

Annual Report 2025



Mindful Margaret River operating as Mind-Ed



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Acknowledgements

Wadandi Boodjar

Mind-Ed pays our respect and acknowledges Wadandi Boodjar where we are based. We pay our respects to the Wadandi people and their continuing connection to land, waters, and culture. We honour Elders past and present and recognise their strength, resilience, and ongoing contributions to the life of this region. Cultural identity and connection to Country is a foundation for social and emotional wellbeing, and we commit to supporting mental health in ways that respect and uphold these values.

Lived Experience

We acknowledge and deeply value the voices of people with lived and living experience of mental health challenges and suicide. Your insights guide our work, shape our services, and strengthen our community. We recognise that sharing these experiences requires courage and vulnerability, and we commit to creating safe, inclusive spaces where these perspectives inform mental health advocacy, service design, and prevention efforts. Together, we strive for a community where mental health and wellbeing are prioritised and stigma is reduced.



Message from the Chair



As we come to the end of what has been an exciting year, I reflect on the growth and change we have achieved.

For any organisation, communicating what it does is a priority, but for an organisation such as ours, communication is key to achieving our vision, to be widely recognised as the region's go-to hub for mental health advocacy, wellbeing education and community connection. The wider our audience, the better.

With communications in mind, late last year we engaged Danielle Fitzgerald as marketing officer. Danielle's engagement meant we were able to build stronger connections with the community through various platforms such as Instagram, Facebook and the local newspapers. The increase in audience numbers appear further in this report and are impressive.

Throughout the year, our workshops and training courses have been well attended. Our CEO, Erin Statz, at present, our sole presenter, has undertaken further training, qualifying her to deliver a wider range of workshops. We currently work on our accreditation as a provider of suicide prevention workshops.

Building on this growth and our ability to better communicate what we have to offer, and with a growing audience, we look forward to engaging a volunteer and events co-ordinator. We know many of our members are highly skilled and willing to volunteer to assist where they can. Our new volunteer co-ordinator will engage with our members and volunteers, enabling us to deliver more workshops and events.

As ever, funding regularly plays on the mind of the Board and, whilst we have been successful in securing longer term funding from benefactors, Foundations and Government, at both local and State level, we also look forward to engaging a grants and operations co-ordinator.

These new roles will relieve our hard-working CEO, Erin, from many administrative and operational tasks. This will give her the opportunity to work on our core business championing mental health and wellbeing in our region by empowering individuals to be resilient and to feel supported.

Whilst growth and operations have been at the forefront of our minds this past year, so has change. Being very aware that people often questioned what Mindful Margaret River actually did and that the name could lead to confusion and even to the suggestion we were running a yoga retreat, we embarked upon a rebranding exercise.



Message from the Chair



We engaged the assistance of Valerie at Kaaio Studio. Although based in New Zealand, Valerie quickly tuned into our history and our vision for the future. She reviewed the strength of our chosen name, Mind-Ed, and she provided us with many options to take us through the rebranding journey.

Danielle worked with Valerie throughout the process, thus ensuring both Kaaio Studio and the Board stayed on track.

Mind-Ed, its logo and various iterations of the name and logo were approved by the Board at its August meeting. Mindful Margaret River Inc remains our legal name but now owns the name Mind-Ed.

As I write this, we are looking forward, with a great deal of optimism, to continuing growth and strength.

Our partnership with the Augusta Margaret River Shire is thriving and benefits us all in many ways and we are grateful for the Shire's continuing support.

We retain our strong links with our Professional Liaison Team, meeting quarterly to share concerns and successes which affect our community. Their input is invaluable in giving our Board guidance and a better understanding of the services available and those at risk. Details of the members of that team appear later in this report.

This past year, our organisation has been blessed with a committed Board. The Board has been diligent in applying itself to the rebranding process, to reviewing our strategic plan and to addressing the various challenges which have presented themselves from time to time. I thank them for all the work they have put in throughout the year.

Of course, no organisation can thrive without the support of its members and we thank all our members and truly hope to see them becoming more involved in our activities in the coming year.

My last thank you is to our Chief Executive Officer, Erin. Her commitment to the vision of Mind-Ed is unwavering as she guides us from strength to strength.

Thank you, Erin.



