **headspace** site has a unique strategy for engaging young people at their specific location. Local youth participation ensures that the views of young people are represented in developing and delivering a service that is accessible, meets the needs of young people and provides quality support.

By initiating a variety of youth participation activities, **headspace** aims to provide the opportunity to draw on people's strengths, abilities and capabilities, while also appealing to a broad range of interests. Ensuring that young people's perspectives are significant in shaping **headspace** and its activities has and will continue to be salient in the ongoing development of **headspace**.



## Carer Participation

**headspace** centres are developing carer participation strategies that will be crucial in the development of service models and their ongoing review.

**headspace** is committed to engaging parents and carers of young people in a variety of ways and to incorporating their contribution in the development and work of the Foundation.

At the national level, consultations have been held with a range of carer organisations and feedback sought on the **headspace** Carer Participation strategy. Discussions have occurred with Carers Australia; Carers South Australia; Children of Mentally Ill Consumers (COMIC); Australian Infant, Child, Adolescent and Family Mental Health Association (AICAFMHA) and ORYGEN Youth Health Carer Consultants.

As a result of these consultations, it was evident that existing organisations already provide a great deal of support and information to carers of young people. Consequently, representatives from peak carer organisations will be invited to participate in a **headspace** Carers Advisory Group. Organisations may include: the Mental Health Council of Australia, Carers Australia, Mental Health Fellowship, SANE Australia, Association of Relatives and Friends of the Emotionally and Mentally Ill (ARAFEMI) and ORYGEN Family Working Group.

At the local level, the **headspace** centres are developing carer participation strategies that will be crucial in the development of service models and their ongoing review. The **headspace** National Office will play a role in supporting these strategies by identifying and providing resources to the centres that have already been developed.

Additionally, the **headspace** website will contain readily accessible carer information for the general public, including fact sheets, short videos of carers' experiences, means of accessing services for the young people they care for and links to accessing support for themselves.







Evaluation  
enables us to  
understand whether  
the headspace  
initiative is effective in  
delivering services to  
young people



Independent evaluation will provide us with insight into the impact that **headspace** has had on improving health, social, educational and economic outcomes for young people aged 12 to 25 years.

Evaluation enables us to understand whether the **headspace** initiative is effective in delivering services to young people and to capture the impact that **headspace** has on the local community. Evaluating **headspace** is complex because we want to know whether the initiative is both appropriate and effective for young people and whether services are delivered efficiently. While **headspace** will be evaluated independently, we are also encouraging all staff within **headspace** to take an active interest and participate in evaluation and quality activities that will improve the quality of care provided to young people.

### The Independent Evaluation of **headspace**

The Social Policy Research Centre based at the University of New South Wales has been appointed to carry out the independent evaluation of **headspace**. They will commence work in December 2007 and deliver a final report in June 2009.

The independent evaluation will provide feedback on whether the programs and activities of **headspace** are appropriate, effective and efficient. It will also provide us with insight into the impact that **headspace** has had on improving health, social, educational and economic outcomes for young people aged 12 to 25 years.

The evaluation will involve a review of all programs and activities that make up **headspace**. This includes the **headspace** National Office, the COE, SPET and Community Awareness streams and well as the thirty **headspace** sites. It will be helpful in giving us insight into the design of **headspace** and will provide us with tools and knowledge that will assist in supporting evaluation processes after the independent evaluation has been completed.

### Other Quality Initiatives

The **headspace** National Office will also be supporting a range of evaluation and quality initiatives within **headspace** services and through the Consortium Partners to ensure that the **headspace** initiative continues to deliver high quality services and to have an ongoing impact on the community.

This will include the implementation of an Electronic Tool within each **headspace** centre in early 2008. This will support clinical practice and will also provide a minimum data set that will assist us in understanding how the initiative is working.

The **headspace** initiative is new and we are looking forward to understanding more about how each **headspace** centre is reaching young people and how our support structures may help in delivering high quality care to young people.



# Supporters of headspace:

Together with our valued partners, **headspace** pools resources and ideas to deliver a range of innovative and vital programs that directly benefit young people from around Australia.

**headspace** recognises the importance of developing and nurturing strong links with media, corporate and philanthropic sectors in our efforts to effect positive change on the lives of young people.

In partnering with the media, corporations, trusts and foundations and other organisations, **headspace** does not adopt an 'open-palm' philosophy but instead seeks to engage all partners in long-term, strategic and mutually beneficial relationships. We are focussed on developing partnerships of involvement and commitment. Together with our valued partners, we pool resources and ideas to deliver a range of innovative and vital programs that directly benefit young people from around Australia.

Our valued relationships with key partners are multi-faceted and include a range of elements including pro-bono support, in-kind goods and services, knowledge sharing and co-implemented support and education programs.

**headspace** acknowledges the vital support provided through partnerships with the following organisations:

## Major Supporters



### Channel 7

Through our dedicated Advisory Board Chairman, Mr Ryan Stokes, **headspace** has been able to leverage a partnership with Channel 7 which has enabled us to go from strength to strength.

