



# ANNUAL REPORT

2012





**HOW YOU CAN SUPPORT REACH**

- Together there are many ways we can support the wellbeing of young Australians:
- Make a donation online at [reach.org.au](http://reach.org.au), call us on 03 9412 0915 or send a cheque to: The Reach Foundation, 152-156 Wellington Street, Collingwood Victoria 3066.
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  - Participate in a challenge event like a fun run, marathon or hike and nominate Reach as your charity of choice.
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78% of young people reported being inspired by their experience of a Reach workshop.



# OUR VISION

## OUR VISION

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

## OUR MISSION

To encourage young people, no matter what their circumstances, to believe they can achieve.

## OUR VALUES

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

**Integrity** means aligning our words and actions.

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

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

**Connection** means engaging with trust, understanding and vulnerability.

**Respect** means appreciating and valuing people and opportunities.

"Reach impacted on my life in the best way possible – it's opened me up to know life's worth living."

Georgia, 17

Reach has improved the wellbeing of tens of thousands of young Australians.





## TELAINE

I guess growing up my life wasn't the usual life a person would live. My parents got separated, I lived with my grandparents which was pretty tough, and I then moved out of home at 14.

I was a bully in high school. I got expelled from seven different schools, and spent some time in a juvenile justice centre.

When I went along to my first Reach workshop I was 17 and I didn't want to explore my emotions or anything like that – it's just not what we talked about where I came from.

I know it sounds cliché, but that first Reach workshop changed my life – because it gave me a different perspective, and I got something out of it that I had never gotten out of life before.

I've always wanted to work with young people, and now working at Reach allows me to give back to something that gave so much to me.



"After my first session, I was hooked. Reach accepts you for who you are."

Katti, 16

# ABOUT US

## Who we are

Reach is an independent, for-purpose organisation for young people.

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

Reach improves the wellbeing of young people by significantly enhancing their feelings of meaning and engagement (Vella-Brodrick, Rickard & Chin, 2013).

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

## What we do

Each year, 50,000 young people experience Reach – from schools and communities all over Australia.

Our workshops are designed to promote the wellbeing of young people. They create a safe and supportive space where teenagers can share stories and experiences honestly; spaces where they can improve their self-awareness, and build deeper, more meaningful connections.

Any young person aged 10-18 who wants to get more from life is welcome at Reach.

## How we do it

We run workshops that are 100% youth-led – designed and delivered by our young crew.

Young people say they can relate to the crew because they speak honestly and openly about their own journey and challenges.

This means our workshops are always relevant and meaningful for young people.

## Why it matters

Adolescence is a time of significant change and development. While we experience a host of emotional and hormonal changes, we also begin to question who we are, and how we relate to each other and the world around us.

This time of life can also mark the onset of serious mental health issues – it's reported that 75% of adult mental health issues commence in adolescence (Kendall & Kessler, 2002).

**At this critical time, is it any wonder that young people need our support to develop into healthy and resilient adults?**

Regardless of the size or nature of the challenge a young person might face, Reach believes that everyone should have the self-belief and support they need to fulfil their potential to achieve.

**Engagement:** characterised by feeling completely immersed in what one is doing so time is distorted, attention focused on a task and self-consciousness is minimised.

**Meaning:** incorporates qualities like 'living in accordance with your personal values' and 'having clear goals that align with these values'. Living a meaningful life can also mean having a higher purpose.

## REFERENCES

Kendall, P.C., & Kessler, R.C. (2002). The impact of childhood psychopathology interventions on subsequent substance abuse: Policy implications, comments and recommendations, *Journal of Consulting and Clinical Psychology*, 70, 1303-1306.

VCOSS & YACVic (2013). *Building the Scaffolding – Strengthening support for young people*, Victorian Council of Social Services, Vic, Australia.

Vella-Brodrick, D. A., Rickard, N. S. & Chin, T-C. (April 2013). *Evaluation of youth-led programs run by The Reach Foundation*, Monash University, VIC, Australia.



OUR THEORY OF CHANGE

Our Theory of Change is our recipe for improving wellbeing. It lists the ingredients that make up our workshops, the method we use to combine these, and the desired outcomes we seek to achieve.

**THE INGREDIENTS**

**1. The most important ingredient is our youth-led approach – which means our workshops 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 for young people, like:**

- 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; and
- Integrating professional wellbeing support.

**3. There are a range of psychological theories and models that underpin our workshops.**

The Hero’s Journey, and the power of storytelling and narrative, is a central philosophy. 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 we live in.

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 3-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 which can be at the heart of their experience;**
- 2. Asking great questions about meaning, purpose and possibility; and finally,**
- 3. Encouraging young people to perceive possibility by becoming more engaged in their lives and identifying a sense of meaning and purpose.**

**THE RESULT**

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 fulfil their potential and achieve.**



Our history

Reach was established in 1994 by co-founders, Jim Stynes OAM (AFL Brownlow Medallist, youth motivator, and Victorian of the Year 2003) and Australian film director, Paul Currie.

They had a vision – to inspire young people to believe in themselves and get the most out of life.

Combining Jim’s qualities of determination, resilience and skills as speaker, with Paul’s experience as an acting coach, and his techniques to connect with the ‘human condition’, Reach was created.

The first workshops were run wherever they could find a space – sometimes in old warehouses or abandoned office buildings.

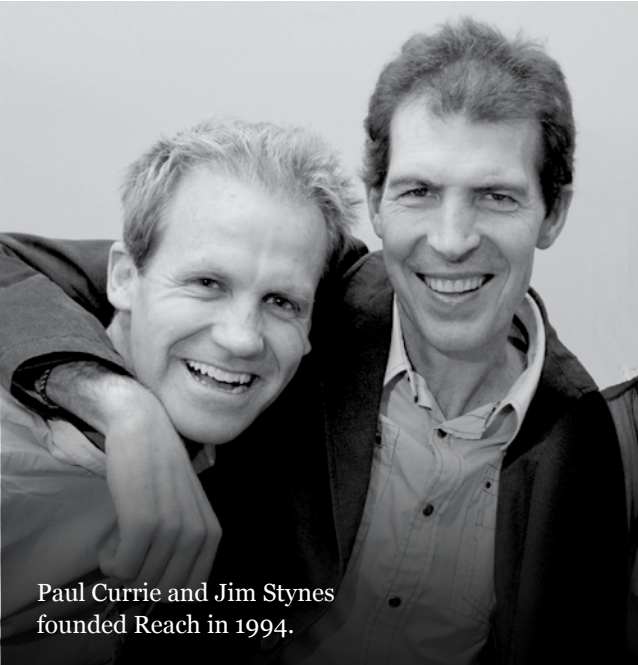
Since then, Reach has grown beyond Jim and Paul’s wildest dreams – with offices in Melbourne and Sydney, and over 50,000 teenagers experiencing Reach annually. What’s more, each year demand continues to increase.

It seems they were on to something...

“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 bullsh\*t, 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



Paul Currie and Jim Stynes founded Reach in 1994.





# A MESSAGE FROM OUR CEO & CHAIR



**SARAH DAVIES, CEO**

**As I sit in our Collingwood HQ – affectionately known as ‘the Dream Factory’ – and write this, I’m watching yet another group of teenagers come through the doors to experience a Reach workshop.**

It’s the first week of Fused and this group of 40 young people is about to embark on a five-week experience, to challenge and inspire them.

Having experienced many a Fused workshop, I can’t help but feel a combination of curiosity, nervous excitement, and exhilaration for them, and their journey ahead. I know that this experience can often be intense and powerful – it’s in the unique and non-judgemental environment Reach creates, where young people feel safe enough to explore who they really are and what they want their life to be.

This process of personal development supports young people to develop the self-efficacy and resilience they need to become healthy and capable adults.

We know that 75% of adult mental health issues develop in adolescence. Furthermore, Australia spends at least \$28 billion a year supporting people with mental illnesses (Medibank & Nous Group, 2013). In my mind, it’s a no-brainer to prioritise prevention and early-intervention programs, like Reach, if we’re committed to really changing this. We need to support young people to thrive.

Independent research conducted during 2012 by a team of researchers from Monash University and the University of Melbourne, has found that Reach’s youth-led workshops can improve the wellbeing of young people, by significantly enhancing their feelings of engagement and meaning.

This multi-method research also found that young people who experienced Reach reported improved levels of satisfaction with life, positive affect, happiness, competence and perseverance – all outcomes associated with enhanced wellbeing.

Beyond these significant findings, other points of interest included:

- After participating in Reach workshops young people are highly likely to experience improvements at both a

psychological and deeper biological level, with some of these effects sustained up to six months later.

- Participants reported an increased use of two positive strategies explored in Reach’s workshops; 1) expression of gratitude and 2) sharing experiences in response to personal negative events – both strategies were associated with more positive moods. An enhanced sense of empathy and greater self-awareness were also reported.
- Focus group participants said they connected and related well with the crew – because they speak honestly and openly about their own journey and challenges. This finding is consistent with the literature on Positive Youth Development and the importance of peer involvement, particularly in the development and delivery of youth mental health programs.

**These results provide us, our partners, and the community with a solid evidence-base for the positive impact Reach can make in the lives of young people.**

It is upon this foundation that we have built a vision for Reach over the next five years. It’s a plan that will take Reach to more young people – in both metropolitan and regional areas – by working with partners, schools, parents and the communities around Australia. And it’s a plan that builds on what we know works – young people inspiring other young people – while we continue to innovate, create and measure our impact.

We know you share our enthusiasm for inspiring the next generation of Australians to realise their potential and get the most from their lives – and we look forward to sharing this journey with you.

*Sarah Davies*





## GEOFF ROBERTS, CHAIR

**This report details our achievements as an organisation and acknowledges those who have again helped to make it possible: our generous supporters, partners, funders, volunteers, staff, crew and Board.**

As the Chair of the Reach Board I'd like to thank all of those people who contributed to our success in 2012.

Specifically, I would like to acknowledge our former Chair, and my fellow Board member, Don McLardy, who stepped down as Chair in June 2013.

Don's term as Chair was characterised by his vision, integrity and optimism. In the difficult period of Jim Stynes' passing, Don not only played the role of Reach spokesperson but also offered his deep care and support to Reach's staff and crew; an act consistent with Don's character and greatly appreciated by all.

In 2012, Don also led a strong process of Board renewal, forming a full, impressive and committed governance team for Reach – which you can read about in this report.

I know that Reach holds a special place in Don's heart and as such, he will remain a Reach Director on the Board.

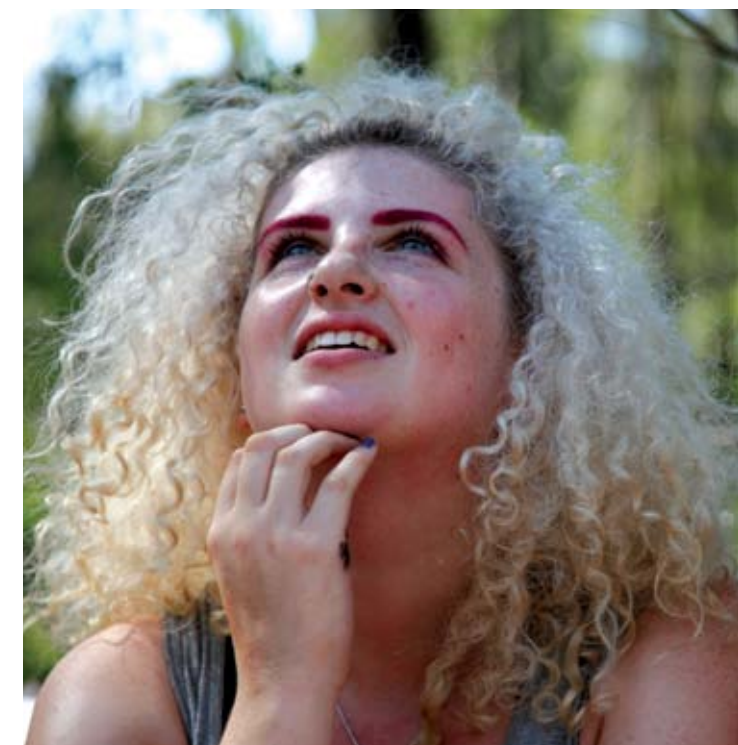
For my part, I feel incredibly honoured to be given the opportunity to Chair the Reach Board.

Reach has been important to me since my first introduction back in 2008, when my son and I attended Camp Maasai. I immediately understood the value and benefit of Reach's work with young people.

I join Sarah in feeling tremendously excited about Reach's future and the impact we can make to help reduce the incidence of teenage mental illness, and importantly, in supporting young people to build their best lives.