About Us

Our Mission

To champion mental health and wellbeing in Augusta Margaret River region by connecting the community to trusted support, empowering individuals through early intervention and prevention education, strengthening local networks through advocacy and collaborative action.

Our Vision

To be widely recognised as the region's go-to hub for mental health advocacy, wellbeing education, and community connection—making it easier for individuals, families, and organisations to know where to turn, what's available, and how to access meaningful support.

Our Purpose

To serve as the trusted voice and central connector for mental health and community wellbeing—fostering a more resilient compassionate region where people feel supported, stigma is reduced, and access to help is clear and approachable.

**We do this through
Education - Collaboration - Promotion and Advocacy**



Our Board



Chair
Marilyn Hopkins



Deputy Chair
Peter Durey



Treasurer
Brian Middleton



Board Member
Judith Maechler



Board Member
Colin Fox



Board Member
Mike Rumble



Board Member
Kellie Tannock



Youth Board Member
Tully Snowden



Secretary
Sadie Breslin

Our Staff



Chief Executive Officer
Erin Statz



Communications & Engagement Officer
Danielle Fitzgerald



Professional Liaison Team

The Professional Liaison Team (PLT) is made up of representatives from local, state and federal government services, other key not-for-profit organisations, peak body representatives and local mental health practitioners.

The purpose of the PLT is to work alongside the board of Mind-Ed to assist in mobilising and coordinating local action. In quarterly meetings, we put our heads together to build a shared picture of the current state of services, the emerging needs in our community and ways we can work together for the benefit of all.

Membership for the 2024-2025 financial year

Alan Dean - Officer in Charge Margaret River, WA Police

Andrew Host - Principal Margaret River Senior High School, Department of Education

Brendan Mooney - Regional Executive Director South West, Department of Communities

Colin Penter - Projects & Policy, Western Australian Association for Mental Health

Dorian Denobrega - Clinical Supervisor, Headspace Margaret River

Emma Callaghan - Acting Team Leader, Infant, Children & Adolescent Mental Health Services

Hayley Harris - StandBy Coordinator - South West, StandBy Support After Suicide

Dr Jonika Mosedale - General Practitioner, Margaret River Medical Centre

Jacquie Tarrant - Suicide Prevention Coordinator, St John of God Social Outreach

Jesse Malseed - Area Manager, LAMP

Kendall Galbraith - Chief Executive Officer, The Rural Regional Remote Women's Network WA

Laima Kuliukas - Mental Health Clinical Manager (South West), Oseca Better Health

Lydell Huntly - Manager, Margaret River Community Centre

Marie Tweedie - Director of Nursing, Leeuwin Hospitals - WA Country Health Services

Marina Johns - Regional Integration Manager – South West, WA Primary Health Alliance

Michala McMahon - Director of Practice and Improvement, WA Alliance to End Homelessness

Nick Byrne - Director Sustainable Economy & Communities, Shire of Augusta Margaret River

Paul Blakey - Program Manager, Infant, Child & Adolescent Mental Health Services

Robert Kimmel - Clinical Coordinator, Lower South West Community Mental Health WACHS



Our Volunteers

Our volunteer base has grown by 18 new members in the 2024-2025 year. We initiated our 'Call to Volunteers' to provide support for events and greatly appreciate all of you who came out to help or attend workshops. Volunteers have been involved in providing support for events, providing mental health first aid at community workshops, supporting local talks and participating in community working groups. We look forward to increasing our connection with volunteers using a dedicated volunteer coordinator in 2025-2026.

Volunteers fill various roles within Mind-Ed. Over the past year, we have had members volunteer their time to lead and host community talks at the Margaret River Readers and Writers Festival.

Others have provided hands on support for our workshops and events.

Others have donated their time and skills to provide mental health first aid at community events, ensuring participants at events have support and connection.

Since 2021, Jacqui Barnsley has been our volunteer editor for all our *Service Spotlights* and *Locals talking with Locals* that are published in the Augusta Margaret River Mail. You can see all of our articles on our website under NEWS.

We look forward to strengthening our engagement with volunteers and providing more meaningful and rewarding ways in which passionate community members can get involved in local action.

To our volunteers, we say thank you.



Our Impact

Education and Empowerment

Mind-Ed is committed to building a stronger, more resilient community through education and collaboration. We lead and support mental health workshops that provide practical knowledge, foster meaningful connections, and strengthen individual and collective wellbeing.

