

23/24FY ANNUAL REPORT



July 2024

Prepared by

**Leighton
Bradfield**

Prepared for

20Talk Board

Letter from the CEO



Leighton Bradfield

CEO 20Talk

The 2023/24 period marked a significant phase of growth and advancement for the expanding 20Talk initiative. Following an intensive 18-month period dedicated to crafting our Mental Health Maintenance (MHM) course, our team successfully introduced this program to a broad audience of over 1000 young individuals.

Amidst a backdrop of escalating levels of loneliness, anxiety, and inadequate mental health awareness, 20Talk utilised inventive media approaches to educate a vast audience of over 3 million individuals through online and in-person engagements.

This growth was made achievable through the unwavering support of the community towards our mission of educating young individuals. Notably, Mitchell Greys' completion of 60 marathons in 60 days and Angela Johns' initiative, the 2024 Love Lunch, greatly enhanced 20Talk's outreach capabilities. With the additional funding, 20Talk is now positioned to produce three new documentaries and provide 2000 new training scholarships.

A profound expression of gratitude is owed to our primary sponsors, Galvins Plumbing and Pipeline Technics, for their continued trust in our organisation's growth.

3,000,000 +

Reached online and physically



\$605,000

Raised in total for the year



405%

Growth in our training programs



**“Our vision is to
be the most
relatable
mental health
charity of the
21st century”**

Testimonials

Archie

"I just watched your documentary at Margaret River High School, it was very good. It was nice to finally have something interesting and **almost eye opening from a school incursion**"

Sophie

"I found your MHM course so interesting and impactful. It has allowed me to work real actionable tools into my life and I am forever grateful for this opportunity"

John

"you are clearly building something really special in reducing the burden of mental health stigma and challenges amongst younger cohorts. Also loving the fact you are reaching regional areas"

Zoe

"The course was so engaging, not like anything else I've ever done. All the course was evidence backed by professionals and will allow me to take useful knowledge into every day life."

Duncan

"I learnt a lot about myself from the event. I walked away with a sense of peace and clarity that I have not had in a very long time. Also the volunteer staff were genuinely interested and had such a warm and caring energy to them"

Training

Mental Health Maintenance

After 18 months of development, Mental Health Maintenance launched. The program covers 12 dimensions of wellness, with over 100 participants completing the 6-hour course and another 1000+ others taking a condensed version at different educational institutions and training venues.



Lunch and Learns

In addition to our Mental Health Maintenance sessions, 20Talk conducted "Lunch-n-Learns" in various workplaces throughout WA. From Aurizon Rail Transport in Esperance to our sponsors at Pipeline Technics in Maddington, 20Talk contributed to fostering work environments that prioritise the welfare of their employees. This endeavor in workplace education is a focal point for 20Talk's accelerated efforts in the 2024/25 fiscal year.



Mental Health First Aid

Building on the achievements of 20Talk's Mental Health First Aid courses in 2022 and 2023, an additional 176 participants have been equipped with life-saving skills through the comprehensive 2-day MHFA course. These courses were generously offered at no cost to students from Notre Dame University and employees from esteemed organizations such as Gage Roads Brewing and another valued sponsor, Galvins Plumbing.



Training

New 20Talk Journal

A significant enhancement to our training program was the introduction of the 20Talk Journal. This comprehensive 250-page journal guides participants through the 12 dimensions of wellness, incorporating interactive prompts and stimulating activities. Moreover, it features 20Talk's "wellbeing audit," enabling individuals to effortlessly and efficiently assess their wellbeing levels whenever necessary.



Facilitator Expansion

Due to the significant surge in demand for our diverse range of training programs, 20Talk has initiated the expansion of our team of trainers. Hailing from diverse backgrounds, six additional facilitators have recently joined our ranks. This strategic move is in line with 20Talk's objective to provide face-to-face training to over 1000 participants in the upcoming fiscal year.



Online MHM

Originally slated for development in 2025, the launch of 20Talk was expedited due to high demand and diligent efforts. The conversion of the face-to-face training course into a comprehensive learning management system was successfully completed. The course is set to be unveiled in September 2024, catering to employees seeking induction-style wellbeing support within their work environment.



