



THE

REACH

FOUNDATION

2014

**Welcome to the Reach 2014 Annual Report.
We hope you enjoy this presentation of our
activities and results for the past year.**

These results were only possible because of the generosity of our valued supporters. These include our community supporters, partner organisations, schools, wellbeing professionals and all our funders – ranging from individual donors to community fundraisers, government and corporate supporters, trusts and foundations.

THANK YOUS

We're incredibly grateful for the overwhelming generosity of the Australian community in assisting Reach to support young people to get the most out of life. In 2014, hundreds of individuals, businesses, schools and community organisations showed they care by donating their time, energy, products and funds.

Thank you to our people, participants and supporters for featuring in the many images and stories contained within this report.



04	ABOUT REACH
08	A NOTE FROM OUR CHAIR & CEO A Note from our Crew Leadership Team
12	YEAR AT A GLANCE
14	AUSTRALIAN YOUTH - THE FACTS Reach Methodology & Theory of Change Program Logic Model Evidence of Outcomes
22	WORKSHOPS 2014 Annual Workshop Overview Our Impact in Schools Our Impact in the Community Highlights of our Government Partnerships Reach's Regional Development Pilot Project in the Hunter Valley
32	2014 // PERFORMANCE OVERVIEW
36	2014 // ACTION PLAN
40	LESSONS FROM THE YEAR
42	ANNUAL FUNDRAISING OVERVIEW How Funds were Raised and Used Fundraising Highlights We Thank You
56	PEOPLE Our Crew Reach Staff Recognition
66	GOVERNANCE Governance Structure Meet our Board Board Meetings and Committees
72	FINANCIAL PERFORMANCE
76	WAYS TO HELP

CONTENTS

Design and Print

Thank you to our creative design partner Blick Creative for designing this report, and our in-kind print partner Print Media for printing our annual reports for the past seven years.



ABOUT REACH

For two decades, Reach has improved the wellbeing of tens of thousands of young people.

Reach was established in 1994 by Jim Styne OAM and Paul Currie.



OUR HISTORY

Reach was established in 1994 by Jim Stynes OAM (AFL Brownlow Medal winner, youth motivator and 2003 Victorian of the Year) and Australian film director Paul Currie. They believed that, too often, the potential of young people was suppressed by fear, anger or hurt.

Their vision was to inspire young people to believe in themselves and get the most out of their lives.

“I truly believe that every person, especially young people, have unlimited potential and that we all have a unique ‘voice’ which wants to be heard. Deep down, behind all the bullshit, we just want to be ourselves, and when young people are given the opportunity to express their real selves they can achieve whatever they want and they can have all the love, happiness and success they require.

Very often this process starts simply by someone believing in them.” – Jim Stynes



Find out more about the history of Reach // reach.org.au/we-are-reach/#history-section

The first workshops were run by Jim and Paul for groups of young people in schools and communities around Victoria. As demand grew, a small team of young and dynamic leaders was established – ‘the crew’ – and tasked with designing and delivering workshops alongside the founders. Soon enough, the crew took over and continued to inspire young people to believe they can achieve, no matter who they are or what their circumstances.

Observing the impacts on the wellbeing of Reach’s young participants, a community of generous individuals and corporate supporters formed to assist in achieving our mission, providing much needed funds, skills, time and energy. This support has continued to be crucial for Reach as we work towards fulfilling our mission and achieving our goals.

Since 1994, Reach has grown beyond Jim’s and Paul’s wildest dreams. We estimate that more than half a million young people from schools and communities across Australia have experienced the benefits of Reach.



OUR VISION

Reach is a for-purpose youth organisation, supporting young people to get the most out of life. We aim to improve the wellbeing of young people so they can be healthy and resilient to meet life’s challenges and thrive.

Our **vision** is that every young person has the support and self-belief they need to fulfill their potential and dare to dream.

Each year, about 30,000 young people experience Reach through our youth-led workshops, which are delivered in schools and communities. This leads to between 40,000 and 50,000 instances of participation per year. We have an ‘everyone is welcome’ policy; Reach is for any young person between 10 and 18 years of age.

Our **mission** is to encourage young people, no matter what their circumstances, to believe they can achieve.

Reach workshops are safe and supportive spaces where teenagers can share stories and experiences honestly. As a result, participants report improvements in wellbeing and self-awareness, and the ability to build deeper, more meaningful connections.

Independent research has found that Reach can improve the wellbeing of young people by significantly enhancing their feelings of meaning and engagement (Vella-Brodick, Rickard & Chin, 2013).

Paul and Jim // 1994



OUR VALUES

Our values guide everything we do.

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

Integrity means aligning our words and actions.

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

Connection means engaging with trust, understanding and vulnerability.

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

Respect means appreciating and valuing people and opportunities.

MEET THE CREW

When we describe Reach as ‘young people inspiring young people’, we’re talking about the crew and everything they do at Reach.

All our workshops are designed and delivered by the Reach crew, which is what makes them so effective. Young people say they can relate to the crew because they speak honestly and openly about their own journey and challenges, and create safe environments where others can do the same. This means our workshops are always relevant and meaningful.

The crew members are all 15–25 years of age, so they get what it’s like to be young. In 2014 there were more than 170 of them across Melbourne and Sydney. As well as designing and running our workshops, the crew are

involved in ongoing training and development, contributing to the leadership of Reach and to the training and mentoring of younger crew members. Many of the young crew members designing and delivering workshops today were not even born when Jim and Paul first started out – testament to the enduring power of ‘young people inspiring young people’.



Meet our crew //
reach.org.au/we-are-reach/reach-people

**“We describe Reach
 as young people
 inspiring young
 people.”**



GRACIE // 21

“ I grew up in a pretty supportive family, but it was clear from an early age that I was never going to be conventional. Even though I was a smart kid, I could never fit in all that much at school and I struggled to find people who accepted me for who I was.

In high school, I was ratty and found it hard to trust anyone. I acted out with drugs and violence, and fell pregnant at 16. After my daughter was born, I decided it was time to stop treating myself like shit. I'd gone along to a Reach program when I was younger, and decided to give it another go.

Reach gave me a lot of clarity around the way I saw myself. Realising that other people could see so much value in me made me want to strive to be able to see that in myself too.

Now I can look at myself in a much more positive light, and accept my unique qualities rather than trying to disown them. I can finally say that I've become someone my daughter can be proud of, and that's all because I changed my perspective and the way I was living my life.

I'm about to move overseas for work, something I never would have imagined was possible for me. After that, I want to become a facilitator at Reach and design workshops for street kids. They get overlooked as being too difficult a lot of the time, but it's just a matter of understanding their perspective and why they are the way they are.”

“Reach has taught me to respect myself, and to be able to see the worth in me that other people could see all along.”

A NOTE FROM OUR CHAIR & CEO

Young people today are not living in the same world as those of 21 years ago, when Reach started.

Teenagers are still trying to successfully navigate the transition from child to adult, from family as their main reference point to that of their peers.



It is a different world now: norms, expectations, technology, environment, demographics, opportunities – they all change the way a young person engages with their adolescent years. We (rightly) need to know about and understand the challenges and issues young people face today, and we have good data readily available from many highly respected and credible sources.

We see and hear about these challenges first hand in our workshops. Our participants want to talk about:

- Family changes, e.g. separating and re-configuring families, leaving home
- Life changes e.g. moving house/town/schools, family member's death/illness
- Stress at school or work
- Pressure from friends, family, teachers and others to act a certain way
- Relationship problems
- Alcohol or drug use
- Body image
- Abuse, bullying (including online) and other forms of violence
- Self-image and identity

When young people come up against these challenges, their response can put them at risk of more serious problems. It goes without saying we need services, approaches and systems to prevent and mitigate these risks.

But that's not the whole story – young people should not be defined by the problems in their life. We must strive to learn about their aspirations, hopes, dreams and ambitions. We must then encourage, enable and support their potential and efforts to achieve them.

This is something young people want to explore and talk about in our workshops. However, the insights are not readily available publically – there are no reliable reports or studies on what our young people aspire to be or hope for their futures; we don't talk about it, we have no public, media or policy conversations about their aspirations and ways we can support them.

Later in 2015, Reach will release the first-ever report into the hopes and dreams of young Australians in an attempt to influence and broaden the general conversation and perspective about young people. Written from a youth perspective, it is an inspiring and exciting snapshot of a desired and deliberate future.

We know that young people today:

- Have a deep appreciation of being a young Australian and have a strong desire to share the benefits
- Place great value on freedom of expression
- Have travel and exploration as their 'Great Australian Dream'
- Embrace social justice
- Hold family and friends central to their happiness and future
- Have strong, informed opinions on the environment
- Know they face challenges and want to address them
- Have a strong sense of hope and empowerment

Reach gives young people an opportunity to develop the skills and self-awareness needed to navigate adolescence. All our programs are designed and delivered by young people – our crew – who are selected and developed in order to be authentic leaders for their peers. They create and design experiences for young people that are engaging, innovative, authentic and very importantly free



of judgment and instruction. Our crew members are positive role models, using their own stories and experiences to create safe spaces where young people can discuss and explore what's really going on for them.

Reach's founding tenet is that all young people have inherent potential, capacity and strengths. Our facilitators help them work this out and create an environment in which they can access and practice these strengths.

So we need to both help young people build the life skills they need to be resilient and safely negotiate the challenges. And equally importantly, encourage and support them to be inspired, to dream and aspire; to envisage the futures they want and to have the self-agency and confidence to build their future.

In the words of a primary school student, after a Reach Rooky's workshop: *"I got to believe in myself and never be afraid to be amazing."*

Geoff Roberts
Chair

Sarah Davies
CEO

A NOTE FROM THE CREW LEADERSHIP TEAM

As part of the evolution of youth leadership within Reach, a more formal structure was created in 2014. The Crew Leadership Team's (CLT) role is to provide formal leadership opportunities for Reach facilitators and as a tangible mechanism to ensure crew leadership across the whole organisation.

As a national team, the CLT was established to further empower our crew through role modelling and advocacy. The CLT represents our spirit of 'young people inspiring young people' across Reach.

The team was formed via a process of peer nomination, with the crew identifying and selecting the individuals they believe are best able to represent their voice through all levels of the organisation.

The first CLT comprised Kieran Christopherson, Paulo Guina, Sarah Perry and Tom Canny. After a fantastic contribution to the project, Paulo and Sarah stepped off the team to pursue their own passions and goals and were replaced by Lucy Fraser and Rochelle Dennis.

The group saw the development of a strong leadership culture through the crew, as well as the creation of new opportunities for people to make a contribution to our cultural space, through:

- Delivery of Tribal Bond – an event that connects all parts of the organisation to each other in both Sydney and Melbourne



- Implementation of a public forum for facilitators-in-training and facilitators to contribute to the ongoing direction of the organisation (The Stoop)
- Ongoing one-on-one mentoring with members of the crew to contribute to their growth and drive within the organisation
- Active involvement in Leadership Team meetings, advocating for the voice of young people on this important decision making platform
- Regular involvement in Board meetings to help convey the culture of the crew and needs of young people
- Ongoing contribution to all Board subcommittees
- Regular collaboration with the CEO to help drive the culture of the organisation.

The structure of the CLT program is in a process of continual improvement as the team seeks to ensure they hear the voice of the crew group and actively contribute to the culture and ethos of Reach.

It's been a pleasure to work alongside so many dedicated and passionate individuals that care so much about what we do, and ultimately the potential of young people.

We look forward to contributing as much as we can to this organisation, so that we can all continue to have a positive impact for many years to come.

With thanks and appreciation,

Kieran Christopherson
For the Crew Leadership Team

WILLS // 18

“ I moved to Sydney from New Zealand when I was nine and found myself struggling with bullying and fitting in at school. I threw myself into my rugby instead, always giving 100% to the sport.

I had a similar mentality with my schoolwork once I got to high school, I was always extremely driven and never did anything half-heartedly. I think I focused so much on school and rugby because I didn't always find it easy to make friends and feel comfortable around my classmates.

In Year 9, we had this guy come and run a Reach workshop at school. All he did was ask a couple of questions, and suddenly the whole year level was opening up. I'd never been encouraged to talk about how I was feeling before. So it was the first time I realised I could talk about that kind of thing without everyone thinking I'm a sook.

I stuck around at Reach because it helped me to realise how much more there is to life than just the superficial details. It's not just about a game of footy. It's the mates that you make afterwards that are really important.

I've also realised that people actually are capable of anything, as long as they are passionate and are willing to work hard. My dream at the moment is to become an orthopaedic surgeon and be able to help people in countries less fortunate than Australia.”

“I want to stick around at Reach to help other young people realise their dreams too.”

YEAR AT A GLANCE



2,247

Hours of young people
inspiring young people

45,055

Instances of participation
across VIC, NSW and the NT

176

Active Crew Members
in VIC and NSW

1,071

Delivered Workshops



97% of Fused participants
said they understood
themselves better



93% of students said the
Leadership Workshop
helped them think of ways
to achieve their goals



89% of students in the Thrive
Workshops said they had a better
understanding of how gender
stereotypes affect the way they
interact with their peers



90% of Finding Heroes
participants said that they
would strongly recommend the
workshops to other teachers
and youth professionals



AUSTRALIAN YOUTH

There are approximately four million young people (aged 12-24 years) living in Australia today. 71% live in the major cities, while 29% reside in regional and remote areas.



THE FACTS

In 2014, young people identified the top three most important issues in Australia as politics and societal values (28.0%), economic and financial matters (27.1%) and alcohol and drugs (23.3%).¹

Youth unemployment

One in five unemployed Australians is a teenager.²

Suicide

Suicide is the biggest killer of young Australians and accounts for the death of more young people than car accidents.³

Education

Across Australia around 30% of 15–19 year olds are not fully engaged in work, school or training.⁴

Access to services

Friends (87.7%) and parents (76.2%) are identified as the top two sources of help for young people.⁵

Internet

72% of young people go online more than once a day.⁶

Mental health disorders

Approximately one in four young people experiences a mental health disorder. The leading causes of personal concern are coping with stress, school or study problems and body image.⁷

Bullying

Cyberbullying 'over a 12 month period' affects about 20% of young Australians aged 8–17 years.⁸

Depression

Anxiety and suicide affect Indigenous young people at a higher rate than non-Indigenous young people.



¹ Mission Australia Youth Survey 2014, p 4

² Brotherhood of St Laurence, 'The Teenage Dream Unravels: Trends in Youth Unemployment' (March 2015)

³ Australian Bureau of Statistics Causes of Death, Australia, 2012 (2014). Underlying Causes of Death (Australia), cat 3303.0 (Table 1.3)

⁴ ABS Education and Work, Australia (May, 2013). Cat. No.6227.0. Canberra: Australian Bureau of Statistics as cited in Mission Australia Youth Survey 2014, p5

⁵ Mission Australia Youth Survey 2014, p 9

⁶ Roy Morgan Single Source (December 2013) www.acma.gov.au/theACMA/engage-blogs/engage-blogs/Research-snapshots/Aussie-teens-online#_edn3

⁷ Mission Australia in association with the Black Dog Institute Youth Mental Health Report (June 2014), p 9 (Table 1)

⁸ Research on youth exposure to, and management of, cyberbullying incidents in Australia: Synthesis report. Prepared for Australian Government Department of Communications, June 2014. P 2 http://www.communications.gov.au/__data/assets/pdf_file/0020/242534/Cyberbullying_Research_Report_-_Synthesis.pdf



Adolescence is the best time to ensure a young person has what they need to get the most out of life.

Adolescence can be a complex and vulnerable time. It's a time when you question who you are, where you belong and how you relate to others and the world around you. It also involves a lot of physical, social and emotional development.

