



annual report





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How You Can Support Reach

The Reach Foundation is a non-profit organisation with Deductible Gift Recipient Status. If you are interested in supporting Reach, there are a number of ways you can do this:

- Make a donation either online at **www.reach.org.au**, by phone **+61 3 9412 0900**, or by sending us a cheque: **The Reach Foundation, 152-156 Wellington Street, Collingwood Victoria 3066**
- Come along to a Reach fundraising event. Visit the Reach website to find out about upcoming events
- Participate in payroll giving to The Reach Foundation through your workplace
- Get involved by volunteering with Reach

If your company is interested in opportunities to support Reach, please contact us on **+61 3 9412 0900**. We'd love to discuss how we can work together to make a positive difference in your business and community.

For all other fundraising enquiries email **fundraising@reach.org.au**

Transparency
awards



Top 10 Finalist 2010
(not in the same category)

In 2010 Reach was named a Top 10 Finalist in the \$5 million to \$20 million revenue category in the 2010 PwC Transparency Awards

our vision





“
At its core,
Reach is young
people inspiring
young people”

Reach is a national organisation that has been making a positive impact in the lives of over half a million young Australians for nearly two decades.

Reach believes that every young person should have the support and self-belief they need to fulfil their potential and dare to dream.

Our national school and community-based programs are run for young people and designed to promote their mental health and wellbeing. They are delivered by the young Reach Crew, so there's no preaching – just young people inspiring young people to believe that, no matter what their circumstances, they can achieve.

Reach creates safe and supportive spaces where teenagers can share stories and experiences honestly. A place where they can increase their self-belief, discover who they are and recognise that they're not alone.

Independent research shows that Reach helps young people improve self-esteem and gain a greater sense of control over their lives (Pallant, 2005).

What We Value:

Growth

means challenging ourselves to explore the unknown and break out of our comfort zones

Integrity

means aligning our words and actions

Passion

means demonstrating heart, fire, inspiration and strength in all we do

Honesty

means being authentic and open with the courage to speak from our hearts

Connection

means engaging with trust, understanding and vulnerability

Respect

means appreciating and valuing people, opportunities and property

about us



Reach programs encourage young people to develop trust and openness, feel comfortable enough to express their concerns, discuss their aspirations and recognise that they're not alone.

Our Programs

Each year, Reach's preventative programs positively impact over 57,000 young Australians, in over 580 metropolitan and regional schools and communities across the country.

Our participants are young people aged 10 - 18, in and outside of the school system. Anyone who wants to improve their self confidence and get more from life is welcome at Reach. Reach also works with teachers and youth professionals through specialised teacher training workshops, learning techniques to effectively engage with and support their students.

Reach programs create safe and supportive spaces where teenagers can share stories and experiences honestly. It's a place where they are supported to improve self-belief, and to develop resilience and emotional-awareness. It's been shown that developing these skills in adolescence can reduce serious problems faced later in life including depression, substance abuse, homelessness and suicide.

What Makes Reach Different

By creating 'safe spaces' and positive peer group experiences, Reach provides an environment where young people can truly discover who they are. Reach programs encourage young people to develop trust and openness, feel comfortable enough to express their concerns, discuss their aspirations and recognise that they're not alone.

The main focus of our work is on prevention and early intervention. We recognise the value of working with the whole person, not just the symptoms or behaviours. Reach programs aim to identify the underlying reasons for negative behaviours and through an empowering process of self-discovery and connection, enable young people to redirect their energy towards more positive outcomes.

To ensure the safety and effectiveness of our programs and the maximum wellbeing of participants, Reach has developed a 'SafetyNet' structure that includes:

- Discreet psychological support, and
- Australian Council of Child & Youth Organisations (ACCYO) accreditation of Reach's policies and procedures relating to the wellbeing of young people.

The Impact

We know that self-belief is necessary for young people to realise their potential and thrive. We support young people to develop self-belief by discovering more about themselves and expressing who they truly are. It is this journey of self-discovery that results in young people recognising they can do anything they set their minds to.

Independent research shows that Reach helps teenagers to improve overall levels of self-esteem, optimism, and feelings of control over themselves and their lives (Pallant, 2005).

Where It All Began

Reach was established in 1994 by Jim Stynes OAM (AFL Brownlow Medalist, youth motivator, and Victorian of the Year 2003) and Australian film director, Paul Currie. Jim and Paul were two young men who recognised that too often the greatness in young people was hidden behind fear, anger or hurt. Reach was created from a desire to inspire every young person to believe in themselves and get the most out of life.

Pallant, J. (2005) The Well-Being in Young People Study, *Unpublished Research Study*, Swinburne University, VIC Australia

How Reach Is Organised

At its core, Reach is young people inspiring young people. Our organisation is based on the principles of youth participation. This means our Crew, trained in the art of facilitation, are responsible for delivering Reach programs and making a positive impact in the lives of other young people, the Reach participants. The Crew also interact with schools, funders and supporters, directly guide program development and help shape the future direction of Reach.

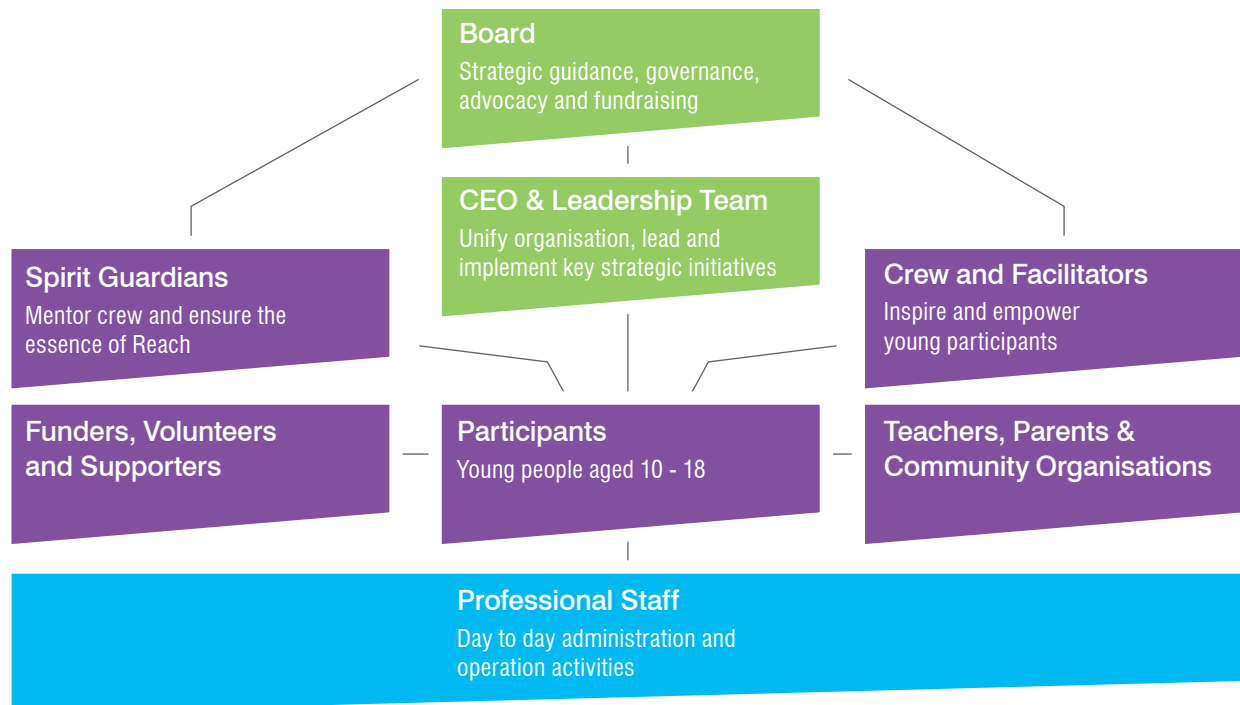
Features of Reach's successful model of program delivery and organisational design are:

1. The 57,000 young people who participate in our programs annually
2. Our vibrant Crew who are the young people inspiring others
3. The long-term partnerships we have with schools and community organisations to support Reach's work
4. The significant contributions received and engagement with funders, including corporate Australia, trusts and foundations, government departments, agencies and private donors
5. A professional workforce of 41 full and part time staff and 12 sessional social workers and psychologists, located in both Melbourne and Sydney, and a group of committed volunteers and supporters

In turn, this model is supported by:

- The Leadership Team comprising the CEO and a good cross-section of staff and Crew. The CEO and Leadership Team unify the organisation and are accountable for leading initiatives that underpin the implementation of the strategic plan.
- A peer-elected Spirit Guardian group made up of currently active Crew, staff and alumni. The Spirit Guardians are available to mentor and support activities which ensure the essence of Reach thrives.
- A Board of experienced business executives and socially responsible elders. The Board provides strategic guidance and assistance with advocacy and fundraising. It is accountable for maintenance of the highest governance standards.

Reach's Model Of Delivery And Operation





“

Reach has allowed
me to realise my
worth and potential
and be comfortable
with who I am and
how I feel

Kata, 17

”







“

At Reach, we believe in the
brilliant ability of young people
inspiring young people

”

Jim Stynes, Reach Co-Founder



A Message From Our CEO

The 2010 year brought considerably improved confidence levels and all our corporate funders reconfirmed their support. This put Reach in a position to commit the investment that was required to ignite some of the key initiatives central to Reach's growth. It was a welcome change from the austerity of 2009. Although it must be said, we learnt much during the economic downturn about how to operate more efficiently and make every dollar work towards better direct results for the young people in our programs. We reported an operating surplus of \$336,024 which was pleasing, given program costs increased by nearly 50%. This result was due to the generous support of all of our funders.

It was fantastic to see our national expansion plans taking shape and to finally have a team permanently on the ground in Sydney. Our work has been very well received there, and a dynamic group of local Crew have enthusiastically joined the Reach family. Many of these young people are making rapid progress through their training and I'm confident that it will not be long before we have our first home-grown Facilitators in New South Wales.

We put considerable effort into brand, marketing and communications, working hard to explain just what Reach does and enable as many people as possible to experience the excitement of one of our programs and events first hand. The Crew are our best advertisement and they again joined forces with our marketing and events teams to help shape Reach's visual identity and messages, as well as present and perform at events, and produce inspiring video footage which captures the essence of Reach, allowing us to share our story with others.

Finally, we continued to invest in our people, not only through expanding learning and development horizons but also by opening up a number of permanent, salaried positions for our talented Facilitators. Additionally, we created a few much needed new staff roles in support areas. Through these initiatives we have established solid foundations from which to grow and improve our programs and services.

With Jim's help we were delighted to secure two large and game-changing government grants. This milestone was credit to Jim's remarkable work and the vision showed by him and our other co-founder, Paul Currie, in establishing Reach. Some of the Reach story is portrayed in Jim's documentary *Every Heart Beats True: The Jim Stynes Story*, which Paul helped to create, film, direct and produce. We are extremely grateful to Jim for contributing the full proceeds from this

documentary to Reach and for his continued passion and support. He unselfishly and courageously gives much of his time, working hands-on with the Crew and inspiring many young Australians.

My own journey at Reach has come to its natural end and with the full support of the Board, I am leaving to take on my next challenge. I would like to take this opportunity to say a huge thank you to each one of the Reach Board members – past and present, as well as the staff, Crew and supporters at Reach, who make everything that we do possible. I have grown in so many ways and feel privileged to have been inspired by the many stories and experiences shared with me in the three years since I joined Reach.

The organisation is in good shape and the leadership group remains as focused as ever to implement a well-considered strategic plan. I am confident that through continued courageous leadership, combined with hard work, creativity and an unstoppable will to positively impact the lives of young Australians, Reach will continue to fill an extremely important role in society for decades to come.

Gordon Lefevre
Chief Executive Officer



A Message From Our Chairman

I assumed the role of Chairman for Reach in February 2011, having been involved in one way or another with the organisation for nearly a decade prior. Paul Brasher handed over the baton and the first thing I would like to do is thank him, his wife Robyn and the Brasher Family Trust for significant, selfless and generous contributions to Reach over a great many years. Paul's hallmark is his ease of style – he is equally at home talking to a teenage participant, senior political leader, member of staff or volunteer. His leadership has positioned Reach extremely well for future years and I am fortunate to have a very well qualified and committed Board joining me in the challenge of building on Paul's legacy. Thank you Paul, for your outstanding service to both the community and to Reach.

When reviewing the 2010 year, it would be easy to conclude it was business as usual, but the reality is far from it! Whilst the core work of Reach was providing 57,000 participants with what I am confident was an inspirational experience, and supporting 580 schools around Australia to make a positive impact in the lives of young people, there were other significant things happening:

- We focused significant effort and resource on our national expansion program, establishing a modest but permanent base in Sydney. This expansion is being embarked upon because our work is transferable and there is strong demand for what we do around the country. We will continue cautiously down this path and ensure any expansion can be supported and does not place undue stress on other parts of the organisation. We believe it will open up significant opportunities for our Crew and encourage young Australians around the country to be active leaders in the community.
- A number of the young Facilitators in our organisation, who have made significant personal contributions over the years by committing volunteered time to train and work with other young people, were offered full-time roles at Reach. This initiative was made possible through a significant funding grant provided by the Commonwealth Government. The funding grant will enable Reach to not only sustain its work by providing these employment opportunities, but to enhance and expand its Teacher Training program and extend the offer of participation in programs to a significant number of Aboriginal and Torres Strait Islander young Australians. This, together with a Victorian Government funding grant focused on supporting communities and schools that may not otherwise have been able to use Reach, will ensure our positive impacts continue for decades to come.

- At the same time as underpinning the future of Reach through secure employment for our Crew, we embarked on a program of building a support base complete with qualified staff, systems and processes. We are fortunate to have much of our office accommodation and equipment either donated in-kind or supported by funding grants from sponsors and trusts. Consequently, we hired several new senior leaders into the organisation who will bring significant skills and much needed know-how in the key areas of services, operations and fundraising.

