

**PUSHING BOUNDARIES.**



**2022  
ANNUAL  
REPORT**



SANE acknowledges the Aboriginal and Torres Strait Islander peoples as traditional custodians of the land on which it operates, and pays respect to Elders past, present, and emerging.

SANE is committed to providing a safe, culturally appropriate, inclusive service for all people, regardless of their ethnicity, faith, disability, sexuality, or gender identity.

SANE honours the lived experience that designs, inspires, contributes to and delivers our work.

# WHAT'S INSIDE.

Quite possibly the most compassionate and non-judgemental people I have had the pleasure of interacting with. SANE has gone above and beyond in supporting me, coming up with many different strategies I can use to ground myself.

Guided service participant

SANE's counsellors are always lovely, supportive and go above and beyond with level of service provided in dark times ... makes you feel like someone cares.

Drop-in service participant

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# MESSAGE FROM THE CHAIR



As Australia recovers from the global pandemic, more Australians than ever before are affected by mental health issues, and for those with complex needs, SANE's community of support, services and advocacy has never been more essential.

This year SANE pushed boundaries to meet this unprecedented challenge with the development of a bold new identity and new Strategic Plan. As Chair of SANE, I am thrilled to share with you this first Annual Report on SANE's impact as we begin to deliver results under our new ten-year vision. A brighter future is certainly possible – and it starts right here at SANE.

SANE has already begun to deliver on this strategy with the launch this year of our innovative guided services. SANE's guided service delivers peer support, counselling and group programs, psychosocial support and community tailored to the needs of people affected by complex mental health issues.

In the year ahead SANE will continue to make space for those with complex mental health needs as we take action to reduce stigma and discrimination, build bridges to end the fragmentation in the mental health system, and spearhead a shift in workforce inclusion for our community.

I want to warmly thank the members of our community – the people who contribute to our Forums, groups, innovation, and advocacy – creating inclusive community spaces for you is what drives my passion for this role as Chair of SANE. I also want to thank SANE's incredible supporters, partners and funders, whose contributions make our work possible. The support we have received in the past year has enabled us to be brave and invest in the future.

Finally, thank you to all SANE and The Dax Centre Board Directors and our amazing staff, Peer Ambassadors, Community Guides, and volunteers for their hard work, commitment, and courage in supporting our community through what has been an extraordinarily challenging year. I want to acknowledge the impact the COVID-19 pandemic has had on our workforce and recognise the amazing role they played supporting the community even as they lived through lockdowns during the pandemic. We salute your courage and commitment through those periods.

I look forward to next year with full confidence that SANE will continue to drive outcomes for people with complex mental health challenges.

**LUCY MYER  
CHAIR. SANE**

# MESSAGE FROM THE CEO



Not long into my first year at SANE, we asked our community what were the greatest needs for people with complex mental health issues and where should SANE focus its attention? The short answer was: eliminate the inequity that still exists for those with complex mental health needs.

This is our driving force. Inequity is everywhere in our health system, our workplaces, and our society for people with complex mental health needs. People living with multiple diagnoses, longer term mental illnesses, and people who have experienced complex trauma face higher risks, poorer outcomes and fragmented health systems not geared for complexity. While we are starting to see the tide turn on awareness, wellbeing, prevention and workplace mental health, by and large, changes to date are targeted at those with high prevalence and low complexity mental health issues.

This means that the gaps in the system are still far too large; large enough for people to fall through, with no support at all.

So, over the past 12 months, SANE has pivoted to action, designing solutions to bridge the gaps in the system.

In May, following 10 months of co-design and piloting, SANE launched its ground-breaking personalised digital support service, which combines free counselling, peer support, groups and recovery support planning to develop a personalised recovery plan through the first Australian co-designed online mental health portal for people with mental health issues and their families and support people.

SANE's free service is helping bridge the gap in psychosocial supports as well as providing critical peer support and counselling to people currently on waiting lists for clinical services. Funded as a pilot program by the Commonwealth until June 2023, we hear every day that SANE's guided support is making a meaningful difference for people living with the impacts of complex trauma, schizophrenia, borderline disorder, bipolar or other complex mental health issues.

We have also continued our proud history of taking action on stigma. Even as governments begin to talk about stigma, SANE is celebrating the twenty-fifth anniversary of our StigmaWatch program and celebrating two and a half decades of changing the way the media talks about mental illness and suicide. Yet we still have so much further to go – and at SANE we are asking the hard questions about whether it is time to go beyond stigma and start calling out discrimination.

Discrimination in the data, where this year after waiting 15 years for new national data on mental health prevalence – complex conditions were excluded from the redesigned national surveys.

Discrimination in the workplace where efforts of the last decade to create mentally healthy workplaces have moved the needle far – but only for more socially acceptable mental health conditions.

Discrimination in the distribution of funding because where you live still determines the service mix and quality available to you and discrimination in receiving mental health care, where suicidality or co-occurring drug and alcohol issues are still most often an exclusion rather than an inclusion criterion.



SANE's work in the past 12 months has laid a solid foundation for action under our new Strategic Plan. We have invested in technology, processes, and our people.

Our co-design of the new guided service supported by a major digital transformation underpins a deliberate theory of change, which we will continue to build on – growing the SANE community of support as a platform for advocacy and equity.