### REFERENCES

Medibank Private Limited and Nous Group (2013). *The Case for Mental Health Reform in Australia: A Review of Expenditure and System Design*. Accessed from [www.medibank.com.au](http://www.medibank.com.au)







# ANNUAL REVIEW

**The most important activity for Reach during any year is delivering workshops that have a positive impact on young Australians.**

For almost 20 years, we've received feedback and evaluation data that has provided us with considerable proof that our work improves the lives of young participants. We have included examples of this – in the form of feedback and stories, throughout this year's report.

In 2012, we partnered with a team of researchers from Monash University and the University of Melbourne to undertake a comprehensive research study into the impact of Reach workshops. The intention was to gain detailed insight and scientific evidence of the positive impact of Reach.

The research confirmed what we have consistently been told by young people who have experienced Reach, and their parents, teachers, and wellbeing professionals: Reach workshops make a difference for young people.

More specifically, the findings demonstrated that Reach has the ability to improve wellbeing by enhancing feelings of engagement and meaning in young people – outcomes that have been shown to be instrumental to reducing the incidence of mental illness (Vella-Brodrick, 2013).

As more young people experience Reach each year, these research results provide schools, parents and the community with the confidence that Reach's evidence-based and preventative approaches have a positive impact in the lives of young Australians.

**What the research also confirmed for us is that it's the young Reach crew who make our workshops relevant, meaningful and effective for young people.**

This is why we continue to invest our resources in developing this 200-strong team of talented and remarkable young leaders.

We're proud to be an organisation that provides meaningful ways for young people to contribute to their community through volunteering opportunities and employment.

**84% of young people who attended Fused reported an increase in positive emotions.**

**Here are some of the key highlights from our activities in 2012.**

## **Workshops and young people**

This year, more young people experienced Reach than ever before:

- There was over 63,000 instances of participation by young people in our workshops.
- Almost 10,000 of these young people were from NSW; reflecting the growth in popularity of our workshops in this new region.
- More than 1,600 young people from Aboriginal and Torres Strait Islander backgrounds experienced a workshop in their school or community.
- Over 1,400 workshops were delivered by the crew, in schools and communities in VIC, NSW, and in targeted communities in the Northern Territory (NT).



- We launched two new workshops in NSW, including Fused (in Sydney’s North Shore suburb of Chatswood) and Grounded – a workshop for disengaged young people.
- Close to 200 teachers in VIC and NSW experienced our professional development teacher training, Finding Heroes.
- We completed a thorough review of our program logic model and evaluation methodology, supporting us to achieve our workshop outcomes.
- Our commitment to innovation saw a new workshop for young men, Men’s Hike, successfully piloted, to be launched in 2013.
- The team supporting workshop design and delivery was re-designed to enhance efficiency and effectiveness.
- An independent study conducted by a team of researchers from Monash University and the University of Melbourne has found that Reach’s youth-led workshops can improve the wellbeing of young people, by significantly improving their feelings of meaning and engagement (Vella-Brodrick, Rickard & Chin, 2013).

Schools

- Our relationships with schools across VIC and NSW continued to grow and deepen – in 2012, 330 school partnerships enabled us to deliver our school workshops to tens of thousands of primary and secondary students.
- Close ties have been formed with six schools in Eurobodalla, NSW – where young people from the community are experiencing both in-school and community workshops.
- Supported by the Victorian Department of Education and Early Childhood Development, we delivered workshops in schools that have not previously had access, such as those located in Frankston North, Sandhurst and Wyndham, VIC.

Crew and staff

- The Reach Leadership Team was newly formed, with members drawn equally from staff and crew. The team’s task is to provide Reach with leadership, communication, direction and momentum to chase its vision, achieve organisational goals and sustainable growth.
- It was another huge year for our crew as we continued to support their personal and professional development so they can in turn, lead and inspire others. In total the crew numbered 155 in Melbourne, and a growing contingent of 45 in Sydney.
- Our managers undertook the ‘Emerging Leaders’ workshops series and coaching program to support their professional and personal development.

Engagement and fundraising

- We redeveloped the Annual Reach Breakfast and ran it in both Melbourne and Sydney. Great feedback was received by stakeholders interested in working with Reach in the social media space.
- Our partners – including Wilson HTM Foundation, Mazda Foundation, KFC NSW, and JP Morgan – continued to support our growth ambitions in NSW and together funded Reach to the tune of \$250k in 2012.
- We launched new and popular fundraising ‘Challenge Events’ – the Larapinta Trek and the Dublin Marathon – which helped to raise revenue while creating new engagement opportunities for supporters.
- The popular McLardy McShane Christmas Lunch raised a grand total of \$140,000 for Reach and inspired new Camp Maasai participants for these events in NSW and VIC, in 2013.
- The inaugural ‘Social September’ campaign was launched by passionate community leader Biana Venuti, and raised awareness about the importance of connection, and funds for Reach.
- Channel 9 presented a charity concert based on the television hit, The Voice, which took our message to 431,000 viewers nationally.

Partnerships

- In 2012, supported by BHP Billiton, we embarked on a five-year commitment to deliver Reach workshops to young people in the Hunter Valley, NSW. This year, we started to build relationships with schools, councils and community organisations in the region, to support workshop delivery in 2014.
- Together with the RE Ross Trust and the Sidney Myer Fund, we partnered again with the Robinvale community on the ‘No More Shame’ film-project; recording the impact of shame on young people from Aboriginal and Torres Strait Islander backgrounds.

The premiere screening of ‘No More Shame’ included guests from the Victorian Department of Human Services, Aboriginal Outcomes Branch; the Victorian Department of Education and Early Childhood Development; The Commonwealth Department of Education, Employment and Workplace Relations; the Victorian Department of Justice, Victorian Aboriginal Health Service; Desert Knowledge Australia; Headspace; the Victorian Aboriginal Child Care Agency; and the RE Ross Trust.
- Through our work with Victorian Government and the Extended School Hubs initiative, we delivered workshops designed to promote adolescent wellbeing in targeted sites around VIC. As well as supporting individual wellbeing, this work is aimed at enhancing peer relationships and connections and improving engagement with school and community; all proven protective factors against anxiety, depression and social disconnection.



THIS IS  
#AUSYOUTH

‘Being a teenager is tough.’

It’s something we’ve all heard before, right? And undoubtedly something that we’ve all experienced first hand. So what’s really going on for teenagers today? Well, it’s no secret that growing up was never easy – and doing it in 2012 was no exception.

Each year, Reach works with over 50,000 young people from all walks of life. Despite their unique differences, young people all have one thing in common: they’re faced with challenges...

Peer pressure, family conflict, stress and anxiety, bullying, depression, substance abuse, school and study, body image, low self-esteem... the list goes on. Amongst the proliferation of pressures they’re faced with everyday, young people are also starting to ask themselves the bigger questions in life, like ‘Who am I?’ and ‘Who do I want to be?’.

Often, and sometimes unknowingly, they’re on a bit of a quest for self-discovery. They’re trying to figure out their place in the world and where they best fit.

At Reach, we’re giving young people the opportunity to simply put life on pause for an hour or two, and start to wrestle with some of these questions. It’s a space to

explore what makes them tick, how they’re really feeling, and what they want to get out of life.

As a young person myself, I find it both grounding and inspiring to come back to the philosophy of Reach’s co-founder, Jim Stynes.

Jim was a strong advocate for the unlimited potential housed in young people, and believed that we all have a unique ‘voice’ that just wants to be heard.

When we dig a little deeper, and ask each other to go below the surface, we’re able to express our real selves – and can therefore achieve whatever we want. More often than not, this process starts simply by someone believing in us.

Today, young people are faced with enormous freedom and choice. More than ever, young Australians are pushing the boundaries to create change and make a positive difference. By allowing them to recognise their own greatness, young people can do extraordinary things.

As a Reach crew member, it’s a privilege to see this every day.

Liv Willis is a crew member and also works part-time as Reach’s Community Manager, overseeing Reach’s social media accounts.





88% of young participants say they can relate to the Reach crew.

AN OVERVIEW OF OUR ACTIVITY

In a hugely significant year for Reach; when we grieved the death of friend and Reach co-founder, Jim Stynes, and were simultaneously re-energised around his vision – more young people than ever before were impacted by an experience of Reach.

In 2012, there were over 60,000 instances of participation by young people in Reach workshops, delivered in schools or local communities in VIC, NSW, and targeted locations in the NT.

Overall, there were 1,484 individual workshop sessions, events and weekends away delivered by a team of 200-strong young Reach crew.

During the year we continued to experience growth in our activities in NSW with close to 10,000 teenagers attending workshops, and an ever-growing team of NSW Reach crew.

Our school relationships – an important enabler for Reach to deliver workshops into schools – continued to grow and deepen throughout the year; 330 metropolitan and regional schools and communities across Australia accessed one or more Reach workshops for their students and teachers.

We were fortunate to have all this activity supported by approximately 259 people, who gave 3,427 hours of time, skills and energy to volunteer with us. This represents \$98,638 of estimated value to Reach.

Year on year results	2012	2011	2010	2009	2008	2007
Instances of participation by young people*	63,200	59,000	57,000	58,000	58,000	57,000
Workshops	1,484	955	997	1,020	1,073	1,066
School relationships	330	284				
Crew	200	178	138	133	129	143
Arrow (contracted) crew	10	18	13			
Staff	46	46	41	34	30	27
Volunteers and supporters	259	330	375	324	312	359

\*Since 2011, we have been determined to provide more clarity around how we measure participation by young people in our workshops. For this reason, we now use 'instances of participation' rather than simply 'participation' to describe rates of attendance by young people in our workshops.





82% of young women said their confidence increased after a Birdcage workshop.

“I learned to not give up on myself - I can push through whatever I want.”

George, 15



OUR FINANCIAL PERFORMANCE

Reach’s operations during the year included an increase in funding through the Commonwealth Government and a change in types of workshops that were delivered.

The objective was to deliver a balanced budget before depreciation. This was achieved with a small surplus before depreciation of \$48,512. The result after depreciation was a deficit of \$136,267 (2011 deficit: \$957,111), for the 12 months to 31 December 2012. This result also includes \$294,562 (2011: \$81,860) of funds raised through the Reach Dreams Foundation.

The Board’s commitment to investing in and growing the organisation in NSW continued. 2012 saw significant growth in our activities and numbers in NSW, as momentum continued strongly. There was a 35% increase in workshops delivered, a 73% increase in school and community relationships and a 5% increase in instances of participation. This work is supported by a committed group of skilled NSW volunteers.

Significant progress was made to deliver the Commonwealth and Victorian State government contracts.

The Board’s investment in building the capacity and capability of the Reach staff and crew was rewarded with exciting, impactful work with participants from Aboriginal and Torres Strait Islander backgrounds, teachers and key targeted communities.

Income statement for the financial year ended 31 December 2012

Income Statement	2012	2011	2010
Revenue	6,052,423	5,110,805	5,169,076
Revenue from Reach Dreams Foundation	294,562*	81,860	155,300
<b>Total revenue</b>	<b>6,346,985</b>	<b>5,192,665</b>	<b>5,324,376</b>
Workshop expenses	-4,290,210	-3,923,263	-3,255,354
Marketing, events and sponsorship expenses	-1,540,240	-1,411,695	-1,042,925
Depreciation and amortisation expenses	-184,779	-181,682	-169,718
Administration expenses	-468,023	-633,136	-520,355
<b>Surplus/ deficit for the year</b>	<b>-136,267</b>	<b>-957,111</b>	<b>336,024</b>

\*During 2012, \$294,562 was donated to The Reach Dreams Foundation and recorded as revenue in accordance with Reach's accounting policies.

Balance sheet for the financial year ended 31 December 2012

Balance Sheet	2012	2011	2010
<b>Current assets</b>			
Cash and cash equivalents	4,094,181	5,308,393	6,791,293
Trade receivables	188,105	238,635	220,875
Other financial assets	-	-	-
Other	209,720	150,354	239,580
<b>Non-current assets</b>			
Property, plant and equipment	842,451	897,102	913,662
<b>Total assets</b>	<b>5,334,457</b>	<b>6,594,484</b>	<b>8,165,410</b>
<b>Current liabilities</b>			
Trade and other payables	178,680	183,436	189,849
Provisions	187,633	170,555	111,384
Other	2,213,151	3,378,877	4,045,963
<b>Non-current liabilities</b>			
Provisions	88,473	58,829	58,316
<b>Total liabilities</b>	<b>2,667,937</b>	<b>3,791,697</b>	<b>4,405,512</b>
<b>Net assets</b>	<b>2,666,520</b>	<b>2,802,787</b>	<b>3,759,898</b>
Accumulated funds	1,370,289	1,659,119	2,755,580
Reserves	1,296,232	1,143,668	1,004,318
Equity	2,666,520	2,802,787	3,759,898

During 2012, \$294,562 was received in cash from new and existing supporters. These funds are dedicated to support the initiatives outlined below. \$51,417 was interest earned on money held on term deposit.