Personally, I attend most of the Heroes Days that take place through-out the year. Through these, nearly 6,000 teenagers experience a high-energy day that is quite different from the ordinary world of school. We emphasise the importance of every-day heroes and there are many who reveal themselves honestly, on these days. I am constantly amazed at the skill of our Facilitators and also at the courage shown by each young person who takes up the challenge on one of these days, to show something of themselves that others may not usually see. There are some truly remarkable stories that emerge and everyone who attends is impacted in one way or another. I want to personally thank all those business leaders who took the plunge and a day out of their busy schedules to come on "Don's Bus" and attended a Heroes Day.

As most would be aware, Reach's Co-Founder, Jim is in the midst of his own Hero's Journey, and continues his courageous battle with cancer. I work closely with Jim in a number of settings and he is a truly remarkable man. In the Reach context, there are many Heroes Days when he will make a guest appearance, frequently not long after being in hospital having surgery or treatment. His dedication to unearthing the greatness in young people is unwavering, as evidenced in the way he throws himself in the deep-end on these days, not only inspiring young people by displaying of his own vulnerability, but also leading by example and helping with the hands-on facilitation. Everyone who has seen Jim working with and around young people knows how deep this passion runs and I want to thank him for what he continues to give to the young people of Australia.

Finally, I would like to propose a vote of thanks to all those who make the work of Reach possible:

- Our Funders – individual donors, event supporters, trusts and foundations, corporate sponsors and Commonwealth and State Governments

- Our loyal Supporters and Volunteers who give so generously of their time
- The Reach Board members who give very generously on a number of fronts
- Staff and Facilitators who always go well beyond what their jobs require
- Young Crew who are on their own personal development and leadership journey
- The Participants who attend our programs and make them what they are

Reach is fortunate to bring these dedicated people and groups together around a worthy, common cause.

We will be replacing our CEO, Gordon Lefevre in the coming months as he continues his own personal and professional journey. I would like to thank Gordon for what he has contributed over the last three years to Reach and for his dedicated work in helping to provide a solid platform for succession. This will help minimise some of the disruption that comes with change. Importantly, we have a well defined strategy and depth of leadership talent that provides a very bright future for Reach.



Don McLardy
Chairman



“

I really love the entire Reach mob
I hope you change the life of many
people and help them show their
true selves like I have

”

Russell, 14



Reach was created from a desire to inspire every young person to believe in themselves and get the most out of their life.

A Message From Jim

When I reflect on the 2010 year, for myself and for Reach, it's clear life consistently presents you with 'calls to adventure' - that you can either resist or take on. For me, this call is my continuing journey with cancer and the many ups and downs, as well as amazing blessings, the journey provides me with everyday. I'm like anyone who faces this disease - you have your good days and you have your not so good days. And at times this year, in the face of some of the more difficult news I've faced, it was sometimes hard to keep positive. It was often at these times, just when I'd start to get down, that I'd get myself along to a Reach program and connect with some of the participants and Crew. It brings it all into perspective for me. The way they so honestly talk about their lives and express their real feelings, often in the face of real challenges, makes them giants and true heroes in my eyes.

These kids continue to be my inspiration and make Reach's programs what they are. At Reach, we believe in the brilliant ability of young people inspiring young people - this goes for the Crew who deliver the programs, as well as the kids who participate. For nearly two decades this has been what has stood us apart as a youth organisation and continues to keep young people inspired and interested in what we do at Reach. From the programs I was a part of this year, I was assured that we're doing this better than ever.

Camp Maasai was another great experience I had with Reach, in the early part of 2010. This year I handed the baton of running this camp onto our very talented Senior Facilitator, Tom Harkin. Tom did a brilliant job on both VIC and NSW Camp Maasai, facilitating groups of business leaders and young people with maturity that is well beyond his years. Tom's been with Reach since he was 16 and it's awesome to see what he can now do! He's a great example of how people come into Reach at an early age and through the work that we do, claim their own greatness and grow and develop to achieve their goals.

Tom, together with a small group of Crew, staff and Reach alumni have come together to form Reach's Spirit Guardian group. As Reach continues to grow, this group volunteers their time to ensure that the essence of Reach is maintained by mentoring Reach people, and supporting activities that keep the heart of Reach alive. For me, it's awesome to see passionate members of the Reach family caring enough to make this commitment to the organisation.

2010 will also be remembered by me for the incredible gift from some other members of the Reach family, and my good friends, Paul Currie (Reach's Co-Founder) and Jules Lund (Reach alumni). Late in 2009, Paul and Jules approached me with the idea of making a documentary about my life and my journey with cancer (so far). I was pretty reluctant, and after discussing it with Sam and the family, we decided we weren't interested. But Paul and Jules were bloody determined and just wouldn't let it go. So, after some major cajoling, they talked us around.

Filming the documentary was a pretty grueling project for everyone - Paul and Jules put their all into it and I know they had plenty of sleepless nights, working around the clock to deliver the high-quality product that it was. We were so excited when *Every Heart Beats True: The Jim Stynes Story* was finally finished and aired across the country on Channel 9. Sales of the doco raised over \$100,000 for Reach and what's more, I received countless messages from people who were touched by my story and generously shared their own courageous journey with me, as well as much support and encouragement. The response to the doco blew me away and really kept my spirits high.

2010 was also significant because of the first major grants Reach received from the Commonwealth and State Governments. These grants are great recognition of the positive impact Reach's work has in schools and in the communities around Australia. The funding will support our plans to deliver programs to more teachers and young people, particularly Aboriginal and Torres Strait Islanders across the country, and in our home state of Victoria.

Lastly, I want to say a special thanks to some exceptional people for their passion and commitment to Reach not only this year, but over the many years they've been involved with the organisation:

- To Paul Brasher for his service as Chairman of the Reach Board. Paul is a great mate of mine and many others at Reach. He is also an incredibly respected and trusted leader who, over the last four years as our Chairman, has shepherded Reach from adolescence to maturity.
- To Reach's Event Manager and my sister Sharon Stynes, for her unfaltering dedication to delivering our fantastic fundraising events. This year she made sure our events were record-breaking - raising more money for Reach than ever before!

- To Gordon Lefevre, for his passionate and determined leadership of Reach over the last three years. As CEO, Gordo has overseen tremendous growth and helped Reach achieve some great milestones in its history. We'll certainly miss him, but wish him all the success in his next endeavour.
- And finally, to the Crew and staff who constantly step-up to the challenges and opportunities that Reach throws their way. Their experience, expertise and passion for making a positive impact in the lives of young people, has meant I can focus on my recovery, knowing Reach is in very capable hands.




Jim Stynes
Co-Founder



annual review





“Everyone can see a huge difference in the way we talk to each other. You really gave us a experience of a lifetime.”

Tenae, Reach Facebook Friend

Highlights

- 57,000 young participants positively impacted through our national school and community-based programs (including 5,956 young people in New South Wales)
- 580 primary and secondary schools across Australia engaged in Reach programs
- 14% increase in the number of Crew delivering programs and participating in Reach's Leadership Development program
- Delivered our Fused Workshops in 3 new locations: Caroline Springs and Casey, Victoria; and Redfern, New South Wales
- A four-year funding grant, worth \$4 million, was awarded to Reach from Commonwealth Department of Education, Employment and Workplace Relations. The grant supports Reach's work with Indigenous young people and teachers across the nation.
- Six Reach Crew were accredited as Reach Facilitators
- 13 Crew accepted full and part-time employment contracts under the new 'Arrow' initiative
- *Every Heart Beats True: The Jim Stynes Story* was released and raised \$100,000 for Reach
- 95% of all volunteer opportunities offered to our corporate partners were taken up, representing 1,700 hours of volunteer service
- 98% of Reach people said they had a strong preference to continue their connection with Reach (a 7% increase), as recorded in the annual People and Culture Survey
- 25% increase in funds raised and 27% increase in guests in attendance, at Reach's fundraising events
- Achieved Top 10 Finalist in the \$5 million to \$20 million revenue category, in the 2010 PwC Transparency Awards
- For the first time Senior Facilitator, Tom Harkin, delivered the major corporate engagement and fundraising event, Camp Maasai, in Victoria and New South Wales
- Recruited four new senior people to build organisational capability and support the organisation's sustainability and growth plans

Our Activity

This year we maintained our focus on delivering high-quality programs to meet the needs of our stakeholders and make a positive impact in the lives of young people. Whilst our 2010 results reflect these objectives and the value we place on quality over quantity, they also point to the need to continue building a solid base of support services from which Reach can grow.

In 2010 we delivered 14 different programs to approximately 57,000 young people. We also worked with over 1,000 teachers, parents and business leaders through our tailored professional development workshops and events. More volunteers supported Reach's work this year than ever before.

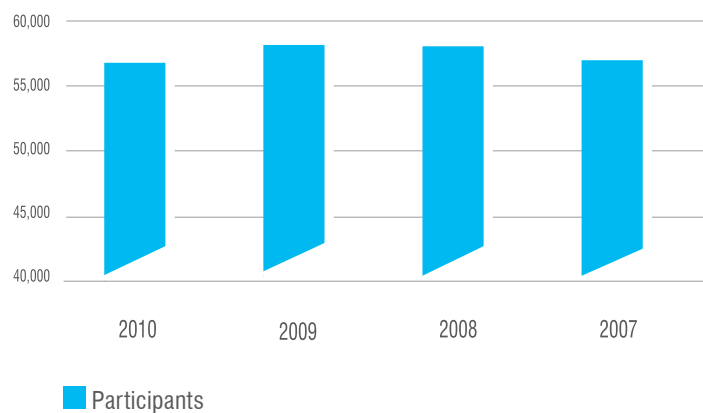
We delivered our community-based programs in seven locations across Melbourne and Sydney and partnered with more than 580 primary and secondary schools nationally to deliver our school-based programs.

Our Leadership Development program continues to expand as we attract a growing number of young people interested in becoming Reach Crew and Facilitators. For the first time we were able to provide 13 Crew members with full and part-time employment contracts.

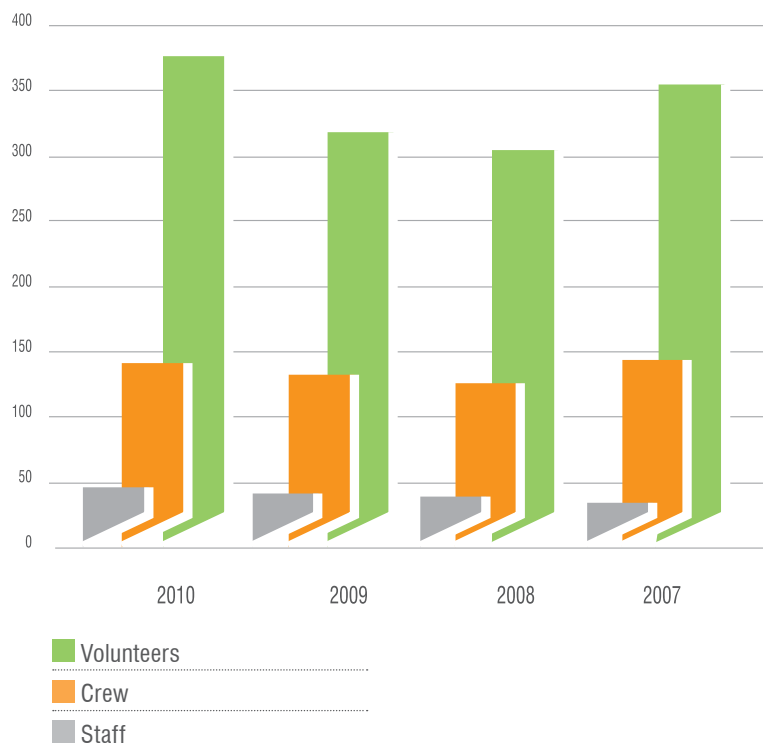
Our annual results were consistent with that of past years. This is despite the fact that we delivered programs and events in the new geography of NSW, from our modest base and by our small, permanent Sydney-based team.