Today, our young people endure significant pressures and the negative impacts are of increasing concern:

- One in four young people experience a mental health disorder, with anxiety and depression being the most common. 75% of serious mental health issues begin in adolescence.
- Most young people with a mental health disorder do not access health services, turning instead to their friends for advice and support.
- Young people grappling with challenges may over-use alcohol or drugs to cope, to escape or to try to fit in. Dangerous or risky behaviour, such as binge drinking, having unsafe sex and criminal activity may result from young people not having the skills and support to navigate their challenges.
- The unemployment rate for young Australians is almost double the national average. This is exacerbated when we consider the under-employment rate where young people are again disproportionately represented and bear the brunt of changes in the labour market such as increased casualisation of the workforce.

- 20–30% of students report being bullied or discriminated against at school.
- Thoughts of suicide or self-harm also rise when young people are struggling. We know that suicide is the leading cause of death for young Australians aged 15–24 years.

When the pressures of growing up get too much, they can seriously impact a young person's quality of life, education and employment opportunities, as well as their relationships with friends and family. In the absence of proven preventative programs, some of these impacts can persist over a lifetime. This is at an enormous cost to the community in terms of lost productivity and public health spending.

Young people need to be healthy and resilient to meet life's challenges. Promoting their wellbeing includes supporting them to develop their social and emotional skills, build strong and supportive relationships, and learn strategies to cope when things get stressful.

**20–30% of students
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REACH METHODOLOGY & THEORY OF CHANGE

Our Theory of Change is our 'recipe' for improving the wellbeing of young people.

The theory consists of the ingredients that make up our workshops, the method we use to combine these, and the outcomes we seek to achieve.

The 'Hero's Journey' and the power of storytelling are central philosophies used in Reach's workshops.

THE INGREDIENTS

1. The most important ingredient is our youth-led approach. Our young crew design and deliver all our workshops, which means they are always relevant, engaging and inspiring to the young people who participate.
2. We draw on a range of approaches when we develop and deliver workshops such as:
 - The power of the group
 - An 'everyone is welcome' policy
 - Creating safe and non-judgemental spaces
 - Running activities to challenge comfort zones and encourage sharing of experiences
 - Creating theatrical environments, using contemporary culture and rejecting clichés
 - Integrating professional wellbeing support
3. There are a range of psychological theories and models that underpin our workshops. Our workshops are also informed by positive psychology, specifically models of Positive Youth Development.

THE METHOD

In general, we understand that our behaviour is driven by our underlying beliefs about ourselves and the world in which we live. In our workshops, the crew support young people to identify a 'cycle of beliefs and behaviours' that may be holding them back from getting the most out of their lives.

Listening without judgement and empathising unconditionally are key components in our method. Reach crew engage a three-step process of listening, asking great questions and encouraging possibility:

1. Listening beyond 'the story' a young person is communicating to hear the underlying beliefs that can be at the heart of their experience.
2. Asking great questions about meaning, purpose and possibility.
3. Encouraging young people to perceive possibility by becoming more engaged in their lives and identifying a sense of meaning and purpose.

THE RESULTS

We aim to improve the wellbeing of young people by:

- Enhancing feelings of meaning and engagement
- Improving self-awareness
- Building emotional and social skills
- Developing deeper, more meaningful connections.

These outcomes support young people to build the resilience they need to fulfill their potential and achieve their goals.

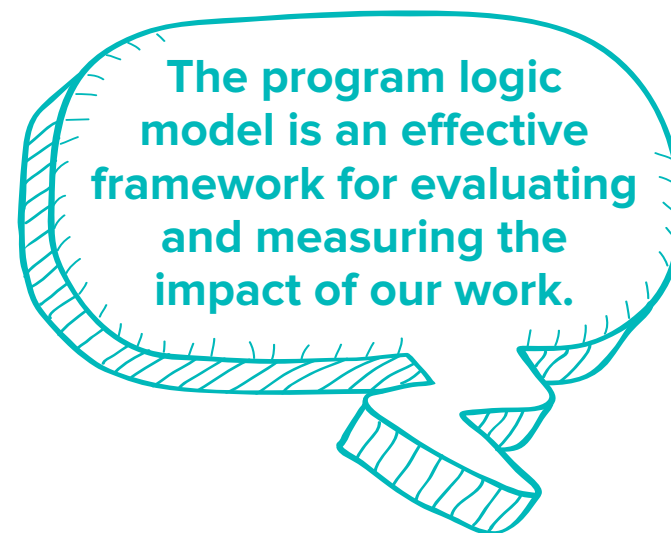


97% of young people told us they felt understood by the Reach facilitators.

PROGRAM LOGIC MODEL

Our program logic model provides some structure to bring the Theory of Change to life and to clearly identify the outcomes to be evaluated.

The logic model outlines the needs, our response to these needs, the objectives of Reach workshops, the inputs (or ingredients), the outputs and the outcomes.



NEED

- Adolescence is a complex and vulnerable time of life
- The challenges of adolescence can be obstacles to:
 - Wellbeing
 - Recognising and achieving potential across different domains of life
 - Choosing a positive life trajectory and achieving positive future outcomes
- Young people have decreasing opportunities for safe, open and honest conversations
- A school or community may identify specific issues that are relevant to their respective cohort of young people

OBJECTIVES

- To normalise the challenges of adolescence
- To enhance participants'
 - Social and emotional skills
 - Self awareness
 - Meaningful connections with others
 - Use of positive wellbeing strategies
- To increase:
 - Wellbeing
 - Resilience
 - Hope and aspiration for future
 - Grit
 - Ability and motivation for positive life choices

...So that young people can achieve their potential

INPUTS

1. Unique session model and methodology

- The Heroes Journey
- Authentic engagement
- Experiential learning
- Relevant themes for participants
- Engaging, emotive experience
- Non-denominational
- Alignment of values and actions

2. Sound theoretical underpinnings supported by research

- Positive Psychology and Positive youth development
- Emotional intelligence
- Youth participation
- Group work theory



OUTPUTS

3. Workforce

- Highly trained, influential and skilled youth facilitators
- Genuine passion for helping young people achieve their potential
- Consistent facilitator teams
- Positive role models

4. Environment

- Safe and supportive environment for personal development and exploration
- Group work

5. Support Processes

- Comprehensive wellbeing framework and support processes
- Ongoing training and professional development

- Target number of interventions delivered
- Target number of young people reached
- School's expressed needs or issues met
- The interventions help young people to:
 - Understand themselves better
 - Have more confidence
 - Make more positive choices about what they say and do
 - Feel better about asking for help
 - Understand more about those around them
 - Connect with others in the group
 - Understand that with hard work and perseverance they can achieve goals
 - Stay focused on what is important to them
- Young people commit to positive actions

OUTCOMES

Short-term

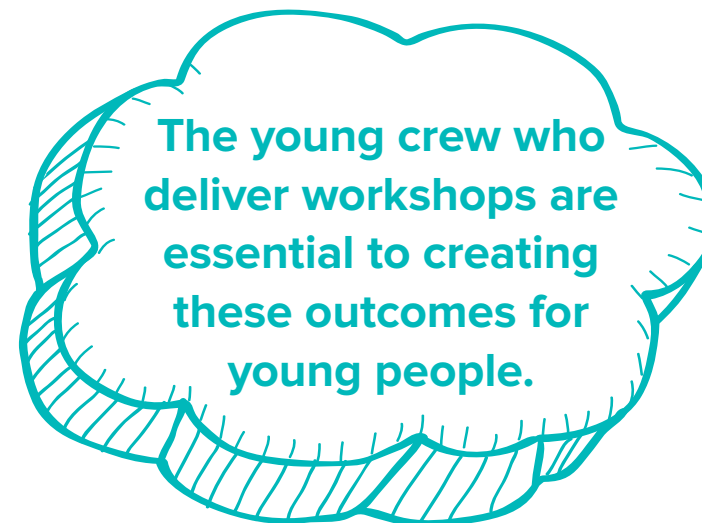
- Increased social and emotional skills
- Increased connections to others
- Increased wellbeing during adolescence
- Increased resilience
- Increased hope & aspiration for future
- Increased perseverance in facing life's challenges
- Increased motivation for positive life choices during adolescence

Long-term

- Increased ability to achieve life potential
- Increased long-term wellbeing

EVIDENCE OF OUTCOMES

Our early intervention workshops use an innovative youth-led model and are supported by clear evidence of impact, which continues to grow.



20

OUTCOME // ENHANCED SOCIAL AND EMOTIONAL SKILLS

Evidence demonstrated significant positive impact on young people as a result of Reach workshops, with outcomes including:

- Improved self-esteem and awareness
- Positive emotions such as optimism
- Meaning and engagement
- Understanding of self
- The ability to build relationships

OUTCOME // IMPROVED RELATIONSHIPS

As a result of Reach workshops:

- Teachers reported improved peer dynamics in classrooms and a greater understanding of their students
- Young people reported improved connection with others

OUTCOME // POSITIVE STRATEGIES

Young people reported an increased use of two Reach strategies:

- Expressing gratitude
- Sharing experiences in response to personal negative events

Sources for these findings are listed below.

References

Hill, R. (2014). Reach Extended School Hubs Program Evaluation, Regina Hill Effective Consulting Pty Ltd, Melbourne, Victoria.

Steele, E., & Donahoo, D. (2014). One Word: EPIC. The impact of Reach programs: A review of existing data, Project Synthesis, Melbourne, Victoria.

Vella-Brodrick, D. A., Rickard, N. S. & Chin, T-C. (2014). Evaluation of youth-led programs run by The Reach Foundation, Monash University, VIC, Australia.



JANA // 18

“ I guess I grew up in a pretty rough home environment. My mum passed away when I was nine and my dad was never around, so it was just my sister and me moving in and out of different homes most of the time.

By the time I was in high school I was mucking up a lot. I never went to school and had a couple of run ins with the law. I was used to copying the people around me and I thought that that sort of behaviour was normal.

When I was 15, a couple of my friends basically forced me to come along to a Reach workshop. I resisted at first, because I didn't know anything about it. One of the facilitators started asking me all these questions and I got a chance to talk. I couldn't believe all these people actually wanted to listen to what I had to say.

It was around that time that I decided things had to change for me. The person I was showing the world wasn't who I really was, and I decided to be myself a lot more.

I hung around at Reach, and started going to school again. Now I'm studying advertising and I'm the first person in my family to ever go to university. I'm working and looking at travelling through South America later this year. A few years ago, I never would have thought this was possible for me, that I'd ever finish school or have a job or make my own money.

Reach gave me so much hope for myself and taught me that everything I've been through doesn't have to stop me from being who I am and who I want to be.”

“Where I've come from and who I've been in the past doesn't need to define me anymore.”

WORKSHOPS

Reach's workshops improve the wellbeing and resilience of young people.

Our youth-led workshops are run in schools and communities, for any young person between 10 and 18 years of age.



WORKSHOPS

In 2014, there were 45,055 instances of young people participating in our workshops, which were delivered across Victoria (VIC), New South Wales (NSW) and the Northern Territory (NT). Our approach this year meant that we delivered more extensive experiences to smaller groups with the intention of improving the quality and impact of the workshops. Our 176-strong crew designed and delivered our workshops. They are trained to create safe and non-judgemental spaces where young people can push their comfort zones and have open and honest conversations with their peers.

Because our workshops are created for young people by young people, they are always relevant and meaningful.



Read more about our workshops //
reach.org.au/workshops

2014 ANNUAL WORKSHOPS OVERVIEW

SCHOOL WORKSHOPS

- 365 primary school workshops (Rookys) in VIC and NSW for years 5 and 6
- 538 secondary school workshops in VIC and NSW for years 7–12
- 8 'Heroes Day' workshops in VIC for year 9
- 1 leadership day workshop in NSW for year 9
- 11 'Finding Heroes' workshops in VIC and NSW for teachers and educators
- 42 specialised Indigenous schools workshops in VIC and NSW for years 7–12

COMMUNITY WORKSHOPS

- 80 fused workshops in VIC and NSW for 13–17 year olds
- 8 grounded workshops + 1 weekend away in VIC for year 9, at-risk and disengaged
- 6 weekends away in VIC and NSW for 13–17 year olds
- 1 horizon weekend away in VIC for 13–18 year old men
- 6 ramp workshops + 1 weekend away in VIC for 13–18 year olds living in residential care
- 1 specialised Indigenous weekend away in the NT for 13–18 year olds
- 2 community workshops in VIC for 13–18 year olds



OUR IMPACT IN SCHOOLS

Reach has been working with young people, teachers and schools for the past two decades. This work enables tens of thousands of young people to experience Reach each year.

We know that students' wellbeing is vital to their academic performance. Empirical evidence demonstrates that wellbeing is essential to successful student engagement and positive learning outcomes. Our partnerships with schools enable us to contribute to these outcomes. For every workshop delivered, our wellbeing team ensures that the school has conveyed relevant student information that enables our facilitation team to respond to a range of diverse needs. This also assists a school's own wellbeing team in addressing issues for students as they arise.

In 2014, we aimed to improve the sustainability of our work in schools by adapting our approach, working with smaller groups of students, providing more extensive experiences and delivering tailored programs that included a series of workshops. In addition, we worked with schools to engage teachers in our professional development program, 'Finding Heroes'. Building the capability of teachers further improves the sustainability of workshop outcomes in schools. We continued to build more meaningful relationships with partner schools, to better understand their challenges and how we could work together to achieve the best outcomes for students. In this way we aim to complement each school's individual student wellbeing framework, and improve how we respond to the needs of students, as identified by teachers, wellbeing staff and parents.



Teachers and educators are highly engaged with this approach, with workshop bookings at capacity for the whole year by the end of March.

From the hundreds of school-based workshops we delivered in 2014, there are some key highlights to share.

TIME TO THRIVE

The Victorian State Government generously supported the development of a new program in 2014, in response to an evident need in schools for workshops that address some of the challenges young people experience in relation to gender.

The Thrive program is a workshop series that offers students a challenging and engaging experience to explore issues of gender identity. The workshops promote discussion of gender influences and expectations, with an aim to identify how these impact individual behaviour and interpersonal relationships.

The workshop is designed for young people to explore traditional notions of femininity ('Birdcage') and masculinity ('Locker Room'), and the negative consequences and behaviours that can result. This enables students to discuss and challenge gender issues within a safe group setting. In coeducational schools we also follow up with a combined workshop where both groups of students join together to discuss the impact of gender expectations and support each other to express their authentic selves.

In 2014, we delivered 32 full-day workshops that were followed by a 90-minute workshop experience several months later.

The following evaluation results reflect the achievement of positive outcomes for the young people that participated in Thrive in 2014:

- **88%** of participants reported that the workshop improved their recognition of gender stereotypes in society and the media
- **89%** of participants reported that they had a better understanding of how gender stereotypes affect the way they interact with their peers
- **84%** of program participants agreed that they feel more able to choose how gender stereotypes affect the way they present themselves
- Upon completion of the workshop, **86%** of young people expressed interest in attending further Reach workshops

“ I think it will help me to trust people and open up about my feelings and know that I don't have to be the stereotype guy and can just be myself. It helped me build inner confidence and minimise fear that I previously had. This is going to be useful for my school work and also my football career.”

– Male year 10 student

“ You illuminated the barrier of stereotypes and judgements we all hold to allow people to be truly open and honest.”

– Female year 10 student

TAILORED WORKSHOPS

Reach has delivered workshops into the Extended School Hub areas, supported by the Victorian Government for four years. The Extended School Hub Program is designed to strengthen collaboration between schools and local service agencies to support student engagement and learning. One of Reach's initiatives which has worked very successfully has been a tailored workshop series.

In 2014, we delivered 38 tailored workshops. Two broad topic areas were offered including 'Wellbeing' (year 9) and 'Leadership' (years 11 and 12). These youth-led workshops were designed and adapted in collaboration with the participants and the school based on a needs analysis and used an emergent approach.

Wellbeing workshops (year 9):

- **64%** of participants agreed the workshop helped them to understand themselves better
- **83%** agreed the workshop helped them to understand others
- **73%** agreed the workshop helped them to make choices about what they say and do

Leadership workshops (years 11 and 12):

- **95%** agreed the workshop helped them learn more about their leadership ability
- **93%** agreed the workshop helped them think of ways to achieve their goals
- **92%** agreed the workshop helped them feel enthusiastic about their goals
- **97%** agreed the workshop helped them focus on what is important to them

“Each workshop kept flowing on and making you feel like you want to do something greater in your life.”

