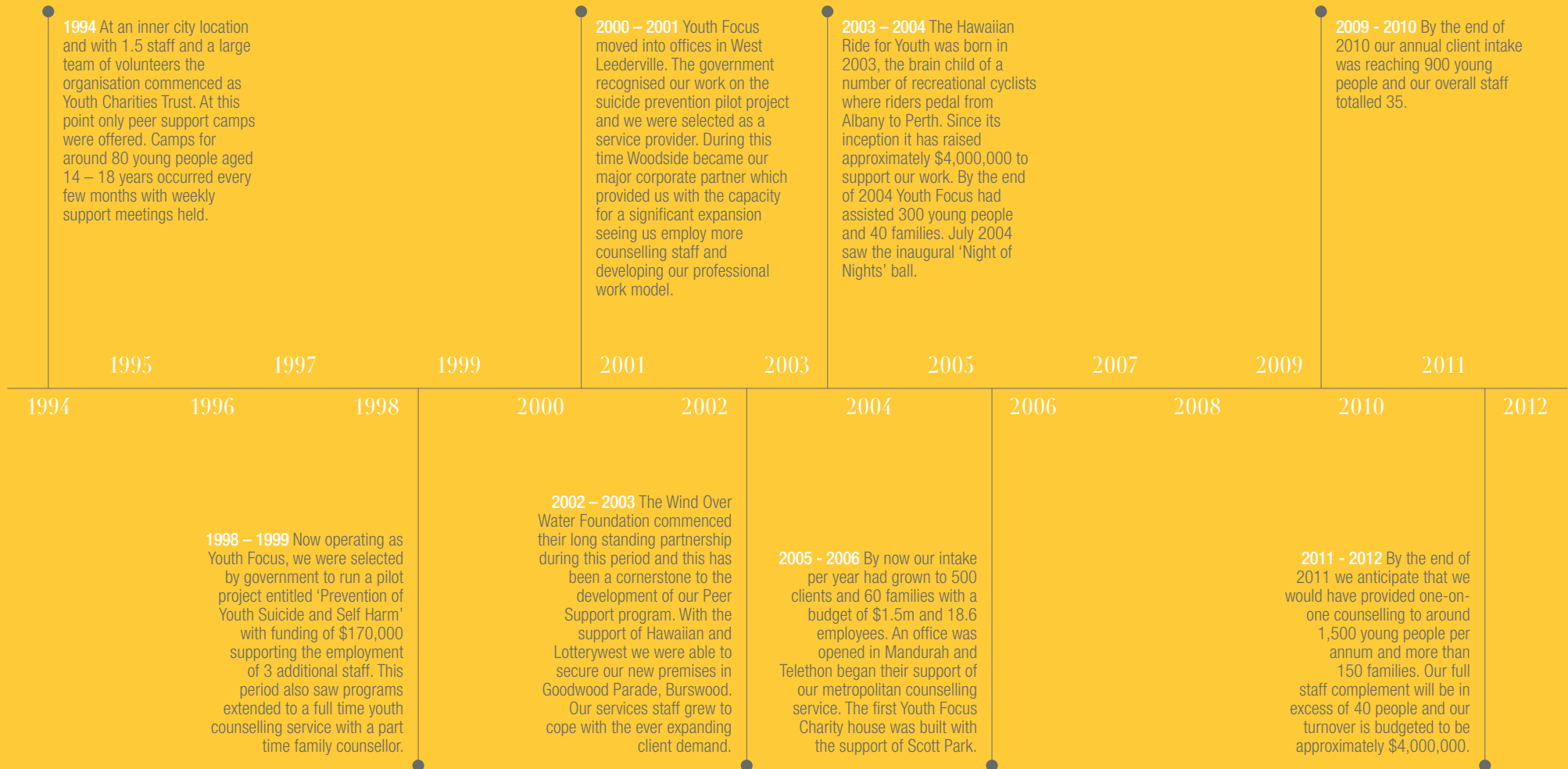




2010 annual report

The Youth Focus Journey

For a relatively young charity Youth Focus has come a long way. The timeline below charts the organisations' key milestones:



"Thanks for not giving up on me." Quote from a Youth Focus client.

A message from our CEO



It gives me great pleasure to introduce our first ever Annual Report to stakeholders.