Media

Social Media Agency

Facebook Reach: 54,600

Instagram Reach: 674,900

TikTok Reach 952,000

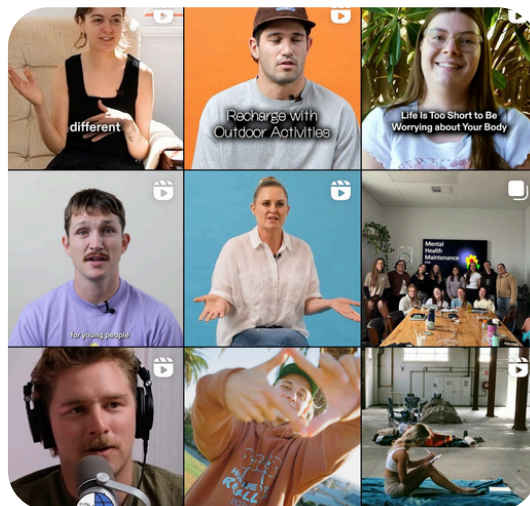
Instagram Followers: 21,700

TikTok Followers: 43,500

Interviews Held: 94 lived experience

Expert Interviews Held: 17

Topics Covered: Construction Industry, Seeking Support, Loneliness, Anxiety, Parenting



“Breaking Open” Documentary

20Talk had the opportunity to create a 45 minute mental health documentary following the mental health journey of eight professional surfers in the South West of Western Australia. Notable surfers such as Taj Burrows, Bronte Macaulay, Jay Davies and more got involved. 20Talk held 7 screenings at schools and large scale events. Over 145,000 have watched this documentary online and in person.

Instagram AD's

With the help of a 15 person production team and Director Chris Martin (\$30,000 value) we were able to create three professional grade advertisements for Instagram. “Your Problems are Enough” reached over 500,000 people in three months on Instagram. Young people all around Australia mentioned this Ad helped them find hope and seek support on their mental health journey.



Media

In My World Podcast

Director Stephen Bradfield and CEO Leighton Bradfield initiated a podcast titled "In My World" in January. Since its inception, the podcast has conducted more than 20 interviews with various experts and prominent individuals. Their objective is to produce an additional 40 episodes as they expand throughout the upcoming fiscal year.



Eastern States Trip

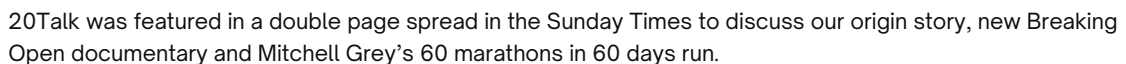
Lockie and Leighton embarked on a journey to Sydney and Melbourne to conduct over 60 street interviews with young adults along the East Coast. Subsequently, they produced a brief miniseries that was shared online. Moreover, Leighton received an invitation to visit Melbourne in February to collaborate on a series with Servier and Dr. Shiromi. This three-part series delved into the intricacies of consulting a general practitioner for mental health concerns.

Physical Media Campaign

20Talk has created engaging mental health bumper stickers, distributed at no cost to youth. Since January, 20Talk has distributed 25,000 complimentary bumper stickers to young individuals within the Perth Community. In the upcoming fiscal year, 20Talk aims to amplify this initiative by introducing an additional 80,000 new 20Talk stickers.



Sunday Times Coverage



“Two mates who lost friends to suicide have created a groundbreaking charity to reach young people and to save lives.”