Year-On-Year Results	2010	2009	2008	2007
Programs	14	14	17	16
Participants	57,000	58,000	58,000	57,000
Schools	580+	580+	600+	600+
Workshops	997	1,020	1,073	1,066
Crew	138	133	129	143
Arrow (contracted) Crew	13	-	-	-
Staff	41	34	30	27
Volunteers and Supporters	375	324	312	359

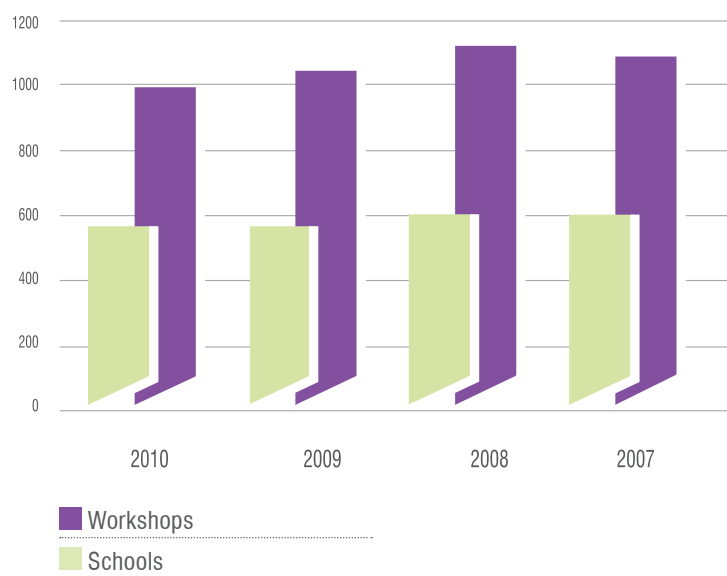
Participants



Volunteers, Crew and Staff



Workshops and Schools





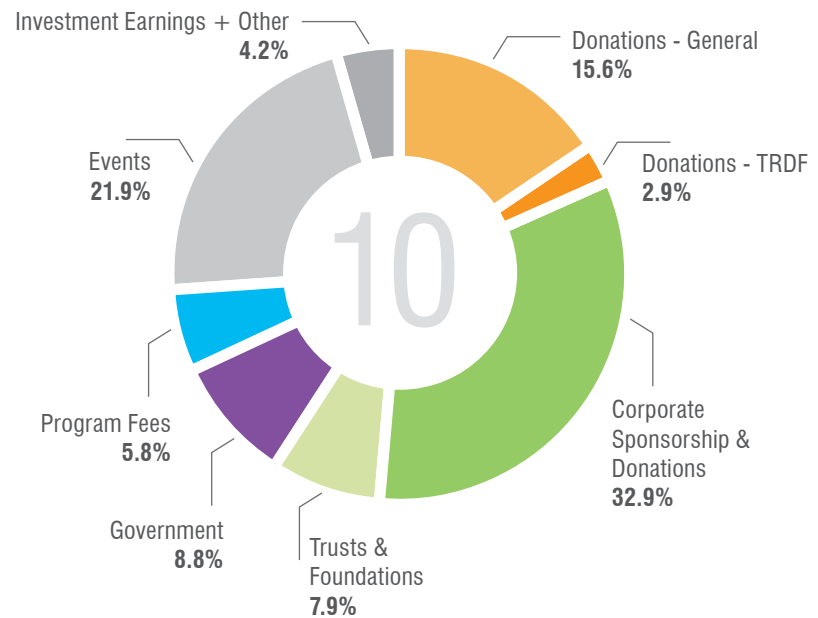
Our Financial Performance

Revenue grew by 32% in 2010, reflecting an exceptional year for donations that included the one-off windfalls in relation to the following events and organisations:

- *Every Heart Beats True: The Jim Stynes Story*
- Donation from the AFL (derived from proceeds from the re-staged 2010 Grand Final)
- Donations from the Grand Final edition of the Herald Sun

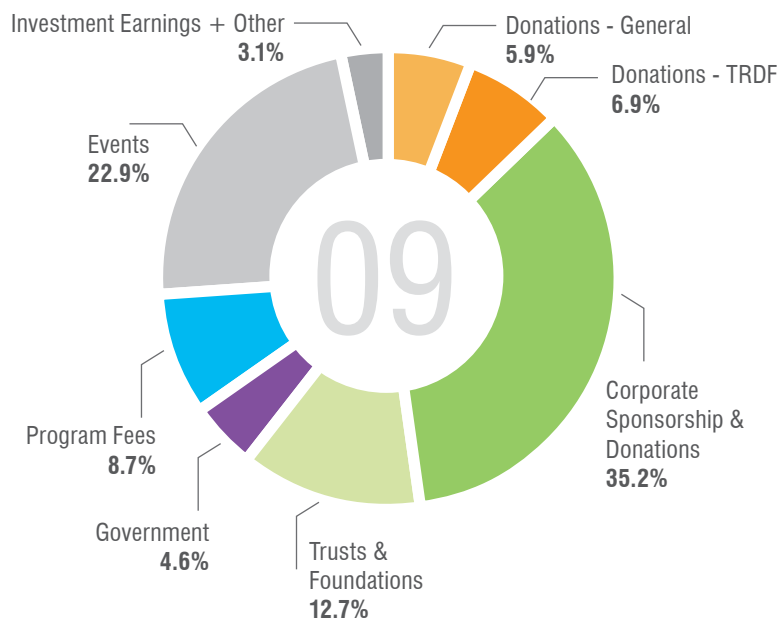
Our event's revenue was buoyed by a new event, the McLardy McShane Christmas Lunch and a very successful Breakfast with the Stars, Sydney.

Government revenues reflect part of the new funding grants received from the Commonwealth Government, and will show further considerable increases in 2011.



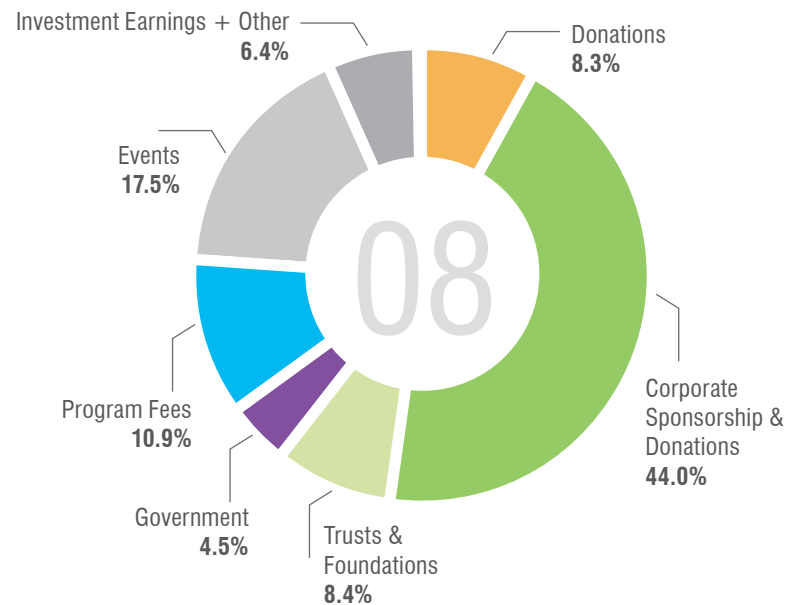
Revenue Summary 2010

Donations - General	828,538
Donations - The Reach Dreams Foundation	155,300
Corporate Sponsorship & Donations	1,751,178
Trusts & Foundations	420,744
Government	471,102
Program Fees	307,100
Events	1,166,629
Investment Earnings + Other	223,785
Total:	5,324,376



Revenue Summary 2009

Donations - General	237,197
Donations - The Reach Dreams Foundation	280,700
Corporate Sponsorship & Donations	1,421,655
Trusts & Foundations	511,294
Government	184,540
Program Fees	351,484
Events	925,855
Investment Earnings + Other	126,163
Total:	4,038,888



Revenue Summary 2008

Donations	298,494
Corporate Sponsorship & Donations	1,587,590
Trusts & Foundations	305,192
Government	163,484
Program Fees	393,363
Events	630,430
Investment Earnings + Other	230,252
Total:	3,608,805

Income Statement for the Financial Year Ended 31 December 2010

Income Statement	2010	2009	2008
Total Revenue	5,324,376	4,038,888	3,608,805
Programs Expenses	-3,255,354	-2,200,074	-2,835,323
Marketing, Events and Sponsorship Expenses	-1,042,925	-942,626	-776,333
Depreciation and Amortisation Expenses	-169,718	-189,412	-217,943
Administration Expenses	-520,355	-494,141	-353,307
Surplus/ Deficit Before Income Tax Expense	336,024	212,635	-574,101

The Reach Foundation is a public company limited by guarantee incorporated and domiciled in Australia. ABN is 87 069 837 627. The Reach Foundation registered office and principal place of business is:

The Reach Foundation

152-156 Wellington Street
Collingwood Victoria 3066

The Reach Foundation is a Public Benevolent Institution (PBI). It is endorsed as an Income Tax Exempt Charity and enjoys certain other tax concessions and exemptions consistent with its status as a PBI which relate to Goods and Services and Fringe Benefits taxes.

The Reach Foundation operates two funds which have been endorsed by the Australian Taxation Office as Deductible Gift Recipients (DGR) – the Mali Relief Fund for Overseas Aid and a DGR gift fund for general Reach donations.

The Reach Foundation is registered as required by law in each state where it raises funds.

Victoria

Registration Number 8605
Renewable annually

Queensland

Registration Number CH1620
Registration is ongoing subject to certain annual financial reporting requirements.

New South Wales

Registration Number CFN/21070
Renewable biennially

The Reach Foundation's external auditor is Deloitte and the internal audit function is carried out by Reach's Audit & Risk Subcommittee. Legal services are primarily provided by Middletons and banking services are provided by National Australia Bank.



Balance Sheet	2010	2009	2008
Current Assets			
Cash and Cash Equivalents	6,791,293	3,075,824	2,572,078
Trade Receivables	220,875	137,091	70,171
Other Financial Assets	-	-	2,571
Other	239,580	50,778	113,837
Non-Current Assets			
Property, Plant and Equipment	913,662	993,059	1,144,048
Total Assets	8,165,410	4,256,752	3,902,705
Current Liabilities			
Trade and Other Payables	189,849	211,153	227,717
Provisions	111,384	166,102	121,474
Other	4,045,963	432,492	323,367
Non-Current Liabilities			
Provisions	58,316	23,131	18,908
Total Liabilities	4,405,512	832,878	691,466
Net Assets	3,759,898	3,423,874	3,211,239
Accumulated Funds	2,755,580	2,540,100	3,211,239
Reserves (The Reach Dreams Foundation)	1,004,318*	883,774	-

* For further information about The Reach Dreams Foundation please refer to that section of this report.

Reach's Strategic Objectives

VISION

That every young person has the support and self-belief they need to fulfil their potential and dare to dream

REACH VALUES

Honesty Passion Integrity
Respect Growth Connection

People

Growth

Young
People Inspiring
Young People

Programs

Sustainability

Connection

MISSION

Encourage all young people, no matter what their circumstances, to believe they can achieve

Our Strategic Progress

Reach believes that every young person should have the support and self-belief they need to fulfil their potential and dare to dream. With this in focus, in 2010 we continued to make headway on the five key strategic priorities: **People, Programs, Connection, Sustainability** and **Growth**, as explained below.

What We Achieved:	
People Truly engage and empower our people, ensuring we are culturally aligned, socially aware, trained and inspired to achieve our intended impact. Actively manage talent and work proactively on succession planning.	<ul style="list-style-type: none">■ Built on the engagement results of the 2009 cultural survey, with a 7% uplift in Reach people indicating a strong preference to continue their connection with Reach■ Established the Arrow program, designed to provide job experience and personal/professional development for young people on Crew, and contribute to the ongoing sustainability of Reach. 13 Reach Facilitators accepted full and part-time contracts, for a 12 month period.■ Recruited a Head of People and Culture to deliver on our strategic vision of empowering our people and creating an aligned culture as Reach continues to grow■ 23 Staff and Crew successfully completed a Certificate IV in Training and Assessment, complimenting Reach's Leadership Development program by providing additional skills in program training and development■ Recruited four new senior people to build organisational capability and support the organisation's sustainability and growth plans
Programs Deliver a consistently relevant and creative program experience.	<ul style="list-style-type: none">■ Established a model of 'on the ground' learning and development, in which Senior Facilitators provided program training for all Crew on each program in the portfolio■ Process improvements resulting in enhanced retention of, and accessibility to, program-specific organisational information■ Commenced a program of work to provide further evidence of Reach program effectiveness, which included several research committee meetings and the establishment of a Thought Leadership Group*■ Extended the proven five-week, community-based intensive Fused Workshop program across three new locations in Victoria and New South Wales■ Responded to a specific community need with an ongoing school-based program for disengaged students, resulting in 92% of participants no longer considered disengaged and a reduction in rates of suspensions and truancy among the group

* Reach would like to express its thanks to the following people who generously gave of their time to be part of Reach's Thought Leadership Group: Dr Suzy Green (Positive Psychology Institute/University of Sydney), Paula Robinson (Positive Psychology Institute), John Urbano (Reach Consulting Psychologist), Dr. Dianne Vella-Brodrick (Monash University), Dr. Matthew White (St Peter's College), Professor Lea Waters Scholes (Melbourne University), Tom Harkin (Reach Senior Learning & Development Facilitator), Gordon Lefevere (Reach CEO), and Michelle McQuaid (Reach Board).

Connection

Engage, connect and re-connect creatively and passionately with everyone who participates in Reach's work and supports its cause. Deliver a consistent brand experience to all Reach stakeholders.

- Established the Brand and Communications Team to implement a renewed brand, communication and marketing strategy
- Developed an organisation-wide communication and engagement strategy, identifying Reach's target audiences and their communication requirements. This work involved meeting with focus groups of teachers and funders, to better understand and respond to their specific communication needs.
- Continued to engage with Reach stakeholders through social networking sites, achieving an average 267% uplift of users on Facebook and Twitter
- Met regularly with an Education Committee, made up of teachers and education professionals, who provided meaningful feedback and suggestions to ensure Reach's school-based programs continue to meet the needs of schools
- Conceptualised and created the platform for a major, nation-wide awareness and fundraising campaign, The Open Book Project, combining social networking mediums and Reach's unique ability to engage with and inspire young Australians through authentic sharing of life experiences

Sustainability

Emphasise sustainability through the constant review of our key processes, risk management framework and finances. Remove clutter, reduce waste and strive for excellence and simplicity.

- Reviewed the risk management framework, empowering leaders to take ownership over key organisational risks and measure and report on a regular basis
 - Developed a major organisation-wide Crisis Management Plan, endorsed by the Reach Board, as part of the risk management framework
 - Increased the diversification of Reach's funding base, with increased revenue from government sources and charitable trusts
 - Established and implemented a comprehensive performance management framework for all Reach staff, including Arrow (contracted) Crew
 - Embarked on an organisation-wide rationalisation of office printers, reducing paper, electricity and cartridge use
 - Initiated an occupational health and safety program to ensure all technical equipment met safety standards and staff and Crew were trained in the use, transport and storage of this equipment
-

Growth

Leverage our capabilities around Australia, expanding in a stage-gated way, taking sensible risks, learning as we go and building a funding base that supports this interstate

- Secured funding grants from the Federal and Victorian Governments to the value of \$5 million, over a period of two to four years. Together these grants support Reach to deliver programs in schools and communities across Australia.
 - Established a beachhead in Sydney with four people on the ground in the Sydney Reach office, including one General Manager, two full-time Reach Facilitators and one part-time Psychologist. 15 young Sydney-siders accepted the invitation to join Reach Crew, supporting the team to deliver programs to young people in New South Wales.
 - Delivered school and community-based programs to 6,000 young people in New South Wales and introduced Reach to 30 schools
 - Over 1,000 adults in NSW experienced Reach for the first time. This included Reach's Breakfast with the Stars, attracting over 455 attendees and raising \$87,000 to extend Reach's work in New South Wales.
 - 14% increase in the number of Crew participating in Reach's Leadership Development program and delivering Reach programs
 - Six Reach Crew were accredited as Reach Facilitators and began leading the development and sustainable delivery of Reach programs
-

Our Future Direction

Our aspiration is and remains to be a nationally operating organisation known for exceptional engagement. We firmly believe the five areas of strategic focus, as set out above, will enable us to achieve this, in the medium term.