However, there is significantly more work to be done. This will require funding continuity and increased investment and we will continue to engage our partners, supporters, and community to mobilise efforts towards this goal.

I am extremely proud of what has been achieved in a short time by SANE, and as CEO I am committed to seeing this work continue so that we can break barriers, raise expectations, and champion the voices of people with lived experience and their families and communities.

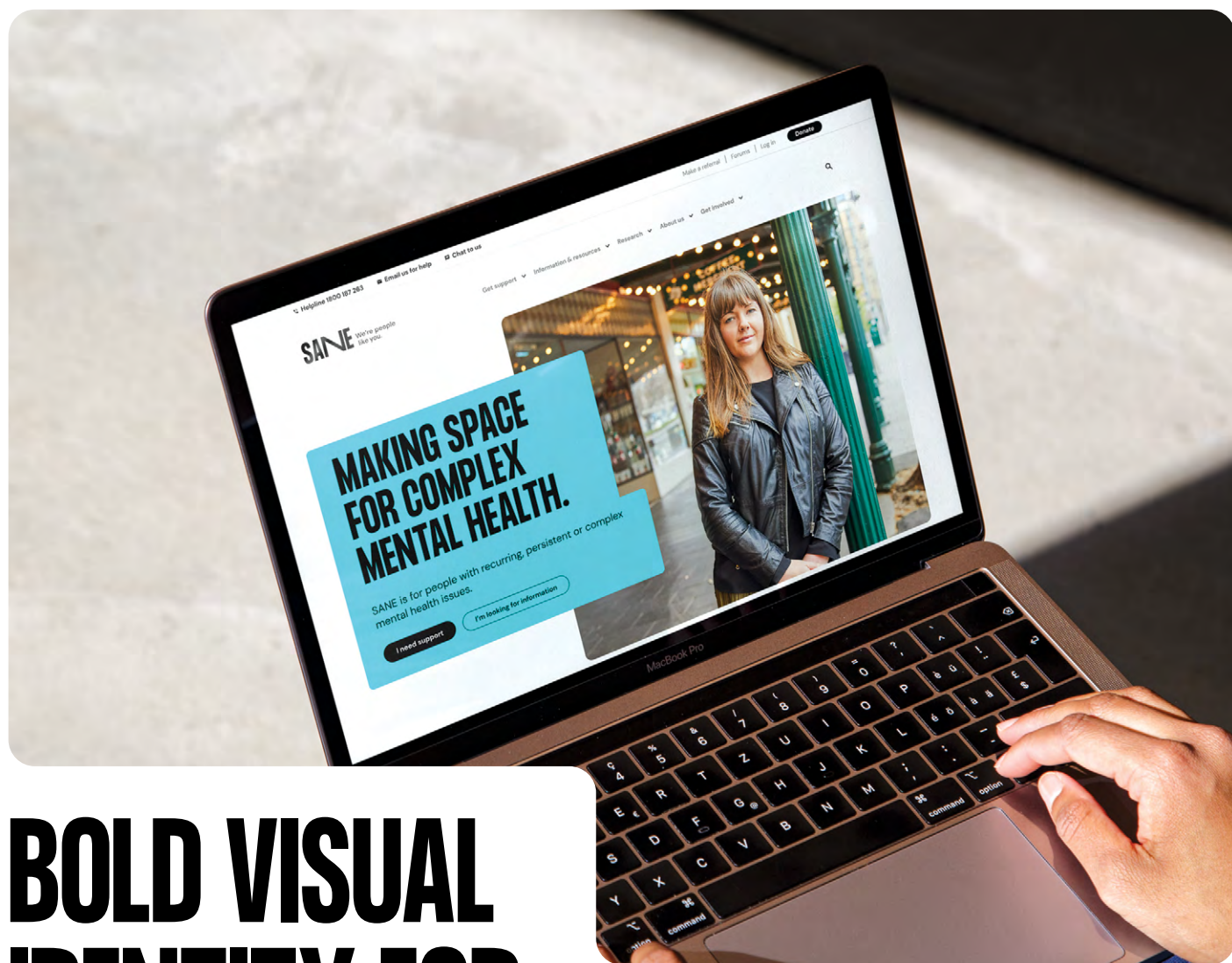
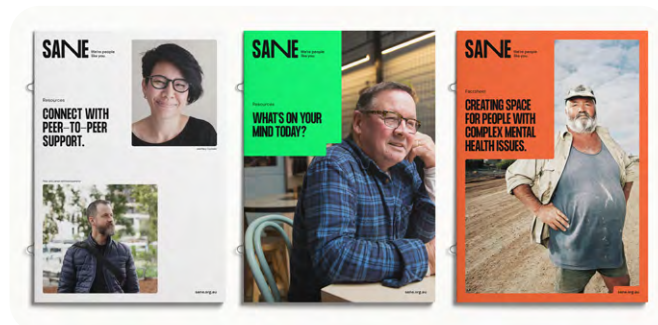
**RACHEL GREEN**  
**CEO. SANE**



That atypical “N” ... I love it! It INSTANTLY conveys important and positive messaging about what it means to be different. And about the value of difference. And about “difference’s” capacity and desire to co-exist harmoniously and confidently with “not different”. To be valued and to belong. To be just another letter, participating fully.

