



**BREAK  
THROUGH**

mental health research foundation

STRATEGIC DIRECTION 2020-2022  
**BUILD, INSPIRE, FLOURISH**

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*We exist to support ground  
breaking research that will  
help to transform lives*



## FROM THE CHAIRMAN



**Mr. Alan Young AM**  
Breakthrough Chairman

Dear All

Mental illness can impact anyone at any time in their life and if it is not you, there is a high chance that it will be a family member or loved one or someone you know.

- One in five Australians has a diagnosed mental health issue.
- 50 per cent of diagnosable mental illness onsets between the age of 11 and 14, 75 per cent before 24.
- More young Australians aged 15 to 44 die from suicide than any other cause, and eight Australians die from suicide every day.
- The annual cost of mental health in Australia is now estimated to be \$180 billion.

To be cast into a raging river, without a rock to wash up on and seemingly destined to be carried away out of sight, gone, is metaphorically what happens to many people who suffer mental illness triggered by many things including their environment or even genetically. Whatever the cause, it is not through any fault of their own.

I cannot stand by and see them carried out of sight forever and I know only too well it can happen to any of us. The missing rocks that would otherwise help to anchor them are the preventions, cures, and better treatment that are missing in the health system. We must ensure that the rock in the river of life is big enough to be a safe refuge for all who otherwise would be carried away. We need support to build that rock and the research will unlock the answers.

Mental illness is not only debilitating for the sufferer, but also leaves family and loved ones feeling helpless and desperately searching for solutions, often without success. Chronic depression steals away whoever a person is. Mental illness also affects our community, our nation and our economy by taking such a profound toll on people in arguably the most productive years of their lives. Many lose the battle and their contribution and impact is lost to us forever.

We aim to shed light on the causes of mental illness and in doing so improve treatment, discover preventions, and build resilience in the community. Not enough is being invested in research into what causes mental illness, how to treat it, and how to prevent it from happening. We had to respond and throw some science into the ring.

### **RESEARCH WILL UNLOCK THE ANSWERS.**

At Breakthrough Mental Health Research Foundation we exist to create a life free from mental illness and we fund Australia's best mental health research. We aim to leave no one behind and refuse to accept the enormous personal and community cost tolerated in the past but which can be avoided in the future by translating research into better outcomes for the community by discovering preventions, cures and better ways of treatment.

Remember every day the sun rises and you are there to see it, is a good day and an opportunity to make a difference.

A handwritten signature in blue ink, appearing to read 'Alan Young'.

**Alan Young AM**  
Chairman

**Alan Young** Chairman

*We aim to shed light on the causes of mental illness and in doing so improve treatment, discover preventions, and build resilience in the community. Not enough is being invested in research into what causes mental illness, how to treat it, and how to prevent it from happening.*

# FROM THE EXECUTIVE DIRECTOR

Dear All,

Mental illness is going to be the biggest health challenge in our lifetime.

It consumes lives. It ruins lives. It takes lives.

You or someone you know may face a mental health problem. Directly or indirectly it touches us all.

Despite best efforts, we are not winning the battle against mental health issues and more needs to be done.

Right now, one in five Australians has a diagnosed mental health condition, and more people between 15-44 years are dying from suicide than any other cause. This is not acceptable.

There's an enormous amount of work being done to treat people who have a mental health illness.

But it's time the question was answered – why does it happen? And more importantly, how can we stop it?

Breakthrough Mental Health Research Foundation is a not-for-profit organisation dedicated to tackling mental health head on. Committed to investing in mental health research, we exist to support groundbreaking research that will help to transform the lives of those affected by mental health issues.

We recognise the size of the problem and the need for a new approach based on research. And that's why we present our three-year strategic direction, to focus our efforts on where we can have the most impact.

We want to continue to normalise the mental health conversation, connect with our community, support mental health literacy, and empower our communities to be part of the change.

## **Our strategic plan will focus upon four key focal points:**

- Collaborative Partnerships
- Sustainable and Substantial Viability
- Research Excellence
- Impact and Mental Wealth

Our fundraising strategy will be inventive and engaging across multiple-fundraising platforms, supporting sustainable growth while building and enhancing our community and corporate partnerships and optimising our research investment opportunities.