Youth Focus has certainly come a long way since it was established by volunteers way back in 1994

when its charter was to support a small group of young West Australians who were dealing with a range of mental health issues. Back then our focus was on running peer support camps, effectively group sessions where these young people could work through their issues in a safe and welcoming environment. Although it was only 16 years ago mental health was not the acceptable topic for conversation in the home, workplace or classroom that thankfully it is today.

Australian society has finally shone a bright light on the issue of mental well being and we hope that we have played our part in putting the issue on the agenda of public discourse. As a result of these changes in community sentiment we have undergone a significant organisational evolution as we strive to meet the needs of a more open and proactive target audience.

Our focus is now very much on providing a comprehensive range of free mental health services to young people within our State.

While our one on one counselling remains a core function we are committed to broadening the support we provide as well as broadening our reach to as much of this massive State as possible. To deliver on this intent we must be innovative and to that end we are developing a range of exciting prevention programs for the education, corporate and community sectors. We are also undertaking feasibility studies as to how and when we can expand both in metropolitan Perth and in regional centres to complement our existing 7 sites.

Last year was full of wonderful highlights with a record number of young people being supported by our very committed and highly professional team. With only a small percentage of our operating funding sourced from the government sector we also continue to work extremely hard to raise the necessary funds to provide these services to the West Australian community. We are very grateful to our many corporate supporters, event attendees and philanthropic partners who chose to join us on our journey in 2010.

These achievements would not have been possible without the unwavering support of our outstanding Board led by our Chairman, Geoff Rasmussen. We are very fortunate to be able to call on the deep commitment of some of the State's most successful and entrepreneurial business leaders. I must also recognise the magnificent work of our professional staff within Youth Focus and our group of loyal and hard working volunteers who support their work.

“Last year was full of wonderful highlights with a record number of young people being supported by our very committed and highly professional team.”

2011 promises to be a very exciting one for Youth Focus as we are very encouraged by the direction of the State Government as evidenced by their establishment of the Mental Health Commission and the appointment of Mr Eddie Bartnik as our first Mental Health Commissioner. The Commissioner has stated that supporting the State's youth prevention and intervention strategies will be key focus areas in the future so we look forward to developing a true partnership with government over the coming year.

On behalf of all at Youth Focus, I sincerely thank you for your support and engagement during 2010. I look forward to providing you with updates as to our exciting achievements and progress as the year unfolds.

Our Board

Geoff Rasmussen

Chairman

Geoff is a co-founder and Managing Director of Azure Capital, he has been on the Board of Youth Focus for 6 years and Chairman since 2008.

Russell Gibbs

Deputy Chairman

Russell is the Chief Executive Officer of Hawaiian, he has been on the Board of Youth Focus for 6 years and Deputy Chairman since 2006.

Graham Addison

Treasurer

Graham is currently a Partner at chartered accounting firm Barringtons, he has been on the Board of Youth Focus for 5 years and Treasurer since 2006.

Jenny Allen

Chief Executive Officer / Director

Jenny has been the Chief Executive Officer of Youth Focus since 2000, she also sits on the Board of Suicide Prevention Australia, the national peak body for suicide prevention in Australia.

Kellie Benda

Director

Kellie is the Executive Director of Marvic Packaging Australia, she has been on the Board of Youth Focus for 5 years.

Charles Elders

Director

Charlie is the founder and director of Avoca Insurance Brokers, he has been on the Board of Youth Focus since 2010 and represents our most successful event, Hawaiian Ride for Youth.

Peter Harold

Director

Peter has been the Managing Director of Panaromic Resources since March 2001, he has been on the Board of Youth Focus since 2008.

Youth Focus has a diverse and talented group of individuals on their Board who give their time generously to assist in the strategic and financial development of the organisation. Our Board is made up of:

David Gray

Director

David is a partner in Freehills Corporate and has been on the Board of Youth Focus since 2008.

Valerie Davies

Director

Valerie is the Principal of One.2.One Communications, she has been on the Board of Youth Focus since 2008.

David Flanagan

Director

David is Managing Director of Atlas Iron, he has been on the Board of Youth Focus since 2009.



Vision

TO PREVENT YOUTH SUICIDE, DEPRESSION AND SELF-HARM.



Purpose

TO SUPPORT YOUNG PEOPLE WHO ARE SHOWING EARLY SIGNS ASSOCIATED WITH SUICIDE, DEPRESSION, SELF-HARM AND THEIR FAMILIES AND CARERS.