SANE volunteer





# BOLD VISUAL IDENTITY FOR A BRAVE NEW STRATEGY.

In June 2022, SANE launched a new ten-year vision and five-year Strategic Plan and bold new visual identity. At the heart of the strategy is our vision for a brighter future for people affected by complex mental health issues by ending mental health inequity, stigma, discrimination and social exclusion. Reflecting that vision, SANE's visual identity is designed to make people stop and think, push boundaries, encourage conversations, and make space for people with complex mental health issues.

# STRATEGIC PLAN ON A PAGE JULY 2022 – JUNE 2027.

## Our Vision

A brighter future for people affected by complex mental health issues by ending mental health inequity and social and economic exclusion.

For people living with complex mental health issues, trauma, autistic people or people with intellectual disability who seek better mental health outcomes and their families, we have three goals:

1. End mental health inequity through systemic change
2. Eliminate stigma, discrimination, and social exclusion
3. Equal employment and economic opportunity

## Strategic Objectives

### Bridge the gaps between systems of support

- Build the bridge.
- Deliver individual outcomes.
- Co-design, collaborate, research, and innovate through the Anne Deveson Research Collaborative.

### Build connection, community, continuity and contribution

- Co-design a Lived Experience Framework and Portfolio.
- Build community, reaching those most in need including families, younger people, and those at risk of suicide.
- Grow and evolve our arts activities through SANE Create and The Dax Centre.
- Advocate for inclusion of the needs of people with complex mental health issues in climate policies.

### Break through the barriers of stigma and discrimination

- Lived experience-led action on stigma.
- Improve and grow the diversity and representation of people with lived experience.

### Drive diversity and inclusion of people with complex mental health issues as a workplace priority

- Champion workforce diversity and inclusion.
- Design and test initiatives to increase access to employment.
- Contribute to peer workforce growth, development, and integration.