Our approach goes beyond awareness — we focus on empowering individuals with the tools and confidence to take action, creating opportunities for collaboration across sectors, and advocating for systemic change that benefits the entire Augusta Margaret River region.

By equipping people with skills and understanding, we help break down barriers, reduce isolation, and create a culture where mental health is prioritised and supported. Every workshop, partnership, and initiative brings us closer to a community where everyone feels informed, connected, and empowered to thrive.

Number of community programs delivered: 5

Number of people accessing community programs: 352

Number of education programs delivered: 5

Number of people accessing education program: 108

Number of volunteers involved in education & community programs: 23

Percentage of people reporting increased confidence in mental health understanding after education program: 100%



Our Impact

Promotion and stigma reduction

At Mind-Ed, we believe that breaking down stigma is essential to building a mentally healthy community. Through targeted awareness campaigns, educational initiatives, and active community engagement, we work to challenge misconceptions about mental health and create an environment where seeking help is seen as a sign of strength, not weakness.

Our efforts focus on:

- Normalising conversations about mental health in everyday life.
- Encouraging help-seeking behaviour by making support visible, accessible, and welcoming.
- Promoting compassion and empathy to ensure that individuals feel understood and supported.
-

By partnering with local organisations, schools, and community groups, we amplify these messages and foster a culture of openness and inclusion. Together, we are reducing stigma, empowering individuals, and building a community where mental health is prioritised for everyone.



Number of local support service campaigns delivered: 15

Number of campaigns supporting local help seeking (FDV, suicide, grief, etc.): 78

Number of partners in health promotion and services supported: 63

Instagram growth from 400 followers in July 2024 to 1665 in June 2025
8000 - 15,000 plus views on our promotional, campaigns, local people stories.



Our Impact

Collaboration

Mind-Ed is a collaborative force for mental health in the South West. We bring together a diverse and experienced board, a skilled professional liaison team, and a passionate volunteer base to design and deliver community-driven solutions.

Our approach is rooted in partnership — working closely with local agencies, not-for-profit organisations, and government services to ensure that every initiative reflects the unique needs of our community.

By sharing resources and expertise, we create a stronger, more connected network that empowers individuals, supports families, and builds resilience across the region.

At Mind-Ed, we believe that mental health is everyone's business, and together, we're making it accessible, inclusive, and effective.

Number of collaborative networks led by Mind-Ed: 4

Number of local champions involved in Mind-Ed collaborative networks: 35

Number of networks supported by Mind-Ed: 9



Our Impact

Advocacy

Mind-Ed is a strong local voice for mental health, working to make support visible, accessible, and human. We act as a bridge between community voices and decision-making systems, ensuring that lived experience informs policy and practice.

Our advocacy focuses on preventative change, not just reactive solutions. By championing early intervention, promoting inclusive services, and amplifying local needs, we strive to influence systems so they work better for everyone.

Through collaboration with government, service providers, and community groups, Mind-Ed ensures that mental health remains a priority and that every individual feels heard, supported, and empowered.



Number of active advocacy partners: 19

Number of advocacy initiatives undertaken: 29

Number of new collaborative advocacy networks established by Mind-Ed: 2



Our Highlights

Expanded Training Capacity

- Secured grants and partnerships to increase mental health training capacity, adding two new Applied Suicide Intervention Skills Training (ASIST) trainers in the South West.

National First for ASK Program

- Sponsored three new trainers for Assessing Suicide in Kids (ASK) for ages 5–14, becoming the first accredited ASK trainers in Australia.

Quality Accreditation Progress

- Advancing Suicide Prevention Australia accreditation by working towards QIP accreditation for two Mind-Ed programs, ensuring high standards to meet community needs.

Integrated Mental Health Network

- Partnered with the South West Suicide Prevention Coordinator to launch the Margaret River Integrated Mental Health Network, strengthening local collaboration.

Rebrand to Mind-Ed

- Transitioned from Mindful Margaret River to Mind-Ed, a name and brand that reflects the values, needs, and aspirations of our community.

Community Funding and Support

- Secured funding from local groups, philanthropists, and government partnerships to ensure inclusive, accessible mental health support for all.

Amplified Health Promotion Reach

- Increased social media engagement by 400%, reaching 30,000–40,000 community members per month with vital health messaging.