The aggregate of these amounts (\$345,979) is governed within The Reach Dreams Foundation and will be used to support the sustainability of the organisation as follows:

- i. \$145,508 held in The RDF workshop reserve to provide funding directly towards running of programs, program research and evaluation, program development, and the administration of these programs.
- ii. \$97,935 held in The RDF Project & Building reserve to provide funding for various projects including purchase of property, capital projects, infrastructure, and other Reach projects.
- iii. \$1,052,788 held in The RDF Future Fund. This is an endowment fund that holds a corpus to underpin the sustainability, development and future growth of The Reach Foundation. Earnings on corpus are used to support program activities.





REVENUE SUMMARIES

2012		
Corporate sponsorship & donations 29.5%		1,874,840
Government 29.1%		1,849,078
Events 21.1%		1,340,328
Workshop fees 4.9%		311,061
Donations 4.7%		297,441
Interest 3.7%		231,901
Trusts and Foundations 2.3%		147,774
Total revenue for ordinary activities 95.4%		6,052,423
The Reach Dreams Foundation 4.6%		294,564
TOTAL REVENUE		6,346,987

2011		
Corporate sponsorship & donations 26.5%		1,375,594
Government 23.9%		1,243,212
Events 22.9%		1,188,662
Trusts & Foundations 6.8%		352,470
Investment earnings 6.7%		349,368
Workshop fees 6.2%		323,772
Donations 5.4%		277,727
Total revenue for ordinary activities 98.4%		5,110,805
The Reach Dreams Foundation 1.6%		81,860
TOTAL REVENUE		5,192,655

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 Victoria 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:

**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 Reach's Audit & Risk Subcommittee carries out the internal audit function. Legal services are primarily provided by K&L Gates and National Australia Bank provides banking services.





# OUR FIVE YEAR DIRECTION

**In 2012, we developed a five-year strategic plan from 2013-2017, to ensure we continue to achieve our mission for young people.**

The Reach Leadership Team – a group of staff and crew led the development of the plan and were charged with the task of providing leadership, communication, direction and momentum to chase our vision: achieve organisational goals and sustainable growth. It was a comprehensive process that reflected our commitment to the voice of young people and our organisational values.

The result was a detailed roadmap that identified eight focus areas, and a one-year action plan.



## OUR FIVE YEAR DIRECTION

### 1. Youth culture

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

#### What this will look like:

- Refreshing workshops
- Fostering creativity
- Speaking out externally
- Continuing to build our model of youth participation

### 2. The essence

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

#### What this will look like:

- Focusing on our culture
- Reviewing our values
- Reviewing the role and purpose of the ‘Spirit Guardians’ – a group committed to maintaining the Reach culture and essence

### 3. Innovation and creativity

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

#### What this will look like:

- Focusing on creativity and innovation in training
- Creating new workshops
- Reviewing our workshop portfolio
- Delivering relevant and meaningful workshops to more young people

### 4. Proof of impact

To be measuring and sharing proof-of-impact. To develop the capability and tools to evaluate workshop effectiveness and impact, and to enable continuous improvement.

#### What this will look like:

- Developing a new workshop-wide evaluation framework
- Integrating the insights from the Monash research study into workshop design and development

### 5. Diverse and developed people

To be recruiting, retaining and motivating high-quality, diverse and developed people. To build a consistent and repeatable capability for developing people to deliver Reach’s mission.

#### What this will look like:

- Continuing to recruit a diverse mix of crew
- Delivering high-quality crew training
- Getting the balance right between heart and head
- Assessing staff training needs

### 6. Streamlined and efficient processes

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

#### What this will look like:

- Capturing and passing on Reach knowledge
- Engaging through digital channels
- Strengthening brand awareness
- Exercising prudent financial management

### 7. Partners and funders

To be benefitting from and contributing to a relevant suite of partners and funders. To build a rich portfolio of partners and funders that will enable Reach to continue to implement its mission.

#### What this will look like:

- Building and nurturing our school relationships
- Identifying collaboration opportunities
- Growing revenue opportunities
- Seeking new partners

### 8. Sustainable geographic growth

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

#### What this will look like:

- Delivering the test Hunter Valley project
- Developing our NSW team
- Reviewing how we work across our ‘bases’





# HOW REACH IS ORGANISED

## Reach's successful workshop delivery model and organisational design comprise of:

1. The 50,000 young people experiencing Reach annually;
2. Our vibrant 200-strong crew who design and deliver our workshops, and contribute to organisational leadership that shapes the future direction of Reach. The crew is fundamental to our unique approach – **young people inspiring young people**;
3. The long-term relationships we have with schools, parents, government and community organisations to support Reach's work;
4. The significant contributions received and engagement with funders, including corporate Australia, trusts and foundations, government departments, agencies and private donors; and

5. A professional workforce of part-time and full-time staff, sessional wellbeing professionals, and committed volunteers and supporters – located in our Melbourne and Sydney offices.

In turn, this model is supported by:

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







"I had the chance to open up and tell my story."

Adam, 17

## REACH WORKSHOPS

### School workshops

- Rookys (primary school workshops )
- Secondary School Workshops
- Heroes Days
- Grounded
- Leadership Days

### Specialised

- Finding Heroes

### Workshops in the community

- Fused
- Birdcage
- Weekends Away

### Specialised

- Indigenous workshops and camps
- Ramp

### Reach's workshops aim to improve the wellbeing of young people.

They do this by improving levels of meaning and engagement with life – outcomes that can be instrumental in reducing the incidence of mental illness and optimising young people's capacity to thrive (Vella-Brodrick, Rickard & Chin, 2013).

In 2012, there were over 63,000 instances of young people participating in our workshops. They attended one or more of the different workshops offered in schools and communities across Victoria, New South Wales and this year, in targeted locations in the Northern Territory.

Our 200-strong team of 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.



### Annual workshop overview

#### Workshops in schools

Reach workshops provide schools with an opportunity to extend the learning environment.

In 2012, tens of thousands of students participated in our portfolio of school workshops.

Highlights included:

- Delivering workshops in schools that may not have otherwise had access – such as those located in Frankston North, Sandhurst and Wyndham, VIC. The Victorian Department of Education and Early Childhood Development supports this initiative.
- Around 4,600 students across 29 secondary schools experienced the power of a Heroes Day. Students came from schools in six regions in metropolitan Melbourne and regional VIC.
- Supported by our partnership with the Commonwealth Department of Education, Employment and Workplace Relations (DEEWR), we delivered our re-designed teacher training workshop, Finding Heroes, to 178 teachers in locations across VIC and NSW. Teachers from Tasmania and Alice Springs travelled to Melbourne to participate in Finding Heroes.

#### Workshops in the community

There were 4,000 instances of participation by young people in our workshops delivered in communities across Australia.

Highlights included:

- 120 Fused workshops were delivered for young people with the opportunity to 'get connected' and participate in five-weeks of dynamic theatrical activities, courageous expression and self-discovery.
- Grounded workshops engaged and encouraged almost 200 'at-risk' young people to connect and discover a renewed sense of confidence and resilience.
- The ever-popular Birdcage workshop was delivered to 54 young women, with the aim of supporting them to discover their potential by exploring body image, peer pressure and many of the common messages young women face.
- 1,684 Aboriginal and Torres Strait Islander young people from across VIC, NSW and NT experienced Reach, as our workshops for young people from Aboriginal and Torres Strait Islander backgrounds were enhanced and integrated into our workshop portfolio. Funding from DEEWR supported this effort. These workshops were delivered in schools and in community locations.
- Together with the RE Ross Trust and the Robinvale community, a short film – 'No More Shame' – was produced, documenting the impact of shame on young people from Aboriginal and Torres Strait Islander backgrounds.

#### ALEX

I grew up in Western Sydney, was raised by my grandparents, and remember thinking my whole life was an uphill battle. I felt like an outcast because I didn't have parents who loved me.

At school I felt different and I acted as the class clown. Reach came to my school and they picked me out in front of the whole year – I was being a smart-arse.

I didn't feel comfortable in that first workshop, but then a friend got me along to a Reach camp. It was the best thing I've ever done.

I'd never really felt comfortable sharing my story. That camp was the first place that I ever got to open up and speak honestly. I showed a side of me that I hadn't ever shown before. I realised I'd been hiding behind the 'clown' act – and I started to think: 'why should I try to be someone I'm not?'

I've embraced being different. It sounds corny but I reckon Reach helped me have the confidence to be who I want to be. It's given me self-belief.

I had potential but I was wasting it. Now I see clearly what I want to do. I want to make music, and I want to help young people with similar backgrounds to me.





Rookys (primary school workshops)

Our primary school workshops are fun and energetic workshops for Grade 5 and 6.

These early intervention workshops aim to build resilience and self-belief in young students.

The workshops provide students with creative, artistic, playful and inspirational experiences. Using visual arts, drama, dance, games and sports, these workshops encourage young people to think about their behaviour and environment, whilst having lots of fun in the process.

The workshops are 90-minute interventions delivered in the classroom. Four workshop themes are offered to encourage positive and critical thinking and prompt participants to explore themes such as confidence, bullying, social inclusion, coping skills and a positive attitude towards transition to secondary school.

In 2012, almost 11,000 Grade 5 & 6 students participated in one or more of these workshops.

“It’s made a very big change in my life. I hope next year’s Grade 5 get to experience the same thing I did!”

Angelique, Grade 6

Secondary school workshops

We deliver secondary school workshops from year 7 through to year 12. These workshops provide a forum for self-discovery and to gain a stronger sense of life meaning and purpose.

The Self-Esteem workshop is designed for year 9 students, and is our most popular. In particular, students have the opportunity to practice expressing gratitude, a skill that remains present following the workshop.

School workshops also increase student’s connections with each other, improving the challenging peer-dynamic that can exist in classroom groups.

Several themes are offered, providing a range of topics that schools can integrate into their wellbeing curriculum.

In 2012, there were 42,000 instances of participation by young people in over 800 Secondary School Workshops.

Who our workshops are for

Reach is for any young person, no matter who they are, where they come from, or what issues they face.

We often say that any teenager who wants to improve their wellbeing and get more from life is welcome at Reach. We have an ‘everyone is welcome’ policy.

“There is a misconception that to be at Reach you have to be sad or confused or unhappy, but a lot of it is about celebrating your achievements and the good things you do.”

Georgia, 17

A participant’s journey

Our participants are aged 10-18. In general, they come to our workshops in one of the following ways:

- They book themselves into a workshop;
- They come along with a friend;
- A parent/guardian books them in;
- A teacher books a school workshop for their students;
- They are referred to a workshop by a psychologist, school counsellor or youth service.

School workshops

Generally, the first time a young person encounters Reach is through a school workshop. By partnering with schools across Australia, we’re able to deliver workshops to thousands of students each year.

These workshops range from large-scale, interactive events, to intimate classroom-based workshops, for both primary and secondary students. They include:

- Rookys (primary school workshops)
- Secondary School Workshops
- Heroes Days
- Grounded
- Leadership Days

Delivered to groups of students, school workshops are designed to be short and impactful interventions. These workshops introduce students to Reach and explore topics including peer-dynamics, leadership, goal-setting, empathy and self-awareness, and positive-choice making.

Our specialised teacher training workshop, Finding Heroes, gives teachers the practical skills and resources they need to facilitate students, supporting their emotional and social wellbeing.

This workshop aims to be a unique professional development opportunity with the potential to transform a classroom. The resources provided include a comprehensive series of online modules covering the following subject areas:

- Self
- Relationships
- Resilience
- Purpose and meaning
- Goals and mindsets

Each module includes two to five lesson plans, outlining the theoretical positive psychology principles underlying the subject area, and guidelines for an activity that has been developed by the Reach crew.

The development of this resource enables teachers to continue to deliver Reach activities in the classroom with greater autonomy and flexibility.

Community workshops

Young people outside of the school system can also get involved in workshops like:

- Fused
- Birdcage
- Weekends Away

These workshops are more intense experiences, extended over a number of days or weeks. They aim to give young people access to an environment that promotes their development and growth.

Each workshop has a number of distinct objectives that support this aim. Some of the themes that were explored in our community workshops in 2012 included:

- Stepping out of your ordinary world and into something extraordinary
- Leading lives with purpose
- The value of our time
- Facing fear
- Choice and trust
- Self-sabotage, risk-taking and accountability
- Limiting beliefs, authenticity and working towards what is important.

Our specialised community workshops are immersive experiences, designed and tailored to meet the needs of specific groups. In general, they aim to work with particular needs of groups, like:

- Teenagers in the juvenile justice system and/or residential care (Ramp); and
- Young Aboriginal and Torres Strait Islander people living in specific metropolitan, regional and/or rural Australian communities (customised workshops and Weekends Away).



“It helped me figure out where I’m going in life.”