## Enablers for success

Workforce capability

Financial, governance and business model

Systems and technology

Data, quality and evaluation for impact

Reach, engagement, partnerships and advocacy

**OUR 2022**

# IMPACT REPORT.

## GOAL 01

End mental health inequity  
through systemic change

## GOAL 02

Eliminate stigma, discrimination  
and social exclusion



## GOAL 03

Equal employment and  
economic opportunity

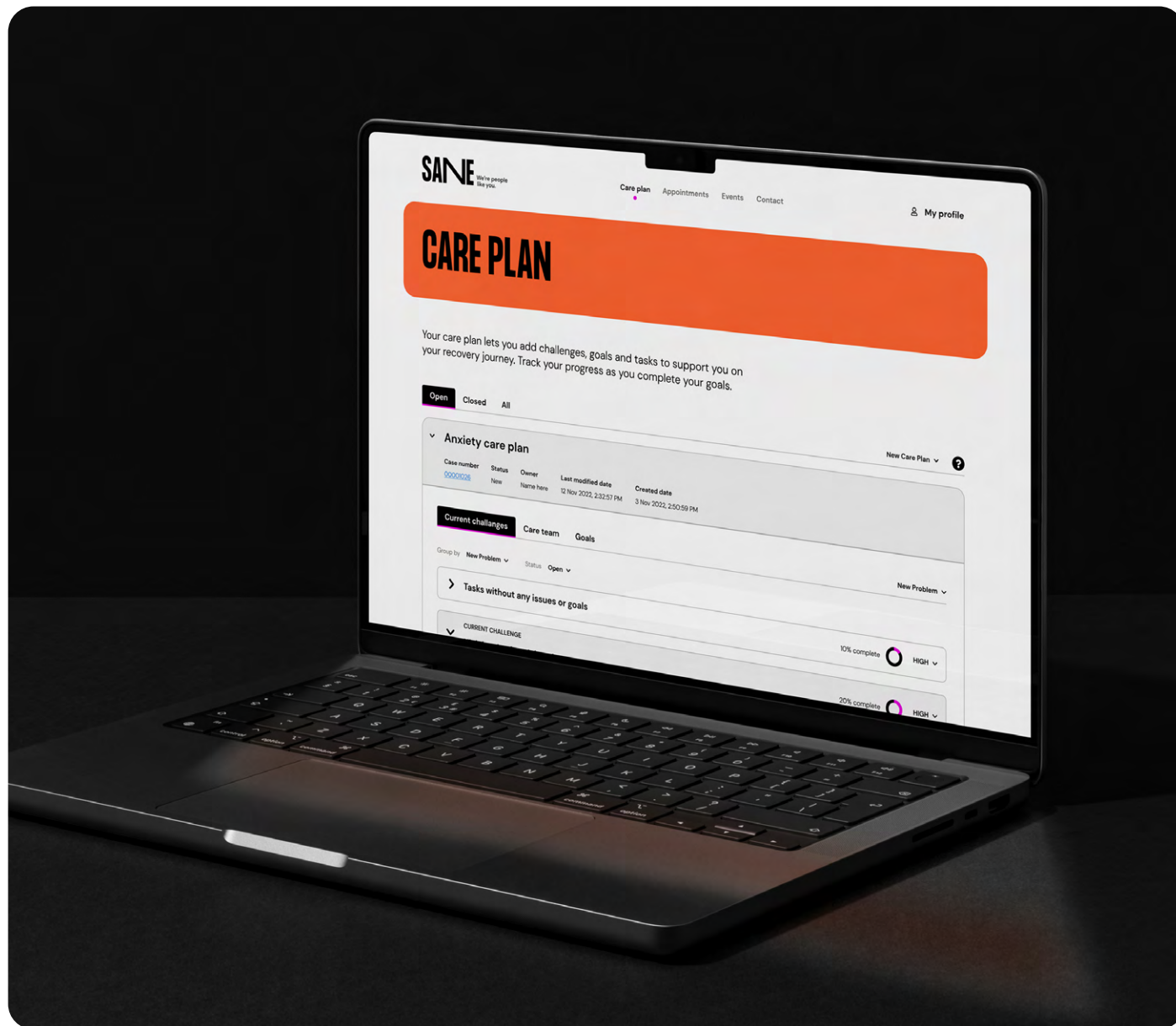


# OUTCOME 01

Lived experience is firmly and structurally kept at the core of all we do at SANE.

- 60+ co-designers with lived experience helped develop SANE's guided service.
- 90+ per cent of SANE staff surveyed identified as having a lived experience.
- 17 new identified lived experience roles created.

**75%** of Board Directors and Executives identify as having primary or secondary lived experience (or both).



# OUTCOME 02

SANE builds digital bridges and drives integration. Our support communities are welcoming, inclusive, accessible, highly-rated and grow in diversity and scale year-on-year, reaching those most in need and delivering outcomes to address the inequity in mental health.

## Bridging the gaps

- Australia's first purpose-built, co-designed mental health consumer portal is fully operational.

## Accessibility

- 13 of 31 Primary Health Networks referring to SANE services.
- 247,119 unique visits to SANE Forums offering 24/7 peer support to the whole population.

## Inclusion

- 5 per cent of participants are Aboriginal and/or Torres Strait Islander people.
- 15 per cent of participants are autistic, have an intellectual disability or acquired brain injury.
- 7 per cent of participants identify as gender diverse (transgender, questioning, non-binary).

## Reaching those most in need

- 45 per cent of guided service participants report no other supports beyond primary care on referral to SANE.
- 70 per cent of participants report complex trauma.
- 71 per cent have two or more mental health conditions.

## Participant feedback

**98%** positive feedback

**50%** engagement

OUTCOME  
**03**

SANE's digital platform produces new insights into mental health inequity and experiences of stigma and discrimination at a national and regional level.

- Partnering with the University of Melbourne Data Analytics Platform (MDAP) Collaboration in a natural language processing research project to generate insights from SANE platform sentiment data and topic themes.

OUTCOME  
**04**

SANE is a household name – known as a trusted community of support offering connection, community, continuity, and contribution. SANE is a powerful advocate, lifting the voices of the community.

- SANE's *National Stigma Report Card* featured heavily in the Victorian Royal Commission into Mental Health and influenced the new National Stigma Strategy.
- 25 million impressions from combined reach across media, social media and website.
- 232 attendees at the SANE visual identity and strategy launch webinar event.

**2M** Combined reach of people from all broadcast programs.



OUTCOME  
**05**

SANE is delivering lived experience led, evidence-based volunteer, education, awareness, and stigma reduction activities nationally.

- 131 Peer Ambassador engagements nationally to tackle stigma and educate the community.
- 257 StigmaWatch reports received, 214 journalists supported by SANE to improve reporting.

OUTCOME  
**06**

SANE is a national leader in connecting the arts and mental health to support emerging artists with lived experience, hosting exhibitions and programs to challenge stigma, educate and contribute to the cultural change needed to end discrimination.

- Three key deliverables and a new partnership established between SANE and the Australia Council for the Arts: participating in the national policy roundtable, speaking at a live town hall event and contributing to policy development.
- Five independent Australian musicians performed paid mini virtual concerts for SANE staff during lockdown.
- 700+ people attended The Dax Centre, across five exhibitions supporting emerging artists with mental health issues.
- SANE is partnering with Belvoir Theatre to adapt SANE Founder Anne Deveson AO's landmark memoir *Tell Me I'm Here* into a powerful new stage play tackling stigma head on and changing perspectives on complex mental health through the Arts.

OUTCOME  
**07**

SANE is leading and partnering with Australian employers to increase inclusion in the workplace for people with complex mental health issues.

- 988 business leaders and HR professionals attended Diversity Council of Australia's 'Managing complex mental ill-health conditions in the workplace' webinar to hear SANE CEO speak at this special panel event.
- 30,000 employees across hundreds of major Australian corporations and employers were able to access SANE content through a partnership with Lendlease hosting guides and videos on their Work Life platform across ten sites.





**BRIDGE THE  
GAPS BETWEEN**

**SYSTEMS  
OF SUPPORT.**



# GUIDED SERVICE

SANE delivers new world-first innovative mental health support solution.

32%

more calls, chats and emails

## Deliver individual outcomes.

Despite our successful 20-year history of providing phone-based support for Australians with complex mental health needs, their families and carers, health professionals and workplaces, grant funding which had largely funded SANE's 1800 helpline ceased on 30 June 2021.

SANE transitioned most staffing of the open phone line into the new guided service to support participants to engage in this new planned program however, with the higher demand and mental health impacts of the pandemic continuing well into the financial year, SANE saw no choice but to maintain the open phone line in a self-funded capacity. We continue to advocate for core funding from government to support the unique role our helpline plays in assisting the community and avoid closure of this unique and essential service for the community.