The organisation's current strategic plan spans the three years 2009 - 2011 and an organisation-wide strategic development process will take place in the latter half of 2011. This will identify the direction and priorities for Reach for the period of three years, 2012 - 2014. As is our practice, our approach will be sense checked and confirmed through consultation with the wider Reach community.

After the jump



“

It was great to talk, finally

Amy, 17

”

Through our school and community-based programs, Reach works with over 57,000 young people each year. They live in locations spanning metropolitan, regional and rural Australia, coming from many and varied cultures and backgrounds.

Young People Today

When we asked a small group of young people (aged 13 - 18) what mattered most in their lives as well as their biggest concerns, we knew their responses would provide meaningful insights into the lives and minds of young Australians today.

Initially we asked this group what was most important to them in their lives and the vast majority agreed it was their relationships with family and friends. Joel (16) told us that “friendships fuel me”, while Eve (14) said the people in her life mattered to her the most. Chloe (14) replied that what mattered most were her “family, school, boyfriend and friends” and Steph (15) said her dog “means everything” to her.

Beyond these relationships we asked the group to tell us about other things in their lives that mattered to them. They listed a range of things like school and study, their hobbies and passions, and the value they place on love and happiness. In their own words Nathan (17) said school and study were important “because I want to lead a good career”. Megg (17) told us about her passion for photography and Tom (14) mentioned how much he loved listening to the music on his iPod. Both Elizabeth (17) and Alister (16) mentioned love and happiness as important factors in their lives.

We know from these responses and the conversations we’ve had with thousands of young people across Australia this year, that many young people are traversing the journey of adolescence with positivity, courage and resilience. They are largely full of optimism about the future.

For instance, a significant percentage of both young males and females we spoke to told us that their physical and mental health, and coping with stress, were major concerns for them. In the words of teenagers like Dion (15), his physical and mental health is a concern because he sees them as necessary “to have a good life”. Gabrielle (18) said her physical and mental health is what she struggles with the most and Michelle (16) identified mental health and coping with stress as major challenges in her life.


Others said they worried about not knowing where their life was heading (Rachel, 17) and uncertainty about their future (Isabelle, 13). Flick (15) told us she worried about peer pressure and judgment, while others mentioned fears about “losing Mum and Dad” (Loren, 15), and concerns about “the way I look” (Jacinta, 15), and “my weight” (Emma, 15).

Reflecting on these responses it’s clear that many young people are thriving and feeling positive about their lives and their futures. However, there also appears to exist a percentage of young people who are facing serious challenges, particularly in relation to their mental health and wellbeing. As such, the need remains for programs that effectively promote the mental health and wellbeing of young people and encourage all teenagers, no matter what their circumstances, to believe they can achieve. To do this, we believe it’s critical that we stay connected with the young people in our lives.

Reach is passionate about doing this by providing safe and supportive spaces where young people can talk honestly and openly about everything in their lives.

However, we also know that many young people today remain concerned about things like:

- Their mental and physical health
- Coping with stress
- Peer pressure and judgment
- The future
- Losing people (especially family)
- Their physical appearance and body image



“

The Reach workshop
was good because I
had never told people
about my experiences
with bullying

Jesse, Year 9

”

How Reach Makes A Difference

Reach strives to improve the lives of all young people. We also work to support teachers in creating environments in which young people can thrive. We strongly believe that every young person has the right to fulfil their potential and dare to dream. With this in mind, we recognise just how important it is for teenagers to build self-belief; the foundation for the development of the strong sense of purpose and autonomy necessary for realising one's dreams. We also know that identifying and achieving these goals is important to the psychological wellbeing of young people (Ryan & Deci, 2000).

Our Passion

Reach encourages and inspires young people on a journey of self-discovery. In our experience, it's only when young people discover and accept who they truly are that they develop a greater sense of purpose in life and explore their personal greatness. Because young people are in the process of establishing the identity they will take into adulthood, we think the teenage years are the perfect time to begin this journey. We've learnt young people are open to the challenge, eager to find meaning and hungry for the reward.

Of course the journey of self-discovery and growth is very different for each young person we meet. But over the years we've found it almost always requires facing your fears and challenging those beliefs that are holding you back from getting the most out of life. We've witnessed the inner strength, beauty and courage of thousands of young people as they take the journey to find their true self and go after their dreams. These moments are often described as simply raw, unrestrained magic. Supporting young people on their journey is Reach's privilege and knowing where it leads is what keeps us passionate and committed.

The Ingredients

The People – Young People Inspiring Young People

Young people want to belong and hang out with their peers. Being with others and building solid relationships helps them learn and grow, and is often a source of significant positive experiences.

Reach programs bring diverse groups of young people together and provide a space for them to connect with and inspire each other, as they share their journeys of self-discovery.

To facilitate this process the young Reach Crew and Facilitators run the programs. They understand what's going on for young people, don't preach or flex their authority and most importantly, speak honestly and openly about their own journeys and challenges. Above all, they care for and believe in every young person they meet.

The Place – Safe, Stimulating and Non-Judgmental

To go 'on the journey' a safe, stimulating and non-judgmental space is required. It's only when young people feel they won't be judged, labeled or criticised that they tend to express themselves more freely, opening up to discover something new.

Therefore, regardless of where Reach programs are run (in a school classroom, away on camp or in an old warehouse) environments are created where labels aren't applied, masks are removed and honesty is encouraged. This is different to what they are used to – it's a more creative space and hence more inspiring than their ordinary world.

The Programs – School and Community-Based Programs

Recognising the diversity in young people today, we've developed a portfolio of programs to meet a range of needs and support teenagers to both survive and thrive. The programs vary in format and structure, but because they're created for teenagers by teenagers, they are always relevant, exciting, unique and a bit intense.

Often, it's the buzz they get from this intensity and the emotional aspect of the work that keeps young people hooked. Our experience tells us that when young people can emotionally connect to a message or experience, honest expression follows and real learning and growth occurs.

By partnering with schools across Australia to deliver programs, we're able to work with thousands of both primary and secondary students each year. Where possible, this work is backed-up by a coalition of teachers who are trained by Reach, gaining skills which assist them to engage and empower their students, thus maintaining the impact of Reach's work.

The young people who are looking for a further challenge and who want to get more involved can come along to the out of school programs, run on weeknights and weekends in NSW and Victoria.

The Delivery

Our portfolio of programs includes 14 different workshops, large scale events, and weekends away. Approximately 57,000 young Australians aged 10 - 18 participate in programs each year.

Working with a range of young people, teachers, schools, youth professionals and community organisations our program portfolio is delivered in a wide variety of metropolitan and regional locations across the country.

Generally, the participant journey commences in the school system, where teachers and students are engaged in workshops and programs including Rookys and Secondary School Workshops, Heroes Days, Leadership Days, and Grounded. These students are then able to participate in more intensive out of school programs, where they can meet other young people and continue to explore and discover.

Young people outside of the school system may also become involved in programs including Fused Workshops and Reach Weekends Away. Teachers can attend specialised programs where they learn skills to engage and empower their students via the Finding Heroes program.

Those young participants committed to the journey are invited to participate in specialised programs including DreamCatcher, where they receive coaching and mentoring from industry experts, and the Leadership Development Program to become Reach Crew. Corporate leaders and business professionals can experience Reach for themselves by participating in our annual Camp Maasai, attending one of our fundraising events or by booking a Reach facilitated corporate workshop.

References

Ryan, R. & Deci, E. (2000). The "What" and "Why" of Goal Pursuits: Human Needs and the Self-Determination of Behavior, *Psychological Inquiry*, 11, 4, pp227 - 268.



“

By partnering with schools to deliver our programs we work with thousands of primary and secondary students across Australia every year

”



program

“

I got a lot out of the
Reach workshop that
will stick with me for life

Jackson, Year 9

”

Reach's preventative programs support the mental health and wellbeing of young people, by encouraging them to increase their self-belief and discover who they are.

Reach Programs

In 2010, Reach delivered approximately 1,000 school and community-based programs for over 57,000 young Australians. Reach programs are run by the inspiring young Reach Crew who are highly trained to effectively engage with teenagers. They understand what's going on for young people and speak honestly and openly about their own journey and challenges, without preaching.

Reach programs create safe and supportive environments for young people to step out of their comfort zones, express who they are, and realise that they are not alone. By enabling teenagers to view their world through a different lens, Reach programs ignite a thirst for social and emotional learning and encourage a journey of personal discovery and change.

This can result in participants developing increased self-belief, resilience, empathy and self-awareness. These skills are valuable for enhancing respectful peer relationships, reducing disengagement and fostering safe, inclusive school and community environments. It has also been shown that when developed in adolescence, these skills can prevent serious problems faced later in life including depression, substance abuse, homelessness and suicide.

How Reach Programs Work

Our programs exist to:

- Improve the lives of young people
- Help schools, teachers and students create an environment in which young people thrive

Reach programs work in a variety of ways and on a number of levels to achieve these impacts. This is best explained through the typical path of our participants:

Initial Engagement

In general, our work commences by firstly engaging students in the school system. We work with a diverse range of schools located across Australia including primary, secondary, public, independent and private schools. These 'Initial Engagement' programs are delivered in the school environment in the form of 90 minute or full day workshops and events.

These programs seek to improve group dynamics and enhance inclusion within peer groups; building student's resilience and self-belief, and increasing empathy and awareness, of themselves and others.

Advanced Engagement

Following this initial engagement, participants are often interested in continuing their involvement in Reach, in order to experience further personal awareness and growth leading to improved self-belief. These participants might include young people, teachers, youth professionals or parents.

Additionally, young people outside of the school system can become involved in programs at this level. Programs available at the 'Advanced Engagement' level provide the opportunity for participants to gain a richer and deeper understanding of Reach's core principles so that they can be applied and integrated into their lives. Often these experiences have a life changing impact. Programs at this level include regular, intensive workshops and weekends away, providing the opportunity for ongoing involvement.

Specialised Engagement

Lastly, participants eager to pursue further personal awareness and develop the confidence to achieve their potential and dare to dream are invited to increase their level of engagement and interact more closely via Reach's pathway programs.

The Leadership Development program is offered to participants that have been selected to become Reach Crew. This extensive and structured program provides a learning environment for the future Crew and Facilitators of Reach. The program aims to enhance self-awareness and emotional intelligence, as well as develop important skills in group facilitation, relationship building, teamwork, presentation and professionalism.

The DreamCatcher program is another pathway program that builds upon the experiences and work undertaken in other Reach programs, by providing intensive support and important opportunities for participants to explore and realise their possibilities.

Reach's Program Model

School and community-based programs for young people (aged 10 - 18), teachers and youth professionals.

Specialised Engagement

Pathway Programs

- Leadership Development Program
- DreamCatcher

Advanced Engagement

Community-Based Programs

- Finding Heroes
- Fused Workshops
- Reach Weekends Away
- IGA Leadership Weekend Away
- Ramp

Initial Engagement

School-Based Programs

- Rookys
- Secondary School Workshops
- Leadership Days
- Grounded
- Heroes Days



“

Reach Crew build great levels of trust... they inspire young people to become more authentic in themselves and break through their old defensive routines. In doing so they inspire young people to dream about who they can become. It is clearly transformative.

”

John Urbano, Counselling Psychologist



School-Based Programs

Rookys Workshops

For Grade 5 and Grade 6 Students

11,075 young people | 116 schools | 360 workshops | Australia-wide

Rookys workshops focus on building resilience and self-belief in students. Using creative and engaging techniques the series of four workshops, held over one to two years, encourage students to become aware of their behaviour and the impact this has on their environment. The workshops assist in the transition to secondary school by supporting students to explore concepts of self-confidence, coping skills and positive choice making.

Rookys Workshops are proudly supported by PFD Food Services.

Rookys Days

For Grade 6 Students

440 young people | 15 schools | 3 workshops | Melbourne

Rookys Days are large scale workshops for over 150 Grade 6 students from across Victoria. It's an exciting and stimulating day exploring their impending transition from primary to secondary school. Incorporating themes from popular children's media combined with elements of the Heroes Journey, students are engaged through high energy, interactive activities and group discussion.

Rookys Days are ideal for students who need a little motivation, guidance, positive direction or deserve a reward. The workshop makes a positive impact on Grade 6 students embarking on a new, and at times, daunting phase of their lives.

Rookys Days are proudly supported by PFD Food Services.

Secondary School Workshops

For Year 7 to Year 12 Students

37,597 young people | 290 schools | 428 workshops | Australia-wide

Designed for students from Year 7 to 12, Secondary School Workshops encourage students to challenge themselves in the school environment by stepping out of their comfort zones and expressing themselves honestly and authentically. This portfolio of seven themed workshops is designed to increase awareness, self-belief, empathy and peer respect and help students recognise their core strengths and passions. Workshops are delivered to groups of approximately 20-70 students, from one year level.

Heroes Days

For Year 9 and Year 10 Students

4,474 young people | 48 schools | 12 workshops | Melbourne & Regional Victoria

Heroes Days are high-energy workshops for Year 9 students that focus on themes such as peer respect, honest expression and leadership. Each Heroes Day over 500 students come together to express themselves. Heroes Days aim to create a shift in peer dynamics that supports acceptance, inspiration and growth.