– Year 9 Northern Bay College student.



HEROES DAYS

Heroes Days are large-scale, high-energy workshops for up to 400 year 9 students from schools across Victoria. Heroes Days are a popular experience for students and teachers, as well as being a great opportunity to share our work with other Reach supporters and sponsors.

Following a redesign of the workshop in 2014, the team delivered a solid and engaging set of workshops to 2,855 young people in 2014 across eight days throughout the year in Collingwood, Frankston and Geelong. The aim of the workshop was to engage year 9 students in the 'Hero's Journey' and encourage them to recognise and understand their own journey as a hero.

- **71%** of participants agreed the workshop helped them to understand themselves better
- **79%** agreed the workshop helped them to understand others
- **78%** agreed the workshop helped them to make choices about what they say and do

Heroes Days are supported by our long-term funders, KFC and PwC Australia.

“The crew really seemed to know what we were talking about; they really connected with the audience which was great. I also liked the environment, it was open and nobody was going to judge you...”

— McKinnon Secondary College student

FINDING HEROES

Finding Heroes, our professional development program for teachers and youth professionals, is an important element of a holistic package for schools, building the capability of teachers and youth professionals to deliver Reach work.

In 2014, we offered Finding Heroes as a package of two workshops: Introductory and Graduate, with the addition of an online resource of 24 lesson plans.

This program is an integral part of our regional strategy to build community capacity for sustainable impact. For example, participation in Finding Heroes was offered to Hunter Valley teachers and youth workers as part of our regional pilot program, for three years before Reach even began delivering workshops to young people.

In 2014, we worked with 248 teachers and youth professionals who provided the following feedback:

- **82%** believed the workshop would have a strong positive impact on their work with young people
- **90%** said that they would strongly recommend the workshops to other teachers and youth professionals
- **88%** of Graduate workshop participants intended to integrate one or more of the Finding Heroes modules into their work with young people

“It was great the way we were immersed in the experience enabling us to know what it's like for the young people.”

— Secondary school teacher

Finding Heroes was supported by DEEWR, Bank of America Merrill Lynch and Jeanswest



OUR IMPACT IN THE COMMUNITY

Our more intensive work with young people occurs in communities across Victoria, NSW and the NT. This work enables young people to have deeper and more impactful experiences, and ongoing interaction with Reach, to support sustainable outcomes.

Our approach to working within communities enables us to work outside the education system with young people who may not otherwise have access to our programs. Importantly, this work is supported and enabled by our partnerships with a large number of community organisations, government departments and wellbeing professionals committed to creating positive outcomes for young people. We integrate a direct wellbeing presence into all community workshops that ensures a greater diversity of young people's issues can be accommodated and supported – this includes providing pre-program assessments and oversight of program content with a view to identifying unanticipated impact on participants' wellbeing and participation in all workshops and weekends away.

In 2014, we delivered 106 workshops to young people in communities, which included weekend experiences as well as daytime and evening workshops.

The following highlights some of that activity:

FUSED

Fused workshops are an opportunity for young people to experience a unique youth-led environment that encourages them to challenge themselves, learn from others and grow their self-awareness and resilience.

Fused is delivered in locations around Victoria and NSW. The workshops were held from 6-8pm over five evenings throughout the school term.

Through discussion-based activities, young people explore new strategies and skills for navigating life and discovering a sense of meaning and purpose, whilst encouraging each other to recognise their strengths, passions and potential.

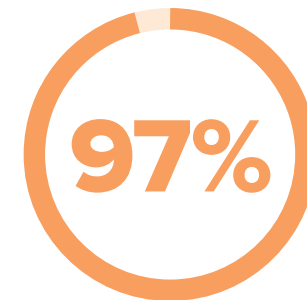
In 2014, we delivered 80 Fused workshops in Collingwood, Casey, Frankston and Narre Warren in Victoria and Surry Hills and Chatswood in NSW.

Fused is one of our most impactful workshops in which participants reported the following:

- **97%** of participants agreed the workshop helped them to understand themselves better
- **92%** of participants agreed the workshop helped them to connect with others

“ I look up to all the leaders, I absolutely love everything about it, there is so much to learn from others and it is overall a great experience. I feel like I become a better person every single time I walk out of Fused and I love pushing myself out of my comfort zone.”

– 14-year-old participant



97% of participants agreed the workshop helped them to understand themselves better.

INDIGENOUS PROGRAMS

For more than 10 years, Reach has worked with Indigenous young people to build their resilience, aspirations and connections.

Since 2010, more than 3,000 Indigenous young people in schools and communities have experienced our workshops, through a partnership with DEEWR that came to an end in June last year.

In 2014 alone, 1,332 Indigenous young people and their teachers participated in Reach workshops. A particular highlight was a 'girls only' weekend away in Alice Springs delivered in partnership with The Girls Academy.

“In August 2014, a team of female Reach facilitators and Wellbeing staff ventured up to Alice Springs to help facilitate an experience for Indigenous girls to better connect to their culture and themselves. We collaborated with and worked alongside a group of respected Indigenous elders and staff to create an experience which offered a unique opportunity for the girls to get away and learn more about themselves and each other.

The Indigenous elders delivered activities which would connect the girls back to their culture by understanding their skin names, family history and stories. It was an absolute privilege to be invited into a space of connectedness and pride in the culture of our First People, and an experience that no amount of money can buy.

The Reach element of the experience was intended to ensure the whole cohort of young girls on the camp had a meaningful and engaging experience, by connecting the dots between the story of their ancestors and the personal journey they experience today.



An incredible vibe and energy was created in activities that ranged from balloons and games, to more significant personal development experiences such as exploring the 'masks' we hide behind in our lives, and ultimately creating and decorating a physical representation of this.

The culmination of the week was a beautiful session based on acknowledgements and seeing the beauty in ourselves and each other, and the countless things we learnt and appreciate about our cultures and those around us.”

— Tayah Carr, Senior Facilitator

Our work with Indigenous young Australians was supported by DEEWR and Portland House Group in 2014.

GROUNDED

Reach's Grounded program is a series of two full-day workshops delivered within each school term, specifically targeting young people who are at risk of school disengagement. The wellbeing team assesses participants prior to attending, and works with individuals and the team to ensure individual needs can be met within the workshop.

The objectives of the workshops include:

- Supporting young people to express themselves honestly and without judgment
- Equipping young people with skills to develop greater social and emotional awareness
- Building confidence and resilience and encouraging positive action

The Grounded workshops are a valuable opportunity for young people who have disengaged or are at risk of disengaging from school or social connections.

A Grounded weekend away was experienced by 22 young people in 2014, designed as an opportunity for participants to connect with each other and explore the themes of self-awareness, resilience and positive action.

Participants at the weekend away reported the following:

- **100%** felt more confident
- **94%** understood themselves better
- **100%** felt connected and understood others

Grounded workshops are made possible by the generous donation of The Greenlight Foundation which has supported Grounded since 2006.



HIGHLIGHTS OF OUR GOVERNMENT PARTNERSHIPS

During the year, we delivered on the requirements for all funding agreements with our government partners, including the following projects:

- Teacher Training and Specialised Indigenous Programs (DEEWR)
- Resilience in Young People project (State Government of Victoria's Department of Education and Early Childhood Development (DEECD))
- Building Resilience in Young People (State Government of Victoria's Department of Human Services (DHS))
- Time to Thrive (State Government of Victoria's Department of Human Services (DHS))

This activity represented more than 8,000 instances of participation in Reach workshops and programs by young people, while hundreds of teachers and educators experienced our professional development program. Due to these funding grants we were able to impact young people in communities we had not previously reached.

To ensure the positive outcomes are sustained we hope to maintain our valuable partnerships with the Federal and State governments, so this work can continue into the future.

CONTINUING TO BUILD A WORKSHOP-WIDE EVALUATION FRAMEWORK

The program logic model and evaluation framework continued to be refined in 2014. This work was significantly enhanced by a project undertaken by PwC in consultation with PwC's Indigenous Consulting to build an evaluation framework for Reach's Indigenous programs. The framework sets out a range of qualitative and quantitative indicators that will allow Reach to assess the impact of the Indigenous programs on young people and communities (whether school or external communities) more broadly. It proposes evaluation activities that should be embedded as integral components of program planning and delivery. Although targeting our work with Indigenous young people, the framework is valuable across all Reach activity.

The evaluation components include:

1. External indicator comparison – the collection and analysis of data that is already reported by the school to demonstrate progress of participants against comparable indicators.

2. Needs assessment and evaluation – delivery of a formal needs assessment and review to demonstrate achievement of desired results of school and students.
3. Ongoing feedback surveys – use of post-workshop feedback surveys and a suitable follow-up process to demonstrate the effectiveness and sustainable impact of interventions.
4. Best practice delivery checklist – documentation of the engagement, planning and delivery process for programs to demonstrate that best-practice has been followed in program delivery.

The project included a new iteration of the Reach program logic model which is the guiding document for more detailed logic models for individual workshops and evaluation processes.

We appreciate PwC's assistance with developing this important tool.

REACH'S REGIONAL DEVELOPMENT // PILOT PROJECT IN THE HUNTER VALLEY

2014 was the second full year of our five-year pilot project in the Hunter Region of NSW. The purpose of the pilot is twofold: to positively impact the wellbeing of young people in the Hunter Region, and to develop a sustainable regional model that Reach can replicate.



Reach delivered 45 workshops to more than 1,000 students in years 7 and 9 at our partner schools: Maitland Grossmann High School, Morisset High School, Muswellbrook High School and Rutherford Technology High School. Reach crew also delivered our teacher and youth worker training program, Finding Heroes, as well as a weekend away and Rookys programs to six primary schools in the Morisset area.

Throughout 2014 our research partner, Hunter Research Foundation, implemented a comprehensive evaluation framework that included a baseline, control groups and validated youth wellbeing index (PWI – Personal Wellbeing Index (School Children), Australian Centre for Quality of Life 2005). The results of this evaluation are strong and reinforce that our work is meeting the needs of the young people and the schools in the region.

Key findings included:

- The wellbeing of the young people in our pilot schools was significantly lower than the national average for the same age group – year 7 students scored 78.4 out of 100 compared to a national average of 80.1 and year 9 scored 72.9 compared to the national average of 77.1 on the PWI scale.
- The wellbeing of the year 9 students showed a significant improvement in wellbeing to a score of 76.1 compared to the control group staying relatively constant, bringing the students close to the national average after just one year of our intervention.
- The year 9 students also showed a significant lift in feelings of safety, confidence and self-belief, and making choices.

- The year 7 cohort had significant increases in the protective factors of wellbeing: self-awareness, perseverance and managing relationships. There was no overall improvement in the average wellbeing score likely due to the young developmental age of the students and the delivery of only one workshop.
- Teachers reported being very satisfied with their involvement with the Reach program and saw the benefits of the program as: creating a great deal of positivity, getting students to think about how their behaviour impacts others, opening the kids up, and being made aware of welfare issues that need to be followed up.

In 2015 our Hunter program focus will be to build on our impact by providing the next series of workshops to the same young people who will then be in year 8 (and will have two workshops instead of one) and year 10. Our in-depth research will continue with our evaluation partner Hunter Research Foundation. We are excited that the next phase will be focused on recruiting up to 20 crew members from the Hunter Region and deepening our relationships with community partners to combine resources and create collective impact.

“ I found out a lot about others I don't have much to do with. I feel I can talk to anyone. Before I felt intimidated to talk to some people.”

– Year 9 student

“ When I sat in on the sessions earlier in the year I was blown away by the response the kids gave to the presenters and how amazing everyone felt at the end. We have done lots of programs at our school but never one that brought the kids together as much as Reach did.”

– Head of Welfare

This significant project is proudly funded by Reach Principal Partner, BHP Billiton.



RIA // 17

“ I experienced a bit of racism when I was growing up, because the suburb I lived in wasn’t used to people who didn’t look like them. I found it really jolting to realise how different I was to everyone around me.

By the time I was in high school I was pretty consumed with having as many typical teenage experiences as possible, many of which were probably not the healthiest choices for me at the time. I had really low self esteem and was really conscious of myself and how I presented myself to the people around me.

I don’t think many people knew that about me, because I came across as bold and confident but deep down I was really insecure.

Around that time, Reach came and ran a workshop at my school. I spoke up during it, but I still had a huge facade of confidence up. One of the facilitators questioned me about it, and it felt like the first time in my life that I’d been called out on my bullshitting.

I went along to some more workshops and it totally surpassed my expectations. I felt like I really fitted in and learned so much about self acceptance.

Even though I had big goals for my life back then, I lacked the motivation I needed to actually tackle them and cruised by pretending everything was going to be okay.

Recently I volunteered at a special development school and absolutely loved it. I feel like my perspective on the world has really changed, and after school I want to travel around Asia working with special needs kids.

It wasn’t until that first Reach workshop that somebody was able to cut through the facade that I was used to showing the world and see me for who I really am.

You can’t know who someone is, what they’re about or what they’ve been through just by looking at them, and Reach has made me so much more aware of that whenever I meet new people.”

“Reach cut through the facade to see me for who I really am.”



2014

PERFORMANCE

OVERVIEW

The predictions that 2014 would be challenging from a financial perspective proved correct.



2014 PERFORMANCE OVERVIEW

A decline in revenue primarily due to Government contracts coming to an end, meant savings had to be found. Nevertheless, the deficit for the year was \$538,211 (compared to a 2013 deficit of \$98,918). The result before depreciation was a deficit of \$393,518 for the year ended 31 December 2014.

The Board's commitment to investing in and growing the organisation in NSW continues. 2014 saw significant growth in our regional pilot in the Hunter and investment in crew development. In the Hunter Region we developed an on-the-ground presence with the hiring of a Program Manager and wellbeing staff, establishment of two office locations and the delivery of programs to four pilot schools. Investment in crew development continues with NSW crew now leading community programs. The focus is now on deepening their facilitation skills to lead school-based programs and training.

A decrease in funding resulted from the completion of the Federal Government contract. The Board's investment in building the capacity and capability of our staff and crew was rewarded with exciting, impactful work with Indigenous participants, teachers and key targeted communities.