## Co-design, collaborate, research, and innovate through the Anne Deveson Research Collaborative.

Our commitment to research continues:

- Publication of the first StigmaWatch evaluation found that 45 per cent of news articles were improved to be less stigmatising where contact was made with journalists after being reported to StigmaWatch.
- University of Melbourne Data Analytics Platform Collaboration project is under way to use natural language processing to personalise content delivery within SANE communities.
- SANE awarded Judith Wright an ALIVE PhD scholarship for her project on training employers in inclusive workplace practices to address stigma and discrimination towards employees living with complex mental illness.

## Concept

The mental health crisis in Australia became even more distressing following the COVID-19 pandemic. Recent data released by the Australian Bureau of Statistics shows that more than two in five Australians aged 16-85 years (43.7 per cent or 8.6 million people) have experienced a mental disorder at some time in their life. With limited, underfunded resources available, and the Australian Psychological Society reporting one in three psychologists unable to take on new patients – people were being left without adequate treatment or support.

In May 2021, the Australian Government provided \$9.3M to SANE for a two-year pilot to deliver innovative psychosocial support for people with complex mental health issues, and autistic people and those with intellectual disability experiencing barriers to accessing mental health care; as well as families and carers.

## Co-design

In partnership with the ALIVE National Centre for Mental Health Research Translation, SANE co-designed with 60 people with lived experience, community representatives, experts and researchers. The resulting service model and evaluation framework addressed two areas of unmet need highlighted by recommendations from the Productivity Commission – psychosocial support and social isolation.

SANE's guided service operates on an Australian-first personalised, digital mental health consumer portal which allows participants to update their profile, add support people and invite them to join counselling, peer support or group appointments, manage and change appointments and develop support plans, all within a secure environment. SANE's unique approach to digital mental health will continue to evolve over time, improving outcomes well into the future.

## Launch and pilot sites

SANE commenced a Minimum Viable Service on 29 November 2021 to establish stronger local relationships and build referral pathways with General Practitioners, Primary Health Networks, and local services in selected regions. It also allowed SANE to refine service triage, care plans, services, review and exit processes. The lessons learned from the Minimum Viable Service were incorporated into full-service model implementation, while the digital design of the portal was completed.

SANE's full-scope new guided service was formally launched on 9 May 2022. SANE partnered with five Primary Health Networks (PHNs) in the first stage of roll out across North-western Melbourne, Central and Eastern Sydney, Central Queensland, Wide Bay and Sunshine Coast, Brisbane North and ACT, with nine further regions in scope to a total of 13 PHNs within the life of the project.

## Promising early results

Participants in SANE's new guided service report feeling more confident and supported in their recovery, as well as having a renewed sense of hope, and an incredible 98 per cent of respondents to our feedback survey gave the service a 'thumbs up'.

Health professionals who referred participants to the service have also reported positive outcomes such as shorter stays in hospital and stronger engagement with care teams on discharge. SANE's guided service generates a new source of data and insights on the needs of people with complex mental health issues, and gaps in the mental health system such as the powerful insight that 45 to 50 per cent of participants rely on essential primary care and report no mental health treatment or support services outside of their GP are in place at time of referral to SANE.



# BUILD CONNECTION, COMMUNITY, CONTINUITY AND CONTRIBUTION.



## Co-design a Lived Experience Framework and Portfolio.

SANE has more than 20 years of experience in amplifying, empowering, and championing the voices of people with personal lived experience of mental health concerns, and their friends, family and carers. By partnering with people with lived experience, SANE champions the essential role that people with lived experience have in co-creating inclusive, recovery focussed, trauma informed and person-centred mental health services.

In 2022 SANE created two new leadership roles, Head of Innovation and Lived Experience and Manager – Lived Experience, and commenced development of a Lived Experience Framework, to document, embed and extend SANE’s approach to lived experience.

## Build community, reaching those most in need including families, younger people, and those at risk of suicide.

### SANE Forums

Over 70 Forum Partner organisations syndicated SANE Forums on their website including local community and national organisations. 27,766 people participated in SANE online Forums and events through partner websites.

247,119

unique visits

97,642

member visits

### SANE Media

Critical to our initiatives to build community is creating stronger brand awareness for SANE and our social media and media efforts had a fantastic response during the past 12 months securing 610 media mentions of SANE across national, state, and local areas and a combined reach of more than 25 million people across all platforms.

## Grow and evolve our arts activities through SANE Create and The Dax Centre.

SANE partnered with the Australia Council for the Arts to support their Arts, Creativity and Mental Wellbeing Policy Development Program and commenced development of a forward plan for SANE Create to contribute through the arts to the systemic change needed to address equity and decrease stigma.

The Dax Centre provides artists with lived experience of mental health issues opportunities for creative expression while fostering social change by expanding the public’s awareness of mental illness and breaking down stigma through art. Across five exhibitions including the ‘Queer My Head’ exhibition featuring work from more than 25 LGBTIQ+ artists over 700 people engaged with The Dax Centre in 2021-22.