Objectives

- TO PROVIDE YOUTH AND FAMILY THERAPEUTIC SUPPORT AND INTERVENTION
- TO OFFER EARLY SUPPORT AND ASSISTANCE TO YOUNG PEOPLE AND THEIR FAMILIES
- TO PROMOTE THE DEVELOPMENT OF COPING, INTERPERSONAL AND PSYCHOSOCIAL COMPETENCIES IN YOUNG PEOPLE
- TO PROMOTE STRONG AND CARING RELATIONSHIPS BETWEEN YOUNG PEOPLE, THEIR FAMILIES, PEERS AND COMMUNITIES
- TO WORK IN A COORDINATED AND COLLABORATIVE MANNER WITH OTHER PROGRAMS PROVIDING SERVICES TO THE YOUNG PERSON AND THEIR FAMILY
- PROVIDE YOUTH AND FAMILY FRIENDLY COMMUNITY BASED SUPPORT

2010 The Year in Focus



At the Coal Face

2010 saw a staggering 842 young people and 150 families supported by the highly skilled and talented Youth Focus team. The demand on our services is ever increasing evidenced by the 20% increase on the previous year.

For many clients this meant the attendance of weekly counselling sessions to address often very painful and personal issues. The counselling journey builds upon the young persons' many strengths, developing individual coping responses and the ability to deal with life's events. During 2010 the average length of our

counselling relationships was a little in excess of 8 months. During this time, counsellors draw on a range of evidence-based practices including cognitive-behaviour therapy, psycho-education, interpersonal therapy, narrative therapy, mindfulness and other approaches that build skills and resilience. Goals for therapy are established in collaboration with the client.

After considerable research and the completion of a pilot program we are pleased to announce that our Focus Plus program has now been officially launched. Focus Plus was initiated as a result of the Federal Government's Better Outcomes In Mental Health initiative and it now gives us the ability to provide our counselling services to young people up to the age of 25 (as defined by the World Health Organisation). This exciting program accesses the Medicare Rebate via a GP provided mental health care plan and therefore is effectively free to the client in keeping with our overall ethos of providing free mental health support to those in need. This service has proven to be successful since its inception and in the absence of other community support services available for this age group we expect this will continue to grow over the coming years.

Another success in 2010 was the implementation of our innovative Intake Process for new clients. This new process allows us to better manage our client waitlist by immediately providing young people with 2 sessions of solution focused counselling prior to them being allocated a counsellor. This process continues to enhance the counselling experience for our

clients and we will continue to assess its progress whenever necessary to provide the best outcome for our clients.

The Gatekeeper Training Program, a training module delivered to workers or carers of people with mental health issues has been implemented to many people across the community by our new Health Promotions Officer. Being an accredited provider of this program has contributed to our goal of being an industry leader in the community. We have begun to provide Youth Mental Health First Aid Training to corporate organisations and look forward to building on this in 2011.

Advocacy

Youth Focus strives to play a leadership role in our community in respect to the vitally important issues of youth depression, self harming behaviours and suicide. In 2010 our CEO Jenny Allen and our Youth Services Manager Nikki Marshall participated in the Senate Community Affairs References Committee Public Hearing on Suicide providing the hearing with information and feedback gained from many years of working in the industry. Youth Focus also provided information to the House of Representatives Standing Committee on Health and Ageing. Youth Focus staff also hold positions on the Boards of Suicide Prevention Australia, the Youth Affairs Council of Western Australia and the Western Australian Association for Mental Health. Throughout the year Youth Focus also presented and participated at numerous national and international conferences and seminars.



A Year of Exciting Events

The delivery of exciting and engaging fundraising events has been a hallmark of Youth Focus over the years and the success of these events has played a major role in resourcing the significant growth in service delivery in recent years.

2010 was no different with the Hawaiian Ride for Youth once again leading the way for our fundraising efforts. Amazingly the Ride once again hit a new peak raising a little over \$800,000 primarily because of the enormous personal fundraising efforts of just 44 riders. We are also very appreciative of the generous ongoing support of our long time partner Hawaiian and our team sponsors Avoca, Bank of Queensland, Budget, Cardno, Cliffs, GCS, Mirvac, Perrott Painting, Perth Airport & Redink Homes. We are forever indebted to our riders, their partners and families, the volunteer event committee and the volunteer support crew who collectively make this event possible.