Message from the CEO

As we look ahead, I am energised by the opportunities before Mind-Ed and deeply committed to our mission. This year is not just a milestone—it is a moment of transformation. We are strengthening our foundations, expanding our reach, and deepening our impact across the Augusta Margaret River region.

Our vision is bold: to be the trusted local hub for mental health advocacy, education, and community connection. We are determined to make support accessible, visible, and approachable for every individual, family, and organisation in our region.

Strategic Priorities for the Year Ahead

1. Delivering Local Impact Guided by our Strategic Plan 2025–2030, we will roll out mental health workshops across the Shire. These evidence-based programmes are designed to empower our community with practical skills, resilience, and knowledge—ensuring that support is not just available, but truly accessible.
2. Leading Integrated Care. We are proud to chair the Margaret River Integrated Mental Health Network. We are working in partnership with Jacque Tarrant, Suicide Prevention Coordinator at St John of God and with the hospital's Emergency Department as the lead agencies. Our goal is to enhance the experience of patients and staff, especially for those facing mental health and suicide-related challenges. By fostering collaboration and compassion, we are setting new standards for care in our region.
3. Championing Primary Prevention Through the Empowerment and Respect Alliance, we are taking a stand against violence towards women. Our community-based approach focuses on prevention, education, and respect—building a safer, more inclusive environment for all.
4. Amplifying Advocacy We believe that local voices must shape local solutions. Our advocacy will be more strategic and proactive, influencing service delivery and funding priorities. We are committed to driving preventative change, not just responding to crises.
5. Building Capacity Through Volunteer Engagement. Volunteers are the heartbeat of Mind-Ed. With a dedicated coordinator, we are investing in their growth, leadership, and wellbeing. By empowering volunteers to lead local action, we are building a movement for sustainable change.
6. Strengthening Health Promotion and Connection. We will continue to spotlight services, share local stories, and enhance our website as a central hub for help-seeking and connection. Our communications are clear, welcoming, and inclusive—making it easier for everyone to find the support they need.

Our Values in Action

Compassion, connection, collaboration, prevention, and empowerment are not just words—they are the principles that guide every decision and every initiative. We are committed to creating a culture where mental health is prioritised, stigma is reduced, and every person feels seen, heard, and valued.

Looking Forward

I am deeply grateful to our volunteers, our hard working Board, members of the Professional Liaison Team, our amazing communications coordinator Danielle Fitzgerald, our many partners and local supporters. Your dedication and belief in our mission make our work possible. Together, we are building a resilient, compassionate region—one where mental health and wellbeing are at the heart of community life.

Let us move forward with courage and purpose. The year ahead holds great promise, and I am inspired by what we can achieve together. Thank you for walking this journey with us.

Warm regards,

Erin Statz
Chief Executive Officer, Mind-Ed



Next Steps & Future Planning



Strategic Planning

Mind-Ed Strategic Plan 2025–2030
Present our vision and priorities through a clear, visual roadmap for our community.



Mental Health Workshops

Provide accessible, evidence-based workshops across the entire Augusta Margaret River Shire to strengthen community resilience.



Integrated Mental Health

Drive collaboration to improve patient experience and staff wellbeing in the Margaret River Hospital Emergency Department, focusing on mental health and suicide-related presentations.



Domestic Violence

Champion primary prevention of violence against women. Lead the Empowerment and Respect Alliance, fostering a community-driven approach to prevention.



Local Advocacy

Amplify local advocacy. Ensure community voices shape service delivery and funding priorities, with a strong emphasis on proactive, preventative solutions.



Volunteer Capacity Building

Appoint a dedicated Volunteer Coordinator to support and empower volunteers as leaders of local action for local change.



Health Promotion

Expand targeted campaigns, spotlight services, and strengthen our website as a central hub for help-seeking and community connection.



Sustainability

Develop a strong and sustainable community-led, future-focused not-for-profit to support our community for generations to come.



Strategic Plan 2025–2030

In 2025, Mind-Ed launched its five-year Strategic Plan, a framework designed to strengthen community wellbeing through education, collaboration, advocacy, and compassion.

Our vision is to be widely recognised as the region's go-to hub for mental health advocacy, wellbeing education, and community connection, making it easier for individuals, families, and organisations to know where to turn, what's available, and how to access meaningful support.