OUR FINANCES

OPERATING REVENUE **\$5,088,392**

TARGET // \$5,920,149 **RESULT // 86%**

2013 \$5,485,004

OPERATING EXPENDITURE **\$5,626,603**

TARGET // \$6,315,930 **RESULT // ACHIEVED 11% saving**

2013 \$5,583,922

SURPLUS/DEFICIT (after depreciation) **– \$538,211**

TARGET // – \$395,821 **RESULT // NOT ACHIEVED**

2013 -\$98,918



OUR ACTIVITY

INSTANCES OF PARTICIPATION BY YOUNG PEOPLE **45,055**

TARGET // 48,793 **RESULT // 92%**

2013 63,200

NUMBER OF WORKSHOPS **1,071**

TARGET // 1,145 **RESULT // 94%**

2013 1,386

NUMBER OF SCHOOL RELATIONSHIPS **218**

TARGET // 257 **RESULT // 85%**

2013 372

OUR PEOPLE

NUMBER OF ACTIVE CREW **176**

TARGET // 181 **RESULT // 97%**

2013 176

NUMBER OF STAFF // (full-time equiv.) **30.65**

TARGET // 30.65 **RESULT // 100%**

2013 31.9

NUMBER OF VOLUNTEERS/SUPPORTERS **195**

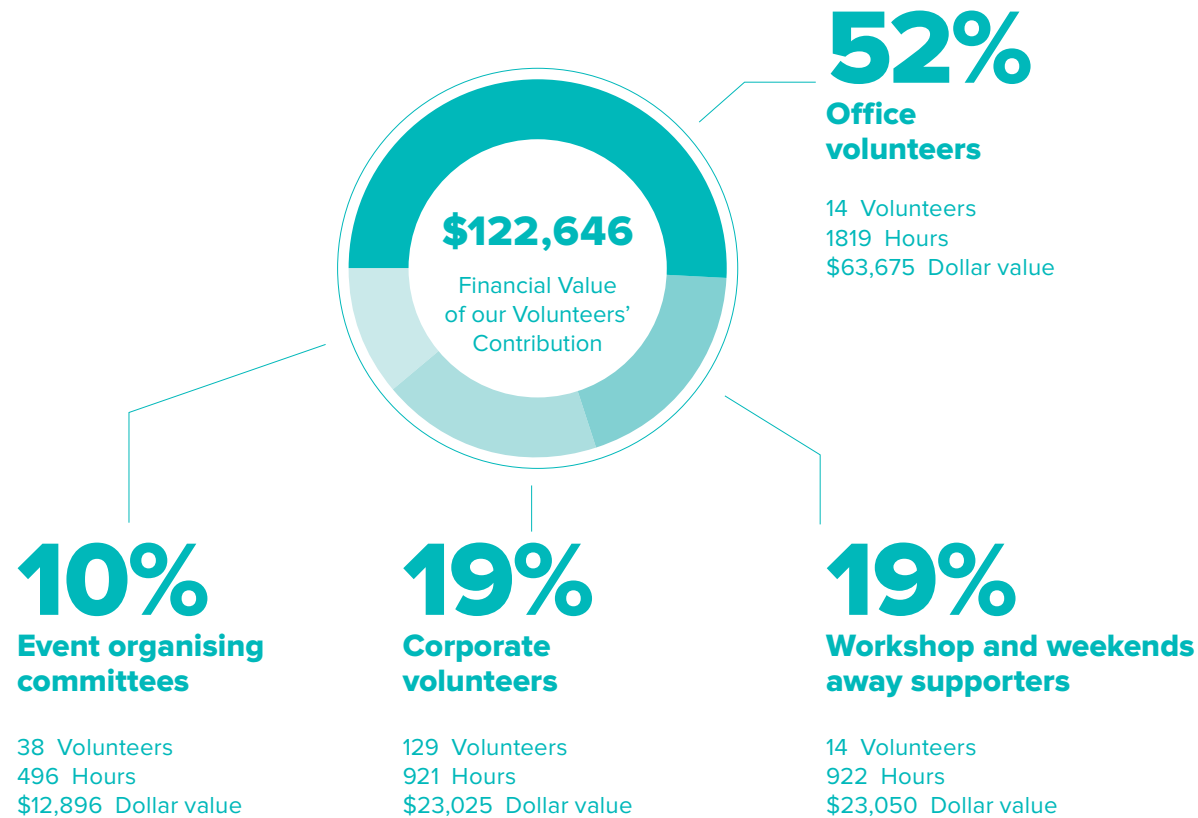
TARGET // 190 **RESULT // 103%**

2013 220



OUR GENEROUS VOLUNTEERS

We engage large numbers of volunteers from outside Reach who all play a pivotal role in helping us to achieve our mission. The dedicated individuals that make up this core group of volunteers have increased the amount and quality of time they commit to Reach, adding exceptional value to our programs.



JULIE

has been volunteering with Reach for the past seven years, coming in once a fortnight to provide help wherever it's needed in the office.

"I first started coming to Reach with my son Mark when he was 13, to drop him off and collect him when he attended Reach programs. Mark would have been 27 this year and it took me a while to be ready to come here after he passed, but I wanted to give back to Reach for what they gave him because he loved coming here so much."

"I love helping in any way I can. I help with entering evaluations after workshops and anything that needs doing in the office such as helping with the pack-up before a camp. I also help on reception and love it because I get to see everyone who comes in and out. I love seeing the young people in here, seeing their smiles and I love the welcoming, happy atmosphere – it's really nice."

"I love watching the young people grow. I feel very appreciated and recognised for helping out at Reach."

2014 ACTION PLAN

2014 was the second year of our five-year strategic plan.

Reach has identified eight core strategic priorities over the period 2013-2017, with broad objectives for each priority.



In last year's Annual Report (for 2013) we set out the full strategic plan and details on each priority. Here we have provided an update for 2014.

The objectives are distilled into an Annual Action Plan, developed and implemented by the Leadership Team. The Board monitors progress on a regular basis throughout the year.

YOUTH CULTURE

Objectives // To be at the leading edge of youth culture. To ensure the real voice of young people is heard, valued and, with our knowledge of contemporary youth culture, captured in all workshops and reflected in our brand.

2014 highlight:

- The first Reach App – MYinspo – was built to inspire young people to take challenges in their everyday lives and build their sense of connection and wellbeing. MYinspo is freely available in app stores now.

ESSENCE

Objectives // To keep the essence of Reach at the centre of everything we do. To inspire young people through connection and raw and courageous conversation, and to provide safe spaces to find their voices.

2014 highlight:

- Crew Leadership Team was established to lead and represent the crew in management decision-making. Team members were identified and selected by their peers to ensure crew voices are canvassed and heard across the organisation.

INNOVATION

Objectives // To instill creativity and innovation into workshop design and crew development to meet the needs of young people.

2014 highlights:

- Two key programs, Birdcage for girls and Locker Room for boys, were redeveloped and delivered to secondary school students and a new follow-up workshop for co-educational schools was created to integrate and bring all participants together.
- Tailored workshop series for secondary schools were created to offer more flexibility and scope to specifically address individual school needs.
- The Graduate workshop was launched as part of Finding Heroes, our professional development workshop for teachers and youth professionals.

PROOF OF IMPACT

Objectives // To measure and share proof of impact. To develop the capability and tools required to evaluate workshop effectiveness and impact, and to enable continuous improvement.

2014 highlights:

- Program logic model was refined and enhanced (thanks to PwC in consultation with PwC's Indigenous Consulting).
- Two independent program evaluations (for the Indigenous Program and Leadership Series for Secondary Schools) demonstrated impact and achievement, and generated recommendations for improvement.
- Participants' evaluations saw increased impact across all programs on 2013 outcomes.



Read more about our MYinspo mobile app // reach.org.au/myinspo

PEOPLE

Objectives // To be recruiting, retaining and motivating high-quality, diverse and developed people. To build a consistent and repeatable capability for developing people's capacities to deliver our mission.

2014 highlights:

- Bi-annual culture survey showed:
 - 94% of crew and staff respondents feel energised to provide exceptional experiences to young people
 - 90% of respondents believe there is a clear and consistent set of values which direct the way they work (22% increase from 2012)
 - 78% of respondents feel fully engaged (33% increase on 2012 results)
- A crew skills audit was undertaken, workforce planning model was developed and crew talent management and facilitator accreditation process was reviewed.



PROCESSES

Objectives // To streamline organisational systems and processes to operate more efficiently. To raise the maturity level of processes and capabilities so that they will continue to support growth.

2014 highlights:

- Improved performance measurement systems for program delivery efficiency and program impact were put in place.
- Assessment and development of an integrated enterprise resource platform continues, including documentation of business process requirements and modelling.

PARTNERS & FUNDERS

Objectives // To be benefiting from and contributing to a relevant suite of partners and funders. To build a rich portfolio of partners and funders that will enable us to continue to implement our mission.

2014 highlights:

- Successful program partnerships included The Lighthouse Foundation, The AFL Victoria Whitten Project, Youth Connect, Department of Human Services (VIC), Department of Education and Early Childhood (VIC), Department of Employment, Education and Workplace Relations, Gilwell Scouts Adventure Centre, Operation Newstart, Blue Light, Whitelion and more.
- Diversification of funding streams continued with the retention of existing corporate partners and the growth of new corporate third-party activity. New innovative community fundraising initiatives were launched, success rates of grant submissions to philanthropic organisations increased, new individual giving platforms were developed, engaging large-scale events were delivered and a structural framework for social enterprise was established.

SUSTAINABLE GROWTH

Objectives // To build and refine a framework that enables sustainable organisation and geographic growth.

2014 highlights:

- NSW operations were well established and demand for Reach's work proved strong.
- The next phase of the large Hunter Region pilot project was successfully delivered (and the first Hunter Crew for 2015 selected).



JARROD // 17

“ I was raised to follow my heart as much as possible, but also that I needed to suppress my feelings. I was fed a lot of stereotypes, particularly that men aren't supposed to cry. I was a pretty sensitive kid so this didn't make much sense to me. It felt like I was being forced to be someone I wasn't a lot of the time.

When I first came to Reach, I remember feeling blown out of the water that a place like this actually existed. I could say whatever I wanted and express who I really was without anyone telling me to be someone else.

I loved being able to learn from others' experiences and feeling comfortable to talk about my own.

I feel like Reach has taught me a lot about empathy, and to be able to see others' lives through their eyes. It's empowered me to back myself trying new things and not to give up when it gets hard.

I've realised I need to make the most of my life, whereas in the past I'd waste a lot of time being unproductive. Now I make an effort to focus on things like school, working as a DJ, rapping and making music, playing cricket and working at Reach.”

“At Reach, you can just be yourself and you're not expected to be anything else. Now I'm following my passion and creating what I want for my own life.”

LESSONS FROM THE YEAR

We are proud of what we achieved in 2014, but we know we can do more.

The pathway to success is a road of improvement.



Two years into our five-year strategic plan, we're proud of the significant achievements we have made, but also know we have a way to go. We continue to learn from the challenges and opportunities presented in 2014. Here are four of the significant areas we continue to learn from and develop in:

FOCUS ON FINANCIAL SUSTAINABILITY

With the conclusion of some significant government and corporate funding grants in late 2014, we continually look for new streams of income to support the design and delivery of our work with young people. Funding challenges have pushed us to work towards a stronger, more sustainable model.

- The funding market continues to be tight and one of the keys to sustainability is strategically diversifying our revenue streams.
- We have learned to wrap program funding around geographic locations to meet specific community need.
- We have reviewed our program fees to ensure that a fair return is received on our programs.
- We have invested more in our fundraising team to generate larger returns in previously unexplored areas.
- We are exploring new social enterprise models with a strategic plan now in place ready for launch in early 2015.

THE IMPORTANCE OF COLLABORATION

To reach as many young people as effectively as possible, we know that we can't do it on our own!

- In our school partnership space, through evaluation processes and feedback from stakeholders we have established that working more consistently with less young people and less schools improves the impact of Reach workshops. In 2014 we offered more workshops that were part of a series and extended to a full day. This has been effective in achieving strong outcomes and will shape our approach to how we work into the future.
- We continue to align ourselves with other community partners working in a similar space to more efficiently deliver our work.
- We are on constant look out for new partners in the commercial, philanthropic, educational and community spaces who will add to the depth and reach of our work.

EVALUATION AND IMPACT // AN ONGOING PROCESS

We have learned that you can never have too much evidence of your impact!

- We are on a constant journey to evaluate our workshops, gather feedback and refine models to ensure we are doing everything possible to maximise positive wellbeing outcomes for young people.
- We continue to build our understanding of the additional impacts of our work – particularly in relation to learning outcomes for students and school retention.
- In alignment with market need, during 2014 we began to explore new potential outcome areas for Reach's programs including workforce readiness.

NEVER STOP LISTENING

To stay at the forefront of youth issues, we have learned that we need to ensure that the voices of our young people are heard.

- Both internally and externally Reach continues to create safe spaces and opportunities for young people to speak up and share what's going on for them.
- These opinions often differ from general public perceptions of young people. Our challenge is to ensure these stories make it to public forums to challenge the status quo.
- After extensive research in 2014, 2015 will see the launch of the inaugural Youth Hopes & Dreams Report – a real-world look at what's going on for young people today.

ANNUAL FUNDRAISING OVERVIEW

In an ever-tightening funding market, Reach continued to strengthen existing income sources and innovate with new products and revenue streams to ensure we can continue to deliver important work



HOW FUNDS WERE RAISED

Even the smallest contribution makes a big difference in a young person's life.

2014 was not without its challenges, but we have continued to deliver unique and efficient fundraising programs reflective of Reach's culture, engaging thousands of people in supporting the wellbeing of young people.

In 2014, \$3.42 million was generated in fundraising revenue. The largest sources of revenue were corporate sponsorship and donations, and our own fundraising events. Significant amounts were also generated from community fundraising activity, program and workshop fees, general donations, grants from trusts and foundations, and investment returns.

Annual revenue was impacted by a projected decrease in funding from the Federal Government, due to the completion of the four-year funding agreement. However, we continue to enjoy a thriving partnership with departments within the State Government of Victoria, and in 2014 a large volume of workshop and program activity was funded in this way.

Our Government Relations Strategy was launched, with work continuing into 2015. Our objective is to secure and maintain an average of 20% of total revenue from government sources and to continue to participate in and influence relevant policy and sector development.

All our appeals and fundraising activities are structured to comply with industry best practices and respective government legislation.

Reach is registered as a Deductible Gift Recipient by the Australian Taxation Office, and holds a Charitable Fundraising Authority from the Victorian and NSW governments.

One of Reach's core values is connection. This value is reflected in everything we do, including the way we engage with our donors. To ensure this is a meaningful process, donors receive regular updates on Reach's work and are invited to attend specific Reach workshops and events to see the impact of their support first-hand.



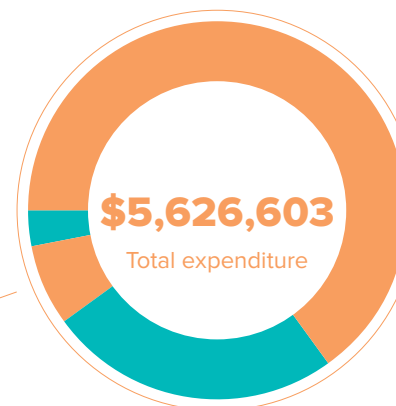
HOW FUNDS WERE USED

3%
Depreciation

\$144,693

7%
Governance and administration

\$384,936



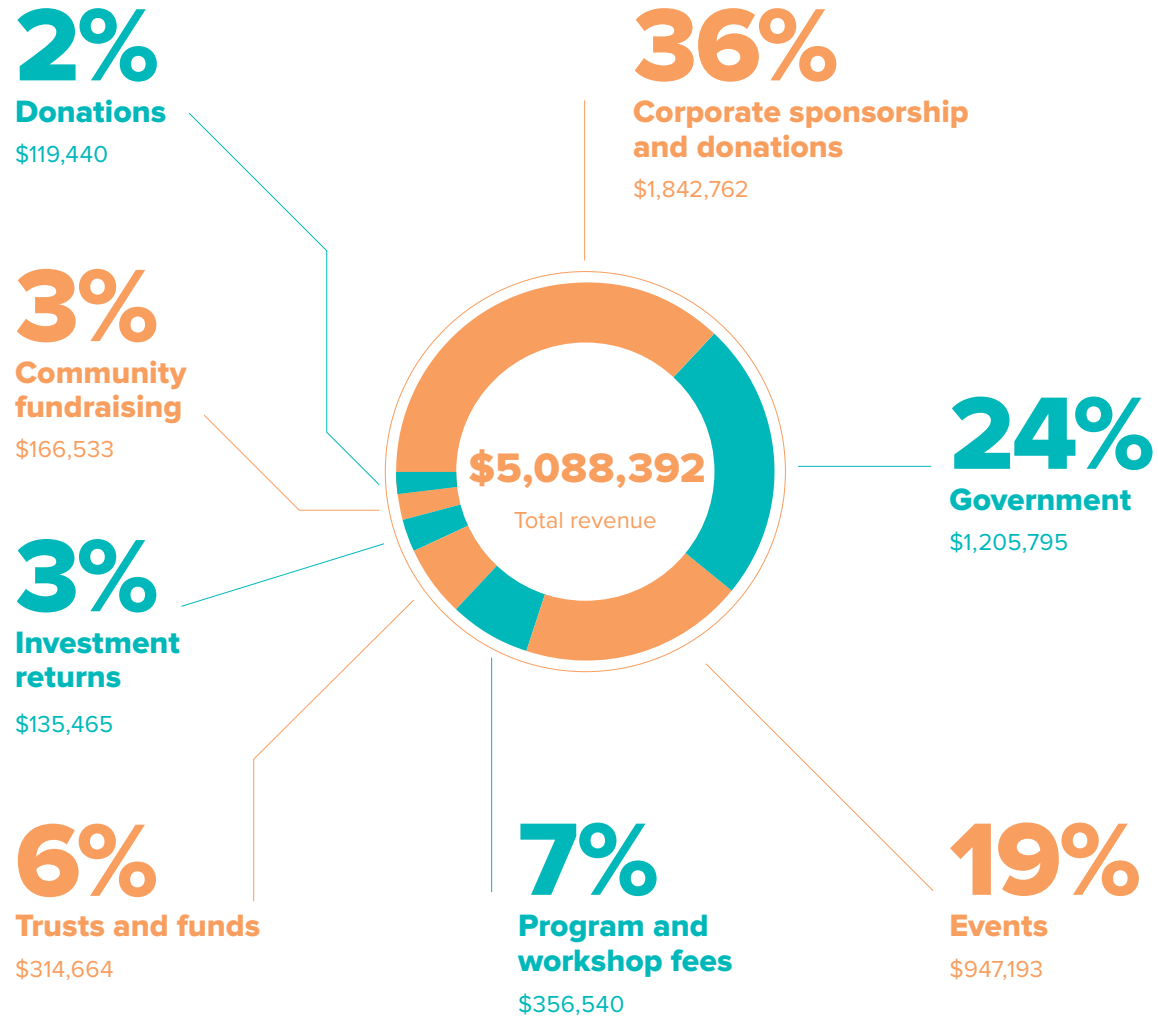
65%
Programs and workshops

\$3,702,828

25%
Marketing, communication and fundraising

\$1,394,146

WHERE FUNDS CAME FROM





FUNDRAISING HIGHLIGHTS

With a skilled and dedicated team, there were impressive funding results achieved in a competitive market.