We will explore, understand and share current research, connecting this with the community through our powerful lived experience ambassadors.

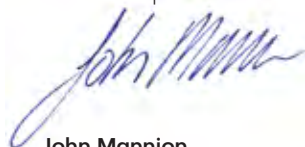
We will invest in a review of present research and identify the areas of greatest need, to maximise the impact of every dollar invested in helping to create a life free of mental illness.

As the Executive Director of Breakthrough, I'm proud of the progress we have made in such a short time.

We have driven community engagement, strong partnerships, embedded our value base and developed successful fundraising activities. But we will not sit on our achievements to date.

We know this is a complex challenge and it's going to take a truly collective effort to achieve the research breakthroughs we so desperately need.

But we are part of the change, and we invite you to join us too.



**John Mannion**  
Executive Director





**John Mannion** Executive Director

*We all have an incredible opportunity to effect change and make a real difference. The mental health conversation has never been so strong. It's an incredibly exciting time to work within the mental health world, just as long as we are able to listen to the conversation and translate this into research-based actions and interventions*

# WHO ARE BREAKTHROUGH?

## WHO ARE WE?

Breakthrough Mental Health Research Foundation.

## WHY DO WE EXIST?

To help create a life free from mental illness.

## HOW WE DO IT?

Connect, educate, normalise and invest in Australia's best mental health research.

## WHO BENEFITS?

Everyone of us.

## GUIDED BY OUR VALUES

### COLLABORATIVE

Solving mental health is complex. We work in collaboration with inspiring and innovative partners to be at the forefront of evidence-based change to help solve this major health challenge.

### CURIOUS

We are open minded, courageous and innovative in our approach. We test, pilot, learn and try new ways – acknowledging that genuine change can only happen through innovation.

### PURPOSE DRIVEN

We work with motivated, highly skilled people who support our vision, and care about driving meaningful change. It is our sense of purpose that drives us further, as we are caring, compassionate and empowering.

### ACCOUNTABLE & TRANSPARENT

We are open, honest, and take responsibility for our outcomes and direction. We commit our funds in a responsible manner consistent with our constitution.

**Matt** battles mental health issues every day.

*We need to look at mental health in a completely different way by trying to find the cause instead of masking the symptoms – to me that is the breakthrough*



# COMPONENTS OF SUCCESS

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## BUILD

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We need compelling, engaging, smart and targeted communications to raise our national brand awareness and enhance our pioneering and collaborative reputation. We will focus on communication that engages our ambassadors and lived experience advocates, develops and enhances partnerships, and utilises digital, media, awareness and engaging fundraising campaigns.

## INSPIRE

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As a high-performing team we will continue to attract, grow and develop a positive and productive team. We will support our team at every level as they define clear goals and build a shared vision for the future, encouraging autonomy and forward thinking.

We will involve the right people with the right skills in each project and work collaboratively as a unit. We will learn openly from mistakes, celebrate success and apply these principles to our wider team of volunteers, advisory council, research committee and board members.

## FLOURISH

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Although we are a lean and scalable organisation, we are keen to remain efficient, entrepreneurial and dynamic, while keeping our personal, community-focused approach.

We will be transparent in our practices, set objectives and targets for our activities and measure performance continually.

We will embrace a learning culture to increase knowledge, competence and performance, encouraging staff development through innovative working practices and creative thinking.

## IMPACT

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Our strategy is ambitious, and to achieve this we will need to implement a sustainable and scalable fundraising plan, diversifying our income streams and offering flexible ways for people to support us.

We will invest our funds into targeted mental health initiatives and research, to provide a positive impact on the mental health of our community.

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Our strategy is a working document, for the world of mental health is everchanging, evolving and expanding. Therefore, our plan will evolve over the next three years, as we work together, learn and become smarter in our efforts

Mental illness is going to be the biggest health challenge in our lifetime. It consumes lives. It ruins lives. It takes lives.