## Advocate for inclusion of the needs of people with complex mental health issues in climate policies.

In 2022, SANE began working to reduce our own environmental footprint, developing our own environmental policies, and becoming members of the Climate and Health Alliance, supporting their advocacy for the development and implementation of a national strategy on climate, health and wellbeing.





# BREAK THROUGH THE BARRIERS OF STIGMA AND DISCRIMINATION.

## Lived experience-led action on stigma.

SANE has been tackling stigma and discrimination in the media for a quarter of a century and we proudly celebrate the twenty-fifth anniversary of the creation of the StigmaWatch program. This year 257 StigmaWatch reports were made by our dedicated community, and 214 journalists were contacted to improve how mental health is reported. SANE also supported the first ever evaluation of the program through the Anne Deveson Research Collaborative and successfully partnered with Mindframe to secure new funding to continue this program.

SANE's Peer Ambassador program is one of the oldest stigma-action programs in Australia. After re-establishing our speaking engagements post-COVID-19, SANE's 72 Peer Ambassadors were involved in 138 engagements helping to raise awareness and understanding of complex mental health issues and break down stigma and discrimination. Our Peer Ambassadors were supported with professional development opportunities including ASIST and safe storytelling.

**Thank you for bringing [these changes] to my attention. I understand the importance of getting these critical issues right.**

From journalist

## Improve and grow the diversity and representation of people with lived experience.

SANE became a formal member of the Diversity Council of Australia supporting its public webinars to educate Australian employers on the importance of a diversity and inclusion lens for equitable access to work.

Inclusion of Aboriginal and Torres Strait Islander people in SANE's guided service increased over the year to 5 per cent as we continued to strengthen partnerships with Aboriginal and Torres Strait Islander peoples and organisations as part of actions under our initial Reconciliation Action Plan.

SANE advocated to the former government for funding of the second delivery of the landmark Survey of High Impact Psychosis – the only national survey to capture data on prevalence and experiences of complex mental illnesses. We continue to advocate for this study to be repeated to ensure our community is counted.



# DRIVE DIVERSITY AND INCLUSION OF PEOPLE WITH

# COMPLEX MENTAL HEALTH ISSUES AS A WORKPLACE PRIORITY.

## Champion workforce diversity and inclusion.

SANE continued to champion inclusion of people with complex mental health needs through our participation in the Mentally Healthy Workplace Alliance and development of the National Workplace Initiative; expert membership of Corporate Mental Health Alliance Australia, as well as our individual work with corporate partners such as Lendlease, Reece, and KWM.

Internally, SANE increased focus on Diversity and Inclusion by developing a Diversity and Inclusion framework. New mandatory training and internal events increased knowledge and understanding among SANE staff, and explored concepts of identity, intersectionality, and inclusion.

## Design and test initiatives to increase access to employment.

People with complex mental health issues face multiple barriers entering or re-entering the workforce. These include stigma and discrimination, lack of appropriate support, education, or training, often creating a cycle of poverty and mental illness. SANE secured new grant funding from the Department of Social Services under the Strong and Resilient Communities program for the delivery of a Peer Guide Program. This program will build pathways to employment, engagement and participation through peer coaching and work experience, supporting people from areas of high socio-economic disadvantage in the communities of Wide Bay, Darwin and Hobart.

## Contribute to peer workforce growth, development, and integration.

SANE invested in front-line staff, growing our peer support teams, and embedding the role of peer support in our service delivery model. We increased our peer workforce recruiting 17 new peer workers, with plans for further increase later in 2022.





# OUR ENABLERS

## Workforce capability.

SANE invested in an increased capacity and capability within our people and culture teams as well as prioritising employee engagement. SANE partnered with CultureAmp to measure and improve employee engagement. Our survey reported that:

**98%** of our staff reported feeling that their manager cares about their wellbeing.

**88%** reported they could be their authentic self at work.

**81%** said that SANE really allows them to make a positive difference.

We also invested in our people to build a highly skilled, multidisciplinary team, recruiting 28 new front-line staff. Our front-line staff participated in more than 4,500 hours of training to up-skill in areas like trauma-informed care, safe storytelling, incident reporting and systems. Additionally, SANE invested in digital literacy right across our workforce, partnering with Mentem by UNSW to co-design and implement a micro-credentialling data literacy learning program resulting in SANE staff embedding data-driven practices into our work.

In July 2021 SANE settled into new premises in Melbourne Connect – a purpose designed collaboration precinct led by the University of Melbourne. In April 2021 SANE also opened a new Sydney office on O’Connell St in the CBD with the generous support from our partners Lendlease.

## Systems and technology.

SANE has undergone a substantial digital transformation. In developing our new guided service. SANE invested approximately \$1M in a sector-leading technology platform to deliver the new service.

To do this, SANE worked with digital experts and technology partners to build an Australian-first mental health consumer portal built using HealthCloud on the Salesforce platform. Designed to facilitate the end-to-end process of referrals, triage, care planning, sessions with either counsellors or peers and the measure of participant outcomes. The new system provides SANE with a single, comprehensive view of the participants, and their families and support people in our guided program.