Heroes Days are proudly sponsored by KFC, PwC and Bank of America Merrill Lynch.

Leadership Days

For Year 9 and Year 10 Students

1,143 young people | 44 schools | 7 workshops | Melbourne, Sydney, Launceston and Hobart

Reach Leadership Days engage and empower young people to explore their leadership potential and improve their confidence. We ask teachers to nominate Year 9 and 10 students that demonstrate a capacity for leadership. The workshop focuses on uncovering this potential through the exploration of positive risk taking and honest, courageous expression.

Grounded

For Year 9 Students

260 young people | 33 schools | 9 workshops | Melbourne

For Year 9 students, Grounded assists young people who might be struggling at school and could benefit from a more positive outlook. These students may be involved in conflict or bullying, suffer from self-esteem issues and/or generally be regarded as difficult or 'at risk'. By uncovering the origin of their blocks they are empowered to look for change in their lives.

Grounded is proudly sponsored by the Greenlight Foundation.

The On-Track Program (Caroline Springs College)

For Year 8 Students

12 young people | 15 workshops

In 2010, Reach partnered with Caroline Springs College to deliver an alternative education program for a small group of 'disengaged' Year 8 students. The focus of the program was on developing emotional intelligence and enhancing the engagement of the students, to ultimately improve their academic outcomes and level of wellbeing. At the conclusion of the program, Caroline Springs College indicated 92% of participants were no longer considered disengaged and suspensions and truancy among the group had reduced.

Community-Based Programs

Fused Workshops

Ages 13 - 18

623 young people | 22 series | 110 workshops | 7 locations

A series of five evening workshops held each school term, Fused combines fun, engaging and thought-provoking activities to help teenagers discover more about themselves. Held in locations throughout Melbourne and Sydney, Fused is an opportunity for participants to meet new people from their area and hang out in a creative, safe and non-judgmental environment.

In 2010 Fused Workshops were run in the following Victorian locations: Burwood, Caroline Springs, Casey, Collingwood, and Frankston. In New South Wales, we ran Fused in Alexandria.

Fused Workshops are proudly sponsored in part by Zig Inge Foundation.

Reach Weekends Away

Ages 13 - 18

**202 young people | 6 weekends away |
Victoria and New South Wales**

Reach Weekends Away allow participants to step out of their ordinary worlds and into an environment that facilitates change. This weekend-intensive workshop allows greater connection and exploration for participants. By creating supportive, challenging and inspiring experiences Reach Crew empower participants to step out of their comfort zones and realise their ability to achieve, taking this back into their everyday lives.

Ramp

**Ages 13 - 18 living in Residential Care & ACP
(Adolescent Community Placement program)**

**40 young people | 32 mentors | 6 workshops |
1 weekend away**

Developed and delivered by Reach and Whitelion, Ramp is a unique mentoring program addressing the needs of young people living in Residential Care and ACP (Advanced Care Planning) facilities, in the Department of Human Services' Eastern region. Ramp creates opportunities for these young people to interact with members of their community in different and positive ways and step outside of their "ordinary world" through workshops, weekends away and a long term relationship with a mentor.

Ramp aims to assist young people in overcoming the disengagement they may feel and provide experiences to inspire and support them to take a positive and proactive approach to their life. The Ramp program has built a community of passionate young people and mentors.

Ramp is proudly supported by the Victorian Department of Human Services.

IGA Leadership Weekend Away

Ages 13 - 18

33 young people | 1 camp | 6 Victoria

With the support of IGA Supermarkets, Reach runs an annual IGA Leadership Weekend Away. Bringing together a group of diverse young people from all over Victoria, the weekend away challenges participants to step outside of their 'ordinary world' and experience their unique leadership, by getting to know and learning about who they really are. The weekend is a wonderful way for young people from regional communities to connect with people they may have otherwise never met.

IGA Leadership Weekend Away is proudly supported by IGA Local Heroes.

Pathway Programs

DreamCatcher

For Reach Participants and Crew

Ages 16 - 25

29 young people | 15 business leaders | 7 workshops

DreamCatcher supports Reach participants and Crew who are looking for guidance in the next stage of their life. It's about creating connections, offering tools and resources to help young people achieve their career and/or life goals.

Participants engage with business leaders and industry experts to explore mentoring, coaching, work opportunities, and learn valuable life skills. They also have the chance to take advantage of that one 'lucky break' — an opportunity aligned with their dream, that they would not otherwise have access to.

Workshops are run throughout the year to complement the learnings and opportunities gained from engaging with different business leaders. Themes explored include goal setting, networking, personal brand, motivation and working through procrastination.

DreamCatcher creates a bridge between Australia's business leaders, who have the passion and resources to help; and the young people who have the potential to achieve that special dream.

DreamCatcher is proudly sponsored by NAB.

Leadership Development Program

Please see the People section of this report.

Professional Development for Teachers

Finding Heroes

For Teachers and Youth Professionals

132 teachers & youth professionals | 5 workshops | Melbourne, Regional Victoria, Sydney and Launceston

Finding Heroes provides a unique opportunity to develop the skills that are vital to working with young people but so often not covered in formal training — connection, engagement, inspiration and emotional intelligence. The program provides an opportunity for teachers and youth professionals to experience Reach the way many young people have (via experiential learning) and importantly, reconnect with what inspired them to work with young people in the first place.

Reach Works

For Business Leaders, Professionals and Community Organisations

360 participants | 14 presentations

In 2010, Reach Works was delivered to a range of corporate and community partners. Reach Works aims to provide opportunities for participants to get to know each other beyond their working roles, as well as a safe environment to reflect on their personal values, beliefs, dreams and passions. We've found that this process can lead to powerful personal and professional expansion and growth.

A group of young people, seen from behind, are looking out over a vast, flat landscape under a dramatic sunset sky. The sun is low on the horizon, casting a warm, golden glow across the scene. The landscape is covered in low-lying vegetation, and the sky transitions from a deep orange near the horizon to a pale blue at the top. The young people are in the foreground, their silhouettes and the backs of their heads visible as they gaze out over the horizon. One person in the center wears a yellow t-shirt with a graphic of two figures. The overall mood is contemplative and hopeful.

“

Reach's strategic government partnerships support us to enhance and expand our Teacher Training program and offer programs to more Aboriginal and Torres Strait Islander young Australians

”



Reach's Strategic Government Partnerships

In June 2010, Reach was delighted to have the opportunity to enter into a formal partnership with the Commonwealth Government, through the Department of Education, Employment and Workplace Relations. The two key projects being delivered by Reach to support the Government's objective of improving student learning outcomes include:

- Enhancing and extending our current teacher training program (Finding Heroes) to include a greater number of teachers; and
- Increasing access to and participation in Reach programs for secondary school aged Aboriginal and Torres Strait Islander students, to achieve the Government's policy objective of Closing the Gap by providing the students with greater self-belief and problem solving ability.

In this same year, we were presented with the opportunity to partner with the Victorian Government, through both the Department of Education and Early Childhood Development, and the Department of Planning and Community Development.

Through the funding provided by these departments Reach will provide a range of programs and services over the coming years to:

- Promote the mental health and wellbeing of students from schools in extended community hubs (Geelong North, Frankston North, Sandhurst and Wyndham)
- Train teachers and education professionals to effectively engage and support students
- Provide opportunities to secondary school students to develop leadership skills and become Reach Crew members
- Develop Reach Community Partnerships in selected regions across Victoria
- Build Reach's volunteering capabilities
- Enhance the online capabilities of Reach to better support young people and communities







wellbeing
safety and

“

Reach's SafetyNet
program ensures
the maximum safety
and effectiveness
of our work

”

Reach recognises that a wide range of factors can impact on the physical and psychological safety and wellbeing of young people. Our approach is based on all Reach people understanding their responsibilities to the safety of the young people we work with.

Reach's SafetyNet

Reach has established, and integrated throughout the organisation, the SafetyNet program to ensure the maximum safety and effectiveness of our work. The SafetyNet is coordinated by the social workers and psychologists within the Services Team, and its activities are overseen by the Reach Board.

There are a range of policies and procedures that contribute to Reach's SafetyNet. These include standard recruitment policies; screening and training processes for all staff, Crew and volunteers; and policies and procedures, outlining how Reach people ensure the safety and well-being of young people participating in all our activities. Specifically, the policies and procedures included in the SafetyNet are:

- Reach Young Person Protection Policy
- Reach Guidelines for Responding to Suspected Harm
- Reach Police Check & Working with Children Check Policies
- Reach Medical and Consent Form Policy
- Reach Complaints and Grievances Policy
- Child Safe Selection and Recruitment Standards
- Crew and Staff Policy Training
- Reach Risk Management Protocols
- Crew Handbook
- Youth Support Handbook

Reach's SafetyNet has been audited on two occasions by the Australian Council of Children & Youth Organisations (ACCYO) (in 2003 and 2008). Reach achieved accreditation as a 'child safe' organisation on both these occasions.

Psychological Wellbeing

Reach's SafetyNet includes the discreet support provided by our qualified social workers and psychologists before, during and after participation in Reach programs. Young people identified as experiencing potential risk prior to their participation are routinely assessed and offered support. Our social workers and psychologists are in attendance at all Reach community-based programs (operating outside of the school environment), providing support to participants and Crew. They identify young people experiencing behavioural, emotional or social challenges and provide initial crisis assessment and short term intervention and/or referral as appropriate.

Reach's social workers and psychologists are also available to provide secondary consultation to school staff attending Secondary School and Rookys Workshops. Reach requires

that school support staff (welfare coordinators, year level coordinators, psychologists, counsellors or chaplains) attend these workshops and make themselves available to students, where support needs arise. This team is also available to parents or guardians who may require short-term assistance in supporting their young people.

Our work is governed by the standards prescribed by the Australian Psychological Society Code of Ethics or the Australian Association of Social Work Code of Ethics. The team maintains confidentiality within appropriate limits (i.e. unless there is a risk of harm).

Professional Support

In addition to working directly with participants, Reach's social workers and psychologists are actively involved in the Learning Development program for Crew, including collaborating with the Learning and Development Team to provide specialist professional development training for all members of the organisation in crucial safety and well-being topics such as child abuse, suicide intervention, ethical conduct, professional boundaries and self-care.

The team also play an important role in enhancing the effectiveness of Reach programs. They provide support throughout the program planning and delivery cycle, including professional supervision, interpersonal support and debriefing, to ensure that programs are safe and effective. The team takes an approach to this work which encourages a culture of self-reflection, enhanced learning and self-care that can be modeled to our participant group.

The professional support of Reach's social workers and psychologists is also available to Reach Crew as they progress through their learning and development pathway within the organisation.



Reach accredited as a 'child safe' organisation by ACCYO in 2008

A photograph of two women sitting outdoors, smiling and looking towards the left. The woman on the left is wearing a red jacket and sunglasses. The woman on the right is wearing a white shirt and glasses. They are sitting on a bench or similar outdoor seating. The background shows some greenery and a metal railing.

people

“

Through our Leadership Development program we aim to inspire and empower the Reach Crew by providing an environment where they can flourish to fulfil their potential

Jen Brice, Head of Learning and Development, Reach

”

People are at the heart of Reach. Reach People are passionate, dedicated and committed to changing the lives of young people. The important groups who make up Reach People include our Crew, Staff, Volunteers, Supporters and the Reach Board.

Our Crew

In 2010, 151 Crew delivered Reach programs and participated in Reach's Leadership Development program.

Reach Crew are the young people inspiring young people – they're a dynamic group of young people aged between 15 - 25, who embrace the Reach philosophy and are trained in delivering Reach's programs to create powerful and meaningful experiences for young people.

The Crew were actively involved with Reach in the following ways:

- Building skills in our Leadership Development program
- Developing and delivering our programs
- Mentoring and training younger Crew
- Contributing to organisational leadership and shaping the future direction of Reach

Reach's Leadership Development Program

Each year we select a group of 45 young people to become Reach Crew. These young people are selected for their unique combination of characteristics and passion for getting the most out of life! They come from all walks of life and are gifted in their ability to connect with a wide range of young people.

To fulfill their important role of delivering programs that inspire young people, our talented Crew participate in Reach's unique Leadership Development program. In this program Crew are guided, supported, trained and mentored to deliver Reach programs and fulfil their own potential.

The Leadership Development program incorporates five streams:

Facilitation Training

A comprehensive, theoretical and experiential training program intended to build the skills required to become a Reach Facilitator.

Program Training

Tailored workshops explaining principles, aims and objectives of each program, integrating facilitation skills in the delivery of Reach messages. Program Trainers also provide "on the job" training and practical guidance to Crew.

Advanced Skills Training

Specialist workshops in professional skills for working with youth. Workshops developed by, or in consultation, with the Social Workers and Psychologists in the Services Team, to ensure Reach programs are delivered in a safe and professional environment.

Development

Externally sourced training opportunities where Crew can extend areas of interest, develop skills outside of the Reach environment and bring new knowledge into programs and the organisation.

Mentoring

Individually tailored planning and coaching for Crew to ensure an inspiring and challenging development pathway is created and pursued by each individual Crew member.

The Leadership Development program is guided by the Reach values and is aligned with the aims of our school and community-based programs. Simply, we aim to inspire and empower the Reach Crew by providing an environment where they can flourish to fulfil their potential.

Roles of Reach Crew

Reach Crew members set out to achieve a series of accreditation milestones as they journey from Crew in Training to Senior Facilitators. This journey can take between three and six years, and represents an important and very unique pathway of both personal and professional development.