# THE BIGGEST HEALTH CHALLENGE OF OUR LIFETIME



## 1 in 5

Australians has  
a diagnosed mental  
health issue

## 8

Australians die  
from suicide  
EVERY DAY



### More young Australians

Aged 15-44 die  
from suicide than  
any other cause



## 75%

of diagnosable  
mental illness onsets  
before the age of 24



## 50%

of diagnosable  
mental illness onsets  
between the ages  
of 11 and 14



## \$180 BILLION

The annual cost of  
mental health in  
Australia

What causes mental  
illness, how to treat it and how  
to prevent it from happening  
are still the big unknowns.

It's going to take a truly collective  
effort to achieve the research  
breakthroughs we so desperately  
need to create a life free  
from mental illness.



## OUR ECO MAP



What causes mental illness, how to treat it and how to prevent it are still big unknowns.

# RESEARCH PRINCIPLES

## OUR RESEARCH

has a clear potential and pathway to maximise impact

## WE WORK WITH

the best researchers, universities and organisations

## WE AIM TO

not be constrained by geography, and have a “world’s best” mindset

## WE FUND

a blend of blue sky and translation research

## WE CONSIDER

quantitative and qualitative data when selecting research partners

## WE RESPECT

researcher’s intellectual property and don’t seek to take it from them

## WE INVEST

in research across the age continuum with initial research focusing upon young people

\*Investment thesis to be developed during 2020

A portrait of Professor Reg Nixon, a man with short brown hair, wearing a dark sweater over a light blue collared shirt. He is smiling slightly and looking towards the camera. The background is a blurred indoor setting with large windows and greenery.

Professor Reg Nixon

*How do we match people to the best treatment they need? Research is getting us closer an answer.*

# RESEARCH THEMES

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## PRECISION RESEARCH

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To increase our knowledge about what is happening in the brain that causes a mental illness.

While most mental health research has focused on how to treat someone following a diagnosis, precision research drills into the science of the brain to look at what causes mental illness.

It's time the question was answered – why does mental illness occur?



## EARLY INTERVENTION

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Recognising the signs of mental health issues and stopping them as soon as possible before they turn into a mental illness which consumes, ruins or takes lives.

When it comes to mental health, early intervention leads to better outcomes and less devastating effects.



## NEW TECHNOLOGIES

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Developing new ways to manage mental health issues and prevent and cure mental illness.

In a technology-dependent society, how can we create the tools and technologies – often found at our fingertips – to win the battle against mental health issues?

Breakthrough Mental Health Research Foundation will drive the development of new tools to find the answers we desperately seek.



## NEXT GENERATION THERAPIES

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Turning research into practice and closing the gap between research discoveries and real benefits for people.

It can often take decades to translate mental health research into treatment. Together we can test and trial new research and help people sooner.

By accelerating research into practice, it opens the possibilities of more targeted personal treatments and better outcomes for everyone who is directly or indirectly touched by mental health issues.

# OUR STRATEGIC ROADMAP FY20-FY23

## YEAR 1 BUILD

## YEAR 2 INSPIRE

## YEAR 3 FUTURE

### RESEARCH EXCELLENCE

R1 Develop the investment  
Thesis based on gap/need analysis

R2 Refine the  
Research Council

### RESEARCH EXCELLENCE

R3 Develop and implement  
research investment strategy

S3 Develop grow and leverage  
a unique database

S1 Establish physical home  
and head office

S4 Adopt zero  
based principles

### GROWING AND DEVELOPING A SUSTAINABLE ORGANISATION

S5 Develop and enhance  
commercial enterprise  
opportunities including  
media & education

S2 Develop and implement  
an engaging and innovative  
fundraising strategy

I1 Develop revenue products

I2 Fund world-class research

### DRIVING MEANINGFUL

### IMPACT & MENTAL WEALTH



LOURISH

IMPACT

\$5.2m in funds raised\*

\*accumulative

30 research projects funded (R3 dependent)

Enhanced community mental health literacy, education, awareness and understanding

Maximise the lives impacted by our programs and research

ISATION

CHANGE THROUGH RESEARCH

I4 Lean and scalable investment and growth

C1 Secure mental health system partnerships

C2 Secure three year investment portfolio

COLLABORATION AT OUR CORE

C3 Establish independence as an organisation

I3 Impact reporting

COLLABORATIVE PARTNERSHIPS



**Justyna** lives with post natal depression

*I desperately hope that in time, research will find answers. We need to know why mums like me have to endure this pain, at a time when we want to feel nothing but love for our babies.*

Mental illness doesn't discriminate. Directly or indirectly it touches us all.