Jordyn, 16

FUSED

Fused is a five-week program that takes place one night a week, once a term, at locations around VIC and NSW.

Fused draws a dynamic and diverse group of young people together to share their experiences. It provides an opportunity to meet new people, discover each other’s stories and create a sense of belonging and connection.

Through activities, young people can explore new strategies and skills for navigating life and discovering a sense of meaning and purpose, encouraging each other to uncover their potential.

In 2012, 120 Fused workshops were delivered for over 2,000 young people.

87% of young people said they were able to recognise their unique strengths after attending a Weekend Away.





# WELLBEING OF YOUNG PEOPLE

**We take a holistic and integrated approach to the wellbeing of young people.**

We recognise that adolescence is a time of great change: developmentally, behaviourally, emotionally and socially.

For some young people this can be a time characterised by risk-taking behaviours, mental health issues, family conflict, plus peer and study pressures.

Reach workshops create safe and non-judgemental places where teenagers can express themselves and connect with others. Within these spaces, teenagers can share the things that are important to them – including their passions, achievements and fears. This can help them to recognise they're not alone in their experiences.

Some young people choose to use the safe space we create as an opportunity to share difficult feelings, thoughts and experiences. Our young crew who design and deliver our workshops, are trained to recognise and respond to young people who may need additional support during and after workshops. Reach's Wellbeing Team of psychologists, social workers and counsellors provide this support.





## OUR WELLBEING APPROACH

Our approach to wellbeing wraps around our youth-led workshops, emphasising the importance of organisational systems and processes, the training and skill development of our crew, and integrated wellbeing support, while also considering the role of a young person's community.



### Community

We understand that a young person is part of broader community – that includes their family, school and/or broader community networks and supports.

We ensure that young people have the supports in place to maximise the benefit of their experience in a Reach workshop. If required, our Wellbeing Team support young people to access additional support, outside of their engagement with Reach.

For school workshops (delivered in the school environment) we provide secondary consultation, skill-development opportunities and support for teachers to engage and support their students.

### Systems and processes

There are a series of systems and processes in place across the organisation that ensures the wellbeing of all young people participating at Reach.

These are informed by legislation and best practice and shape the way in which we recruit staff and volunteers, provide support to staff and the crew, as well as how we respond to safety issues.

### Training and skill development

Our crew is an integral part of Reach; it is the youth-led component of our work that has the greatest impact on the outcomes for young people.

The crew participate in an array of training and skill development opportunities, designed to strengthen their group facilitation skills and their capacity to appropriately respond to young people.

The crew are trained to identify those young people who would benefit from some additional support through the group process and either provide this, or obtain additional support from a member of Reach's Wellbeing Team.

### Integrated wellbeing support

Reach's Wellbeing Team – social workers, psychologists and counsellors – provides integrated support to ensure the wellbeing of both young people participating in workshops, and the young crew delivering workshops.

This includes input into the design of workshops, supporting young people during workshops, ensuring the appropriate supports are in place, and providing individual and group supervision for the crew.

### In 2012 we achieved the following wellbeing milestones:

- The redevelopment of a comprehensive wellbeing framework for our work in the education system;
- The continuing growth of the 'Community of Practice' – a team of social workers, counsellors and psychologists that provide guidance in maintaining best practice approaches to working with young people;
- The establishment of the 'Safety Committee' – a group of staff and crew leading the development of policies and procedures to ensure the safety and wellbeing of young people at Reach;
- Development of the 'Safe and Well Handbook' – a handbook designed to provide information about internal processes and resources to support the wellbeing of Reach staff and crew.
- Provision of individual supervision for crew engaged in work with young people with complex wellbeing needs; and
- Review of Reach's Young Person's Wellbeing Policy (previously Young Person's Protection Policy), to better align to updated organisational approaches.

"I shared some of my personal experiences, and afterwards I felt so relieved."

Kim, 16

### Local partnerships extend wellbeing

Since 2011, we've been working with the Victorian Government and the Extended School Hubs initiative, on a project designed to promote local adolescent wellbeing.

As well as supporting individual wellbeing, we're also working together to enhance peer relationships and connections and improve engagement with school and community; all proven protective factors against anxiety, depression and social disconnection.

The project consists of Reach designed and delivered tailored school workshops, focused on transition, gender, connection and engagement, within the school hub sites (Sandhurst (Bendigo), Geelong North, Wyndham (Werribee), and Frankston North).

To support students, a professional development program and specialist resources for teachers is also offered, designed to support effective engagement with students.

Although the Project won't be completed until the end of 2014, so far positive outcomes reported by teachers and students include:

- Teachers who observed multiple workshops indicated improved levels of self-awareness amongst students, as well as:
  - Enhanced abilities to recognise their strengths;
  - Improved connectedness to peers and teachers;
  - Developed skills relating to others, and
  - Feelings of positive emotion and empathy.
- Overall, 80% of students described their experience of workshops as 'amazing'.
- Two students from Geelong North were selected to take part in the Reach Leadership Development program.

"Reach is a great way to understand other people's feelings and respect each other."

Year 9 student,  
Northern Bay College







**As we reflect on the year, it has never been more apparent that it 'takes a village to raise a child'.**

It has been an affirming year for Reach thanks to the generous support of the many individuals, community groups, schools and organisations that helped us to take our work to more young Australians.

In 2012 we continued our long standing corporate partnerships with Principal Partner, PFD Food Services, and Reach Champions, AMP Foundation, Bank of America Merrill Lynch, BHP Billiton, JP Morgan Chase Foundation, KFC (VIC and NSW), Mazda Foundation, McLardy McShane Insurance and Financial Services and Wilson HTM Foundation. These organisations continue to invest in building the capacity of Reach to deliver its unique youth-led workshops in VIC and NSW.

We were also inspired by the generous support of more than 1,940 individuals who made donations, organised events or accepted challenges to support Reach in 2012.

Special shout-out to the 73 primary and secondary schools that collectively contributed over \$53,000 to Reach. The students at these schools organised fundraising events so that students in other schools would have the opportunity to experience Reach workshops.

Finally, we acknowledge the 1,200 people who made a donation in memory of Jim in March this year. We were moved by your kind words and tributes. All donations received in memory of Jim were directed to the Jim Stynes Future Fund for Reach.

**Thank you to everyone who has helped us create safe and supportive spaces where young people can connect, share stories honestly and ultimately, improve their wellbeing.**







### JOSH

My first introduction to Reach was a workshop at my school – and I remember being really pissed off about it – the last thing I wanted to do was sit in a room for two hours and talk about emotions. So I just kept giving the guy running it so much sh\*t.

To my surprise, I actually started to really engage with it. For the first time in my life, they started asking me real questions.

I suppose I was kind of classified as a bully or a smart-arse, and no one had ever actually asked me honest questions before about my life, or who I was.

It was the start of Year 12, and it was a time in my life where I felt like I was looking for something a bit more. When I got invited to become crew, I didn't really know what it meant – but I knew that I just wanted to be around Reach.

As a crew member, I get the opportunity to inspire greatness in other young people, and to simply see people for everything that they are. It's awesome.

### Inspiring organisations

It is our corporate partners who have helped us build the capacity of our inspiring young crew, deliver more workshops in NSW and inspire thousands of young people at our Heroes Days.

Thanks to PFD Food Services we have been able to engage with more than 10,000 Grade 5 and 6 students through Rookys workshops.

With the support of Wilson HTM Foundation and Mazda Foundation we have been able to work with 10,000 more young people in NSW in 2012.

BHP Billiton and JP Morgan Chase Foundation have helped us to develop our crew and AMP Foundation has supported our Workshop Champions.

One of our most loyal partners, KFC VIC, has been supporting Reach workshops for over a decade. KFC VIC helped Reach to present 12 Heroes Days, while KFC NSW supported our Secondary School Workshops and Leadership Days in NSW.

Bank of America Merrill Lynch has also focused its contribution on our large-scale events, in particular Heroes Days and The Reach Breakfast. Both these events showcase the impact of Reach workshops.

McLardy McShane sponsored young people to be part of Camp Maasai.

Our partnerships with our corporate supporters continue to be a source of encouragement and inspiration. Each year our immersive weekend experience – Camp Maasai – gives us the opportunity to really get to know the wonderful people who are part of the organisations that support Reach.

In 2012, we shared these unique weekends with 40 young people and 'tribal elders' from Austbrokers, Bank of America Merrill Lynch, BHP Billiton, BlackRock, Figurehead Construction, Grocon, IAA, IAG Asset Management, IGA Supermarkets, JC Quality Foods, Jeanswest, JP Morgan, KFC, Mazda, Metro Trains, National Australia Bank, PFD Food Services, PricewaterhouseCoopers, QBE Foundation, ROCG, Soar, Telstra Super, Total Window Concepts, Walker Wayland Services, Wilson HTM and Jenny Herbert-Smith.

It is this shared experience which creates strong partnerships. Our corporate supporters really understand the work of Reach and have seen first-hand the impact on young lives.

Reach also connects with its corporate partners by providing volunteering opportunities. In 2012, more than 259 volunteers from 19 organisations helped us create special events like our Heroes Days and the Annual Reach Ball.

In addition, our crew presented 20 workshops for adults on themes such as team-building and leadership. More than 1,950 employees experienced a Reach workshop in 2012. We are very proud to be part of the PricewaterhouseCoopers (PwC) 'Young Leaders' development week. Our crew are both presenters and participants of this annual development program.

PwC provides a case-study of impactful engagement, which includes shared training, workplace giving, event participation, volunteering opportunities and – in 2012 – PwC staff enthusiastically embraced 'Social September', an awareness campaign raising funds for Reach.

Other examples of engagement include TAC's support of our Education Consultative Committee, which helped us to redevelop our teacher training curriculum and the

### THANK YOU, YOU'RE AWESOME

National Australia Bank's skilled volunteers who designed and constructed our teacher training online portal for Finding Heroes.

IGA Supermarkets promote and support our annual Leadership Weekend Away, which attracts young people from throughout VIC, including young people who work (and shop) at IGA. IGA Supermarket managers actively encourage the young people in their communities to get involved with Reach through this workshop experience.

### Passionate people

We were uplifted by the passion and generosity of the thousands of individuals who helped Reach to realise its potential in 2012.

In particular we would like to salute our nine inaugural Larapinta Challenge trekkers and four Dublin Marathon runners, who accepted our 'call to adventure', stepped out of their comfort zones and together raised more than \$120,000 for Reach!

Thanks also to Phil Leahy and his team for raising more than \$89,000 at the PeSA Internet Conference dinner on the Gold Coast in May. During the evening eBay committed to support two Reach crew members to participate in our Inaugural Larapinta Trail Challenge.

We also loved the creativity and commitment of our Community Fundraisers, who went to extraordinary lengths to support the work of Reach.

Community leaders like Bianca Venuti, created an entire campaign to promote the importance of connection and the value of Reach workshops. Bianca is the founder of the 'Social September' campaign, which encourages individuals 'to press pause in September – disconnect from our digital lives and reconnect with each other and ourselves'. The inaugural campaign raised more than \$30,000.

Champions like Nathan Saber and Stephen McAdam who ran the Geelong Cross Country Club half-marathon in a camel suit! Nathan and Stephen broke the world record for the fastest half-marathon, dressed as a dromedary (2 hours, 3 minutes and 18 seconds) and raised \$6,870 for Reach.

And business owners like John and Bindi Simson of Simson Cards Australia who launched a Reach range of cards, featuring Australian street artists. Acclaimed artists, Miso and Baby Guerilla, approved the use of their images on the innovative cards and Simson Cards is donating royalties from the sales to Reach.

Miso has been working as a street artist for 5 years, combining fine art approaches to wheatpasted and painted works on the streets.

Baby Guerilla graduated from the VCA and is inspired to 'liberate art from just the gallery or the picture frame and make it accessible to everyone'.

### Windfalls and other excellent surprises

In July national broadcaster Channel 9 presented a charity concert based on the television hit, The Voice. The televised concert took the Reach message to 431,000 viewers nationally.

Thanks to Tim Cleary, Head of Content at Channel 9, for developing the concept and proposing Reach as the beneficiary. Also thanks to Adrian Dellevergin, Executive Producer, for sensitively capturing the Reach story.

In December international cosmetic company, Kiehl's, nominated Reach as the Australian beneficiary of their Christmas crème de corps range, which was sold in department stores from November until January.

"This truly was an amazing experience for me and gave me a great insight into what Reach is all about on a first hand basis. I would definitely continue my involvement with the foundation and will encourage more people to support this worthy organisation."

Leanne, 2012 Community Fundraiser

### Six years = 600 young people

Since 2006, The Greenlight Foundation has partnered with Reach to deliver Grounded. Grounded is for young people (conventionally) considered 'disengaged' or 'at-risk' of disengagement, although we prefer to think of them as pushing the boundaries and challenging the status quo!