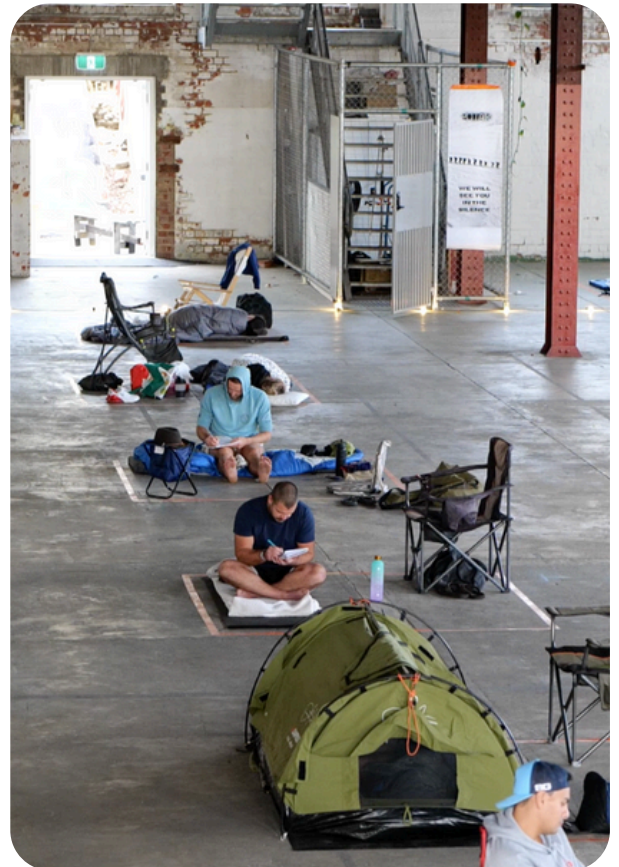
Sunday Times 2024

20 HRS for 20Talk

A transformative event for the individual and for 20Talk's growth strategy.

For an extended period of time, 20Talk has been exploring innovative methods to establish a sustainable revenue stream while making a meaningful impact. The concept of 20 Hours for 20Talk was conceived in October 2023 to address the need for additional funding to support general operations.

During this activity, participants are required to occupy a 2m x 2m square for 20 hours without access to technology or engaging in verbal communication. The primary objectives are to raise funds, facilitate personal introspection, and provide a mental challenge. Feedback from the event has been incredible with powerful testimonials of transformation coming out of the event.



In April, a trial session involving 20 participants took place at the Naval Store in Fremantle, resulting in remarkable success by generating over \$37,000. The profound impact of the event left all participants deeply moved by the experience. It is now 20Talk's goal to scale this initiative to 1000 participants in the 2024 calendar year.

We personally think that this challenge has the opportunity to help thousands of young people understand themselves better, all whilst helping 20Talk reach the next level of impact.

→ 23/24FY participants	20 participants
→ 24/25FY Expected participants	310 expected participants
→ Expected Raise	\$310,000

Thankyou

All of 20Talk's funding comes from community donations, corporate sponsors and 20Talk fundraisers. We want to mention some of the amazing people who got behind this FY.

Mitchell Grey - \$145,000 raised

Running 60 marathons in 60 consecutive days, all while maintaining a full-time position at Multiplex, Mitchell accomplished an extraordinary feat that garnered significant media coverage. Mitchell's effort will go down in the history books.

Love Lunch - \$120,000 raised

Angela Johns and the Stephens family created a spectacular fundraising lunch at North Beach in early 2024. 20Talk was honoured to be selected as the primary beneficiary for the event.

Pipeline Technics



Continued support from our Gold Sponsor Pipeline Technics. It was an honor training Pipeline staff and completing lunch and learns.

Galvins Plumbing



Continued support from our Gold Sponsor Galvins Plumbing. 20Talk got the opportunity to film a corporate mental health series with Galvins.

Additional Supporters

- Horizon Power \$10,000 grant
- Sandvik Mining \$10,000 grant
- Bunker Bay 300 \$50,000 donation
- Charity Direct \$10,000 grant
- Stephens Family donation
- Servier \$5,000 donation
- Aurizon \$10,000 grant
- Sunday Times for media coverage
- Servier for in-kind support
- K&L Gates for legal pro-bono support
- Volunteers at our 20HRS event
- Beth Caniglia for marketing support
- Notre Dame Training Partnership
- Research report by Notre Dame honors student



Contact Us

Phone	0435257214	↑
Email	hello@20talk.com.au	↑
Website	www.20talk.com.au	↑
Address	Shop 28 Piazza Square, Fremantle	↑