100%

Partnership retention

We maintained 100% retention in the area of corporate partnership support.

\$500K

In-kind and pro bono

Support was received from businesses and individuals to assist us in meeting our objectives.

\$100K

Annual Reach Breakfast

400 people participated and explored gender roles and the challenges of being a teenager, breaking all previous fundraising records for this event.

New social enterprise model created

Building on the success achieved in the corporate third-party space, a new social enterprise model was created. This is scheduled to be launched in early 2015.

\$122K

In hours volunteered

195 volunteers contributed 4,158 hours to support our work with young people.



WE THANK YOU

A large community of connected individuals, schools, community groups and commercial and philanthropic organisations demonstrated their continuous support for Reach's work by stepping up and donating their time, funds, products and advocacy. Without this generosity, we would be unable to fulfill our mission to support young people to achieve their potential.

A SOLID FOUNDATION THROUGH CORPORATE BACKING

Since our establishment 20 years ago, Reach has maintained a strong track record in developing mutually beneficial partnerships with businesses large and small. This consistent level of ongoing support enables Reach to continue to build its capacity for delivering workshops to large groups of young people.

PRINCIPAL PARTNERS

Our Principal Partners set the bar high in demonstrating their support for Reach.

BHP Billiton's five-year partnership with Reach is helping us to build our first permanent regional base in Australia. Their commitment to developing young leaders allows us to focus on improving the emotional and social health and wellbeing of young people in the Hunter Region in NSW.

PFD Food Services' vital support ensures that we can assist more than 8,000 primary school students in preparing for the transition to high school through the delivery of 'Rookys', our suite of primary school workshops.



REACH CHAMPIONS

Our Reach Champions step up with their commitment to ensure that we continue to build our capacity to deliver high-quality workshops for young people.

JP Morgan provided critical backing to deliver 'Reach Transitions', a pilot program aimed at improving the wellbeing, work-readiness skills and long-term employment outcomes for young people in two geographic areas of need, Frankston in Victoria and Parramatta in NSW.

The Mazda Foundation and KFC NSW have provided significant investment to support the growth of our NSW operations and team, empowering us to work with more than 11,000 young people this year.

Bank of America Merrill Lynch focused its support in 2014 on Reach's Finding Heroes program, empowering teachers and youth professionals with new tools to connect with their students.

The staff and clients of McLardy McShane supported our Fused workshops and weekends away through their annual Golf Day and Christmas Lunch events.

As one of Reach's longest standing champions, KFC Victoria has continued its support of Reach, investing in the delivery of Heroes Days to more than 3,000 young people across Victoria in the last year.

WORKSHOP AND SUPPORTING PARTNERS

Our Workshop and Supporting Partners in the corporate arena play a critical role in developing our crew and the workshops we deliver.

In NSW, UnLtd, State Street, IAA and the Wilson HTM Foundation gave generous support to the delivery of innovative and impactful workshops to young people in need.

Through its store network, IGA continues to support our weekends away, with the delivery of one of the most successful IGA leadership weekends ever. This annual opportunity inspires and develops the next generation of young leaders from across Victoria.

With the backing of Jeanswest and TAC, we have been able to further support teachers to improve student wellbeing through Finding Heroes, our online portal and advisory Education Consultative Committee.

Our young crew are the lifeblood of our organisation. Without them, we would not be able to deliver our work. In 2014, the AFL, NAB, Hodges, Message Media, The Body Shop, Ebay and AAGE have each played pivotal roles in supporting the development of our young crew with the leadership and facilitation skills they need to make a powerful impact on the young people with whom they work.

Our partnership with PwC is rich and multi-faceted. Their staff support the delivery of Heroes Day through workplace giving and employee volunteer programs. Key PwC personnel also provide strategic advice to improve our business systems and program evaluative frameworks.



'YOU ARE BETTER THAN BULLYING'

In July 2014, Reach and The Body Shop teamed up to deliver the 'You Are Better Than Bullying' campaign. This national campaign saw stores across The Body Shop network transformed with anti-bullying messaging, including the production of a practical 'You Are Better Than Bullying' handbook – designed and written by our young Reach crew.

During the campaign, staff of The Body Shop sold more than 10,000 specially designed and co-branded compacts, with all proceeds supporting Reach's self-esteem high school workshops. Since wrapping up the campaign, both The Body Shop and Reach have been inundated with requests from schools and community organisations for copies of the handbook, which has been distributed as a valuable anti-bullying resource.

REACH FOR ADULTS

In February, we held our inaugural Chairman's Briefing. Hosted by Reach's Chair and CEO, this event provided an opportunity for key philanthropic and individual supporters to openly discuss Reach's strategic plan, challenges and opportunities. This unique forum acknowledged the skills, networks and ideas of our supporters, actively engaging them in a collaborative approach to improving the wellbeing of young people. It was such a success, the event will be back in 2015!

In the corporate space, it is important that our adult supporters have the opportunity to engage with our work in a meaningful way.

In 2014, in addition to our corporate volunteering opportunities and 'Reach Connects' engagement evenings, we delivered 16 adult development workshops to more than 4,000 adults from 83 organisations. These workshops provided both a fully immersive Reach experience and extensive personal development. The tremendous success achieved in this space this year has paved the way for the development of a new enterprise business model due to launch in early 2015.

Reach's much-loved and highly engaging weekend away experience, Camp Maasai, was fully re-vamped with updated content and brand new facilitation teams in 2014. These camps brought together 80 young people and adults (or 'Tribal Elders' as we like to call them), in NSW and Victoria. These immersive weekends away connect people from a variety of generations and walks of life. Camp Maasai results in young people sharing their stories and feeling supported, as well as empowering a new group of adult champions.



OUR ALUMNI

These former participants are now life extraordinaries. As teens, they came to Reach for different reasons – whether it was to build confidence, push their comfort zone or get a day off school! They all believe Reach was a key reason they were able to chase their dreams.

We're so thankful to them for allowing us to tell their stories of success and in turn helping us explain the positive impact Reach can have on the lives of young people.



Meet our alumni //

reach.org.au/we-are-reach/reach-people

INSPIRING INDIVIDUALS

In 2014, some incredible individuals continued to amaze us with their dedication and generosity to help us achieve our mission.

Businessperson and philanthropist, Geoff Harris, Reach's Principal Patron, continued his long-term support by generously providing sound business advice, network introductions and our HQ office at The Dream Factory in Collingwood, Victoria.

Celebrity ambassadors Rob Mills, Jesinta Campbell and Jules Lund stepped up this year to support Reach by hosting our signature fundraising events in NSW and Victoria.

Dedicated supporters Jayne and David Barrie hosted a series of fundraising dinner parties in their home throughout the year, in memory of their son Joel. Their awesome efforts have raised more than \$60,000 for Reach programs.

In NSW, long-term Reach advocate, Chris Whitnall, continued his support by not only engaging his large personal and professional networks to support Reach



Jules Lund

Rob Mills



Jules Lund and Jesinta Campbell

events but also taking on the role as the Chair of the Reach NSW Working Party – a group that plays a pivotal role in ensuring the sustainability of Reach's growing NSW operations.

This year also saw the launch of Reach's second annual Tax Appeal. The campaign centred on 'Jordan's Story'. Young crew member and participant Jordan Mineo bravely shared his inspiring personal story, highlighting his challenges and the value Reach added to his journey.

This engaging campaign was communicated to a large audience via several mediums including direct mail, social media, SMS, digital advertising, events and community service announcements. The campaign raised more than \$30,000 for Reach's work with young people.

COMMUNITY FUNDRAISING

Innovative ideas, dedication and stamina were key factors on display this year as dozens of individuals, schools and organisations tapped into their passion to run fundraisers in a variety of ways:

- The staff of Myer's head office and Fountain Gate store fundraised throughout 2014 with a number of creative initiatives raising more than \$30,000.
- The launch of Reach's 'Pay It Forward' campaign inspired dozens of schools to take up the challenge to fundraise for Reach.
- Students from Canberra Girls Grammar School ran a mother/daughter breakfast, Mean Girls tribute and mixed netball tournament to raise more than \$5,000.
- Reach's indigenous facilitation team held a film screening night to generate funds for our Indigenous programs.
- Patrick Phelan ran the high-energy 'Cu Chulainn Battle of the Irish' fight night in Sydney raising more than \$6,000.
- This year, our third group of intrepid trekkers took on the Larapinta Trek challenge. These six adventurers hiked for one week through the McDonnell Ranges outside of Alice Springs and together raised more than \$30,000 for our work with Indigenous young people.



VOLUNTEERS AND SUPPORTERS

There was a large group of committed and generous adults who supported Reach in 2014 by volunteering their skills, experience, time and expertise.

Over the year, 195 adults volunteered 4,158 hours of their time. This provided Reach with more than \$122,000 in equivalent value – an invaluable resource in achieving our goals.

A SHARED VISION

A number of trusts and foundations collaborated with Reach in 2014, to provide critical support for our workshops and assist with the delivery of new and exciting program offerings:

- Gandel Philanthropy partnered with Reach to support the improvement of wellbeing of teenagers in The City of Casey. The area has been identified as being one of high need with its diverse and rapidly growing youth population. Gandel recognised these needs and supported Reach in successfully delivering Fused workshops in the area, improving self-confidence and resilience, and empowering teenagers to fulfill their potential.
- A large number of individual donors supported the Tauri Litchfield Memorial Trust, in honour of Tauri Litchfield, an inspiring young man who touched the lives of many. This trust provided the vital funding support required to deliver this year's 'Horizon', our weekend away program that allows young male teenagers to explore their masculinity and engage with positive male role models.

A YEAR'S WORTH OF INSPIRING EVENTS

One of Reach's primary strengths is engagement. Our events portfolio plays an important role in this space, introducing and engaging a broad audience to our purpose and raising much needed funds to bring our mission to life.

THE ANNUAL REACH BALL

Reach's big night of celebration, the Annual Reach Ball, was held in June. In honour of our 20-year anniversary, 700 people attended, dressed in their best attire to fit with the 'Roaring Twenties' theme. Not only did guests have a memorable night, but more than \$150,000 was raised to further develop our young crew.

LADIES LUNCH

In September, 355 ladies stepped out in style to celebrate the annual Grand Final Eve Ladies Lunch in the Docklands, Victoria, which raised more than \$70,000 for Reach (a 20% increase on 2013 result).

RAW & UNPLUGGED

September also saw the second year of Reach's Raw & Unplugged in NSW. It was a great success, bringing together more than 250 guests to experience an exciting night of live entertainment in a jaw-dropping venue on the harbour foreshore. For many guests, Raw & Unplugged was their first Reach experience (with hopefully many more to come!).

THE REACH BREAKFAST

Held in November each year, the Reach Breakfast is an opportunity to engage our adult audience in our mission and provide them with a Reach experience of their own.

This year's theme was modelled on Reach's revamped Locker Room and Birdcage programs, inviting attendees to explore gender roles and the stereotypes young people are challenged with today. More than 500 guests made their way in the early hours of the morning to Crown Palladium Ballroom in Victoria for this unique event. The event raised more than \$110,000 for Reach – a new record!

OTHER EVENTS

While we host a number of our own events, several organisations play a pivotal role in supporting Reach through their annual events – engaging their broader staff, client, supplier and supporter bases.

- McLardy McShane's support of Reach's programs continued in 2014 with more than \$85,000 raised through their annual Golf Day and Christmas Lunch. The passion and commitment shown by the team at McLardy McShane for these events has enabled Reach to build a large network of support amongst individuals and businesses.
- The Grocery and Liquor Association (GALA) has provided more than \$1 million in support of Reach's work over many years through its annual Golf Day and ball. This impressive milestone was recognised at their black-and-white themed ball in August, with Reach alumni Kayne Tremills and Ash Clarke MC-ing the event, and young Reach crew member, Jordan Mineo engaging the crowd with his powerful story as guest speaker.
- Financial Coaching joined forces with Reach to deliver the Jim Stynes Golf Classic in Victoria. The event brought together more than 70 people for a fun day of sport and celebration, raising more than \$20,000 for Reach.



Maureen ('Maurz' to everyone) has been a Supporter at Reach community programs for many years. Supporters provide practical support to the crew team who run the workshops and are trained in first aid. They also provide general oversight for everyone involved and participating in the workshop. Our community workshops and weekends away have at least one adult Supporter present at all times.

"I first heard about Reach when they came to my son Tom's secondary school when he was in year 10. He will be 30 this year, so it was a while ago. He came home that day and raved about how good it was and that he was the first one to put his name down for a camp in a few weeks.

He went on that camp and when he came back he was on a high – basically he's never come off it! He participated in Frankston Fused, then was made a crew member and worked his way up to senior facilitator over a long period of time. He worked full time for Reach, and one day he took me to the office, so we could chat in the car there and back because he was so busy. I was introduced to many beautiful staff members but I made an instant connection with one person, Sophie, who asked me what I thought about Tom being involved with Reach. I immediately said how wonderful it was and that if there was a Reach for adults, I would be first in line. Unbeknownst to me at the time, Sophie was the Volunteers

Manager, and she explored with me the possibility of becoming a Supporter. Becoming a Supporter is a decision I have absolutely never regretted!

I have supported Frankston Fused for nine years. That is my passion because I live on the Peninsular and feel I am serving my community. I've been on countless camps, too many to count, Heroes weekends away, IGA Leadership weekends away, advanced camps, new crew camps, ramp camps, Grounded camps, Camp Maasai, teachers weekends away... I have never been on a camp I haven't loved.

The kids are so inspirational. I am learning from them all the time. They are brave, intelligent, unique, funny, tragic, happy and always inspiring to meet, to listen to and to learn from. I have built really close relationships with staff, facilitators and crew, and admit to having a few (adopted) kids along the way. That is my favourite part of supporting – without question, it is the relationships I have formed and watching the growth of the kids, crew and facilitators. I honestly feel like a proud mother! I feel truly blessed to be a member of the Reach family."

"I feel truly blessed to be a member of the Reach family."