Crew in Training

Learning about Reach and the role of Reach Crew

Accredited Crew

Starting to support program delivery

Facilitators in Training

Learning to facilitate, lead teams and develop programs

Facilitators

Develop and facilitate programs and lead program teams

Senior Facilitators

Provide training, mentoring and guidance to all Crew



In 2010 we celebrated:

- 28 Crew in Training members becoming Accredited Crew
- 8 Accredited Crew members becoming Facilitators in Training
- 6 Facilitators in Training becoming Facilitators
- 2 Facilitators achieving the highest recognition level of accreditation as Senior Facilitators

We'd like to say a special congratulations to Liv Powell, Ash Maher, Steve Young, Kieran Christopherson, Sasha Lawrence, Claire Pilley, Dain Fay and Tom Bell for achieving the next milestone on their Reach Crew journey this year.

The Arrow Program

The Arrow Program (Arrow) is a new initiative that provides 13 full and part-time contracts for Reach Crew over a 12 month period. Each Arrow placement is individually crafted to reflect the strengths and desired pathway of each individual. The initiative is designed to provide job experience, personal and professional development for Crew as well as contribute to the ongoing sustainability of Reach.

This year, a talented and committed group of young people were identified to receive Arrow placements through a structured application and selection process. Each of these Crew members have embraced the opportunity and are actively working towards the goals that will bring to life the vision they have for their role at Reach.

The following Crew members were selected to receive Arrow placements in 2010:

Tayah Carr	Facilitator
Sasha Lawrence	Facilitator
Ash Maher	Facilitator
Kieran Christopherson	Facilitator
Liv Powell	Facilitator
Claire Pilley	Facilitator
Steve Young	Facilitator
Zac Prior	Facilitator
Meaghan Payne	Facilitator in Training
Idris Mustafovski	Facilitator in Training
Adam Daniel	Facilitator in Training
Georgia Hocking	Facilitator in Training
Tom Canny	Facilitator in Training

Program Champions

AXA provides funding for Reach's Program Champions – Crew members who are passionate and experienced in specific programs in the portfolio. Program Champions focus on the continual improvement of the program to ensure objectives are achieved.

The Program Champions in 2010 were:

Glen Christie	Heroes Days
Tayah Carr	Rookys
Georgia Hocking & Kim Dawe	Fused Workshops
Georgia Smedley	Grounded
Abbey Fraser	Reach Weekends Away
Ash Maher	Ramp
Liv Powell	Finding Heroes
Sasha Lawrence	Secondary School Workshops and DreamCatcher
Steve Young	Leadership Days

Our Staff

Our professional staff are the people responsible for Reach's overall effectiveness and performance. The team is an incredibly dynamic and motivated bunch, bringing a unique combination of experience and expertise to bear in achieving Reach's high standards and impressive results.

In 2010, Reach's professional workforce included 41 full and part-time staff members. This team worked from the Dream Factory – our office and workshop space in Collingwood and from our newly-created base in NSW. Additionally, there was a dedicated team of 12 sessional Social Workers and Psychologists, who work on our programs and provide expert support, follow-up and referral for program participants.

Management

Non-Executive Director & Co-Founder	Jim Stynes
Chief Executive Officer	Gordon Lefevre
General Manager, Business & Communications	Jodi Barry
General Manager, Services	Cecily Schwab
General Manager, Fundraising	Susanne Williamson
General Manager, NSW	Kathy Hoyt

Services

(Programs, Volunteers, Social Workers and Psychologists)

Programs

Senior Manager, Program Delivery	Emily Johnson
Program Manager	Johanna Giles
Program Manager	Krizanne Cuffe
Program Manager	Emma White
Community & Schools Engagement Facilitator	Dain Fay
Program Manager (NAB secondee)	Jessica Michael
Programs Assistant	Tamara Clarkson
Programs Assistant	Julia Robbie

Volunteers

Volunteers Manager	Sophie Cieciva
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Social Workers and Psychologists

Senior Social Worker	Zibet Szacsavay
Psychologist	Anna Mortensen
Youth Support Assistant	Julie Nicolau

Consulting Organisational Psychologist	John Urbano
Sessional Psychologist	Kerrie Clarke
Sessional Psychologist	Mike Warner
Sessional Psychologist	Brydie Huggins
Sessional Psychologist	Clare Ivens
Sessional Social Worker	Alys Manguy
Sessional Social Worker	Saskia Hampele
Sessional Social Worker	Liana Harding
Sessional Social Worker	Sahra Mogorovich
Sessional Social Worker	Ainsley Hodgson
Sessional Social Worker	Jody Pederson
Sessional Social Worker	Kimberley Reynolds
Sessional Counsellor	Tabitha Dougall

Fundraising

Corporate Relations Manager	Andrew Cole
Events Manager	Sharon Stynes
Fundraising Manager	Emma Warren-Smith
Fundraising Coordinator	Peta Sullivan
Fundraising Assistant	Ally Pekin

Learning & Development

Head of Learning & Development	Jen Brice
Facilitator/Learning & Development Coordinator	Cade Pentland-Boyce
Learning & Development Advisor	Liana Harding
Learning & Development Advisor/Program Manager	Saskia Hampele
Senior Learning & Development Facilitator	Tom Harkin
Senior Facilitator/ Crew Mentor	Glen Christie

NSW

Events Manager	Kate Burns
Psychologist	Amelia Frid
Facilitator	Sasha Lawrence
Facilitator	Claire Pilley

Operations (Finance, Administration, People & Culture, Brand & Communications)

Financial Controller	Ranko Vukomanovic
Finance Assistant	Diane Gultom
Receptionist	Erin Green
Brand Visual Identity Manager	Erin Schliebs
Senior Manager, Video Production	Mika Tran
Head of People and Culture	Emma Hodgson
HR Coordinator	Chloe Gibb

New Staff

In 2010, the number of professional staff grew and our organisational structure evolved to support Reach's continual growth and sustainability. Specifically, a number of senior professionals were recruited from October 2010, bringing into the organisation new skills and capabilities which will enable Reach to deliver its strategic vision over the coming years.

Cecily Schwab General Manager, Services

Cecily is a Clinical Psychologist with several years experience in acute private psychiatry and private practice, and over 10 years experience in commercial roles in the public and private sectors. She is a Member of the Australian Psychological Society and its College of Clinical Psychologists and holds an MBA from Melbourne Business School.

Cecily's responsibilities include leadership of the integrated Services Team, promotion of a culture of service excellence and increased stakeholder engagement, and services growth based on a highly efficient and effective program delivery model.

Susanne Williamson General Manager, Fundraising

Susanne is experienced across a broad portfolio of fundraising programs and has more than a decade of experience in the non-profit sector, with a successful track record at the Victorian Arts Centre and Juvenile Diabetes Research Foundation. Susanne is one of only 20 Certified Fundraising Executives in Victoria and is highly regarded for her capabilities in stewarding major donors.

Susanne is responsible for Reach's organisation-wide fundraising activities, including events.

Kathy Hoyt General Manager, New South Wales

Kathy has extensive experience with start-up businesses and is a highly experienced General Manager with a passion for growing organisations with a social purpose. Kathy has an excellent track record of working with stakeholders to clarify mission and vision, develop strategies and build capability to achieve success. Kathy joined Reach from Social Ventures Australia.

Kathy is responsible for expanding Reach in NSW in accordance with the strategy, overseeing the team of dedicated Crew and staff and developing relationships with key external stakeholders.

Emma Hodgson Head of People & Culture

Emma has a long history of executive coaching, developing people at all levels personally and professionally to reach their potential. Her corporate background is in professional services where she led in the fields of leadership development and cultural change in Europe and Australia.

Emma works closely with the CEO and Leadership Team to deliver on the strategic vision of empowering our people and creating an aligned culture as the organisation grows and evolves.





Our Volunteers and Supporters

Reach is fortunate to have a great bunch of dedicated and passionate Volunteers and Supporters. These people freely provide their time and skills to support Reach in a range of areas including office administration, event committees and program support.

Volunteers

In 2010, 252 Volunteers from 18 individual corporate partners were involved in supporting Reach programs and events. Additionally, permanent office Volunteers generously assisted Reach staff with administration and logistics, giving in excess of 80 hours of their time.

Volunteers are interviewed, screened, coordinated and engaged by our Volunteers Manager. Often our ongoing Volunteers are employees of our corporate partners who initially experience Reach through corporate Volunteering opportunities and choose to become more involved.

Supporters

In 2010, 16 Supporters contributed over 1,300 hours of their time Volunteering in programs. Supporters are our long-term Volunteers who've been specially selected and trained to provide logistic support to Crew during programs. By participating in programs just like the young people and sharing their life experiences, Supporters encourage participants to get the most out of programs. Supporters serve as great role models to both participants and Crew.

Our Spirit Guardians

The peer-elected Spirit Guardian group is made up of currently active Crew, staff and alumni. The Spirit Guardians are active guardians of the wellbeing and culture of Reach. They exist to provide mentoring and guidance to all Reach people, and to support activities that ensure the essence of Reach remains intact.

The group was first formed in early 2010 and currently consists of the following members:

Sam Cavanagh	Reach Alumni
Mika Tran	Reach Alumni
Dain Fay	Reach Crew - Community & Schools Engagement Facilitator
Kayne Tremills	Reach Alumni
Tom Bell	Reach Crew - Senior Facilitator
Tom Harkin	Reach Crew - Senior Learning & Development Facilitator
Emeli Paulo	Reach Crew - Senior Facilitator
Rebecca Minichilli	Former Reach Staff

Our Culture and Engagement

Every year, Reach conducts an annual cultural survey and associated focus groups to measure engagement and Reach's cultural vitality. This survey measured the key themes (below) that were identified as priority areas by previous cultural surveys conducted over the past four years:

- Engagement
- Core values
- Information and communication
- Goals and objectives
- Support

In 2010, the survey and focus groups produced the following positive results including:

- Reach people maintain a strong preference to continue their connection with Reach (7% increase from 2009 results)
- Reach people believe their personal values are aligned with Reach's values
- Reach people think working at Reach is like being part of a team
- Reach people feel energised to provide an exceptional experience to the young people who participate in Reach programs
- Reach people believe they have sufficient involvement in decisions that affect them directly at Reach
- Reach people feel they receive recognition for good work and are encouraged through praise

The areas identified for improvement included:

- Create an environment which endorses and maintains work-life balance for Reach people
- Consistently communicate Reach's 5-year vision and goals to all Reach people
- Establish a comprehensive professional development program for staff
- Create more opportunities for Reach people's suggestions and recommendations to lead to organisational change

The CEO and Leadership Team are committed to working closely with Reach people to ensure we continue to build on our strengths and effectively address the areas of improvement identified by staff and Crew. For instance, a whole of organisation 'Culture Day' is planned to take place early in the year, and a number of other initiatives are already underway in response to these suggested areas of improvement. A cultural survey and further focus groups are planned for mid 2011 to measure progress.

In 2010 the CEO, Leadership Team, staff and Crew took action to make improvements to the culture, in response to the results of the 2009 culture survey. Suggestions for improvements and associated actions are provided below:

Areas for Improvement	Actions Taken
More involvement by staff and Crew in decision making	<ul style="list-style-type: none"> ■ Crew invited to participate in the 'Program Selection Process' (in which Crew are allocated to program roles) ■ Regular communication about leadership decisions and rationale was provided to Reach people
Participant comments and recommendations leading to changes at Reach	<ul style="list-style-type: none"> ■ Survey distributed to all Reach stakeholders requesting feedback about organisation's strategic direction. Responses provided key insights that were then considered as part of Reach's strategic review process. ■ The Education Consultative Committee established to improve the communication and implementation of feedback from education stakeholders ■ Improved processes for gathering participant data that can be accessed to engage participants and collect feedback
Communication with both internal and external stakeholder	<ul style="list-style-type: none"> ■ The creation of a new role, General Manager, Business and Communications and Brand and Communications functional area ■ The implementation of a communication strategy, including regular communication via a range of channels ■ Improvements to the Reach website and increased use of social networking as a communication tool ■ Improved communication and collaboration within and between Reach teams ■ Delivery of coaching training to key Crew and staff to ensure Reach people are developing the capability to coach and mentor. This improves internal communication and ensures that Reach people are able to continue to be coached and mentored.
Acknowledging that ignoring the core values leads to consequences	<ul style="list-style-type: none"> ■ Formation of the Spirit Guardian group to ensure the wellbeing of Reach people and culture of Reach is maintained ■ Further integration of the program commitment contracts for Crew delivering programs ■ Program performance reviews implemented for Program Managers to improve accountability ■ Crew mentoring incorporating development planning and discussions relating to personal and professional values



A special thanks to People Measures for conducting the pulse check survey and focus groups.



“

98% of Reach people
said they had a strong
preference to continue their
connection with Reach

”





Mr Don McArdy Chairman (Appointed March 2011)



Mr Bill Ranken Director



Ms Renee Roberts Director



Mr Jim Stynes Non-Executive Director & Co-Founder



Mr Geoff Roberts Director



Mr Paul Brashler Chairman (February 2007 - March 2011)



Ms Michelle McQuaid Director

the board

Reach's Board is a group of highly successful professionals and business leaders who volunteer their time to the governance and strategic direction of Reach.

Reach Board

The Board meet at regular intervals throughout the year. Individual members also contribute their time mentoring staff and Crew, volunteering at programs and as members of board subcommittees.

Directors

The following people are Directors of Reach at the date of this report:

- Mr D McLardy (Appointed Chairman March 2011)
- Mr P Brasher (Chairman from February 2007 - March 2011)
- Mr J Stynes (Non-Executive Director)
- Ms M McQuaid
- Mr B Ranken
- Mr G Roberts
- Ms R Roberts

Don McLardy (Appointed Chairman March 2011) Dip FS (Broking), QPIB

Don began his insurance career at OAMPS Limited where, over a period of 17 years, he held many roles culminating in Managing Director of Australian Operations. In 1996, Don left OAMPS to establish his own company, Don McLardy & Associates. After merging with McShane Business Services in 2007, Don and Mike McShane grew the business to become an independent broker, and Authorised Representative of Empire Insurance Services Limited. McLardy McShane is a proud and dedicated supporter of The Reach Foundation.