For over six years, hundreds of young people have experienced Grounded, thanks to generous and ongoing funding of Greenlight. The Greenlight Foundation supports underprivileged children by providing opportunities that help improve the quality of their lives within the global community.

Bob Lewis, the Director of the foundation, has been involved with Reach for more than 10 years. This year, he was awarded the Shooting Star Award, in recognition of his outstanding support and commitment to the young people of Reach.

**In 2013, a Grounded Weekend Away experience is planned for 35 young people.**

"I'm more determined to make something of my life and I'm going to finish school."

Anon, 16



HOW YOUR FUNDS ARE USED

DIRECT WORKSHOP EXPENSES  
66%

MARKETING, COMMUNICATION  
& SPONSORSHIP EXPENSES  
24%

ADMINISTRATION EXPENSES  
10%

Engaging events

Each year, Reach presents or co-presents a calendar of engaging events that raise awareness and funds for Reach’s work with young people.

The eighth Annual McLardy McShane Golf Day was held in May and continued to live up to its reputation as the best golf day in the industry. Over 30 teams registered and raised over \$28,000 for Reach.

Roger Paul from Financial Coaching and Lachie Pitman from Aussie Homeloans also ran a successful golf day at Sandhurst golf club, raising \$15,000 for Reach.

In June, Reach hosted a record 874 guests at the glamorous Reach ‘Bond 007’ Ball, which was sponsored by Anton Jewellery and supported by Precinct, Heineken, Cadbury, Schweppes, Crown, MJ Printing, Jeanswest, P.J. O’Brien’s, Dal Zotto Wines, Helping Hand Group and Staging Connections.

There was a touching tribute to Jim on the night and a few light-hearted Irish moments thanks to comedian Jimeoin.

In August we celebrated our 14th event in conjunction with the Grocery and Liquor Association. The annual GALA events (a golf day and a dinner dance) have now raised over \$900,000 for Reach, and continue to be one of the most fun ways to fundraise.

It really was an afternoon to celebrate women as hundreds of Reach’s female friends, supporters, staff and crew came together for the 2012 Grand Final Eve Ladies Lunch at Maia, Docklands. The afternoon was hosted by Tim Blackwell and Reach Ambassador and former Miss Universe Australia, Jesinta Campbell.

In October, our co-founder Paul Currie returned to Australia from Los Angeles to create and co-present the Reach Breakfasts. This year we explored the positive and negative impact of social media on young Australians. And, in true Reach style we got to the heart of some of the more talked-about issues like cyber-bullying, internet trolling, sexting and Facebook stalking. Thanks to our event sponsors Bank of America Merrill Lynch, Austbrokers and IAA for encouraging us to tackle these complex issues.

As always, we finished the year with the McLardy McShane Christmas lunch. This was another outstanding event, orchestrated by our Chairman Don McLardy and organised by Alecia Whitelaw. The event delivered a net result of more than \$140k as well as attracting donations to enable more than 24 young people to attend Camp Maasai in 2013.

GOVERNMENT PARTNERS

The Commonwealth Department of Education, Employment and Workplace Relations



State Government of Victoria



PRINCIPAL PARTNERS

BHP Billiton



PFD Foods



The Geoff Harris Foundation

REACH CHAMPIONS

AMP Foundation



Bank of America Merrill Lynch



J.P. Morgan



KFC



Mazda Foundation



McLardy McShane



Wilson HTM Foundation



PROGRAM PARTNERS

GALA



IGA



Jeanswest



PwC



SUPPORTING PARTNERS

AAGE



NAB



TAC



Social September



THANK YOU, YOU'RE AWESOME

TRUST & FOUNDATION PARTNERS

The Bertalli Family Foundation

Besen Family Foundation

Collier Charitable Fund

The Greenlight Foundation

The Marian & EH Flack Trust

The Percy Baxter Charitable Trust

The Pratt Foundation

The R E Ross Trust

Sidney Myer Fund

The William Angliss (Victoria) Charitable Fund

PROBONO PARTNERS

Australian Institute of Company Directors

Blick Creative

Deloitte

K & L Gates

People Measures

Print Media Group



EVENTS, IN-KIND  
& WORKPLACE  
GIVING PARTNERS

Action Printing
AESM
Anton Jewellery
Atlantic Group (V)
Austbrokers
Bain International
Banks Group
BHP Billiton
BlackRock
Blick Creative
Boom Logistics
Bunnings
CAF Australia
Camp America
CBA Social & Charity Club
Charity Paintball
Chisolm & Harper
Chubb Insurance
Coast2Coast Earthmoving
Crown
Dal Zotto Wines
DC Clothing
Delfin
Diageo
Ebay Aust & NZ Pty Ltd
Edgewise
FIFI
Flexicar
Freehills
Goldman Sachs
Grocon
Groupe Sportif
Heineken
Helping Hand Group
Hunter Industrial
IAA

THANK YOU, YOU'RE AWESOME

JB Were
Jeanswest
Jefferson Ford
JM Financial Group
JP Morgan
Kiehl’s
kikki.K
Lend Lease
Lion
Lock King
Lumo Energy
Mango
Marshall White
Mazda Australia
Melbourne Renegades
Metro
McCormick Foods
MJ Printing
Mondelez Australia
MT Data
Nine Network
Ogilvy PR
P.J. O’Brien’s
PFD Foods
Powerlink
Precinct
Print Media Group
QBE
Quiksilver
RBS
Ritchies
River City Motor Group
Schweppes
Suite Deals Furniture
Talent Solutions Direct
Talkforce
T2 Executive

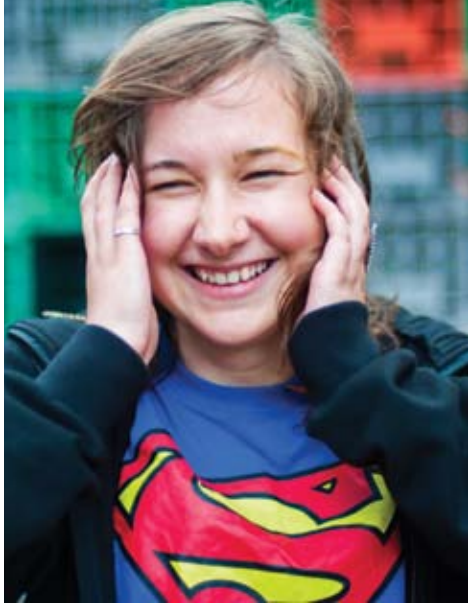
The Edge Development Group
The Knight Alliance
3AW
Total Window Concepts
Tyreright
United Way
Veolia
Whitney Lang Yoga
Worksafe



“Thank you so much for Fused. I’m glad to see so many people including myself chipping away at what holds them back from their true happiness.”

Jasmine, Fused participant





**Thousands of generous, visionary individuals helped Reach to thrive in 2012. Thank you for your support.**

In 2009, these wonderful individuals and families pledged to support Reach over four years. Since then our Dreams Foundation donors have contributed more than half a million dollars to help Reach realise its dream of reaching more young people. Thank you for believing in us.

**DREAMS STAR (\$100,000)**

The Brasher Family Foundation

The Harris Family Foundation

The Broadbridge Fund

Chris Pierlot

**50 STAR (\$50,000)**

Glenn & Sandy Barnes

**MEGA STAR (\$20,000)**

Peter Collins

Bill Ranken

**SUPER STAR (\$10,000)**

Timothy Cox

Robert & Barbara Dalziel

Hogan Family Foundation

Michael O'Neill

Geoff Roberts

**5 STAR (\$5,000)**

Iain Carmichael

Jennifer Hutchinson

Mark Laidlaw

Bennison MacKinnon

Don Maloney

John Murphy

Andrew Pearce

Matthew Ricker

Andre Roberts

Marco Rosse

Robert Santamaria

Marjan Symington

Wendy Thorpe

**SHINING STAR (\$2,000)**

Tamsin Brame

Brian Bull

Callum Burns

Mark & Margaret Burrowes

Ian Cameron

Peter & Tracey Cooper

Craig Drummond

Mark Hooper

Natalie Howard

Kevin Keenan

Sharon Landy

Gordon Lefevre

Rick McLean

Andy Penn

Peter & Renee Roberts

Steven Rode

Jonathan Scales

Merran Schoeffel

Kerry Smith

DJ Wear & Associates Pty Ltd

Catherine Whitaker

Craig Drummond

Callum Burns

“Reach came to my school today and spoke about confidence and positive peer relations. They gave us a chance to thank, acknowledge and apologise to the people in our year level.

It's really changed my school life.”

Charlotte, 16





Where would we be without the wonderful individuals who generously support our school workshops, weekend experiences and Leadership Development program each year?

\$10,000+	Jolanta Masojada
Allan family	Phil McCormack
Beverley Barlow	Dale Moffatt
Brasher Family Foundation	Andy Mullins
Ross & Kate Hildebrand	John & Sue North
Craig Mason	Anthony Peake
	Jim Power
	Sue Pratt-Grayson
	Mike Rikard-Bell
	Guy Russo & Deanne Bevan
	Greg Scott
	Ross Snowball
	David & Lisa Thurin
	Chris van der Veen
	Simon Van Hamond
\$2,000-\$4,999	\$500-\$1,999
Anthony Carafa	Alex Abrahams
Chris Collett	Mary Agar
Christophe Denoux	Ron & Jan Allatt
Kylie Evans	Christopher Anstee
Nic Frances Gilley	Janine Armstrong
Rebecca Gifford	Simon Arnold
Tom Goodwin	Taylan Atar
Jutta Gudic	Aaron Backman
Ray & Mandy Gunston	James Banks
Leigh Hallamore	Amanda Barnett
Michael Heine	Kate Barry
Ian Heraud	Herb Bennetto
Ross Hildebrand	Lola Berry
Marie Hird	Andrew Biddle
Ruth Hobson	Sandra Boyle
Alanah Jeffries	Bill Burdett
Mary Jung	Nola Burfurd
Mark Klemens	Danah Burrows
Gabby Leibovich	

Pauline Callanan
Stuart Cameron
Lori Campagnolo
Anthony Cappello
Ian & Marcelle Carr
Win Carrett
Stephen Cooper
Thomas Cregan
Rick Crethar
Krizanne Cuffe
Sharon Daly
Philip Danks
John Darmody
Warren David
Sarah Davies
Peter Davy
Peter Day
Therese Doupe
Jerome Dubois
Jeremy Duffield
Belinda Duffy
Ian Duthie
Phillip Edgley
Bruce Ellis
Jane Enright
Joanne Ernestrom
Denise Fleming
Ian Foote
Shane Fuller
A Georgiou
John Grigg
Kristian Hahndel
Zeena Haniffa
Tom Harley

	THANK YOU, YOU'RE AWESOME	
John Harvey	Paul Mulkeen	Steve Sykes
Melissa Hendry	Elisha Muller	Gor Tomes
Jennifer Henry	Cleo Nanni	Peter Vassallo
David Hentschke	Paul Nguyen	Marissa Vrbovac
Jeff Herbert-Smith	Sophie Nicoll	Paul Webber
Adam Hillary	Norma North	Marie Wheeler
Mark Himpoo	Fred & Martine Oldfield	Sue White
Lorraine Holland	Sumit Parikh	Max Whitnall
Peter Horsburgh	Michael Paris	Dirk Wiesner
Hilary Hunt	Reg Paul	Susanne Williamson
Rick Impala	Andrew Pell	Brian Wollaston
Calvert Jager	Assunta Pellicano	John Wright
Geraldine James	Grahame Pratt	Jimmy Yang
Ravi Jassal	Anne Price	Lou Zaffiro
Cameron Jones	Elizabeth Proust	
Andrew Kelly	Andrew Reid	
Mike Kiernan	David Reilly	
Chris Kimber	Andrew Rennie	
Tony King	Alastair Richardson	
Linda Koczorowski	Geoff Roberts	
Sharon Landy	Caroline Robinson	
Damien Lane	Andrew Robison	
Bridget Leary	Gery Roche	
Robert Lebby	Amanda Rosario	
Suzi Lee	Annie Rose	
Alec Leopold	Bob Santamaria	
Tim Lewis	Philomena Saw	
Glen Lighton	Belinda Seal	
Chu Lim	Lindsay Shaw	
Drew Maddison	Bobby Singh	
Helen Maher	John Skidmore	
Leah Manzies	Jandi Slattery	
Rob Marson	Maree Sloan	
Jane Martin	Matthew Smith	
Cam McConville	Frank Smith	
Anthony McDonald	Mike Smith	
Ann McGeary	Conor Smyth	
Doug McKay	Marilyn Spooner	
Michael McKelvie	Michael Spurr	
Michael Minahan	Donna Stone	



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

Rachael Attwood	Susan Gianevsky	Elisa Porto
Alik Barsegian	Boaz Gilboa	Brian Purdy
Andrew Browning	Michael Goodwin	Brenda Ransome
Stephen Colman	Stuart Gray	Joanne Robinson
Aidan Conaty	Phillip Griffith	Peter Sharkey
Sarah Davies	Andrew Hemsley	Kristina Sinclair
Sigrid de Castella	John Hoyne	Matthew Sowerbutts
James Della-Porta	Calvert Jager	Michael Spiegel
Margaret Di Iorio	Sarah Lloyd	Anthony & Lisa Stodart
Christine Diamataris	David Lucas	Jessica Tilton
Sandra Dorman	Peter Maclean	Stephen Toohey
Craig Down	Jade Macrae	Janni van Dreven
Brian Fanning	Roger & Anne McKinnon	Susanne Williamson
Matthew Gain	Anthony Micallef	Ian Wykes
Louise Gallagher	Ultan O'Dwyer	
Simon Garnett	Norman O'Bryan	



KATA

I moved from Budapest to Australia with my family when I was three. I grew up in Bondi and have lived by the beach my whole life.