GOVERNMENT PARTNERS



PRINCIPAL PARTNERS

The Geoff Harris Foundation



REACH CHAMPIONS



J.P.Morgan



McLardyMcShane
Insurance & Financial Services

PROGRAM PARTNERS



SUPPORTING PARTNERS



hodge

Jeanswest



TAC



TRUST AND FOUNDATION PARTNERS

Bell Charitable Foundation	Collier Charitable Fund	The Marian and E.H. Flack Trust	The Greenlight Foundation	The Jack Brockhoff Foundation	Perpetual Trustees
Besen Family Foundation	Equity Trustees	Gandel Philanthropy	Hogan Family Trust	Portland House Group	The William Angliss (Vic) Charitable Fund

PRO BONO PARTNERS

Deloitte	K&L Gates	People Measures
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EVENTS, IN-KIND, AND WORKPLACE GIVING PARTNERS

3AW	Camp America	Goldman Sachs	Lend Lease	Peabody Energy	Talent Solutions Direct
Action Printing	Charity Paintball	Grocon	Lion	Precinct	Talkforce
AESM	Chubb Insurance	Groupe Sportif	Lock King	Print Media Group	T2 Executive
AMP Services	Corporate Travel Connections	Helping Hand Group	Lumo Energy	Qantas	The Edge Development Group
Anthony Ingerson	Crown	Hunter Industrial	Mango	QBE Insurance	The Iconic
Anthony Pejakovic	Dal Zotto Wines	Huntingdale Golf Club	Marshall White	Australia	The Knight Alliance
Atlantic Group	DC Clothing	JBWere	Mazda Australia	Quiksilver	Total Window Concepts
Austbrokers ABS	Deloitte	Jeanswest	Metro	RBS	Transdev
AXA Foundation	Diageo	Jefferson Ford	McCormick Foods	Ritchies	Tyreright
Bain International	Dick Smith Foods	JK Group	M.J. Printing	River City Motor Group	United Way
BHP Billiton	Edgewise	JM Financial Group	Mondelez Australia	Schweppes	Veolia
Blick Creative	Ernst & Young	J.P. Morgan	MTData	Simson Cards	Westpac Group
Boom Logistics	FIFI	kikki.K	Nine Network	Steadfast	Whitney Lang Yoga
Boost	Financial Coaching	Kloster Ford	PeSA	Strike Bowling	Worksafe
CAF Australia	Gelato Messina	L.E.K Consulting	P.J. O'Brien's	Superior Activewear	Yellow Brick Road

LARAPINTA TRAIL CHALLENGE FUNDRAISERS

These adventurous individuals rose to the challenge and hit the trail to support our work with Indigenous young people:

Amelia Carrasco	Diona Chu	Ashley Clarke	Devyn Goddard	Natalie Lee-Dimic	Helen Lezala
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INDIVIDUAL DONORS

Hundreds of individuals helped Reach thrive in 2014. These people generously supported our workshops and programs:

\$10,000 +

Ross Hildebrand Craig Mason

\$5,000 – \$9,999

Brasher Family Foundation	Christopher Denoux	Terrence McCabe	Shane Ward
Ian Carr	Reid Johnson	Geoff Roberts	John Wright
	Kareem Kilany	Peter Spargo	Steven Pharr

\$2,000 – \$4,999

Raymond Chan	Sarah Davies	Michael Minahan	Rick Porter	Chris Wilson
Margaret Chapman	Val Johnstone	Stephen Minns	Michael Rikard-Bell	Michael Woodhouse
Chris Collett	Chris Lund	John and Sue North	Pete Silvey	
Noel Coxall	Alan Mendel		Conor Smyth	

\$1000 – \$1,999

Ron and Jan Allatt	Kate Egan	Val Kennedy	Jay Munro	Nicolas Thompson
Peter Atkins	John Emerson	Anthony Koochew	John O'Grady	Stephen Trist
Benjamin Balgue	Ken Fehily	Gordon Lefevre	Martin Reukers	John Urbano
Tim Chegwin	Adam Feldman	Helen Lind	Michael Senyard	Greg Waters
Penelope Collins	Stephen Grantham	Alice MacDougall	Ben Skinner	James Wilson
Peter Collins	Anne Hartree	Amanda McMahon	Jacqui Snowden	
Caroline Counsel	Mark Himpoo	Don McLardy	Jill Santamaria	
Thomas Cregan	Bryan Horskins	Lee Mickelborough	R.B Stringer	
John Cronin	Anthony Klein	Tim Mitchell-Adams	Brett Thomas	

MONTHLY 'GREAT GIVERS'

Many of our donors pledge a monthly gift to Reach. This is the most efficient way to support our work:

Sharon Appiah	Stephen Colman	Phillip Griffith	Anthony Micallef	Brenda Randsome	Emma Warren-Smith
Jodi Barry	Sarah Davies	Brad Holland	Jason Nielson	Joanne Robinson	Tara Whillas
Alik Barsegian	James Della-Porta	John Hoyne	Ultan O'Dwyer	Aldo Schepis	Susanne Williamson
Graham Blashki	Christine Diamataris	Sarah Lloyd	Sumit Parikh	Kristina Sinclair	Ian Wykes
MD Brien	Craig Down	Peter Maclean	Robert Peake	Matthew Sowerbutts	
Andrew Browning	Simon Garnett	Roger and Anne McKinnon	Elisa Porto	Stephen Toohey	
Samantha Collins	Michael Goodwin	Matthew McNab	Brian Purdy	Janni van Dreven	

COMMUNITY FUNDRAISERS

Organisations and groups got creative, tapped into their passions and gathered together to raise money for Reach:

Andrew Smith // World Pull Up Day	Emeka Ifoeze // Film fundraiser	Myer Fountain Gate // Staff fundraisers
Bambi and Sammi // Product sales	Emma Adams // Bobby Dazzler Vintage Fairs	Myer Stores Community Fund // Staff fundraisers
Body Revival Health & Fitness // Christmas party	Fox Classic Car Collection Volunteers // Car show	Patrick Phelan // The Cu Chulainn Battle of the Irish fight night
Catherine Ross // 'Boyhood' screening	Gaelic Football Association // Gaelic football match VIC vs QLD	Print Edition // TaranTEEno competition
Christine Bright // Bikky baking	Harris Diviny // Basketball fundraiser	Prologger // Queensland conference
Chris Collett // City to Sea record-breaking run	Jackilyn Hearn // SEDA Walk to Reach Out	Phil Leahy // PeSA conference dinner
Danny Kiss // Concert	Jayne and David Barrie // Fundraising dinners	Reach Senior Facilitators // Crew training challenge
Dumb Humans Like Darren // Concert performance	Jesinta Campbell // Dancing with The Stars proceeds	Red Angels Netball Team // Team fundraising
Dylan Howard // Marathon runner	Joshua Williams // SEDA Golf Day	Renee Wilton // App launch party
Elmo Kumalic // Australian Graduate Fashion Week launch party	Kerri McMillan // Shout for Sam	Tilly Barrie // Indigenous Utopia screening
		Victoria University Events Students // Racing for Reach

SCHOOLS AND STUDENTS

Some creative and committed students and teachers joined together to support our work in schools:

Canberra Girls Grammar School	Lyndhurst Secondary College	Melbourne Grammar School	Seaford North Primary School	Wantirna College
Firbank Grammar School	Mac Robertson Girls High School	Pascoe Vale Girls College	The Kilmore International School	West Leederville Primary School
Goulburn Owens TAFE	Marcellin College	Reservoir High School	Toorak College	Whitefriars College
Hampton Park Secondary College				



PEOPLE

Our crew and staff members are the people who make it all happen, visiting many remote locations and schools, travelling tens of thousands of kilometres to make sure young people receive the benefits of Reach.



OUR CREW

Why are Reach's workshops so effective? Simple, it's the crew.

Reach crew members are young, just like the participants in our workshops. Aged between 15 and 25, they get what it's like to be a teenager.

But that's not the only reason our model of 'young people inspiring young people' works so well. The other reasons include:

- Crew members are highly skilled and responsible for creating and facilitating our workshops, so the experiences engage and inspire the young people who attend.
- The crew members who deliver workshops have a depth of skill and experience that ensure our workshops are not only relevant and engaging for young participants, but ultimately successful in improving their wellbeing and resilience. Reach invests a substantial amount of time, money and resources into the training and development of our crew.
- The crew members have strong alignment with Reach's values and commitment to their own personal development and growth. This means they are able to speak honestly and openly about their own journeys and challenges in a way that is authentic and meaningful, and which connects with young people.

BECOMING CREW

In a process of continual improvement, in 2014, the annual crew recruitment campaign had multiple entry points to make it easier for young people to put themselves forward for this opportunity.

There was a social media and online campaign where young people were invited to submit an application via video or written application. There was a community nomination process. Community leaders, organisations and groups were invited to nominate young people they believed inspired other young people. There was also a crew nomination process. Crew members were invited to nominate those young people who had really stood out to them in workshops.

The aim was to discover a new group of young people from a variety of cultural and socioeconomic backgrounds, representing a range of personalities, abilities, skills and aspirations, who were creative, dynamic and empathetic. A diversity of backgrounds, qualities and skills is important for engaging with the wide variety of young people who participate in Reach workshops.

The results included:

- 230 crew applications from young people aged 15 to 25 years, with 100 invited to participate in crew selection workshops in Victoria and NSW.
- Employing a merit-based selection process, 62 young people were invited to join Reach's new crew group in 2015.



In addition, we implemented processes that allowed us to be more responsive to crew enquiries received outside the annual crew recruitment campaign. This included a screening process and trial period. We were able to invite four young people to join the crew group throughout the year.

LEVELS OF CREW

In 2014 there were 176 young people who formed our active crew group – participating in crew training and volunteering, and employed to deliver our programs and workshops. This group included:

- 9 senior facilitators
- 15 facilitators
- 54 facilitators-in-training
- 98 crew members

The development of a crew member is an extended journey that can take between two and six years. It's a journey that looks something like this:

1. All young people who join Reach crew start as volunteers, where the primary focus is to gain a greater understanding of themselves and their role in workshops.
2. From here, crew members who are interested in designing and delivering workshops may take the next step and apply to become accredited as a facilitator-in-training. This is a paid role where they start to develop and strengthen their capacity to create and facilitate impactful experiences for young people.
3. As their skills and confidence develop, a facilitator-in-training may then choose to become accredited as a facilitator. Facilitators lead small teams and workshop experiences.
4. For those facilitators who have demonstrated quality facilitation over a sustained period of time and have made a unique contribution to Reach, there is the opportunity to be accredited as a senior facilitator. Senior facilitators provide mentoring, and support the training and development of the younger crew members.

CREW DEVELOPMENT

The Reach crew is, in many ways, the lifeblood of our organisation.

They're the dynamic and talented young people who design and deliver our workshops – and their development is consistently at the forefront of our focus. Because of that, crew members typically embark on a unique two-to-six-year journey of personal and professional development.

They engage in comprehensive, theoretical and experiential skills-based learning, and are encouraged to pursue personal interests to fulfill their own potential.



HOW WE INVEST IN YOUNG PEOPLE

Our crew group is our most valuable resource and we continually endeavour to ensure they have the support and opportunities to enable them to flourish and develop.

In 2014, a total of \$335,000 was invested in the training and development of our crew. We also invested more than one fifth of every dollar in employing these young people to deliver Reach's workshops. There were 67 crew members employed by Reach on a full-time or casual contract basis.

CREW TRAINING AND DEVELOPMENT

To ensure that our crew members are equipped to volunteer and work with the young people who participate in our workshops, we offer a high-quality training and development program. This program is designed specifically for Reach crew and aims to provide both emotional and personal development experiences, alongside practical knowledge and skill-building lessons.

It's a dynamic program featuring a series of offerings to develop both head and heart.

In 2014, the training and development program consisted of two separate streams:

1. Crew training for our volunteer crew, focusing on building the skills needed to volunteer on workshops and work alongside the young participants;
2. Facilitator training for all facilitator levels, aimed at developing and strengthening the facilitation skills required to engage with groups of young people and create the powerful experiences for which Reach is known.

Because we create workshop experiences for young people from diverse and varied backgrounds, it's critical crew members at all levels have a strong understanding of the complex issues that young people face. This includes knowing how to appropriately respond, and when to seek additional expertise in supporting a young person in a workshop.

In 2014, all crew members were offered training on topics including:

- Gender, sex and sexuality
- Early intervention in eating disorders
- Voice, breath and movement
- Understanding the experiences of the First People
- Understanding how trauma impacts young people and those who listen to their stories
- Coaching and feedback conversations
- Capacity building around managing and responding to disclosures

NEW GRADUATES

We congratulated the following crew members on their achievements in 2014:

NEW SENIOR FACILITATORS //

Adam Daniel
Ryder Susman
Idris Mustafovski

NEW FACILITATORS //

Joshua Ward
Rozi Komlos
Telaine Cowdrey
Ashley Clarke
Stephanie Darling
Jack McDonald
Bethany Knight

NEW FACILITATORS-IN-TRAINING //

Molly Smith
Harry Morton
Lucy Fraser
Alexander Ironside
Amelia Carrasco
Jack Morrison
Kennedy Shine
Hugo Rose
Maddie Ellis
Gabbi Kane
Adam Read
Charlotte Noe
Max Affleck
Rebeca Sacherro
Katie Starkey
Shaeley Henderson
Jake McMillan



REACH STAFF

Our staff members are responsible for the administration and management of the organisation – supporting the Reach crew to design and deliver our workshops.

In 2014, Reach's professional workforce included 30.65 full-time equivalent staff. This was a 2% decrease in staff numbers from 2013, reflecting the additional restructuring undertaken in 2014 as part of Reach's focus on achieving financial sustainability.

Our staff worked from the Dream Factory in Collingwood, Melbourne, from our home in Surry Hills, Sydney and from two office locations in Maitland and Muswellbrook in the Hunter Region, NSW.

In addition to Reach's wellbeing professionals, we also employ 11 sessional social workers, psychologists and counsellors in Victoria and NSW. This team provides expert support, follow-up and referrals for workshop participants and crew on Reach workshops.



Meet our staff //

reach.org.au/we-are-reach/reach-people

RETENTION AND ATTRITION

Reach has a diverse mix of employees whose duration of employment spans a wide range. The average years of service for all Reach staff (excluding crew) at 31 December 2014 was 2.6 years, and length of employment ranged from four months to more than 16 years.

Analysis of staff exit surveys and interviews indicated that the majority of reasons for staff leaving are personal in nature, often a reflection of our staff being inspired by the incredible challenge and growth encouraged through our work with young people, leaving to pursue passions and personal priorities that working at Reach helped them to identify.

In 2014, we identified the importance of finding staff with a great combination of professional and technical skills, passion for the work of Reach, cultural fit, and resilience and optimism. During the year we prioritised finding an even better 'match' between Reach's needs and individual attributes, a focus that will continue in 2015.

In December 2014, as part of the conclusion of a major Government grant and Reach's focus on achieving financial sustainability, we reviewed our structure and five roles were made redundant. The resulting restructure created some new roles which were filled in early 2015.

REMUNERATION OF SENIOR MANAGERS

Senior management remuneration includes those of the CEO and general managers. The total remuneration for the Reach senior managers totalled \$848,910 in 2014.





RECOGNITION

Each year, Reach recognises a number of individuals for their outstanding contribution to the organisation:

CHAIRMAN'S AWARD

Awarded by our Chair to recognise the person whose contributions over the past 12 months have stood out to them.

The recipient of the 2014 Chairman's Award was Brad Holland, GM Development.

JIM STYNES (INSPIRATIONAL) AWARD

Awarded to someone who continues to push themselves and the people around them, working hard to ensure Reach's work is the best it can be in improving the lives of young Australians. The recipient is an all-round 'legend' and is constantly inspiring those around them.

The recipient of the 2014 Jim Stynes Award was Tayah Carr, Senior Facilitator, VIC.

TROY BROADBRIDGE (QUIET ACHIEVER) AWARD

Awarded to a staff or crew member who works hard, does an outstanding job and just 'gets the job done'.