Don is a passionate Demons supporter and Vice President of the Melbourne Football Club. Together with Jim Stynes, he is committed to re-establishing the club as a driving force on and off the field.

Paul Brasher (Chairman from February 2007 to March 2011) B.Econ (Hons) (Monash), FCA, MAICD

Paul Brasher has been a director since May 2004, and was appointed Chairman in February 2007. He is a member of, and previously Chaired, the Board Audit & Risk Subcommittee. Paul will step down from the Board in March 2011.

Paul is Director of Perpetual Limited and a member of the Australian Institute of Company Directors and is a member of the Board of the Victorian Arts Centre Trust and Incitec Pivot Limited.

Bill Ranken

B.A. (ANU), Grad. Dip. Applied Finance and Investment (FINSIA), MAICD, F Fin, MSDIA

Bill Ranken was appointed a Director of Reach in January 2007. He is Chairman of The Reach Dreams Foundation Board of Governors, was inaugural Chairman of the Reach DreamCatcher Program Steering Committee, was a member of the Reach Crew's Mali Initiative project team, and is a Reach Supporter helping Reach Crew to deliver programs.

Bill is a director of Hyne and Son, a privately owned timber and timber products company, a member of the Council of Geelong Grammar School, Chairman of The Geelong Grammar Foundation, and is a member of the Finance Committee of Carey Grammar School. Bill is a member of the Australian Institute of Company Directors, a Fellow of the Financial Services Institute of Australia and a Master Stockbroker of The Stockbrokers Association of Australia.

Renee Roberts

BBus, MAppFin, CPFP, GAICD, SFFinsia, WCLP

Renee Roberts has been a Director of Reach since December 2007. She is the Chair of the Board Audit & Risk Subcommittee.

Renee is a Non-Executive Director of Cash Services Australia Pty Ltd, a Fellow of the Williamson Community Leadership Program, a Senior Fellow of Finsia (Financial Services Institute of Australasia) and Graduate of the Australian Institute of Company Directors. Renee is a General Manager with the National Australia Bank and has a 25 year career in the Financial Services industry across several countries.

Michelle McQuaid MAPP

Michelle McQuaid is an Executive Director with PricewaterhouseCoopers (PwC). She was appointed a Director of Reach in September 2009 and is a member of the Board Talent & Remuneration Subcommittee.

In between assisting PwC in strategy, branding and culture projects in Australia and around the world, Michelle McQuaid is embarking on her PhD studies in "Organisational Play" following the completion of her Masters in Applied Positive Psychology with Martin Seligman at the University of Pennsylvania. Passionate about how the theories and applications of positive psychology can be applied in the workplace and in schools to create thriving organisations, Michelle is regularly invited to share her experiences as a speaker for conferences and media outlets around the world.

Geoff Roberts

BComm (Melbourne), FCA, FAICD, Exec MBA, AGSM

Geoff commenced with AXA APH in May 2004 as the Group Chief Financial Officer for Australia, New Zealand and Asia (until its sale to AMP in March 2011). He was appointed a Director of Reach in September 2009. Geoff is a member of the Board Audit & Risk and Talent & Remuneration Subcommittees.

Geoff's role at AXA included responsibility for all statutory and management reporting, capital and treasury management, mergers and acquisitions, actuarial, legal, risk management including compliance, taxation, investor relations and corporate affairs for Australia and New Zealand and eight Asian countries.

Geoff joined AXA from Deloitte where he was the Lead Consulting Partner for the National Financial Services Industry Group, a member of the National Board of Directors and was a Deputy to the Managing Partner in Victoria. Geoff was an Honorary Board Member of Vision Australia for five years.

Jim Stynes OAM

B.Ed., Dip. Youth Work, Victorian of the Year 2003, Churchill Fellow 2007

Jim Stynes, well known for his distinguished Australian Rules football career, co-founded Reach with Australian film director, Paul Currie, in 1994. He has devoted much of his life off the football field to inspiring Australian youth. Through his hands-on work with a variety of leadership initiatives and mentoring programs, he has helped hundreds of thousands of young people realise their dreams. Jim is President of the Melbourne Football Club.

Corporate Governance

The Reach Foundation's Board of Directors is responsible for the governance and strategic direction of the organisation. The Board is comprised of directors with a broad range of business, institutional and governance experience. They apply judgment and accountability standards to ensure the operations and affairs of Reach are managed and delivered to the expectations of our stakeholders, including funding partners and the general community.

They provide guidance to ensure that Reach's work has the greatest possible impact on the lives of young people and that donated funds are used as effectively as possible. Through the Talent & Remuneration Subcommittee, the Board review and approve remuneration for new and existing staff. Through the Audit & Risk Subcommittee they assess and manage risk and ensure the long term financial sustainability of the organisation. The Reach Foundation maintains the highest standards of professionalism and corporate ethics.

Specific functions of the Board:

- Ensure compliance with laws and policies
- Provide strategic direction
- Approve senior staff positions
- Appoint and evaluate the performance of the Chief Executive Officer
- Approve and monitor the annual budget
- Ensure adequate risk management

The Board of Directors' roles and responsibilities are governed by a comprehensive Board Charter which may be obtained upon request. Operational management is the responsibility of the Chief Executive Officer, with powers, discretions and delegations as authorised by the Board. The Board is responsible for ensuring the Chief Executive Officer and Leadership Team is able to meet this responsibility.

Talent & Remuneration Subcommittee

There was one Talent & Remuneration Subcommittee meeting held during 2010. Additionally, the Board Chairman and this Subcommittee met regularly regarding talent remuneration and proposed remuneration for all new hires and reviews for existing staff. Membership includes Director, Michelle McQuaid; Director, Geoff Roberts; Head of People and Culture, Emma Hodgson; and CEO Gordon Lefevre.

Audit & Risk Subcommittee

There was one Audit & Risk Subcommittee meeting held during 2010. Director, Renee Roberts, is Chair of this Subcommittee and other members include Director, Geoff Roberts and Chairman, Paul Brasher.



fun & fundraising events



Every year, Reach delivers a variety of highly entertaining and energetic fundraising events. They're a regular feature of many people's social calendars; not only because they're a great experience, but it's through these events people can get involved or stay connected with Reach.

Reach Events

Our events help raise the funds that support and sustain our work with young people. In 2010 we experienced our biggest year on record, with over 3,500 people attending our fundraising events. A range of organisations and volunteers make our events a success every year, through their contribution of time, energy, sponsorship and in-kind support.

Major Events

Camp Maasai, VIC & NSW

\$129,945 raised

In 2010, Camp Maasai was run in both Victoria and New South Wales. Both camps were special weekends for participants, with new and amazing friendships built and life-changing moments for many. The aim of Camp Maasai is to bring young people and corporate Australia together for an experience that promotes understanding and provides support to the next generation of Australian leaders. Camp Maasai provides senior business leaders with a once in a lifetime personal development opportunity they will not find anywhere else, whilst making a financial contribution to support Reach's work with young people.

The Annual Reach Ball, Melbourne

\$126,339 raised

Reach turned 16 in 2010 and to celebrate, we invited you to be our date for the Prom. Over 800 guests dressed up in their best 1980s taffeta dresses, velvet suits and bow ties, dancing the night away to classics from Big City Beat.

A special thank you to Brig and Lehmo from Mix 101.1, the Reach Ball committee and our very generous sponsors of the night: ABT, Lion Nathan, Jeanswest, John Frieda Collection, Cadbury, Schweppes, Crown, MJ Printing, P J O'Brien's, oOh! Media, Beaspoke Safety and Dal Zotto Wines.

Breakfast with the Stars, Melbourne

\$170,280 raised

This year's Breakfast with the Stars was another unforgettable morning of celebration and connection. Host Jules Lund made everyone feel welcome and Jim Stynes spoke from the heart about his continuing journey with cancer, and as always, was an inspiration to all.

Breakfast with the Stars is unlike any other business breakfast event - guests are asked to step out of their ordinary 'business' world and invited to take a moment to reflect on their lives. Often people already connected with Reach invite

those unfamiliar with the organisation along to share in this experience and to better understand the positive impact of Reach in the lives of young Australians.

Breakfast with the Stars is sponsored by Bank of America Merrill Lynch and supported by JM Financial Group. A special thank you to the 2010 Breakfast Committee and all the event sponsors: Bank of America Merrill Lynch, JM Financial Group, ABT, MJ Printing, Crown, Staging Connections, Beaspoke Safety for their ongoing, generous support.

Breakfast with the Stars, Sydney

\$87,021 raised

Following the success of our very first major event in Sydney last year, we ran another Breakfast with the Stars in Sydney, in 2010. Hosted by former Reach Crew member, Kayne Tremills (TV host on ABC3), 450 guests were introduced or reconnected to the vision and work of Reach in New South Wales.

Great big thanks go to hosts Kayne Tremills and Emeli Paulo and special thanks to our major sponsors: IAA and Austbrokers and our supporting sponsors: Four Seasons Sydney, ABT & MJ Printing, and the Breakfast Committee for their huge support.

Other Events

Grand Final Eve Ladies Lunch

\$13,542 raised for Reach/ \$18,000 raised for the Mali Initiative

As usual, the Grand Final Eve Ladies Lunch was a sell-out, with 350 women packing into the Atlantic, Docklands for an event full of fun and hilarity. Proceeds from the day support the Mali Initiative; an organisation established by Reach Crew member, Elise Klein, and supported by a passionate group of younger Crew.

A huge thank you to the committee and our very generous sponsors: Jeanswest, Tyrrell's Wine, M&A, DFO and Beaspoke Safety.

Shooting Star Awards Night

Shooting Star Award Winner: Joe Marino

Accredited Facilitators: Ash Maher, Sasha Lawrence, Claire Pilley, Steve Young, Kieran Christopherson

Each October the Shooting Star Award Night honours those who contribute to the success of Reach and celebrates the newly accredited Facilitators and Crew. Hundreds of Reach funders, supporters, volunteers, staff, Crew, family and friends gather at the Dream Factory for this special event.

The Shooting Star Award acknowledges an individual or individuals for their ongoing support behind the scenes.

This year the award went to Joe Marino from KFC who has been a supporter for over 10 years. Joe's contribution and dedication to Reach extends to being active on Reach committees, fundraising through KFC stores and facilitating the partnership between Reach and KFC.

Special thanks to Bank of America Merrill Lynch for supporting this event.

GALA Ball

\$33,705 raised

In August 2010, 350 guests of the independent Grocery & Liquor Industry Association (GALA), came to the Friday the 13th GALA ball to celebrate their achievements.

Reach would like to offer a huge thank you to the GALA Committee, Darren James from 3AW, MGA, Lion Nathan, IBA and Elikon Printing for their ongoing and generous support.

Golf Days

\$101,156 raised

Each year a number of our partners are kind enough to run golf days, with the proceeds going to Reach. In 2010 IAA, McLardy McShane, Colliers International and GALA ran very successful golf days raising money and promoting Reach through their networks. GALA also ran their first golf day in Sydney, donating the funds to Reach.

Reach the Summit

\$21,500 raised for Reach

Helping Hand Group has been running the silent auction at our events for over 10 years and hosted their very first fundraising event for Reach and 'Climbing for a Cause' in Sydney this year. With over 200 people in attendance, this event was also an important awareness-raiser for Reach's work in New South Wales.

Special thanks to Richard Ernster, Rebecca Wolfe and the team at Helping Hand for all their hard work and generous ongoing support.

McLardy McShane Reach Christmas Lunch

\$123,000 raised

In December 2010, McLardy McShane Insurance and Financial Services hosted the second Annual Reach Christmas Lunch, with over 600 excited guests filling Peninsula at Atlantic. Insurance personnel, clients and associates of McLardy McShane came along and were entertained by MC Billy Brownless, and motivated by speakers including Russel Howcroft and Jim Stynes. The two mini-buses that were

purchased from the proceeds of last year's lunch were on show, and are used throughout the year to take a number of Don McLardy's clients to see the work we do at Heroes Days.

Special thanks to Alecia Mustey and the Lunch Committee for organising this wonderful day, and to all guests and insurance personnel who attended.

Event Partners

- Atlantic Group (v)
- Austbrokers
- Australian Business Theatre (ABT)
- Bank of America Merrill Lynch
- Beaspoke Safety
- Cadbury
- Crown
- Dal Zotto Wines
- Helping Hand Group
- IAA
- Jeanswest
- JM Financial Group
- John Frieda Collections
- Lion Nathan
- LX Productions
- McLardy McShane
- MJ Printing
- oOh! Media
- P J O'Brien's
- Schweppes
- Tyrrell's Wine



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It is rare to come across an opportunity to experience something that is truly life changing. Camp Maasai was such an experience...it's a chance to impact the lives of young people and to impact your own.

Ian Heraud, Director and Principal, Shadforth Financial Group

”

fund
ers

“

Reach, you have
changed my world and
every moment is now
a defining moment

Emma Majoor, Group Human Resources Manager, Retzos Group

”

The generosity of Reach's funding partners ensure that we can continue to deliver programs that make a positive impact in the lives of 57,000 young Australians each year.

Reach Funders

In 2010, Reach received ongoing financial and in-kind support from a range of individuals, small businesses, trusts, foundations, Commonwealth and State Government departments, and some of Australia's largest public companies.

In addition to supporting Reach financially, these organisations also provide volunteers at programs, corporate participants for Camp Maasai and promotion and attendance at our key events, such as the Annual Ball and the Breakfast with the Stars. Many also provide vital in-kind services including legal support, design and insurance. We also engage staff members from across our partner organisations through Reach workshops run by our Crew.

The loyalty, generosity and support of our funding partners is deeply appreciated and essential to the ongoing growth and success of Reach.

Commonwealth Department of Education, Employment and Workplace Relations

In June 2010 Reach entered into a major partnership with the Commonwealth Government through a funding grant from the Department of Education, Employment and Workplace Relations (DEEWR). The grant funds a national strategic project by Reach to deliver our preventative programs to more young people and teachers nationally.