I guess high school was pretty easy for me. I wouldn't put myself in the 'popular' group – I was more a creative type, and spent a lot time doing Art and Drama.

I discovered Reach through my twin sister, Rozi, and got to participate in the first ever Fused workshops in NSW.

It was different to anything I'd done before, and felt really special. The workshops made me realise that everything I was feeling was OK, and that I didn't need to shy away from any emotion.

I learnt that I can be really authentic, and now I don't see any other way of being.

Reach is really f\*\*\*ing cool. It makes young people feel less alone. And that's important.



JIM STYNES  
1966-2012

Our heartfelt thanks go to those generous individuals who gave gifts of \$500 or more in memory of Jim Stynes. All funds received in his memory were directed to the Jim Stynes Future Fund for Reach.

\$10,000+

Dean Collins
Beverley Barlow
Dale Acott
Greg Ellis
Rachael Gauci
David Handyside

\$1,000-\$4,999

Jane Akhurst
Benjamin Balgue
Kate Belleville
Andrew Brown
Mark & Margaret Burrowes
Kate Cain
Paula Caine
Annabelle Caldow
Jamie Crimmins
Philip Davis
Mikel Elsegood
Hannah Fitzgerald
Georges France
Emma Gleeson
Chris Gobel
Fay & Graeme Goode
Hamilton Family
David Hanna

Allan Henry
Val Kennedy
Helen Lind
Andy Mullins
Michelle Murphy
Jac Nasser
Rory Ohara
Paul Rate
Susan Reeve
Trevor Routley
Andrew Salamy
Mark Sketcher
Judy Smith
Rob Stewart
Con Tangelakis
John Thomson
Gaye Walton
John Wright

\$500-\$999

Cory Allan
Greg Bailey
Stephen Curtain
Sarah Curtis
Warren David
Barry Dowell
Deirdre Farrell
Marisa Ferraro

Leonard Gill
Patrick & Maria Gorman
Melanie Gum
Catherine & Reis Hamilton
Andrew Harman
Mary Heslop
Jodie Hicks
Jacki Leetham
Hunter Leonard
Harold Lubansky
Peter Molloy
John Moore
Andrea Naphegyi
Matt O'Bryan
Grant O'Toole
Euan Pizzey
James Porter
Faye Rouse
Elizabeth Scott-Parry
Daryl Stephens
Richard Thompson
June Vose
Margaret Wright



We love it when friends, families and communities have fun together and raise money for Reach.

Community Fundraising Event	Organiser
2012 Fathers Day Car	Accident Repair Centre McKinnon
2012 McCormick Australia C-Day	McCormick Foods Australia
AFL Dress Up Day	Yallambie McDonalds
Baxter Pamper Day	Geraldine Bosevski
BBQ out the front of store	Woolworths Prahran
Charity Boot Camp & Group Training Day	Brett Londregan
Coca Cola Rock Concert	Tim McCartney, Linda Koczorowski
Dance Concert - sale of programs	Sonic Dance
Footy Colours Day	Ebony Brown, Ella Ravarotto, Rachel Ciavarella
Fremantle Dockers Signed Ball Raffle	George Green
In Memory of Joel Barrie - Trivia Night	Jayne and David Barrie
January Promotion	Become
Kikki-K Instore	Kikki-K
Masquerade Cocktail Ball	Caitlyn Egan
MPNFL Celebrating Women in Sport Luncheon	Mornington Peninsula Nepean Football
MRA GP Cranbourne Run	The City of Casey
Pasta Day	Gabriella Bruzzese
Project Mash	Adam Daniel, Al Green, Steve Young
Schools Tour 2012	Alanna Deutrom
Seda Team Bonding Day	Ruby Veltmeyer, SEDA
Spring Festival	Uniting Church, Malvern East
Sydney Shamrocks Railway Cup	Sydney Shamrocks
Tan12	Michael Curtis
The ‘True Love’ Exhibit - Wedding Expo	Getting Married Melbourne
The Bucket List Xperience - Motivational Seminar	The Bucket List Guy
VCAL Class Fundraiser - Sausage Sizzle	Alex Carney



Thanks to the awesome school students who raised funds so the Reach could deliver its workshops in other schools. Now that’s paying it forward!

Ainslie Parklands Primary School	Koonung Secondary College	Sunshine North Primary School
Aitken College	Lakes Entrance Secondary College	The Geelong College
Aitken Creek Primary School	Lowther Hall	The Hamilton and Alexandra College
Altona Green Primary School	Melbourne Grammar School	The King David School
Apollo Parkways Primary School	Melbourne Grammar School – Wadhurst	The Mac. Robertson Girls’ High School
Beaconnhills College - Pakenham	Mentone Grammar	Tintern Schools
Bialik College	Methodist Ladies’ College	Tongala Primary School
Brighton Beach Primary School	Mill Park Secondary College	Trinity Grammar School
Brighton Secondary College	Mount Erin Secondary College	Vermont Secondary College
Buckley Park College	Mt Eliza Primary School	Wenona School
Camberwell Grammar School	Overnewton Anglican Community College	Wesley College
Canterbury Girls’ Secondary College	Pascoe Vale Girls College	West Leederville Primary School
Carey Baptist Grammar School	Queen of Peace Parish Primary School	Woodleigh School
Catholic College Wodonga	Rollins Primary School	Xavier High School
Caulfield Grammar	Sacred Heart College	Yarra Valley Grammar
Cheltenham Secondary College	Sacred Heart College Geelong	
Clifton Hill Primary School	Salesian College	
Cranbourne Primary School	Scotch College	
Cranbourne Secondary College	SEDA Group	
Damascus College Ballarat	St Brendan-Shaw College	
Drouin Secondary College	St Francis Xavier Primary School	
Epping Secondary School	St Joseph’s Primary School	
Fairhills Primary School	St Kevin’s College Waterford Campus	
Geelong Grammar School	St Leonard’s College	
Greythorn Primary School	St Mary’s Catholic Primary School	
Highton Primary School	St Matthew’s School	
Highvale Secondary College	Sunbury Seconday College	
Hopetoun P-12 College		
Kew Primary School		



Finally, we would like to acknowledge those intrepid individuals who put their best foot forward for Reach in 2012 by accepting the Call to Adventure, participating in extreme events and fundraising for Reach.

Larapinta Trek Challenge 2012

Robyn Brasher
Krizanne Cuffe
Gemma Fredricks
Zeena Haniffa
Karen Harvey
Ross Hildebrand
Brad Holland
Desmond Roche
Chris Whitnall
Reach crew: Ash Maher, Devyn Goddard & Tom Conny

Dublin Marathon 2012

Peter Grant
Adisa Hubanic
Gordon Lefevre
Andrew Pell

The Sunday Age City2Sea 2012

Anthony Klein
---------------

The 2012 Sun-Herald City2Surf

Moira Daw
Jacqui Fernley
Zach Fernley
Alexandra Fernley
Peter Fernley
Jolanta Masojada
Jeannene O'Day
Maks Szewczyk
Edward Szewczyk

The Age Run Melbourne 2012

Jacob Bulafkin
Mary Cardona
John Casey
Peter Dunn
Bec Heelan
Emma Johnson
Michelle Konzag
Ben Lambert
Lucy Ly
Melanie McNab
David Meddings
Nic Morgan
Alexandra Pekin
Martin Stone
ArtJam Sydney
Shannon Wolff

Melbourne Marathon Festival 2012

Richard & Angie Kelly
Angus Keck
James McDwyer



They are the dynamic and talented young people who design and deliver our workshops.

The crew is actively involved in building skills through our Leadership Development program; mentoring and training younger crew; and contributing to organisational leadership – shaping the future direction of Reach.

Reach crew members are aged between 15-25 years. They embrace Reach’s philosophy of personal development and growth. The crew is able to connect with young people because they speak honestly and openly about their own journey and challenges, without preaching.

They understand what’s going on for young people, and are passionate about delivering powerful and meaningful experiences – inspiring each young person to believe in themselves and achieve their potential.

In 2012, a 200-strong team developed and delivered Reach workshops and participated in Reach’s Leadership Development program.

The majority of crew members volunteer their time and skills to Reach. However, a group of highly trained and experienced crew members are employed – some on a casual basis (65 young crew), and some on a contractual part-time or full-time basis (15 young crew).

How we select our crew

Each year, we select a group of young people who have participated in our workshops to become Reach crew. These young people are chosen for their unique combination of characteristics, and passion for getting the most out of life. They come from all walks of life and are gifted in their ability to connect with a wide range of other young people.





FIVE STREAMS OF CREW TRAINING

1

FACILITATION TRAINING

2

WORKSHOP TRAINING

3

EXTERNAL DEVELOPMENT

4

ADVANCED SKILLS TRAINING

5

PROFESSIONAL SKILLS TRAINING

How we train our crew

To fulfil the important role of designing and delivering workshops that inspire young people, our talented crew participate in the Leadership Development program. In this program, they are guided, supported, trained and mentored to deliver workshops and fulfil their own potential.

The Leadership Development program, guided by our values and aligned with the aims of our workshops, features five streams:

1. Facilitation training is a comprehensive, theoretical and experiential training program intended to build the skills required to become a Reach Facilitator.
2. Workshop training consists of tailored modules that explain the principles, aims, and objectives of each workshop, and the theory and practice that underpins our workshop design. This training integrates facilitation skills in the delivery of workshop themes and messages. Workshop Trainers also provide ‘on the job’ training and practical guidance to crew.
3. External development involves a series of externally sourced training opportunities where crew can extend areas of interest, develop skills outside of the Reach environment, and bring new knowledge into the organisation and workshops.
4. Advanced skills training feature specialist workshops to increase the crew understanding of some of the complex wellbeing issues that young people face. These workshops are developed by, or in consultation with, the social workers and psychologists in the Wellbeing Team.
5. Professional skills training consists of a workshop series designed for the organisation to ensure Reach workshops are delivered in a safe and professional environment.

When invited to join the crew, a young person becomes a ‘Crew-in-Training’. From here, they set-out to achieve a series of accreditation milestones on the journey towards becoming a Facilitator, and eventually, Senior Facilitator. This journey can take between three and six years, and represents an important and unique pathway of both personal and professional development.



In 2012 we celebrated:

- 48 new Crew-in-Training inducted (31 VIC, 18 NSW)
- 35 Crew-in-Training members becoming accredited crew (22 VIC, 12 NSW)
- 18 accredited crew members becoming Facilitators-in-Training (8 VIC, 10 NSW). Congratulations to: Ash Clarke, Stephanie Dennis, Madeline Dawe, Declan Fracaro, Al Green, Jack McDonald, Nathan O’Callaghan and Gabrielle Chalmers (VIC). And, Benjamin Brooke, Cale Hodgkinson, Elliott Rovedi, Imogen Currie, Joshua Ward and Kata Komlos (NSW).
- 5 Facilitators-in-Training becoming Facilitators. Congratulations to Leah Ferguson, Paulo Guina, Rochelle Dennis, Ryder Susman and Vil Sirilo (VIC).
- 4 Facilitators achieving the highest recognition level of accreditation as Senior Facilitators (3 VIC, 1 NSW). Congratulations to Zac Prior, Claire Pilley, Kim Dawe and Liv Powell.

“You go through the hours and hours of workshop development and planning, but that moment when a young person can be completely themselves in a workshop, makes all the time and energy you put in, worth it.”

Reach crew member





“I overcame barriers that were holding me back from living, dreaming and being my true-self.”

Charlotte, 18

No more shame

Reach was proud to be part of a film-making project initiated by the young Aboriginal and Torres Strait Islander women of the Robinvale community. This project was funded by the RE Ross Trust and the Sidney Myer Fund.

In the words of one the young women leading the project, Emma Sharman, the objective of the ‘No More Shame’ film-project, was ‘to strengthen our voices as young Indigenous people; too long have we hid away and allowed ourselves to feel unworthy.’