The 2010 Night of Night's Ball, theme 'A Night at the Colosseum' attracted a very enthusiastic crowd with 750 supporters helping us to raise \$365,000. As an added bonus, the winner of the Major Raffle prize, "the Luxurious Rome and Athens Package" courtesy of Emirates and InterContinental Hotels, Mr Scott Farragher generously donated the prize back to Youth Focus to re-affle. We are very grateful to the many businesses and individuals who kindly donated major and silent auction items. The major auction item donors include: Azure Helicopters and Sundance Lodge, Burswood Entertainment Complex, Cable Beach Club Resort & Spa, GFL Fine Art, Hawaiian, Kailis, Karma Resorts, Kimberley to Ocean, La Foret Enchantee and Leeuwin Estate, Marketforce, Media Tonic, Nova 93.7, OMD, 92.9, 94.5, Sealy & Bedshed, Skywest Airlines, Thewest.com.au, The West Australian and Yahoo.

We were also very lucky to be invited to be the chosen charity of the inaugural "Polo in the Valley", a premium event established by Peter and Debra Prendiville at their wonderful Duncraig Stud. The event was a wonderful success with a strong crowd of polo enthusiasts and Perth's business elite enjoying 3 great games of

polo in magnificent surroundings. At the conclusion of the event we were presented with a cheque for \$50,000 to support our work in the community.

The Youth Focus team were also heavily involved in a number of community events such as the Hullabaloo in the Village festival. With support from a number of our Hawaiian Ride for Youth riders and the Cottesloe Business Association, PROCOTT the Hullabaloo family fun day was a great opportunity to generate awareness of our services and at the same time we raised over \$5,000.

Lending a Helping Hand

The Youth Focus operating model to support young people in our community is successful yet labour intensive. For this reason generating enough revenue to not only maintain our current service level but also grow to meet as much of the tremendous unmet need, is an ongoing challenge.

We are grateful for the support of the State Government, particularly the Mental Health Commission, Department for Communities and the Department of Education. While the State Government only provides us with around 14% of our operating income we are genuinely encouraged by the innovative philosophies being adopted by the Barnett Government in supporting the NGO sector and we look forward to working with the government to develop a better support mechanism that truly reflects the social impact we make in 2011.

The corporate sector has long been a strong contributor to our work and we are grateful for the generous support from our numerous partners. Without their ongoing support and continuous advocating for our cause we would not be where we are today. For a list of our current supporters please refer to page 10. The final piece of our income jigsaw is the philanthropic community. We remain indebted to our hard core supporters whose contribution has been fundamental to changing the lives of so many young people. These generous contributors include organisations and foundations such as Lotterywest, Harman Family Trust, Channel 7 Telethon Trust, The Wind Over Water Foundation, and the Fortitude Foundation.



The Year Ahead

To adapt to the needs of the community Youth Focus continues to review and modify the ways in which we engage with our existing and potential clients and this has led us towards developing a more holistic and therapeutic operating model for the organisation. Our vision is to provide a broader free youth mental health service catering for the needs of WA's 12-25 year olds.

This vision will see us further enhance and expand our highly successful face to face counselling service while developing a mental health promotions capacity for schools and the business sector, especially those who employ large numbers of young people. With the support of our Board we have articulated an ambitious yet achievable growth strategy for the next 3 years which will see us strengthen our presence in the outer metropolitan area as well as our existing regional offices via the appointment of more counsellors.

We also have plans on the drawing board to open two more offices in large regional areas to complement the work we already undertake in regional Western Australia. Using technology to its optimum will also be a focus for us in 2011 and we are anxious to investigate innovative ways in which we can engage and support young people using this medium.

Youth Focus remains committed to providing quality support and care in the community for the most vulnerable youth and to this end in 2011 in partnership with Notre Dame University, we will

undertake a comprehensive and empirical review and evaluation of our service model to ensure that we continue to use world's best practise.

Generating the additional funding to grow our services will continue to be a challenge. However we have in place strategies to enhance our existing events and to grow the support of the government and corporate sectors. Importantly given that the



“We have in place strategies to enhance our existing events and to grow the support of the government and corporate sectors.”

issues we deal with are universal in our community we are very keen to give the broader community the opportunity to engage with us and support our work. To this end we will be rolling out a long term community fundraising program that we believe can help better educate the people of Western Australia whilst making it easier for them to show their support.