PFD Food Services

PFD is our biggest financial supporter and funds our Rookys program for primary school students. In 2010 we ran 360 Rookys workshops Australia wide for over 11,000 primary school children. In addition, PFD provides volunteering support, staff donations for programs and in kind support for our Reach events across the year.

National Australia Bank

NAB is our DreamCatcher program partner; fully funding DreamCatcher and providing an employee on full-time secondment to run the program from our Reach office. NAB also assists with volunteers, events and booking our Reach Dream Factory for workshops. Senior NAB managers have attended our Camp Maasai and contracted Reach Crew to run workshops for their NAB teams.

AXA Foundation

The AXA Foundation funds Reach's Program Champions. This enables AXA to have a significant impact across all Reach programs and in turn support young people in all states of Australia. AXA's Hearts in Action program provides volunteers for Reach programs and AXA employees contribute through workplace giving.

Wilson HTM

The Wilson HTM Foundation provides financial and strategic support for our programs in New South Wales and Queensland. Wilson HTM has supported Reach since 2004 and has been crucial to our success and expansion in NSW and nationally.

Mazda Foundation

The Mazda Foundation has supported Reach since 2004 and currently funds our Finding Heroes and Leadership Day workshops in New South Wales. Mazda Australia also provides two Mazda cars for Reach. These vehicles are used by Reach Crew to travel safely and deliver programs across Victoria and New South Wales.

BHP Billiton

BHP Billiton has supported Reach since 2004 and currently funds our Crew Leadership Development program. BHPB has also funded our work with remote communities in Queensland, South Australia and Tasmania. BHPB has most recently supported Reach programs to expand into the Wollongong area (NSW).

KFC

KFC has supported Reach since 2000. KFC Franchisee owners support our Heroes Days across Melbourne and Geelong, both financially and with in-kind support, as well as providing work experience opportunities for participants. KFC people also support our Annual Ball and Camp Maasai. We are also now working with KFC in New South Wales.

Jeanswest

Jeanswest funds Reach programs on a national basis. Jeanswest's network of over 200 stores offers a diverse range of support for Reach, including volunteering and prizes for events and programs, products for young participants, PR and cause-related marketing initiatives. Jeanswest also offers Reach Crew work experience opportunities.

PricewaterhouseCoopers (PwC)

The PwC Foundation supports Heroes Days, through staff giving and volunteering. PwC support extends to skilled volunteering and capacity building programs; offering professional and strategic services. PwC partners also support key Reach events; Breakfast with the Stars and Camp Maasai, in both New South Wales and Victoria, and engage Reach Crew to facilitate sessions for PwC's Young Leadership Team.

Insurance Advisernet Australia (IAA) & Austbrokers

Insurance Advisernet Australia (IAA) and Austbrokers financially support Reach programs and events in New South Wales. IAA offers insurance cover, strategic support and volunteers for our activities in New South Wales. IAA and Austbrokers were our Sydney Breakfast sponsor in 2010.

JP Morgan

Through its charitable foundation, JP Morgan financially supports our programs for education professionals and secondary school students. JP Morgan staff in Melbourne and Sydney also support Reach by attending events, staff fundraising and connecting Reach with schools.

McLardy McShane Insurance & Financial Services

McLardy McShane generate funds for Reach through their own events; the McLardy McShane golf day and Christmas lunch. McLardy McShane also attend Reach events with a focus on Camp Maasai, Victoria. The Directors support Reach with insurance needs and promote the work of Reach through their network of corporate contacts.

Bank of America Merrill Lynch

Bank of America Merrill Lynch is our naming rights sponsor for the Breakfast with the Stars, Melbourne and the Shooting Star Award night. They also financially support Reach programs.

Grocery & Liquor Industry Association (GALA)

GALA generates funds for Reach through their annual ball and golf day. These funds support our team of social workers and psychologists, and Reach programs.

IGA

Through its Community Chest Program, IGA and its store-owners provide funding for Heroes Days and the Reach / IGA Leadership Weekend Away.

BlackRock

BlackRock has been a long term supporter and funding partner of Reach. BlackRock's valuable contribution directly supports Reach's Fused Workshops and our Leadership Development Program. BlackRock also provides corporate volunteers for Reach programs and events.

Coast to Coast Earth Moving

The Directors of Coast to Coast Earth Moving support Reach to deliver programs in Queensland. They generously provide both financial and practical support for our Crew when in Brisbane and on the Gold Coast.

JM Financial Group

JM Financial Group is a financial supporter of our events and a sponsor of the Breakfast with the Stars, Melbourne.

Middletons Lawyers

Middletons have generously been providing Reach with high quality pro-bono legal services for over 10 years.

TAC

TAC has continued to assist Reach in developing our teacher training Finding Heroes program and its Consultative Committee, ensuring the quality and relevance of this program.

Trust and Foundation Funders

- The Jack Brockhoff Foundation
- The Greenlight Foundation
- The Danks Trust
- Equity Trustees
- The Marian & EH Flack Trust
- The Lord Mayor's Charitable Foundation
- Mazda Foundation
- Perpetual Trustees
- The Ranworth Trust
- John T Reid Charitable Trusts
- Trust Company
- The William Angliss (Victoria) Charitable Fund
- Zig Inge Foundation

Government Funders

- Commonwealth Department of Employment, Education and Workplace Relations
- Victoria Department of Education and Early Childhood Development
- Victoria Department of Planning and Community Development
- Victorian Department of Health

Communication Partners

- DDB
- Blick Creative
- ABT
- Collier & Associates
- Print Media Group
- Copyworld
- MJ Printing
- oOh!media
- Chisholm and Harper

We would also like to thank the following companies and individuals for their valuable support of Reach: Outward Bound, Sherry Strong, Kosta Drakos finance company, Sound Debt Reduction, Melbourne Art Therapy, John Urbano and Kate James.

The Reach Dream Factory

The Dream Factory in Collingwood, Victoria is Reach's head office. Sue and Geoff Harris (a founding Director of Flight Centre Limited) are proud to have donated the use of this building as a celebration of their belief in young people and their ability to achieve their dreams.

The building's leasing value has been independently estimated at more than \$280,000 annually but thanks to the generosity of the Harris Family Foundation, Reach operates from the Dream Factory on a peppercorn lease arrangement of \$5 annually. This has, and continues to be, of enormous benefit for Reach - for this we are most appreciative and would like to thank Geoff and his family.

The design of the Reach Foundation 2010 Annual Report has been proudly provided by Blick Creative
www.blickcreative.com.au



The printing has been proudly provided by the
Print Media Group www.pmg.com.au



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tourists
directions

The Reach Dreams Foundation was established under a separate charter and is overseen by its own Board of Governors. It aims to augment the fundraising initiatives of Reach, keep in touch with supporters and channel their donations into activities which support the sustainability of Reach

The Reach Dreams Foundation

By 31 December 2010, \$874,530 had been pledged by supporters and \$436,000 of this had been received in cash. Together with \$585,777 allocated from Reach's reserves and \$65,425 of interest earned on money held in term deposit, The Reach Dreams Foundation had \$1.087 million accumulated to support and sustain Reach in future years.

During 2010, \$155,300 was received in cash from new and existing supporters. These funds are dedicated to support the initiatives outlined below. \$48,129 was interest earned on money held in term deposit.

The aggregate of these amounts, \$203,429, is governed within The Reach Dreams Foundation and \$82,884 has been used as at 31 December 2010. The remainder will be used to support the sustainability of the organisation as follows:

1. \$213,146 held in the RDF Programs reserve to provide funding directly towards running of programs and the administration of these programs.
2. \$113,032 held in the RDF Project & Building reserve to provide funding for various projects including purchase of property, capital projects, infrastructure, program research and evaluation, program development and other Reach projects.
3. \$678,140 held in the RDF Future Fund. This is an endowment fund which holds a corpus to underpin the sustainability, development and future growth of The Reach Foundation. Earnings on corpus are used to support program activities.

The Reach Dreams Foundation Governors include:

- Bill Ranken (Chair of The Reach Dreams Foundation)
- Jim Stynes
- Glenn Barnes
- Don McLardy
- Geoff Roberts
- Gordon Lefevre
- Emma Warren-Smith (Executive Officer)

The Reach Dreams Foundation has a number of different member levels (Annual Star, Shining Star, 5 Star, Super Star, Mega Star, 50 Star and Dreams Star) and allows all members to direct their pledge donation to one of three areas:

- **The Reach Future Fund** – This is an endowment fund which holds a corpus to underpin the sustainability, development and future growth of The Reach Foundation. Earnings on corpus are used to support program activities.
- **The Reach Buildings and Projects Fund** – This fund provides funding for various projects including purchase of property, capital projects, infrastructure, program research and evaluation, program development and other Reach projects.
- **The Reach Programs Fund** – This fund provides funding directly towards running of programs and the administration of these programs.

The Governors and Reach Board would like to thank and acknowledge the following supporters of The Reach Dreams Foundation:

Dreams Star (\$100,000)

- The Brasher Family Foundation
- The Harris Family Foundation
- Chris Pierlot

50 Star (\$50,000)

- Glenn & Sandy Barnes

Mega Star (\$20,000)

- Peter Collins
- Bill Ranken
- Willjo Pty Ltd

Super Star (\$10,000)

- Bennison Mackinnon Carmichael
- Iain Carmichael
- Timothy Cox
- Robert & Barbara Dalziel
- Michael O'Neill
- Geoff Roberts

5 Star (\$5,000)

- Jennifer Hutchinson
- Robert Kus
- Don Maloney
- John Murphy
- Andrew Pearce
- Matthew Ricker
- Andre Roberts
- Marco Rosse
- Robert Santamaria
- Jim Stynes
- Marjan Symington
- Wendy Thorpe

Shining Star (\$2,000)

- Tamsin Brame
- Brian Bull
- Mark & Margaret Burrowes
- Ian Cameron
- Peter & Tracey Cooper
- Mark Hooper
- Natalie Howard
- Brian Jamieson
- Sharon Landy
- Gordon Lefevre
- Rick McLean
- Andy Penn
- Peter & Renee Roberts
- Steven Rode
- Jonathan Scales
- Merran Schoeffel
- Kerry Smith
- DJ Wear & Associates Pty Ltd
- Catherine Whitaker
- Craig Drummond
- Callum Burns



open book project

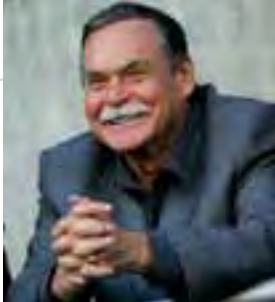
we were all teenagers once

The Open Book Project

Reach's first national major awareness and fundraising campaign, the Open Book Project, will be launched on St Patrick's Day, 2011.

The Open Book Project aims to show today's teenagers that they're not alone. By calling on people over 18 to share a page of their teenage diary, today's teenagers will know that, no matter where life takes you, there are similar things we all experience when growing up. We think it's a courageous act that will make a big difference in the lives of Australian teenagers, by supporting them to thrive.

By uploading entries to the project's website **www.theopenbookproject.com**, checking out the celebrity entries, and making a donation, the campaign will raise awareness and financial support for Reach. Reach relies on the generous support of sponsors and the general public to continue to make a positive impact in the lives of young Australians. Funds from the Open Book Project will ensure Reach's important work can continue in schools and communities around Australia.



Ron Barassi ALF Legend

Courtesy Fairfax Photos

GOT A ROAST FROM DICK TODAY. I'M GOING TO HAVE TO
PULL MY SOCKS UP BECAUSE I'M LETTING MUM DOWN.
SHE'S WORKING HER BUTT OFF AND I HAVEN'T BEEN PULLING
MY WEIGHT. NEED TO SPEND LESS TIME DOWN IN THE REC
ROOM PLAYING TABLE TENNIS AND CHESS AND MORE TIME
WITH THE BOOKS.



Livinia Nixon Television Presenter

13.8.91
Well, I guess it was too good
too last, eh? Mum's selling
the house and now I have to
go and live with Dad. There's
nothing wrong with that except
that it's so far away from
school, my friends, Nick and Tok.
PLUS Dad is so strict that he
won't let me out anywhere.
Mum told me she was moving
to the country but I thought she'd
grow out of it.
We are going to grow so far
apart, I'm never going to see her.
I HATE CHANGES
See, now I'm crying again.



Kate Ceberano Singer

June 14, Monday

Just got kicked out of school. Told my maths teacher he was a perve (caught cheating with answers all up my thighs), he said I pay too much attention to boys and not enough attention to school. I said that's because school sucks.

I didn't really mean it. My heart was beating and I cried at the principles office. I wanted to ~~stay~~^{say} to her that I kinda like school and I also like my teachers but I can't sit still. I would like to stay but she doesn't want me there.

Also, can't see from the back of the class. Too scared to tell I can't see... literally. I have to cheat from my friend coz she lets me and I don't have to tell anyone that I'm blind as a bat.

walked home.

have to tell mum and dad. gonna have to get a job.

I'm 14 and I'm out of school.



Cathy Freeman Former Olympic Gold Medallist

Courtesy Fairfax Photos

Arriving at the village is an overwhelming experience. I can't believe how many people are staying here in the village. The sights and sounds are amazing. People from all over the world are here. At my first team meeting I was so nervous and excited. I couldn't believe I was a part of the Australian Athletics team. The biggest thrill is that I am in the same team as my idol Debbie Flintoff-King. It is just 2 yrs ago that I watched her win Gold in Seoul. I hardly know anyone so it is a little bit daunting. I know it will be easier when the competition starts.

The village is like a giant supermarket and everything is free. It's like a big party. Athletics doesn't start until the second week, so I know I have to stay focused and calm.

thank you



“

Reach has given me so much belief in myself and who I am. Now I feel limitless. I could do anything!

Mark, 14

”





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