23 Elders and young people from the Robinvale community participated in the project and appeared in the film. Five female Elders were responsible for supporting the young people with the project and three shared their personal stories for the documentary.

The premiere screening of the ‘No More Shame’ film-project at The Dream Factory included guests from the Victorian Department of Human Services, Aboriginal Outcomes Branch; the Victorian Department of Education and Early Childhood Education; The Commonwealth Department of Employment, Education and Workplace Relations; the Victorian Department of Justice, Victorian Aboriginal Health Service; Desert Knowledge Australia; Headspace; the Victorian Aboriginal Child Care Agency; and the RE Ross Trust.

“I couldn’t sleep last night; I was so inspired by what these amazing girls have achieved! Shame is a big part of the culture of being a young person (Indigenous and non-Indigenous) in Alice Springs, so much of what they described last night resonated with me.”

Emma Sharman,  
Robinvale community member

Arrow program

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

This year a talented and committed group of 10 young people were identified to receive Arrow placements through a structured application and selection process. Each of these crew members have embraced the opportunity, and are actively working towards the goals that will bring to life the vision they have for their role at Reach:

- 1. Tammy Clarkson
- 2. Abbey Fraser
- 3. Devyn Goddard
- 4. Leah Ferguson
- 5. Sarah Mclardy
- 6. Jade Deutrom
- 7. Dean Brosche
- 8. Rochelle Dennis
- 9. Lachy Rose
- 10. Charlotte Squires

Graduates of the Arrow program are provided with the opportunity to continue with an additional employment contract. This arrangement provides a great opportunity for crew to continue to build their skills and retain ongoing employment.

In 2012, nine Facilitators continued their employment contracts following the completion of the Arrow program.

Workshop champions

AMP Foundation provides funding for Reach’s Workshop Champions – crew members who are passionate and experienced in specific workshops in the portfolio. Workshop Champions focus on the continual improvement of the workshop to ensure objectives are achieved.

The Workshop Champions in 2012 were:

- Zac Prior for Heroes Days
- Rochelle Dennis for Rookys
- Tam Clarkson for Fused
- Adam Daniel for Grounded
- Jade Deutrom for Weekends Away
- Meaghan Payne for Ramp
- Liv Powell for Finding Heroes
- Kim Dawe for Secondary School Workshops
- Abbey Fraser for Birdcage



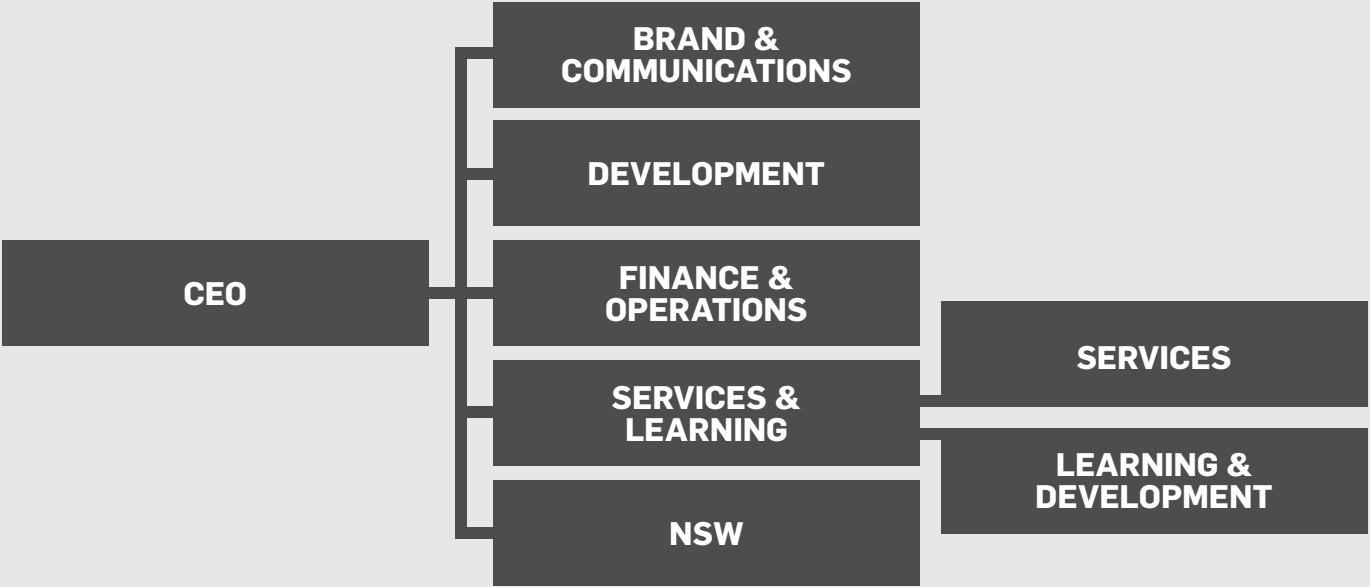
Reach’s team is a dynamic, focused and highly-motivated group of people who bring an exceptional combination of experience, skills and expertise to the organisation.

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

In 2012, Reach’s professional workforce included 46 part- and full-time staff. They worked from the Dream Factory – our office and workshop space in Collingwood, Melbourne – and from our new home in Surry Hills, Sydney.

Reach also employs 25 sessional social workers, psychologists and counsellors. This team provide expert support, follow-up and referrals for workshop participants and crew on Reach workshops.

OUR STRUCTURE





Remuneration of senior managers

Senior management salaries include those of the CEO, General Managers and Heads of Departments.

The total remuneration for Reach senior management totalled \$1,102,414 in 2012.

Performance management

Reach’s performance management process was reviewed and further developed this year.

This process emphasises the contribution and development journey of each individual in their role, while aligning to the organisation’s goals and values.

Retention and attrition

Many members of our staff have been with the organisation for more than eight years – contributing valuable organisational knowledge and experience.

In 2012, there was a moderate attrition rate of staff. Many of the departures were expected and natural, enabling people to follow new opportunities whilst drawing on their experience and development at Reach.

Some of the key vacant positions were filled internally. The key changes in staff roles in 2012 were:

- Lucy Kennon commenced in the role of Relationship Manager, Education;
- Imren Bayrem commenced in the role of Partnership Manager; and
- Emilia Sala commenced in the role of Relationship Manager, Community.

The internal appointments made in 2012 reflected Reach’s investment in the development and growth of its people, enabling succession and the retention of talent. Exit interviews were conducted for departing individuals and themes were reported back to senior management.

Staff development

Reach maintains a strong commitment to the professional development of our staff. Over the year a number of staff undertook professional development opportunities, including:

- All managers undertook HR Staff’n’Stuff Training;
- All budget holders undertook finance and budget training;
- Two General Managers completed the Australian Institute of Company Directors Course;
- The Management Team undertook a ‘strengths workshop’; and
- Three managers were provided intensive executive coaching.

A highlight was the ‘Emerging Leaders’ program, which was facilitated by Helen Newell and Andrew Brown. The program, consisting of two full-day workshops and one-on-one coaching sessions, was delivered in July and October for a group of our managers.

Helen and Andrew proved to be an exceptional team, committed to building the management and leadership capability of Reach’s people.

Recognition

Each year, Reach recognises a number of individuals for their outstanding contribution to the organisation. In 2012, recipients of these awards included:

The Chairman’s Award

Sasha Lawrence,  
Senior Facilitator/Relationship Manager, NSW

The Jim Stynes Award (formerly ‘The Most Inspirational Award’)

Liv Powell, Senior Facilitator

The Troy Broadbridge (Quiet Achiever) Award

Liana Harding, Manager, Indigenous Programs

Pat Cullen (Rising Star) Award

Jade Deutrom, Facilitator

Beth Knight, Facilitator

10-Year Awards:

Emily Johnson

Katie Inglis

Sophie Cieciva

Tamica Reynolds

5-Year Awards:

Aaron O’Sullivan

Bill Ranken

Brett Pichler

Danielle Geddes

Devyn Goddard

Jade Deutrom

Kristina Vujovic

Marty Smiley

Meaghan Payne

Michael Norton

Nom Blashki

Sophie Breheny

Sue Bannatyne

Tessa Woods

Tom Canny

Our culture and engagement

In 2012, with the support of probono partners, People Measures, Reach conducted a Culture and Engagement Survey and focus groups to measure engagement and Reach’s cultural vitality. This survey measured the key themes (below) that were identified by previous cultural surveys conducted over the previous 6 years:

1. Engagement
2. Core values
3. Involvement and communication
4. Feedback
5. Recognition and rewards
6. Support
7. Staff development
8. Goals and objectives
9. Strategic direction
10. Work-life balance

Overall, the survey and focus group produced positive results including:

- Reach people continue to maintain high levels of engagement and are committed to the cause;
- Reach people want to maintain a connection with Reach;
- Reach people are highly motivated and experience personal learning and growth;
- Reach people are committed to the goals of Reach;
- Reach people feel confident explaining what Reach does to people outside of the organisation; and
- Reach people feel that the skills they develop at Reach consistently contribute to their personal growth.

The improvement opportunities identified included:

- Determining training needs to ensure staff have the skills they need for their job;
- Increased structure around feedback provided by leaders and managers for developmental purposes;
- Creating an environment which endorses and maintains the idea of a work-life balance;
- Ensuring a consistent and predictable approach is used when tracking performance against goals and objectives; and
- Focus on building communication between NSW and VIC teams.

The CEO and Leadership Team are committed to working closely with Reach people to ensure we continue to build on our strengths and effectively address the areas of improvement identified by staff and crew.

A number of initiatives are already underway to meet these needs, and a ‘pulse check’ survey is planned for mid 2013 to measure progress.



It is with the heaviest of hearts that we said farewell to our friend and crew member, Pat Cullen, who died tragically in October, 2012.

Pat, your gentle nature, paired with your playfulness, charisma and outrageous dance moves are what we’ll remember so fondly about you.

You made everyone who crossed your path feel special and loved.

Your free spirit is something most people spend their lives chasing.

We miss you, mate.

Love,  
your Reach Family.

This year we re-named the Rising Star Award in Pat’s honour.



## Taking Reach to regional Australia

In 2012, Reach and BHP Billiton formed a community partnership to establish the first regional Reach base.

Reach and BHP Billiton will work collaboratively over a five year period to improve the emotional and social health and wellbeing of young people in the Hunter region of NSW.

In partnership with schools, councils and local community organisations, Reach will engage with up to 6,000 local young people over the five years.

A leadership team of 30 local young people will be selected to participate in the Reach Leadership Development program and ultimately train as local Reach crew.

In addition, 100 teachers from the Hunter region will have the opportunity to participate in our professional development program, Finding Heroes.

A key element of the pilot will be the development of a sustainable best practice model for empowering and engaging young people in regional Australia. An independent researcher will also be measuring our impact on the young people and their schools. This body of knowledge will be used strategically to plan future regional expansion of Reach workshops.

Twenty six per cent of young Australians live in inner and outer regional areas.

BHP Billiton has committed over \$2m to the pilot as part of their commitment to developing young leaders.

BHP Billiton has been a Reach Champion for almost a decade and has contributed significantly to the training and development of our crew.

We are thrilled to continue this partnership and to recognise BHP Billiton as a Principal Partner.

## Reach's wellbeing program

The wellbeing of our staff is a major priority at Reach and we have continued components of the Wellbeing Program launched in 2011.

The following services were offered to all Reach staff and crew in 2012:

- Employee Assistance program;
- Nicole Hutcheson from Chi Kinesiology generously provided Reach staff and crew with kinesiology sessions each fortnight;
- Lunchtime yoga and meditation sessions;
- Regular health checks via the Vic government WorkHealth program;
- Two facilitated staff wellbeing sessions; and
- Access to discounted gym membership from Time4Fitness in Fitzroy.

Through our 'NSW Wellness Program' Reach offers a range of opportunities to support staff and crew, including meditation, kinesiology and boxing classes.

Feedback from staff indicated the value of the experience and a desire to continue this opportunity in 2013.



## Reach's Board is a group of highly successful and professional business and community leaders.

Reach's Board of Directors is responsible for the governance of Reach. They all volunteer their time to the advocacy, fundraising, and strategic direction of Reach.

The Board delegates authority to efficiently and effectively manage the business of Reach, to the CEO and Leadership team.

Our Directors commit to a code of conduct, agree to uphold the values of Reach and, exercise due care, skill and diligence in preserving, protecting and advancing Reach.

The Board meet regularly (8 times per year) as a full group, as well contributing to our Board subcommittees and volunteering their time for workshops and training.

### In 2012, there were eight Board Directors, including:

- Claire Amies
- Don McLardy
- Geoff Roberts
- Kevin Keenan
- Lisa Suzanne (Suzy) Green
- Michelle McQuaid
- Sam Cavanagh
- Tom Harkin

We'd like to acknowledge and thank Bill Ranken for his service to the Reach Board, from 2007 to June 2012.