# OUR INITIATIVES & ACCOUNTABILITIES

Initiative	Time frame	Accountable	Impact	Achievability	KPI
<b>S1: Establish physical home and head office</b> Finalise the SEDs build and operate from our newly established head office. <div>Sustainable &amp; substantial</div>	2020	Executive Director	HIGH	MED	<ul style="list-style-type: none"> <li>Moved into BMHRF head office during 2020</li> <li>Digital infrastructure finalised during 2020</li> </ul>
<b>S2: Develop and implement an engaging and innovative fundraising strategy</b> Develop and implement a fundraising strategy across each major revenue line (individual giving, regular giving, major gifts, grants, events, community activations, beneficiary campaigns & bequests). Apply market sizing & attractiveness principles. <div>Sustainable &amp; substantial</div>	2020	Head of Development	HIGH	HIGH	<ul style="list-style-type: none"> <li>Fundraising strategy developed: (2020-2024)               <ul style="list-style-type: none"> <li>\$1.1m raised in 2020</li> <li>\$1.8m raised in 2021</li> <li>\$2.4m raised in 2022</li> <li>\$3.0m raised in 2023</li> <li>\$3.8m raised in 2024</li> </ul> </li> </ul>
<b>R1: Develop the investment thesis based on the gap/needs analysis</b> Finalise our plan as to how we identify the greatest need / highest impact research. <div>Research excellence</div>	2020	Executive Director	HIGH	MED	<ul style="list-style-type: none"> <li>Investment thesis agreed and accepted by Advisory Council &amp; Board during 2020</li> <li>Utilisation EY Scope.</li> </ul>
<b>R3: Develop and implement research investment strategy</b> Administer funds to research initiatives to ensure outcomes are translated & BMHRF outcomes are optimised. <div>Research excellence</div>	2020	Executive Director	HIGH	MED	<ul style="list-style-type: none"> <li>Research investment strategy agreed and recommended by Advisory Council &amp; BMHRF during 2020</li> </ul>
<b>C1: Secure partnerships</b> Drive mental health partnerships with leading organisations to drive collaboration, competency & brand <div>Collaborative partnerships</div>	2020 -2022	Partnerships Manager	MED	HIGH	<ul style="list-style-type: none"> <li>Definition of "Mental Health Impacts" parameters and framework agreed in FY2020, followed by:               <ul style="list-style-type: none"> <li>One partnership 2020</li> <li>Three partnerships by 2022</li> <li>Themed approaches</li> </ul> </li> </ul>
<b>I1: Develop revenue products</b> Develop a minimum of three revenue products to drive active or passive income for Breakthrough. This includes physical infrastructure and programs including SEDS capital build. <div>Impact and Mental Wealth</div>	2021 -2022	Executive Director	HIGH	MED	<ul style="list-style-type: none"> <li>Three revenue products developed + implemented in market by 2022</li> <li>\$200k p.a. in annuity revenue generated by FY22</li> </ul>
<b>C2: Secure minimum portfolio allocation from Flinders Foundation</b> Finalise the operations budget, and investment from Flinders Foundation Inc. to support the fundraising strategy. <div>Collaborative partnerships</div>	2020	Executive Director	HIGH	HIGH	<ul style="list-style-type: none"> <li>Letter of commitment from Flinders Foundation detailing financial investment &amp; terms of commitment – endorsed and approved the BMHRF Advisory Council.</li> </ul>
<b>C3: Establish independence as an organisation</b> Establish the milestones and roadmap to becoming a separate legal charity. <div>Collaborative partnerships</div>	2021 -2022	Business Manager	HIGH	MED	<ul style="list-style-type: none"> <li>Full legal separation connected via history, MOU and governance relationship in E2.</li> </ul>