The plan centres on building social capital through four key pillars:

- Educate: Empowering community members with knowledge and resilience through early intervention and responsive programs.
- Collaborate: Strengthening partnerships across community, government, and service sectors to improve coordination and access to mental health resources.
- Promote: Driving local campaigns that reduce stigma and increase awareness of available supports.
- Advocate: Leading systems change and sustainable growth through community-driven advocacy and long-term financial planning.

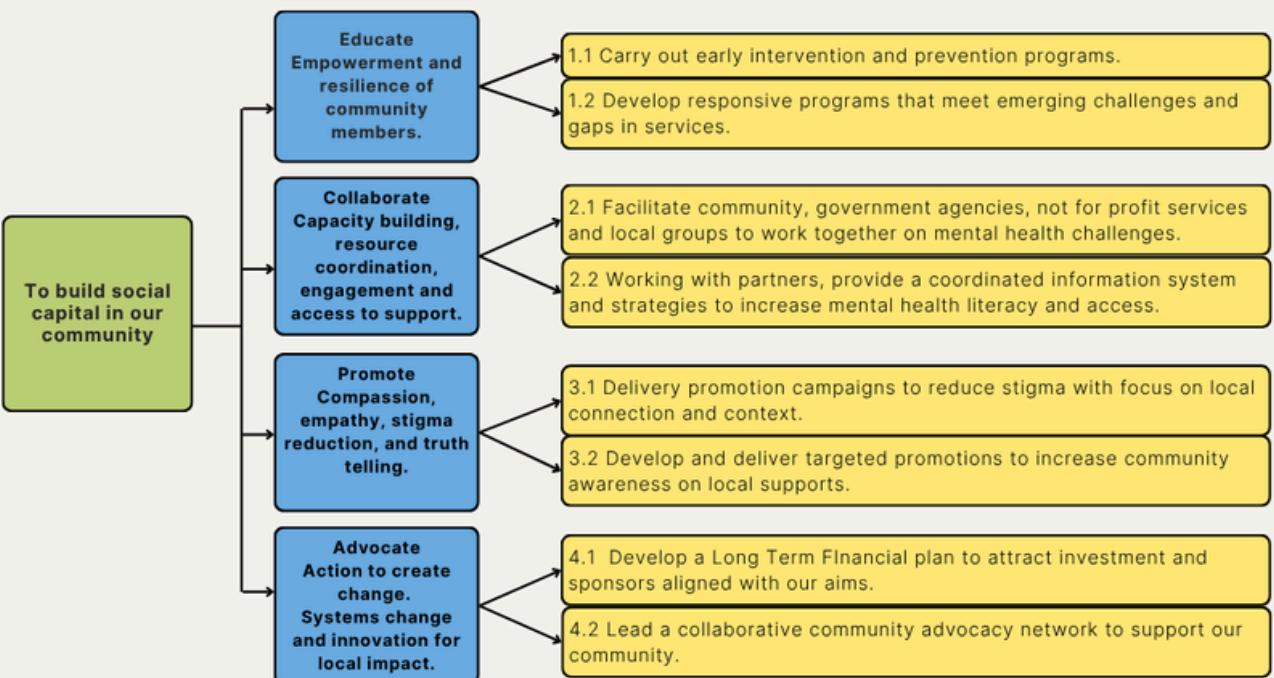
Grounded in the values of Compassion, Connection, Collaboration, Early Intervention, Prevention, Education, and Empowerment, this strategy positions Mind-Ed to deliver lasting local impact and drive positive change across the Augusta Margaret River region.

Strategic Plan 2025-2030



Our Vision

To be widely recognised as the region's go-to hub for mental health advocacy, wellbeing education, and community connection-making it easier for individuals, families, and organisations to know where to turn, what's available, and how to access meaningful support.