Reach co-founder and Executive Director, Mr James (Jim) Stynes, passed away on 20 March 2012.





Board meetings

Seven board meetings were held during the year.

	Eligible to attend	Attended
Don McLardy	7	6
Geoff Roberts	7	6
Bill Ranken	3	2
Michelle McQuaid	7	4
Jim Stynes	1	0
Tom Harkin	7	6
Sam Cavanagh	6	4
Kevin Keenan	6	6
Clare Amies	6	4
Suzy Green	5	4

Reach’s CEO also attended all board meetings.

Audit and risk subcommittee

One Audit and Risk Subcommittee meeting was held during the year.

	Eligible to attend	Attended
Geoff Roberts (Chair)	1	1
Kevin Keenan	1	1
Bill Ranken	1	1

Impact subcommittee

One Impact Subcommittee meeting was held during the year.

	Eligible to attend	Attended
Suzy Green (Chair)	1	1
Tom Harkin	1	1
Michelle McQuaid	1	1

People and culture subcommittee

One People and Culture Subcommittee meeting was held during the year.

	Eligible to attend	Attended
Clare Amies (Chair)	1	1
Sam Cavanagh	1	1



Geoff Roberts BCOMM (Melb.), FCA, FAICD, EXEC MBA, AGSM

Geoff is the Chairman of the Reach Board.

Geoff was appointed a Director of Reach in September 2009 and Chairman of the Board Audit and Risk Subcommittee from July 2011. Geoff was also previously an Honorary Board Member of Vision Australia for five years, from 1997 to 2002.

In November 2011, Geoff was appointed Managing Partner, Victoria for Deloitte, leading a team of 1,730 professionals. Prior to this, Geoff was the Group Chief Financial Officer for AXA APH from 2004 until its sale to AMP in March 2011. His role at AXA included responsibility for all statutory and management reporting, capital and treasury management, mergers and acquisitions, actuarial, legal, risk management including compliance, taxation, investor relations and corporate affairs for Australia, New Zealand and eight Asian countries.

Clare Amies

Clare Amies was appointed a Director of Reach in 2012.

Clare is currently Executive Director, Health Services Group, Transport Accident Commission and WorkSafe Victoria. At WorkSafe and the TAC for three years, Clare has been leading Health and Disability Strategy group in the development of strategy and working with external providers in both health and disability.

Prior to this role Clare was the CEO of Western Region Health Centre for over six years. Clare has worked in the community sector for more than 20 years in a number of roles. Clare spent 12 years working in community health developing services in partnership with the broader health system including refugee health, aboriginal health, mental health and chronic disease management.

Clare’s original training was as a social worker in the NFP sector.

Don McLardy DIP FS (Broking), QPIB

Don has over 30 years broking experience. He began his insurance career at OAMPS Limited where, over numerous years, he held many roles culminating in being appointed Managing Director of Australian Operations. Don left to establish his own company, Don McLardy & Associates in 1996.

After merging with McShane Business Services in 2007, McLardy McShane Insurance and Financial Services was established. The business grew remarkably over the next four years and in January 2011 began trading as a stand-alone Australian Financial Services Licence Holder and Authorised Representative of Empire Insurance Services Limited. Don and the entire team are looking forward to an exciting future as part of the national insurance broker cluster group, Steadfast.

Don was Chair of the Reach Board from March 2011 until June 2013. Don continues to hold a position as a Reach Director.

Kevin Keenan LLB (HONS)

Kevin became Company Secretary in November 2011, and was appointed a Director in April 2012. Kevin is a member of the Audit and Risk Subcommittee.

Kevin is a lawyer with over 20 years diverse experience gained in various legal and management roles in private practice and the corporate sector. Most recently, Kevin was Group General Counsel and Company Secretary for AXA Asia Pacific Holdings Limited until leaving upon the completion of the sale to AMP Limited. Since then, Kevin has focused upon balancing contract work, mentoring, supporting charities and family life, collecting valuable lessons along the way.



**Lisa Suzanne (Suzy) Green D.PSYC.(CLIN.)**

Dr Suzy Green is a Clinical and Coaching Psychologist (MAPS) based in Sydney. She is a leader in the complementary fields of Coaching Psychology and Positive Psychology, having conducted a world-first study on evidence-based coaching as an Applied Positive Psychologist.

Suzy was the recipient of an International Positive Psychology Fellowship Award and published in the Journal of Positive Psychology. Suzy lectures on Applied Positive Psychology as an Adjunct Lecturer in the Coaching Psychology Unit, University of Sydney and is an Honorary Vice President of the International Society for Coaching Psychology and a Visiting Senior Fellow of the Sydney Business School, University of Wollongong.

Suzy is the Founder of The Positivity Institute, an organisation dedicated to the research and application of Positive Psychology for life, school and work. Suzy also writes a regular ‘stress-less’ column for Australian Women’s Health magazine.

**Michelle McQuaid MAPP**

Michelle McQuaid is a workplace and wellbeing expert who is a best-selling author, a highly sought after trainer and a playful change activator. She fuses the emerging sciences of positive psychology and neurobiology into practical, tested actions that anyone can take to create enjoyable wellbeing habits that last.

Michelle’s blend of real-world successes, actionable advice and enthusiasm for life ensure she’s a favourite with organisations, schools and professional women around the world. Her experiences about how to bring out the best in people have been featured in Forbes, the Harvard Business Review, the Wall Street Journal, Huffington Post, Boss Magazine, The Age, Women’s Agenda, Wellbeing Magazine and more.

Michelle rode the dot com wave, became the youngest ever General Manager for one of the world’s largest advertising houses and climbed to the top of some of the largest corporate ladders in Australia, London and New York. Now she commits her time to helping organisations big and small to improve the wellbeing and performance of people at work.

A passionate advocate for youth, Michelle also sits on the board of The Reach Foundation and Play for Life and partners with schools implementing positive education approaches. She was recently awarded the title of Honorary Senior Fellow in the Graduate School of Education at the University of Melbourne in recognition of her expertise and commitment.

She holds a Masters in Applied Positive Psychology from the University of Pennsylvania where she studied alongside the field’s founder Martin Seligman and is currently completing her PhD under the supervision of David Cooperrider; the founder of Appreciate Inquiry.

**Sam Cavanagh**

Sam Cavanagh finished school at Christian Brother College St Kilda in 1996. Interestingly, he has never been asked back to speak to current students. Sam went on to complete an Arts degree at Melbourne University, and like most Arts students, he learnt a lot about nothing in particular.

In 1994, at the age of 15, Sam attended the first ever Reach workshop. A workshop designed by AFL football legend Jim Stynes OAM, and film director Paul Currie, to inspire teenagers to live their dreams. Three years and many workshops later, Jim and Paul asked Sam to start facilitating his own Reach workshops for teenagers. Between the ages of 19 and 23 Sam developed and facilitated countless workshops, camps, and school programs for thousands of Victorian teenagers.

Sam is now a Board member of Reach, and has an active role in the organisation’s creative strategy, and facilitator training.

In 2003, Sam became the Assistant Producer of the Tracey and Matt Breakfast Show on FOX FM in Melbourne. This is where he fell in love with media, producing, and the music of Matchbox 20.

In 2004, he started working on a new late night show with his friend Hamish Blake. The show would become The Hamish & Andy National Drive of which Sam was the Executive Producer for its seven years. The Hamish & Andy Show went on to break all ratings records. Sam’s producing highlights included; taking the show to Afghanistan to be the first-ever live radio broadcast from the region, broadcasting a show live from a Tall Ship sailing across Bass Strait, and getting U2 to perform live at the Myer Music Bowl.

For his work with the Hamish & Andy Show, Sam was awarded the ‘Best Show Producer Award’ at the Australian Commercial Radio Awards, a record four times in a row (2007 to 2010). Sam has also produced two ARIA award winning CDs with Hamish & Andy (2009 and 2011). He will let you see these trophies if you ask nicely.

Sam is currently the National Executive Show Producer at Southern Cross Austereo. In this role he oversees all radio shows and show producers within both the 2DAY Network and MMM Network.

Sam is possibly Australia’s foremost expert in radio content and the management of creative teams.

**Tom Harkin**

For more than 10 years, Reach crew member Tom Harkin has worked with tens of thousands of young people, delivering Reach’s workshops.

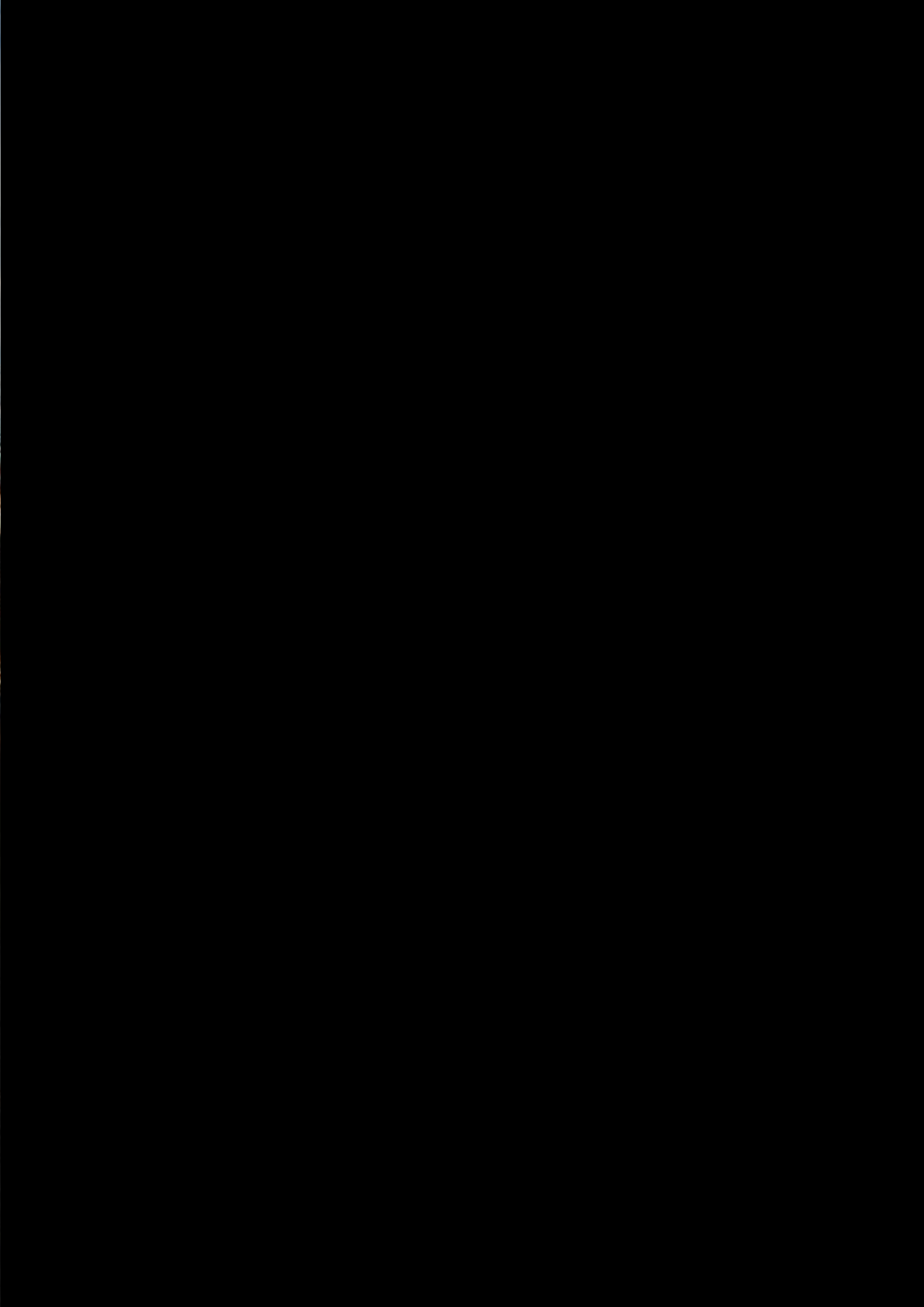
Tom has a passion for creating safe and supportive spaces where young people can openly and honestly share their experiences of life, connect with others, and recognise that they’re not alone. Through connection and positive affirmation, Tom encourages young people to discover their unique value and voice, and creates a place for this to be heard.

In recent years, Tom has travelled to the US where he has explored the work of master facilitator and acting teacher, Eric Morris.

Today, Tom spends his time training the 200-strong Reach crew to deliver Reach workshops and effectively engage with and inspire young people. He is also responsible for delivering Reach’s annual Camp Maasai – a program designed to connect business leaders with the issues facing today’s youth.









## THE REACH FOUNDATION

### CONNECT WITH US



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