## OUR INITIATIVES & ACCOUNTABILITIES

Initiative	Time frame	Accountable	Impact	Achievability	KPI
<b>S4: Adopt zero-based principles</b> Establish financial due diligence, including quarterly review points where our plans and ambitions are right sized to achieve our target growth. Sustainable & substantial	2020 -2022	Executive Director	MED	HIGH	<ul style="list-style-type: none"> <li>Six, six-monthly reviews of budget &amp; strategy applying zero-based principles for review by Flinders Foundation Inc. Board and BMHRF Advisory Council.</li> </ul>
<b>I2: Fund world class research</b> Grow database of research seeking funding & invest aligned with our vision, investment thesis and research council's recommendations. Plus short term investment in research. Impact and mental wealth	2021 -2022	Executive Director	HIGH	MED	<ul style="list-style-type: none"> <li>Minimum one research grant investment per theme in FY20.</li> <li>Total volume of research grant investment will be confirmed following the R3 investment / gap analysis has been completed.</li> </ul>
<b>I3: Impact reporting</b> Maintain a register of all research funded, and listed in our management database. Capture impacts and identifies that our outcomes are relevant, impactful and accessible to all that may need them. Impact and mental wealth	2020	Data Analyst	MED	MED	<ul style="list-style-type: none"> <li>Impact reporting &amp; monitoring methodology reviewed by advisory council.</li> <li>Exploration of research investment &amp; impact role within BMHRF and implementation of monitoring tools.</li> </ul>
<b>R2: Refine the Research Council</b> Finalise the terms of reference, skills matrix and personnel for the research council that is adequately skilled and supported by technical disciplines to deliver R1. Research excellence	2020	Executive Director	MED	HIGH	<ul style="list-style-type: none"> <li>Established multi-disciplinary research council that can deliver our thesis, as accepted by BMHRF Advisory Council.</li> </ul>
<b>S5: Develop and enhance commercial enterprise opportunities including media &amp; education.</b> Utilising educational opportunities, training programs. Media platform developments via radio & television partnerships. Sustainable & substantial	2020	Executive Director	MED	HIGH	<ul style="list-style-type: none"> <li>Successful Investment opportunities endorsed by the Advisory Council and Board.</li> </ul>
<b>I4: Lean and scalable investment and growth</b> All developments will be managed within the boundaries of the agreed profit / loss budget for Breakthrough, utilising transparent governance principles. Impact and mental wealth	2021	Executive Director	HIGH	HIGH	<ul style="list-style-type: none"> <li>Agreed development utilising the Advisory Council, Finance Committee and Board.</li> <li>Exploration and implementation of future governance committee structures</li> <li>New team members appointments (2019-2020)</li> </ul>
<b>S3: Develop, grow and leverage a unique database</b> Develop a leading CRM database, managing our acquisition campaigns and funding platforms Sustainable & substantial	2020	Data Analyst	MED	HIGH	<ul style="list-style-type: none"> <li>Develop targeted channel strategy. Reset KPI's on this initiative per year across volume of leads and quality of leads.</li> </ul>





**Elise** had an eating disorder from age 12

*Eating disorders take smart, vibrant, successful, kind, caring people and turn them into a shell of their former selves. I know I'm one of the lucky ones.*

Mind and brain research is the only way to know what action needs to be taken to create a life free from mental illness.

# RESEARCH GAP ANALYSIS AND INVESTMENT STRATEGY

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We aim to analyse the present mental health research investment landscape and provide a recommendation back to the Advisory Council on the following areas for consideration:

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- The areas of focus that we should invest our research funding
- The structure of this investment: Seed Funding, Mid-Career, Full Research Project
- Identified impacts we aim to achieve through our investment
- Exploration and identification of a national research investment strategy
- The mechanism we should utilise to confirm our research investment, balancing the power of investment with the needs of the community

We wish to gain clarity on our initial mental health research focus area

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- Our present market (which underserved research areas? Which hot spots? Where may be the biggest impact)
- Where in the continuum or supply chain to best create impact and positive outcomes.
- The ability to succeed (our skills, do we already have strong research focus / leads in certain areas, South Australian v National skills)
- Alignment with Breakthrough Mental Health Research Foundation's existing research themes (Precision Research, Early Interventions, New Technologies, Next Generation Therapies)
- Marketability of outcomes achieved by our investment in research

We wish to ensure clarity on our research selection methodology

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- Process to select (meeting rhythm, governance, expertise, independence, other)
- Funnel approach (shortlisting, panel involvement, clarity of process)
- Size of research grants criteria and process required for applications
- Research council and when/how they get involved, membership, skills, profile independence
- History of researcher criteria
- Qualitative criteria (life stage, lived experience)
- Quantitative criteria (success likelihood, theme alignment, risk)
- Post-research benefits realisation

Why does it happen?  
And more importantly,  
how can we stop it?