The recipients of the 2014 Troy Broadbridge Award were Adam Daniel, Senior Facilitator/Engagement Facilitator, NSW and Gab Chalmers, Facilitator-in-Training, VIC.

PAT CULLEN (RISING STAR) AWARD

Awarded to a crew member who has shown outstanding commitment to their development and contributed to those around them.

The recipients of the 2014 Pat Cullen Award were Ed Court, Facilitator-in-Training, VIC and Harry Morton, Facilitator-in-Training, NSW.

Service recognition was also given to the following staff and crew:

TEN-YEAR SERVICE AWARDS

Idris Mustafovski	Marlo Sullivan
Kieran Christopherson	Meredith Hill
Kim Dawe	Alex Goldberg
Paulo Guina	Loretta Skehan
Tayah Carr	

FIVE-YEAR SERVICE AWARDS

Laura James	Steph Darling
Ed Court	Tilly Barrie
Jessica Groves	Julie Carter
Maddie Pearce	Will Crothers
Sarah McNaughtan	Ryan Simpson
Shona Leahy	

PERFORMANCE MANAGEMENT AND STAFF DEVELOPMENT

We continued our performance management process in 2014, reinforcing the practice of setting annual contribution goals and professional development plans for the year. This process also encouraged personal reflection on alignment with our values. Year-end reviews were also completed as a formal closure for the performance cycle.

During the year, a number of professional development sessions identified in the Staff Learning and Development Plan were delivered in the areas of leadership, management and HR and general professional skills. The majority of these sessions were delivered by pro bono partners, providing valuable development for our people and an opportunity for these individuals to contribute to Reach as an organisation whose priorities and values they support. Topics delivered were:

- Fixed vs growth mindset
- Bullying and harassment
- Vision and strategy / conceiving, positioning and managing change
- Providing feedback / coaching / having difficult conversations
- Development planning using character strengths
- Managing low performance
- Leadership styles
- Introduction to positive psychology

In addition to these sessions, in 2014 two Reach staff members, Paige Campbell (VIC) and Peta Sullivan (NSW) were nominated for, and awarded, Emerging Leaders scholarships provided by Academy Global for a five-day intensive management development program for the non-profit sector.



CULTURE AND ENGAGEMENT

In 2014, as part of a biennial cycle made possible through pro bono support provided by People Measures, we surveyed our crew, staff, volunteers and Board members to measure engagement and cultural vitality.

Employee engagement is defined as a “heightened positive, emotional state in relation to one’s work/ organisation”. Engaged employees are more willing to apply extra effort to their work and have increased enthusiasm, energy and commitment to their job.

Organisational culture refers to the consistently reproduced values and beliefs, which are reflected in the actions of its members and in the organisation’s structure and distribution of responsibility. It is often linked to the way information is disseminated, how power is distributed and how decisions are made. It is measured via a number of sub-scales: core values; involvement and communication; feedback; recognition and reward; support; staff development; goals and objectives; strategic direction; and work-life balance.

The survey found that:

- 78% of respondents (Reach crew, staff, volunteers and Board members) were engaged. In line with engagement best practice, the engagement measure reflects a robust method, which requires that an employee must meet all criteria to be considered engaged. This score indicates a high level of engagement of Reach crew, employees, volunteers and Board members, and was a 33% increase on the 2012 survey.
- All culture scales increased compared to the results in the 2012 survey.
- The culture areas with most favourable responses were core values (81%), support (81%), goals and objectives (75%) and reward and recognition (74%).
- Half (51%) of respondents felt pressured for time with their workload, up by 7% from 2012. However, the vast majority (79%) felt that Reach is focused on employee wellbeing.

Overall the results were very pleasing, reflecting a robust culture with a highly engaged workforce of paid employees and volunteers.

HARRY // 17

“ I’m the youngest of three boys, so I grew up with a lot of men to look up to. They were great role models most of the time, but none of them ever got a chance to talk about what was really going on. I looked up to them so I felt like I couldn’t either.

I was a massive rat-bag in high school. In Year 7 we had a Time Out room, where you’d go sit by yourself if you’d been misbehaving. I spent 50 days in that room in that year alone. I think I played up at school because a lot of people egged me on to do it, and I’d grown up around my brothers behaving the same way.

In Year 11, a teacher told me I had to go along to this Reach workshop because she saw me as a leader in the school. I didn’t understand what she meant, and I thought the workshop sounded pretty lame and embarrassing.

I went along anyway, and something sort of clicked for me. Even though everyone else was taking the piss out of the workshop, I decided to give it a go. The activities in the workshop seemed really uncomfortable at the time, but it was probably the first time I actually felt connected to people in a deeper way.

I got to see a different side of people and realised there was so much more to them than initially meets the eye.

At the moment, I’m chasing my dreams with boxing. I want to win gold at the Olympic Games and I feel like I’m on my way to getting there. I always had a plan of what I was going to do after I finish school, but Reach has helped me realise I have a lot more possibilities than I first thought.

Reach has taught me that I’m capable of going out and chasing my dreams, but at the same time it’s brought me back to reality.”

“Reach has taught me that I have a purpose and I am capable of doing powerful things.”

SAFETY AND WELLBEING OF OUR STAFF

In addition to Reach's highly developed, holistic and integrated approach to protecting the wellbeing of young people, Reach places the highest priority on the safety and wellbeing of our staff. In 2014:

- Reach's Safety Committee continued to meet on a regular basis, responsible for the safety and wellbeing of young people involved in our workshops, as well as all staff and crew.
- Annual training was provided to staff and crew on protecting young people and professional boundaries.
- Free and confidential counselling and support was provided to staff and facilitators via an external Employee Assistance Program.

- Reach has a wide range of policies relating to ensuring the safety and wellbeing of our staff and the young people involved in our workshops. These policies include:

- Occupational health and safety
- Bullying and harassment
- Issue and grievance resolution
- Working With Children and Police record checks
- Dream Factory security
- Young person wellbeing
- Safe working environment
- Reporting of OH&S incidents
- Alcohol and drugs policy
- Fire safety
- Manual handling
- Risk assessment
- Working outdoors

90% of crew, staff, volunteers and Board members believe there are clear and consistent values at Reach which directs the way they work.



A HUGE 'THANK YOU' AND FOND FAREWELL TO SHARON STYNES

In January 2015 we bid a fond farewell to Reach's Events Manager Sharon Stynes, who has played a pivotal role in the development of our organisation over the past two decades.

Sharon's journey at Reach began in 1994. She arrived in Australia from Ireland just as Reach's co-founders, Jim Stynes and Paul Currie, were running their first ever Fused workshop. Ever the inclusive and supportive big brother, Jim invited Sharon to come down and check out the workshop. After hearing stories of Reach's emotionally charged activities, Sharon was initially very nervous, but she quickly became hooked! She loved it so much she volunteered as a Supporter for the next four years, helping Jim and Paul with logistics for all Reach programs. When a permanent position arose in 1998, Sharon quickly jumped at the opportunity.

In these early days, Sharon was a 'jill of all trades' – organising events, taking care of marketing, assisting with corporate relations, managing logistics on Reach camps, coordinating Heroes Days and looking after supporters and volunteers.

In her own words, Reach was "like a baby" to her as she watched it grow from a small idea into an amazing organisation. Sharon was constantly inspired by the stories of the young people who came through Reach's doors. With most of her family based in Ireland, Reach became her surrogate family.

Sharon particularly loved working alongside Jim to bring to life Reach's large-scale engagement events – The

Trek, The Lockout, March of the Penguins, The Irish Ball, The Reach Ball, The Reach Breakfast and Camp Maasai.

Throughout her years at Reach, Sharon's drive to make a difference has seen her personally manage dozens of events involving hundreds of companies and thousands of individuals. These events provided an important opportunity to share the stories of young people, engage supporters, demonstrate Reach's impact and raise vital funds to continue our work. Sharon's hard work has directly impacted the lives of thousands of people, young and old.

Whilst Sharon's proven record for success in the events space speaks for itself, she has taken on many other 'unofficial' roles at Reach, infusing herself as an integral part of the organisation.

For countless young people on our programs, Sharon has been the sensitive carer, nurturer and mother figure who wholeheartedly believes in their potential. She will always "have their backs" no matter what.

To our young crew, Sharon has been the strong role model, the morale-lifter when tiredness and exhaustion kicked in after delivering programs, and the entertainer when she deemed it appropriate!

And to the rest of the team at Reach, Sharon is the beautiful, wise, incredibly humble, generous and hilarious woman whom we will greatly miss.

Whilst Sharon often spoke of the young people she met at Reach helping to shape the person she is today, she too has been an inspiration to many. Leaving behind 20 years of support, Sharon's legacy will be felt for many years to come.

Sharon will always remain an involved and valuable part of the Reach family. On behalf of everyone at Reach, we say thank you for your compassion, dedication, and humour and wish you good luck in your exciting adventures to come.





GOVERNANCE

Our governance structure reflects our commitment to achieving a genuine model of youth participation – ensuring young people are at the focus of and involved in decision-making at all levels.

GOVERNANCE STRUCTURE

The governance of Reach resides with our Board of Directors.

The role of the Board includes advocacy, fundraising, risk management and overseeing the strategic direction and performance of the organisation. The structure ensures the Board delegates the day-to-day management of Reach to the CEO and Leadership Team, consisting of our general managers and crew leaders. It is this team that has overall responsibility for achieving our strategic and annual action plans (as approved by the Board).

Our structure supports us to achieve our mission for young people and drive towards our strategic goals.

LEADERSHIP TEAM

CREW & STAFF

Crew Leadership Team
GM Services and Learning
GM NSW
GM Development
GM Finance and Operations

CEO

BOARD OF DIRECTORS

Audit and Risk Committee
Impact Subcommittee
People and Culture Subcommittee
Fundraising Subcommittee

GOVERNANCE TEAM

MEET OUR BOARD

Our directors are successful and professional business and community leaders who believe in the inherent potential of all young people. Their backgrounds are broad, ranging from business, legal, finance and government, to media, marketing, community development, psychology and youth work. This diversity is ensured through a regular Board renewal process.

Together the directors bring a rich array of skills and experience to Reach. We're thankful for their commitment and support in helping us realise our vision.





**GEOFF
ROBERTS**

Managing Partner Victoria, Deloitte Touche Tohmatsu
Board Chair, since 2014
Director since 2009
Member, Audit & Risk and Fundraising Subcommittees

Meetings attended/meetings eligible to attend:

Board meetings // Chair	7 / 7
Audit & Risk Subcommittee // Chair	3 / 4
Fundraising Subcommittee // Chair	0 / 1



**CHRIS
WILSON**

Director, JBWere Philanthropic Services to December 2014
Director since 2013
Chair, Fundraising Subcommittee
Member, Impact Subcommittee

Meetings attended/meetings eligible to attend:

Board meetings	7 / 7
Impact Subcommittee	2 / 3
Fundraising Subcommittee // Chair	1 / 1



**CLARE
AMIES**

Executive Director, Insurance Business Unit, WorkSafe Victoria
Director since 2012
Chair, People and Culture Subcommittee
Member, Audit & Risk Subcommittee

Meetings attended/meetings eligible to attend:

Board meetings	6 / 7
Audit & Risk Subcommittee	3 / 4
People & Culture Subcommittee // Chair	4 / 4



**ALICE
MACDOUGALL**

Special Counsel, Herbert Smith Freehills
Appointed as Director in September 2014
Member, Audit & Risk and Fundraising Subcommittees

Meetings attended/meetings eligible to attend:

Board meetings	2 / 3
Fundraising Subcommittee	1 / 1



**ANTHONY
KLEIN**

Partner at PricewaterhouseCoopers
Appointed as Director in October 2014
Chair, Audit & Risk Subcommittee since 2014
Member, Audit & Risk Subcommittee

Meetings attended/meetings eligible to attend:

Board meetings	2 / 2
Audit & Risk Subcommittee	4 / 4



**KEVIN
KEENAN**

Reach Company Secretary since 2011
Director from 2012 to June 2014
Member, Audit & Risk Subcommittee

Meetings attended/meetings eligible to attend:

Board meetings	1 / 3
Audit & Risk Subcommittee	2 / 4



**LISA SUZANNE
GREEN**

Founder of The Positivity Institute, Clinical & Coaching Psychologist
Director since 2012
Chair, Impact Subcommittee

Meetings attended/meetings eligible to attend:

Board meetings	4 / 7
Impact Subcommittee	2 / 3



**PETER
WILLIAMS**

Chief Edge Officer, Centre For The Edge Australia at Deloitte Touche Tohmatsu
Director since July 2014
Member, Fundraising Subcommittee

Meetings attended/meetings eligible to attend:

Board meetings	2 / 4
Fundraising Subcommittee	0 / 1



**TOM
HARKIN**

Founder and Principal, Tom Harkin Consulting Director since 2011
Member, Impact Subcommittee

Meetings attended/meetings eligible to attend:

Board meetings	3 / 5
Impact Subcommittee	2 / 3



**MICHELLE
MCQUAID**

Founder and Director of Michelle McQuaid Pty Ltd
Director since 2009
Member, Impact Subcommittee

Meetings attended/meetings eligible to attend:

Board meetings	4 / 7
Impact Subcommittee	2 / 3



**SAM
CAVANAGH**

Retired

National Executive Producer, Southern Cross Austereo
Director since 2012
Retired June 2014

Meetings attended/meetings eligible to attend:

Board meetings	1 / 3
People & Culture Subcommittee	2 / 2



**TRISHA
SQUIRES**

Senior Manager, SKYS at Melbourne Citymission
Director since 2013
Member, People & Culture Board Subcommittee

Meetings attended/meetings eligible to attend:

Board meetings	5 / 7
People & Culture Subcommittee	3 / 4

BOARD MEETINGS AND COMMITTEES

The Board met regularly (six times) for formal Board meetings and once for a Board strategy planning workshop in 2014. Directors also contributed to the activities of our four Board Subcommittees, together with external experts and members of crew.

AUDIT & RISK BOARD SUBCOMMITTEE

The purpose of the Audit & Risk Subcommittee is to assist the Board in its oversight responsibilities by monitoring and advising on:

- The truth and fairness of the financial statements of the Foundation
- The integrity of the Foundation's accounting, management and financial reporting
- The appropriateness of the Foundation's accounting policies and practices and consistency with current and emerging accounting standards
- The external auditors' scope, independence and performance processes to ensure compliance with legal and regulatory requirements
- The effectiveness of the Foundation's control environment
- The Foundation's overall risk management process

The Subcommittee provides a forum for communication between the Board, management and the external auditors, and is a conduit to the Board for external advice on audit, risk management and compliance matters.

MEMBERS //

Anthony Klein // Director; Chair

Geoff Roberts // Director

Clare Amies // Director

Kevin Keenan // Director

Alice MacDougall // Director

Ranko Vukomanovic // General Manager, Finance and Operations; Secretary

Sarah Davies // CEO

Rochelle Dennis // Crew Member

Jade Deutrom // Crew Member

IMPACT BOARD SUBCOMMITTEE

The purpose of the Impact Subcommittee is to assist the Board in its oversight responsibilities by reviewing and advising on:

- Developments and trends in research and knowledge relating to youth mental health and wellbeing
- Sector trends and issues
- Models and frameworks which underpin Reach program logic and design
- Impact of Reach programs and activities
- Reach's research and program development needs and opportunities
- Reach's program relevance to young people in young people's voices

MEMBERS //

Suzy Green // Director; Chair

Tom Harkin // Director

Michelle McQuaid // Director

Chris Wilson // Director

Sarah Davies // CEO

Jennifer Brice // General Manager, Services and Learning; Secretary

Brad Holland // General Manager, Development

Kathy Hoyt // General Manager, NSW

Idris Mustafovski // Crew Member

Tom Canny // Crew Member

Dr. Mathew White // Director of Wellbeing and Positive Education, St Peter's College and External Expert

Dr Dianne Vella-Brodrick // Director, Master of Applied Positive Psychology Program Melbourne Graduate School of Education University of Melbourne and External Expert

PEOPLE & CULTURE BOARD SUBCOMMITTEE

The purpose of the People & Culture Subcommittee is to assist the Board in its oversight responsibilities by monitoring and advising on:

- The organisation's structure and culture
- Key people development and performance measures
- Key people and culture policies

MEMBERS //

Clare Amies // Director; Chair

Trisha Squires // Director

Sam Cavanagh // Director

Sarah Davies // CEO

Miranda Sowden // HR Manager; Secretary

Paolo Guina // Crew Leadership Team and Crew Member

Maddie Pearce // Crew Member

Sasha Lawrence // Crew Member

Ralph Fallows // Chairman/Director and volunteer/
supporter in child protection/youth development
not-for-profits; facilitator/coach/mentor

Geoff Sloan // Head of Group Property/Facilities,
BHP Billiton and External Expert

Clare Wynne // Senior Manager, Learning and Development

FUNDRAISING BOARD SUBCOMMITTEE

The Fundraising Subcommittee was established in late 2014 to assist Reach in developing and building regular, predictable and diversified income streams. The Committee's role is both strategic and tactical: strategic in terms of identifying models and approaches for future revenue development, and tactical in terms of providing hands-on support for the development team with implementation and execution.