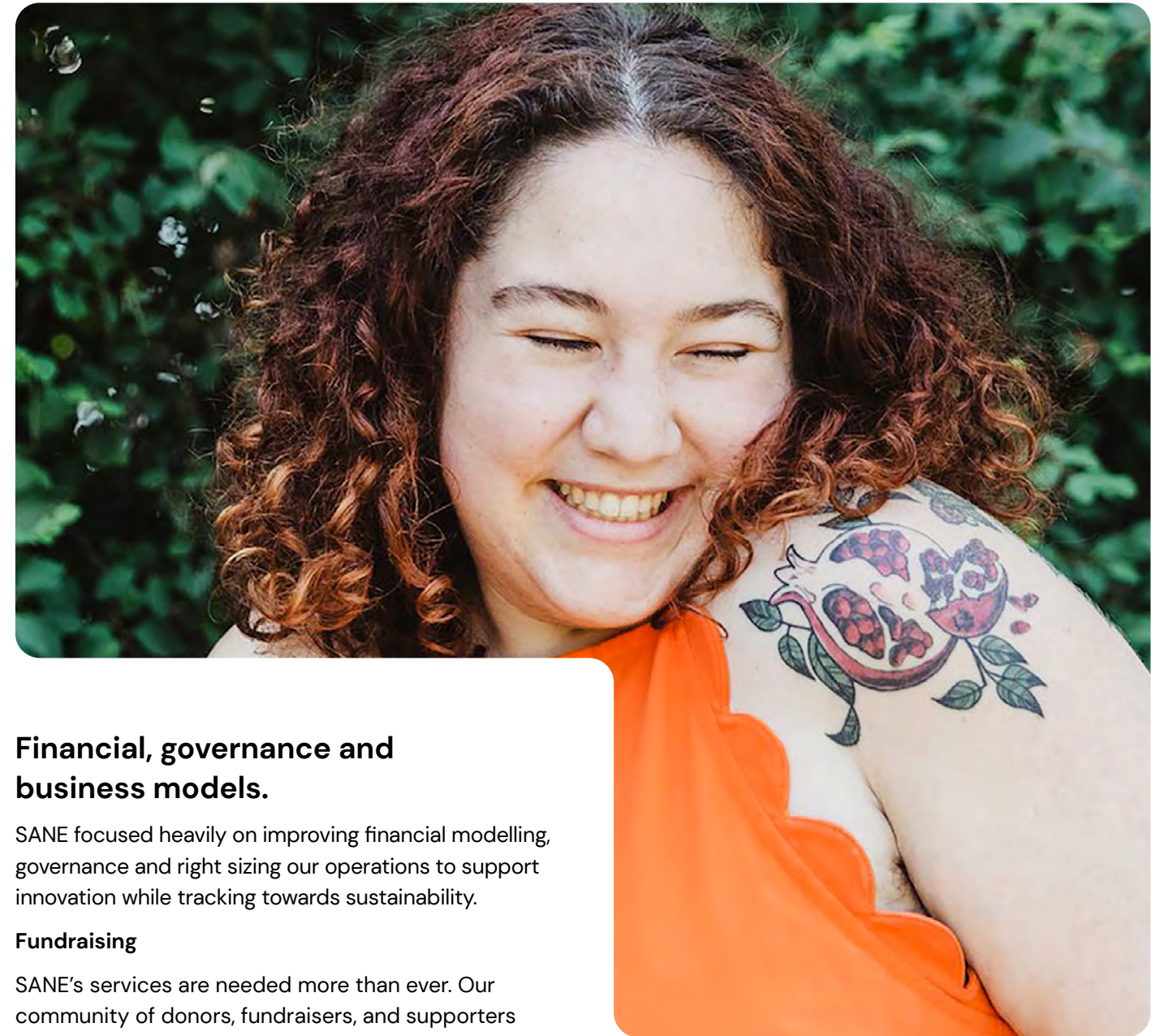
Our investment in technology would not have been possible without the generous support of the Paul Ramsay Foundation in allowing SANE to re-target funds from the *National Stigma Report Card* to design a platform that will enable SANE to deliver report cards on stigma, inclusion and equity on an ongoing basis.

## Data, quality, and evaluation for impact.

Accreditation and quality improvement has been a critical priority for SANE – in a first for our organisation, in 2022 SANE prepared for accreditation against the National Standards for Mental Health Services and the National Safety and Quality Digital Mental Health Standards.

## Reach, engagement, partnerships, and advocacy.

SANE established a new dedicated partnership team which led to huge growth in the number of partnerships and our approach to building local level relationships via Primary Health Networks and through public engagement activities such as webinars proved highly successful.



## Financial, governance and business models.

SANE focused heavily on improving financial modelling, governance and right sizing our operations to support innovation while tracking towards sustainability.

### Fundraising

SANE’s services are needed more than ever. Our community of donors, fundraisers, and supporters raised a total of \$2,021,840, over the past 12 months. These generous donations helped SANE provide essential free services offering hope for people affected by complex mental health issues.

### Major Giving

We extend our thanks to our major givers bringing in a total income of \$875,259. We established SANE’s first major giving group: The Impact Collective.

Impact Collective members provide multi-year untied core funding through gifts of \$25,000 per year and above over a three-to-five-year commitment; and contribute to our strategic outlook and networks through an annual event hosted by our Chair. The Impact Collective supports our five key enablers for success:

- **Delivery:** Investment in reaching more people in need, including a new focus on parents of children with emerging complex needs and younger adults.
- **People and Culture:** Wage costs to recruit and retain highly skilled specialist staff.
- **Technology:** System investment to enable reporting, monitoring, and evaluation.
- **Business development:** To strengthen partnerships and diversify revenue sources.
- **Innovation:** Research, analytics, insights, advocacy, and external expertise to ensure SANE programs continue to be robust and evidence based.