# RESEARCH GRANTS

Breakthrough Mental Health Research Foundation is tackling mental health head on by funding groundbreaking research that will help to transform the lives of those affected by mental health issues.

Mental health issues are growing at an alarming rate, with existing services unable to slow the growth of mental illness – the biggest health challenge in our lifetime – and its devastating impacts.

In recognition of the size of the problem and to ensure that we invest in the best research across Australia, we have partnered with EY Australia to facilitate a research gap analysis and investment strategy. This plan will help to identify a range of exciting grant opportunities, across a range of investment levels. We will publish this strategy as a further appendix of our three year strategic direction.

The Breakthrough Mental Health Research Foundation Advisory Council and the Research Committee of highly credentialed experts will oversee our grant investment program and be expanded to ensure we are provided with the best guidance, to ensure all applications for funding meet strict criteria and that your donations support the best projects that are likely to achieve breakthroughs.

All research projects will be within four key focus areas: Precision Research, Early Interventions, New Technologies and Next Generation Therapies.

Lauren Corena Scholarship recipient **Joanne Zhou**

*Doing research is like building a highway, without the highway, the road to better practice can be slow and bumpy.*



## CAPITAL INVESTMENTS: SEDS PROJECT



The new centre will be Australia's first fully integrated model with family-based therapy, day programs, outpatient services, residential care and research.

### A new hope for patients and their families

The new home for the Statewide Eating Disorder Service (SEDS) will help provide a treatment and support pathway for patients and their families from the early onset of symptoms, through to diagnosis, treatment and cure.

### New \$71m Community Building

In a partnership with the Federal Government and SA Health, Breakthrough Mental Health Research Foundation will build a new SEDS building on the Repatriation General Hospital site, to not only treat those suffering from an eating disorder, but also house world-leading researchers under the same roof.

### Features will include

- Day program
- Family based therapy
- Three times the footprint of the current service
- Research labs
- Genetics lab
- Capacity to support whole of life services
- Utilisation of outdoor / garden space
- Residential care

We will commence the design of the facility in partnership and consultation with clinicians, researchers, patients, carers and families in February 2020.



Eating disorders are a serious mental illness, not a lifestyle choice.

Over **1 MILLION PEOPLE**  
in Australia are **experiencing** an eating disorder  
OF THESE PEOPLE

- 47% have a binge eating disorder
- 38% have other eating disorders
- 12% have bulimia nervosa
- 3% have anorexia nervosa



The prevalence of  
**EATING DISORDERS**  
is increasing amongst BOYS AND MEN

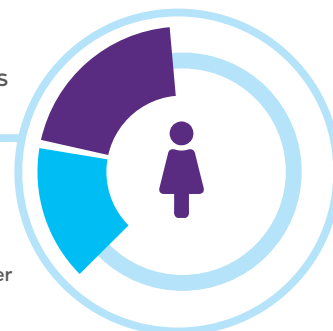


Females  
**COMPRISE**  
**64%**  
OF PEOPLE WITH  
an eating disorder



Eating disorders **3rd**  
ARE THE  
most **common** chronic illness  
in young women

- An estimated 20% of females have an undiagnosed eating disorder
- Approximately 15% of women will experience an eating disorder at some point during their life



Lets think outside the box but in the pod...

By having a specialist, purpose-built centre, we will enable patients, carers, families, clinicians and researchers to work side by side to deliver the best possible evidence-based treatment and therapy options. The buildings design will include residential, outpatient and day program provisions from paediatric to adults. This beautiful building will bring together patients, researchers, clinicians, families and carers in a united effort.



Plans for the building include

- Day support for people living with eating disorders
- Step-down residential care services supporting patients to reintegrate into the community
- Large therapy rooms to support the delivery of family-based therapy and day program models
- Courtyard gardens to encourage contact outdoors.
- Purpose designed kitchens and dining rooms focused on sensory modulation designs to minimise distress to patients and families during their personalised therapy.
- Residential facilities that are designed to meet the needs of each individual, in a respectful, personalised manner.