The Committee has three broad areas of focus:

- To support existing activities as per the fundraising strategy and plan
- To review and recommend new activities and processes to achieve financial targets
- To help raise Reach's profile and build the supporter base through introductions to personal and professional networks

MEMBERS //

Chris Wilson // Director; Chair

Brad Holland // General Manager, Development; Secretary

Max Affleck // Crew Member

Gabrielle Chalmers // Crew Member

Adam Daniel // Crew Member

Sarah Buckley // Director Consulting, PwC Australia

Sarah Davies // CEO

Kimberly Downes // Philanthropic Advisor

Alice Macdougall // Director

Tim Mitchell-Adams // Head of Retail Sales, AMP

Geoff Roberts // Director

Emma Warren-Smith // Fundraising Manager

Peter Williams // Director

NSW ADVISORY COMMITTEE

The Board also has the support of the NSW Advisory Committee, which supports Reach's NSW activities and growth by providing advice, resources and support to the NSW crew and staff.

MEMBERS //

Christopher Whitnall // Managing Director, talkforce; Chair

Mark Adams // EGM Specialised Sales, Business Banking, NAB

Michelle Brady // Company Secretary and Head of Risk and Compliance, CFS Retail Property Trust Group

Mark Burns // Principal, TMT Partners Pty Ltd

Grant Patterson // Managing Director, Providence Wealth

Rebecca Wilson // General Manager, Austbrokers ABS

COMPLIANCE

Reach strives to operate to high standards of efficiency, effectiveness, transparency and regulatory compliance.

The Board's activities are focused by a comprehensive work plan, ensuring thorough governance oversight.

In 2014, regular governance items managed by the Board included:

- Organisational policy review
- Board terms of reference
- Committee terms of reference
- Directors' interests
- Insurance review
- Dashboard requirements review
- Organisational and financial performance review
- Compliance and reporting review
- End of year financial audit



FINANCIAL

PERFORMANCE

This is an extract from the audited financial statement for The Reach Foundation for the year ended 31 December, 2014.

INCOME STATEMENT

FOR THE FINANCIAL YEAR ENDED 31 DECEMBER, 2014

	\$ // 2014	\$ // 2013
Revenue	5,083,392	5,467,822
Revenue from Reach Dreams Foundation	5,000	17,182
Total revenue	5,088,392	5,485,004
Program and workshops expenses	-3,702,828	-3,632,224
Fundraising and development expenses	-1,394,146	-1,400,367
Depreciation and amortisation expenses	-144,693	-185,718
Governance and administration expenses	-384,936	-365,613
Deficit	-538,211	-98,918



Read our full financial statement // reach.org.au/we-are-reach/#operations-section

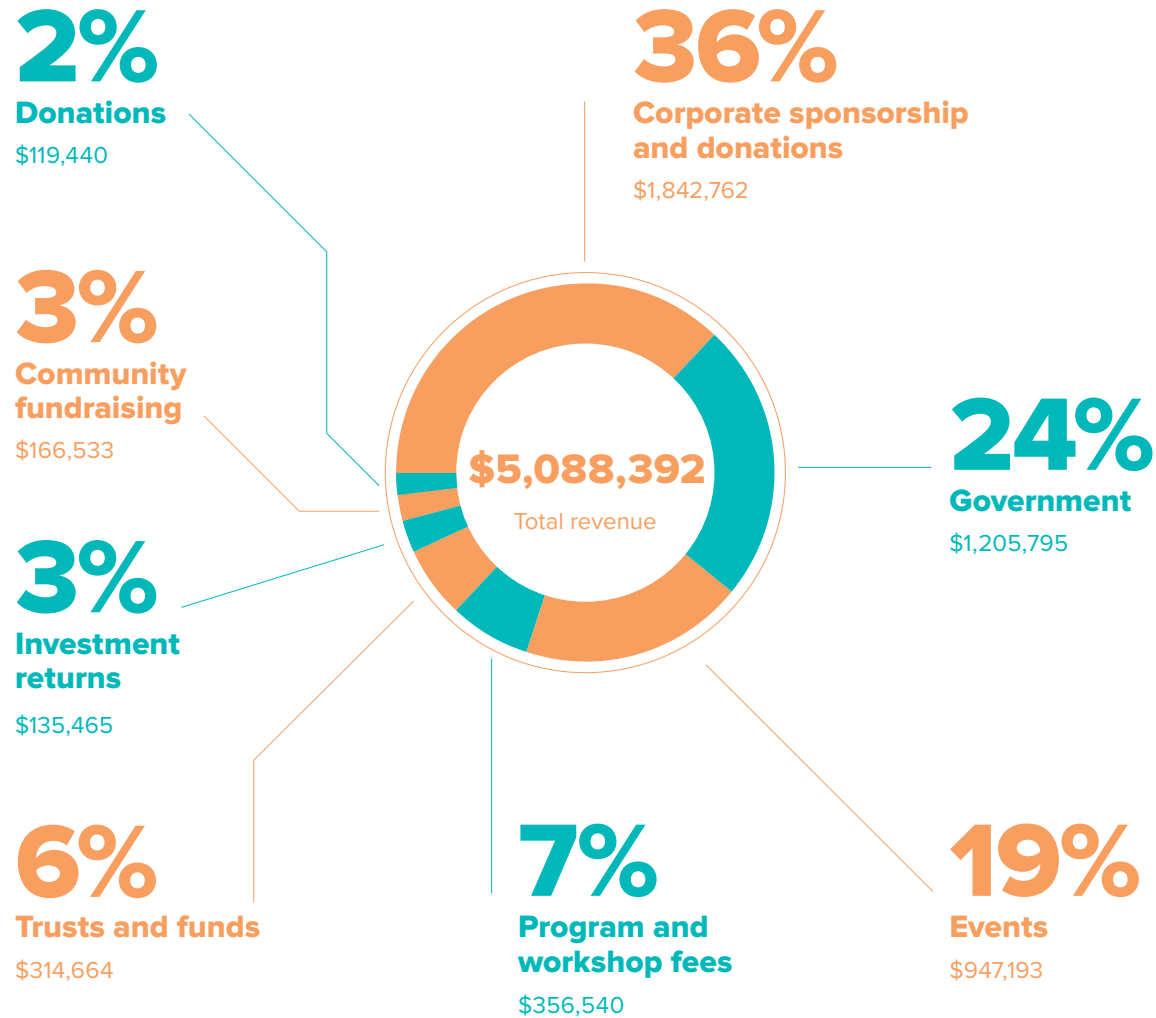
BALANCE SHEET

AS AT 31 DECEMBER, 2014

	\$ // 2014	\$ // 2013
Current assets		
Cash and cash equivalents	2,997,101	4,569,517
Trade receivables	172,026	261,594
Other financial assets		
Other	211,678	130,553
Non-current assets		
Property, plant and equipment	575,527	707,774
TOTAL ASSETS	3,956,332	5,669,438
Current liabilities		
Trade and other payables	186,540	161,052
Provisions	106,051	146,449
Other	1,536,529	2,689,225
Non-current liabilities		
Provisions	97,822	105,111
TOTAL LIABILITIES	1,926,942	3,101,837
Net assets	2,029,390	2,567,601
Accumulated funds	925,010	1,229,182
*Reserves	1,104,380	1,338,419
EQUITY	2,029,390	2,567,601

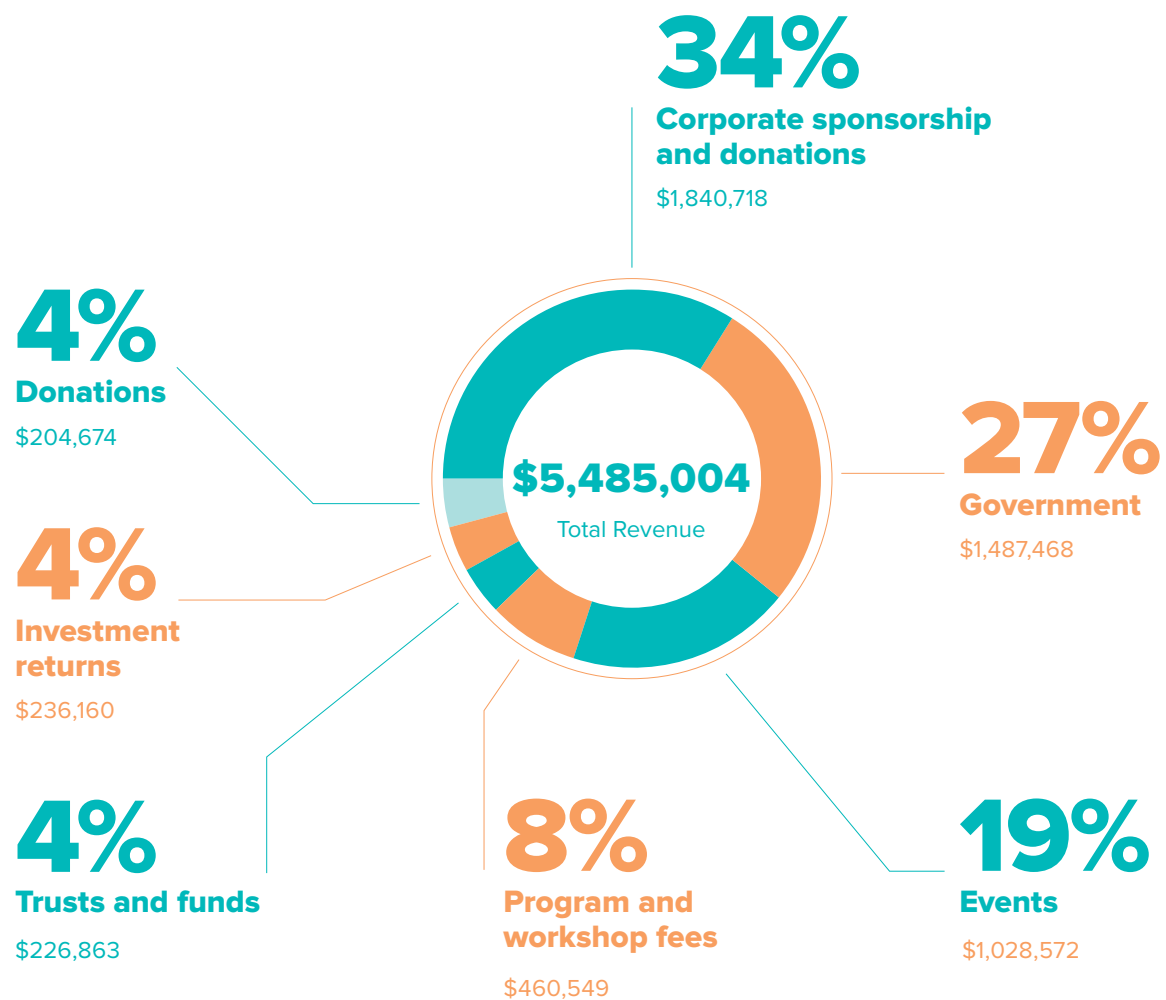
*The Reach Dreams Foundation (Reserves) is used to support the sustainability, development and future growth of The Reach Foundation.

REVENUE SUMMARY 2014





REVENUE SUMMARY 2013





WAYS

TO HELP

There are many ways
you can help us to be
there for young people.



GIVING MONTHLY HELPS US DAILY

You can visit www.reach.org.au to join our Great Givers – a bunch of legend supporters committed to helping young people get the most out of life through regular donations.

BE A HERO FOR REACH

Grab a group of friends or colleagues and get together to raise money for Reach. We don't mind how big or small your idea is – we are here to support you in achieving your fundraising goals.

You can also be a hero by taking on a physical challenge. This could be a 5km run, a marathon or a trek.

Visit www.beaheroforreach.org.au or ring our fundraising team on 03 9412 0915 to chat.

PROVIDE A PATHWAY TO PURPOSE

Unemployment is a real issue for an increasing number of young people. The youth unemployment rate stands at more than 13% – more than double the national average.

You can help provide a young person with the skills and confidence they need to transition into meaningful employment by providing a Pathway to Purpose. For a gift of \$105 per month for two years, you will provide a unique opportunity for a young Australian to realise their potential and gain valuable employment skills.

Please call us on 03 9412 0936 or visit www.reach.org.au to find out more about this important program.

GIVE NOW

- Make a donation by credit card online at www.reach.org.au or by calling us on **03 9412 0915**
- Send a cheque to // **The Reach Foundation, 152-156 Wellington Street, Collingwood**
- Think of us before 30 June to make a donation to our annual Tax Appeal

ATTEND A REACH EVENT

We run fun and engaging events designed to inspire you and make a difference! Come along to a Reach fundraising event, and bring your friends.

Subscribe to our newsletter at www.reach.org.au to keep up to date and receive invitations.

DONATE AT WORK

Make your donation go further – make a pre-tax donation from your salary by participating in payroll giving. Ask your workplace for more information or call us on 03 9412 0943.

LEAVE A LEGACY

Leave Reach a gift in your will and support future generations of young people to get the most out of their lives. Please contact us on 03 9412 0915 to obtain the correct wording for use in your will.



Find out more about how to get involved // reach.org.au/get-involved



The Reach Foundation is a public company limited by guarantee incorporated and domiciled in Australia.

Reach's ABN is 87 069 837 627. Its registered office and principal place of business is:

The Reach Foundation

152-156 Wellington Street
Collingwood Vic 3066

The Reach Foundation is a Public Benevolent Institution (PBI). It's 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 has been endorsed by the Australian Taxation Office as Deductible Gift Recipients (DGR, Item 1). The Reach Foundation is registered as required by law in each state where it raises funds as follows:

78

VICTORIA

- Registration Number 8605
- Renewable annually

NEW SOUTH WALES

- Registration Number CFN/21070
- Renewable biennially

QUEENSLAND

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

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





Reach meets thousands of young people with diverse circumstances and feelings. They all have one thing in common – they are navigating adolescence as best they can. Sometimes with support and sometimes without it.

Teenagers do not have to travel this journey alone. Reach is here to help.

Reach is here to provide young people with a space to talk, connect and explore who they are, so they are more prepared for life's challenges and can create the future they dream of.

Your support enables the next generation of teenagers to benefit from the support of Reach.

**THANKS FOR HELPING
US CONTINUE TO CHANGE
THE LIVES OF YOUNG
AUSTRALIANS!**

Reach XO



SUPPORTING YOUNG PEOPLE TO GET THE MOST OUT OF LIFE

REACH.ORG.AU

Head office // 152–156 Wellington St, Collingwood VIC 3066

NSW office // Level 1, 251 Riley St, Surry Hills NSW 2010

T // 03 9412 0900 **F** // 03 9416 2230 **E** // info@reach.org.au

ABN // 87 069 837 627