Financial Snapshot

The delivery of our services continues to account for the vast majority of our expenditure

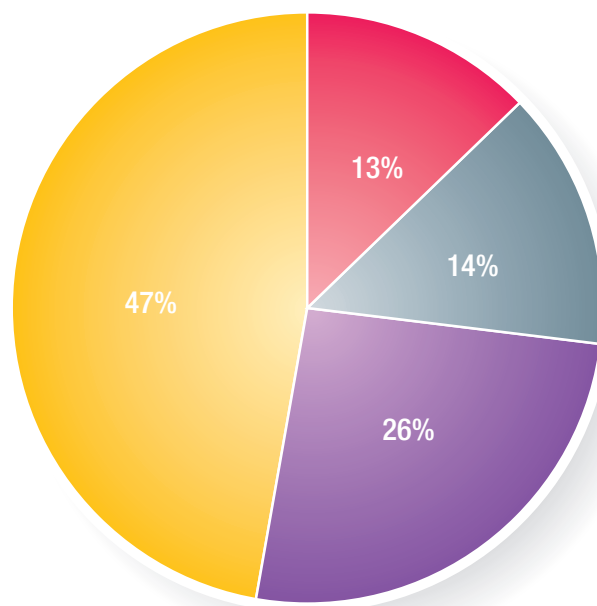
The 2009 – 10 financial year was a challenging yet ultimately positive one for Youth Focus coming off the back of the broader economic downturn. Our revenue totalled \$3.17M with events and donations / corporate support still providing the majority of the income.

Recurrent Government funding remains comparatively low at 14% of total turnover and we continue to work with a receptive State Government to progressively improve this figure.

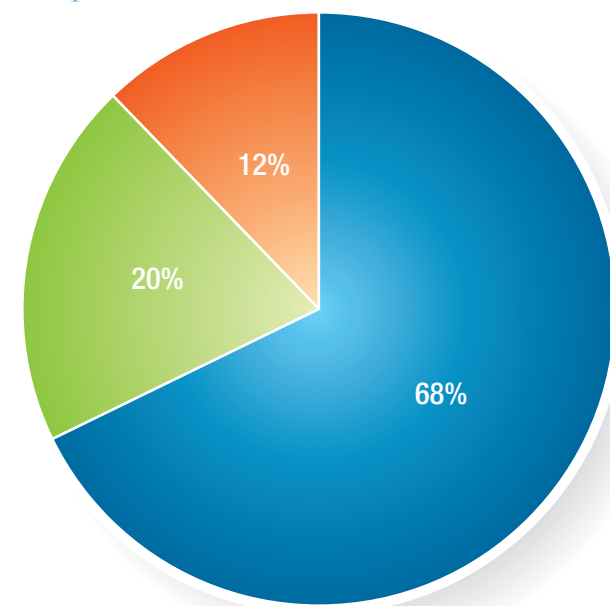
While we are encouraged by the State Governments reforms in this area the engagement of the Federal Government remains a challenge. We will however continue to develop strong relationships with the Federal Government with a view to them playing a greater role in the funding mix in the future.

The delivery of our services continues to account for the vast majority of our expenditure, totalling \$2.88M. Last year significant investment was made in expanding our service capacity by employing additional counsellors in regional and metropolitan areas and we look to continue to develop this area with further recruitments throughout 2011. Administrative costs remain relatively low and we hope that the adoption of new technology in the future will further enhance our capacity to support our service team more efficiently.

Income



Expenditure



Our Supporters

Our Gratitude Goes to the Following Supporters

- Alcoa World Alumina Australia
- Banksia Grove
- BHP Billiton Worsley
- Burswood Entertainment Complex
- Channel 7 Telethon Trust
- CSBP
- Detail Marketing
- Emeco Group
- Fortitude Foundation
- Harman Family Trust
- Hawaiian
- Lotterywest
- Newman's Own Foundation
- Panoramic Resources
- Redink Homes
- The Alternative Advertising & Marketing
- The Prendiville Group
- Vodafone Foundation Australia
- West Australian Department for Communities, Office for Youth
- West Australian Department of Education
- West Australian Mental Health Commission
- Wind over Water Foundation





Youth Focus Core Values

CARE AND RESPECT

INTEGRITY AND TRUST

COMMITMENT AND DEDICATION

COMPASSION AND UNDERSTANDING

EMPOWERMENT AND ACCEPTANCE

INSPIRATION AND CREATIVITY