In the later half of 2007, this partnership has seen **headspace** produce a Community Service Announcement (television advertisement) which features Channel 7 celebrities asking questions about mental health. This Community Service Announcement went to air on Christmas Day 2007 and has had remarkable results in promoting **headspace**. Of particular significance is our website visitor frequency, which has gone up by between 100 to 400 per cent since the advertisement went to air.

**headspace** thanks SmartMarket productions – Nick Allan, Jon Vidler and Angie Richards - for generously producing this Community Service Announcement.

Another significant activity **headspace** has been able to undertake as a result of this partnership is the engagement of Channel 7 celebrities on an 'ambassador' level. We thank these celebrities – Jesse Tobin and Alex Davies – for their support and efforts.

2008 will see **headspace** and Channel 7 further expand the partnership and **headspace** extends our sincere gratitude to both Mr Ryan Stokes and Channel 7 for their support and guidance in helping us to promote **headspace** and youth mental health.



### Optus

In 2007, young people aged between 12 to 17 years living along the East Coast of Australia, attended the inaugural Optus Breakout Concerts.

With the support of Optus, **headspace** promoted mental health awareness and help-seeking messages to the thousands of attendees through a number of promotional activities, including producing competition cards with temporary tattoos and multimedia videos featuring interviews with young people. **headspace** were also able to give away Optus packs as part of our 'What's in your headspace?' campaign at the concerts.

The concerts, featuring Australia's home-grown music sensations Grinspoon, The Butterfly Effect, Little Birdy, Gyroscope, Youth Group and Horsell Common, were a success with over 10,000 young people attending across Sydney, Melbourne and Brisbane.

Promoting **headspace's** 'What's in your headspace?' campaign through our promotional materials, **headspace** volunteers manned booths at each of the concerts and enjoyed the opportunity to engage with young people directly.

Optus also provides **headspace** with other valued services and in-kind support. Importantly, **headspace** is able to utilise the knowledge, advice and support from Optus with their Group Marketing Director, Michael Smith, a member of our Communications and Marketing Subcommittee.





## Girlfriend



### Network TEN

Network Ten has become a valued partner of **headspace** for 2008 with great synergy between the two organisations in the way we engage young people. This support will extend from producing Community Service Announcements (television advertisements), to in-programme support, links to promos and editorial exposure.

Network Ten (TEN) is ideally placed to make a difference in the community. They can reach 100 per cent of people in Australia's five mainland capital cities, and are the channel of choice for viewers under age 40 and, increasingly, those in the 18-49 demographic. The causes supported by TEN reflect their corporate values and brand positioning, embedded in the issues of concern to our target audience and those of our staff.

TEN is a great communicator with our 'young and young at heart' audience and will work closely with **headspace** to assist us in getting our message out to young Australians.

**headspace** thanks Network Ten for their generous support and looks forward to making a difference to young Australians through this partnership in 2008.

### Girlfriend Magazine

*Girlfriend Magazine* and **headspace** have become partners for 2008 with *Girlfriend* providing leadership to young women around Australia through its 'Self Respect Campaign'.

In addition to promoting **headspace** and our services, **headspace** will also provide editorial support regarding health and wellbeing messages for young women.

*Girlfriend Magazine* is a media leader in the promotion of healthy messages to young women with many programs and publication policies, including notifications on images of women in the magazine that have been digitally re-touched.

Through programs such as their 'We delete bullies' and 'GF Guru', *Girlfriend* is championing health and wellbeing messages to hundreds of thousands of young women across Australia.

### EYE

**headspace** is promoting our social change campaign through the generous partnership with **EYE** who have supplied access to road-side billboards and digital advertisements in shopping centres, Universities and airports.

Through the support of **EYE**, **headspace** will be seen by over 6 million people through advertisements on large road-side billboards as well as digital advertisements in major shopping centres and airports across the country.

**headspace** will be targeting young people at the places they go to. In addition to the road-side, shopping centres and airport advertisements, we are also advertising in Universities all across Australia which will enable us to reach nearly 650,000 students.



**Meet the headspace National people:**

Chris Tanti, Bree Lucas, Karalee Evans, Peter Orchard, Maree Sidey, Ileana McDonald, Deepika Ratnaik, Suzie Watson-Haynes, Sarah Shiell, Barbara Reither, Amelia Callaghan, Craig Hodges, Matt O'Brien, Ivana Jurko (absent), Sian Lloyd (absent)

headspace would like to thank the following organisations and people for their commitment and services to headspace:

Commonwealth Department of Health and Ageing  
University of Melbourne  
South Australian Government  
Victorian Government  
National Youth Roundtable  
EYE  
Girlfriend  
Channel 7  
Network Ten  
Publicis Mojo  
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ORYGEN Youth Health Design Team  
*Beyondblue*  
Crumpler  
eMitch Ltd  
Destra  
Brand New Media  
Next Byte Parkville  
@WWW Digital  
Lifeline Australia  
Alexandra Davies  
Jesse Tobin  
Josh Thomas  
Sara Groen  
Lincoln Lewis  
Charlie Pickering









## *Establishment Report: 07*

**headspace Establishment Report:**  
National Youth Mental Health Foundation  
July 2006 – December 2007

**headspace national office:**  
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