# GOVERNANCE

As Australia's only dedicated mental health research foundation, we exist to support groundbreaking research that will help to transform the lives of those affected by mental illness.

Strategy, Values,  
Constitution

Breakthrough Strategy & Values

Flinders Foundation INC.  
Board

Eight Directors, Constitution

Breakthrough  
Advisory Council

10 Council Members, Terms of Reference

Research Committee

Six Committee Members (Yr1) , Terms of Reference & Investment Thesis. Expansion of membership (Yr2-3)

Breakthrough Executive  
Team & ED

Executive Director and key leadership team

Key documents  
& legislation

(outside of common law  
& corporations act)

Registered charity with the Australian Charities and Not-for-profits Commission (ACNC)

Australian Tax Office approved Tax Exempt status and Deductible Gift Recipient (DGR) Status.

Governance standards applied by Australian Charities and Not-for-profits Commission (ACNC).



**Florence** suffers from anxiety, at just five years old

*Mental illness can be an extremely lonely experience, you feel so helpless and just want to take away the anxiety and distress.*

– Sarah, Florence's Mum

It is going to take  
a truly collective effort  
to achieve the research  
breakthroughs we  
so desperately need.





**Susan Num** Southern Adelaide Youth Mental Health Service Clinical Lead and Psychologist.

*Right now, one in five Australians has a diagnosed mental health condition, and more people between 15-44 years are dying from suicide than any other cause. I think we can all agree this is unacceptable and more needs to be done*

Together we can help  
create a life free from  
mental illness.

# GLOSSARY

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## **Fundraising Strategy**

A targeted and planned approach to generating donations and investments across an agreed time period.

## **Research Investment Thesis**

An agreed plan for investing Breakthrough grant funds.

## **Gap Analysis**

External evaluation to support agreed areas of research focus for mental health.

## **SEDS Build**

Statewide Eating Disorders Service new integrated building.

## **Zero-based budget**

An operational budget that is aligned to known/projected contributions and committed investment funding mental wealth.

# SPECIAL THANKS TO

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## Strategic Plan working group

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Nick McArdle  
Stacey Thomas  
Kevin Timoney  
John Mannion

## Breakthrough Advisory Council

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Steve Wesselingh (Chair)  
Prof Rob Saint  
Prof Ian Hickie  
Chris Burns  
Jess Adamson  
Ross Verschoor  
Nick McArdle  
Stacey Thomas  
Kevin Timoney  
John Mannion

## MEET SOME OF OUR EXTENDED TEAM

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**If you had to describe Breakthrough in three separate words what would they be?**

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Enlivening, Important,  
Hope



New, Exciting,  
Different



Inspiring, Empowering,  
Impactful



Inspiring, Hope, Lively

**If you had to describe Breakthrough's first year in three separate words what would they be?**

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Busy, Exploratory,  
Public



Dynamic, Evolutionary,  
Cultivating



Determined, Hopeful,  
Teamwork



Scene & Barrier  
Breaking,

**If you had to describe Breakthrough's future in three separate words what would they be?**

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Innovation, Courage,  
Success



Expanding, Impact,  
Changing



Innovation, Possibilities,  
Change



Fundraising, Research,  
Solutions





Inspirational, Passion,  
Caring



Inspiring, Vision, Hope



Innovative, Hope, Fresh



Pioneering, New,  
Leverage



Visible, Flourishing,  
Meaningful



Powerful, Incredible,  
Champions



Strong, Innovative,  
Partnerships



Building, Engaging,  
Growing



Endless Future  
Possibilities



Invest, Hope, Change



Impact, Change, Inspire



Care, Knowledge,  
Ambition



**BREAK  
THROUGH**

mental health  
research  
foundation

**Breakthrough Mental Health Research Foundation**

Flinders Drive, Bedford Park, South Australia, 5042

(08) 8204 3017

[info@breakthroughfoundation.org.au](mailto:info@breakthroughfoundation.org.au)

[breakthroughfoundation.org.au](http://breakthroughfoundation.org.au)