# FINANCIALS

## SANE GROUP

We were overwhelmed with the response and generosity of our donors. The generosity shown through large gifts and donations make a significant and long-term impact in our vision to create a brighter future for people affected by complex mental health issues.

### Grants

From a highly competitive application process, we were the proud recipient of a major \$2,500,000 grant over five years from the Ian Potter Foundation. The funds will extend existing positions and fund new roles to bring expertise, sustainability, and capacity to SANE.

Events like the Stadium Stomp remind everybody that people with complex mental health issues can do anything. Many of us organising the fundraising event have complex mental health issues and have done everything from taking the idea to management, to fundraising itself, to getting other participants involved. Finally, many of the participants on the day have complex mental health issues too.

Tim, Peer Ambassador and fundraiser

We were also successful grantees of the Perpetual IMPACT Grant to continue our SANE Peer Ambassador Program. This grant supports SANE Peer Ambassadors to share their personal experiences of living with, or supporting someone with, complex mental health issues in key settings to tackle stigma head on.

### Community Fundraising

Despite the impacts of COVID we sincerely thank our incredible fundraisers who raised \$26,820 for SANE. In particular, Peer Ambassador, Tim Hiller, rallied colleagues to participate and raise funds in Stadium Stomp – the ultimate stair climb around the MCG. As well as achieving a fantastic fundraising result, Tim and colleagues began to facilitate important conversations in the workplace around complex mental health.

### Appeals

With the demand for our services higher than ever, we put the call out to our donors with our Double Down and It's Time We Bridged The Gaps appeals. We were overwhelmed with the generosity we received from our community.

### Our Supporters

We would like to extend our deepest thanks and gratitude to all our supporters, including Trusts and Foundations, corporations, individual donors, pro bono supporters and government. We would like to thank the Australian Governments and Victorian State Government for their ongoing funding of SANE Australia.

Special thanks to those who have provided in-kind support to SANE including **Lendlease, King and Wood Mallesons, Mentem, McKinsey, Lander and Rogers, Hall and Wilcox, Eliiza, Folk, Nous and more.**

\$000's	FY 21/22
Revenue	8,820.4
Expenditure	10,615.6
Surplus / (Deficit)	(1,795.2)
<b>Non-Cash Items</b>	
Amortisation of right to occupy building	142.2
Depreciation	249.2
Operating result	(1,403.7)

The operating result includes one-time investment of \$1.3 million in new technology and in the SANE visual identity.



# SANE AND THE DAX CENTRE BOARD OF DIRECTORS

Lucy Myer BComm GAICD

**Chair**

Genevieve Collins BA (Hons), LLB, GAICD

**Deputy Chair**

Mr Ewan Barron CA, RCA

**Treasurer, SANE and The Dax Centre  
Risk Management Audit Committee Chair**

Rob Gerrand – BA, FAMI, FAICD

**Governance Nominations Committee Chair**

Cameron Solnordal

**Director**

Dr Lynne Coulson Barr OAM

**Director**

Craig Connelly FCA F FIN

**Director**

Dr Mark Cross MBChB, MRCPsych(UK), FRANZCP

**Director**

Dr Rod Farmer BA/BSc (Hons), Masters (Sociology),  
PhD Engineering (Human-Computer Interaction)

**Director**

Ms Rachel Green BAS (Hons), MAICD

**Managing Director**

In 2021 the Board farewelled Directors Suchitra Chari and Heather Gray. We thank both Suchitra and Heather for their service and support of SANE and The Dax Centre. We welcome to the Board in 2022 Dr Owen Harris, Dr Anita Moss, and Richard Wilson.

# HOW YOU CAN SUPPORT SANE

There are several ways you can support SANE in our mission to create a brighter future for people affected by complex mental health issues.

## Make a donation

You can make a donation at [sane.org/donate/](https://sane.org/donate/) or explore other ways to give through regular giving, community fundraising or workplace giving.

## Become a StigmaWatcher

If you find media coverage that stigmatises mental ill health or irresponsibly reports suicide, you can report the item to StigmaWatch. Our StigmaWatch program helps promote the responsible reporting for mental ill health and suicide in the Australian media.

## Join our Peer Ambassador program

If you have lived experience of complex mental illness, or support someone with mental illness, you can become a SANE Peer Ambassador. Our Peer Ambassadors work with us to raise awareness and reduce stigma by attending events and contributing to SANE's media, advocacy, and research projects.

## Visit The Dax Centre

Or you may like to visit The Dax Centre which helps us transform the lives of artists with lived experience of mental health issues and break down stigma through art.

Your generous support helps SANE provide much needed free services and create a brighter future for people affected by complex mental health issues.

For more information [sane.org/get-involved](https://sane.org/get-involved)

SANE Australia  
700 Swanston St  
Carlton VIC 3053

✉ [info@sane.org](mailto:info@sane.org)  
☎ +61 3 9682 5933

## SANE's free support services

🌐 [sane.org](https://sane.org)  
☎ 1800 187 263



**SANE** We're people like you.