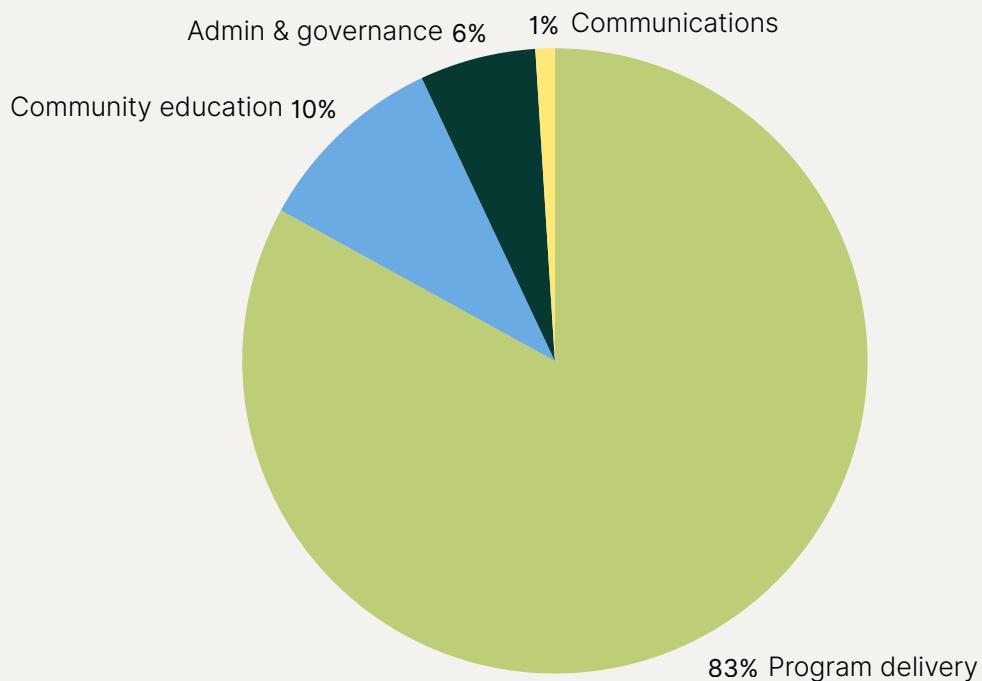


Compassion - Connection - Collaboration - Early Intervention & Prevention - Education & Empowerment



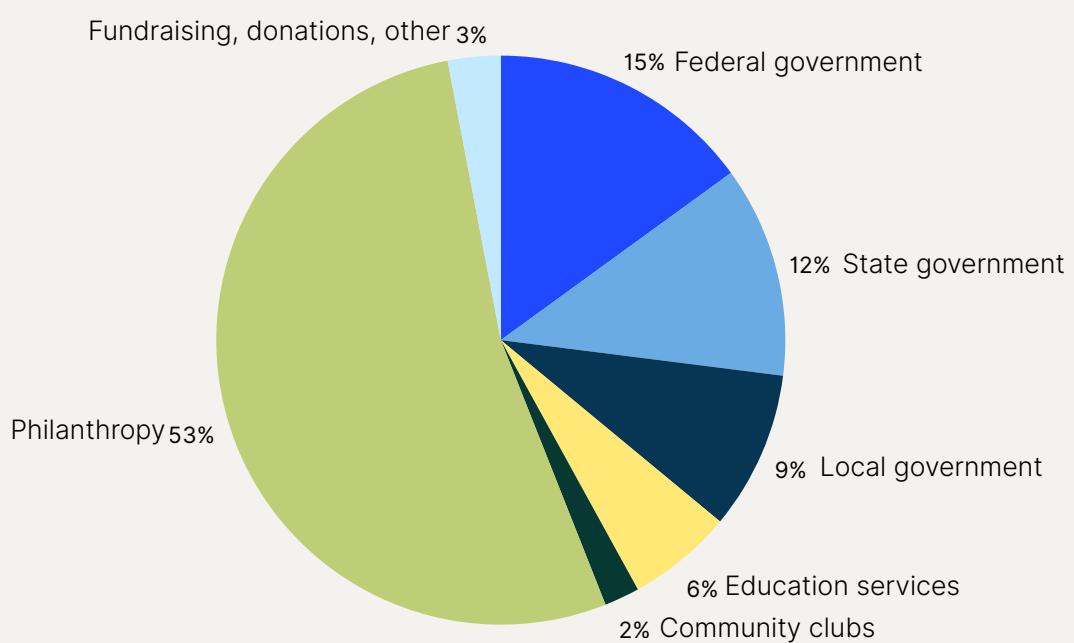


Expenditure \$256,195



Income \$375,003

Program delivery



Our Supporters



Mental Health
Commission



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