



# ANNUAL REVIEW

FY 20-21  
EDITION





# PRESIDENT'S REPORT

It is with pleasure that I report upon the activities of RAW over the last 12 months. There is no doubt that by any yardstick RAW has enjoyed a successful year. We have grown our programs and reached an ever-increasing number of people in rural and remote areas.

A renewed focus on working directly with farmers and those working in agricultural pursuits has been a highlight and our diversification into programs for younger people through an innovative focus on sports in local communities illustrates a commitment to early intervention and prevention through building resilient communities and individuals.

We have managed our business well, become more sustainable as an organization, and have appreciated the ongoing support of the Tasmanian State Government and the Federal Government through Primary Health Tasmania. We have also been overwhelmed by the increasing financial generosity from many businesses and individuals who have invested towards growing the impact of RAW across the State.

I would like to acknowledge the outstanding work of our CEO Barb Walters, her management and administrative teams, and our staff on the ground working directly in rural communities to support those in need of assistance. I would also like to thank and acknowledge the work of Board members over the last year. Their support and advice has been invaluable.

RAW this year embarked on a program to renew its strategic direction and to clearly articulate its values which focus on achieving the best outcomes for those who access our programs across the state.

At Board level we also commenced a process of renewal and alignment to our new strategic direction. We will be farewelling some long-standing board members and welcoming new board members.

Personally, I would like to thank, Robin Thomson, Dianne Fowler, and Anne Downie for their significant contributions to the Board and to the development of RAW and their demonstrated passion for improving the mental health of people in rural Tasmania.

I am confident that as we move forward as an organisation RAW is well-positioned to build on the achievements of 2021 to the benefit of our clients in every rural and remote area within Tasmania.

*Nick Goddard*  
PRESIDENT



**WE ARE**

Respectful &  
Professional





# STATEWIDE IMPACT

5,016 interactions providing practical support,  
advice and referrals

## Age Demographics

14-24	13.3%
25-34	7%
35-44	7.3%
45-54	15.8%
55-64	23.9%
65 & over	22.7%

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4,725 people reached through community  
capacity building activities including: accredited  
training, events, awareness building and  
community group talks

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373 people referred to specialist support  
services and/or clinical interventions to assist  
with improving the mental health and wellbeing  
of those individuals

22% for clinical support  
18% financial support  
13% physical health support

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699 people reached out to RAW through our  
Connect helpline for support and advice

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# A YEAR OF REJUVENATION

More people die from suicide each year than in car accidents, and people living in rural and remote areas are in the high suicide risk category.

This is why our team travelled more than 500,000kms over the last 12 months, making sure that RAW was visible in regional, rural and remote communities across Tasmania. 1000's of meaningful conversations have taken place at stockyards, on farms, at the wharf, in shearing sheds, over a "cuppa tea" on the porch, at the local footy club and anywhere else in between.

Building trust and rapport does not happen over night, it takes time and you have to be prepared to get your boots dirty and roll up your sleeves, the RAW team do this well and we love being a genuine part of our local communities.

Prevention is the best medicine and RAW has been actively working on providing people with the practical tools they need to ensure they can be fit and strong, mentally and physically. So that they are ready to take on life's challenges.

Our fresh new approach has been well received and we are inundated with individuals, businesses, sporting clubs and industry peak bodies reaching out and inviting us to be part of transforming their culture and improving mental health and wellbeing within their sphere.

Our programs are evidence based and strategically designed to ensure RAW provides individually tailored and practical support that provides a holistic and strength based approach to improving mental health and wellbeing.

"Boots on the Ground" is a partnership initiative between RAW, Rotary Care Tasmania and Tas Women in Ag that we are proud to be a part of. Boots on the Ground has funded several projects that will benefit rural communities across the state, in addition to the "Are you bogged" talks earlier in the year.

I would like to personally thank Kurt Jones and his team from Vos Construction for their patience, generosity and project management of the renovations to our new Perth office. The support from businesses and the local community for this project was overwhelming and greatly appreciated.

The RAW team know and understand rural life, appreciate the challenges of the industries and sectors we support. Because we are rural and our team have first hand life experience in the industry and sectors. We pride ourselves on being genuine and having dirt on our boots.

*Barb Walters*  
CEO



**WE ARE**  
Local & Genuine





# PROGRAMS

Rural Alive & Well operates four major programs to underpin the organisations mission:

*Building healthy and resilient rural communities*

RAW Programs are built around imbedding practical skills and providing tools that can be easily used by everyone to be fitter and stronger, both mentally and physically.

Our approach to client engagement is 'non-clinical in style and presents as caring, confidential, non-intrusive, and available when and where the help is most needed.

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The **RAW Country** team focus on person-centred engagement and take the time needed to connect with people, providing ongoing practical support and/or referral to key services.

Our team also work with communities across regional and rural Tasmania to initiate and facilitate much-needed community wellbeing programs and activities that increase connectivity and reduce social isolation.

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**RAW Connect** is a non-crisis phone support service to help break down the barriers and keep individuals connected.

This service assists individuals to navigate through the complex maze of specialist and clinical support services available. The RAW Connect team are able to ensure that every caller has access to right support at the right time.

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**RAW Industry** provides tailored support programs for peak industry bodies and organisations to help build healthy and resilient communities.

RAW Industry encourages industry leaders to make a commitment to start taking action in their workplaces in the health & well-being space.

Specific programs include; Stay Afloat (Seafood Industry), Cutting Through (Timber Industry) and Beyond the Sidelines (Sport)

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**RAW Workplace** delivers tailored programs which will change culture and improve the productivity of your workplace. These programs include accredited mental health training, a range of other training and peer support options that will improve mental health and wellbeing in the workplace.

For more information about the organisation, please head to [www.rawtas.com.au](http://www.rawtas.com.au)





# TREASURER'S REPORT

The financial reports of the organisation show a welcome return to profitability.

Our surplus for the year was \$210,093, including the \$50,000 cash bonus from the government in response the pandemic.

Total revenue generated by RAW rose \$379,394 with most of this flowing from higher DHHS funding and the Fishing Industry Stay Afloat program funding provided by DPIWE.

It is pleasing to note that RAW Workplace training revenue continues to grow to represent an important RAW program. RAW Workplace is the social enterprise component of RAW and the training and support packages available range from large industry clients to training provided to individual family farming businesses.

The expenses of operating RAW rose by \$88,592. This outstanding effort reflects better control of costs across the organisation, with a particular note of the rise of employee costs of just 6%.

In light of the new programs being delivered across the State, the way RAW's Operational leadership are conducting financial control is outstanding. Costs have only risen this year by 11% overall.

To ensure continued organisational sustainability, our budgeting each year from now will be aimed at producing a surplus of at least 5% of revenue generated.

Our Financial Statements show a strong position with total cash resources of almost \$230,000 at year-end, of which just \$111,000 represents funding for programs yet to be delivered.

Most of RAW's other liabilities reflect employee provisions of different types and loans used to acquire our vehicles.

The finances of RAW are in good shape and getting stronger.

*Andrew Dunbabin*  
VICE PRESIDENT  
& TREASURER

RAWTAS.com.au



BUILDING HEALTHY AND RESILIENT RURAL COMMUNITIES

# PERTH OFFICE

At the beginning of 2021, our Northern team moved into a much needed office space, located in Perth.

Having a space to call home has been pivotal in increasing the capacity, culture and health, and wellbeing of our organisation.

We were overwhelmed by the generosity of local businesses and individuals who helped to design and build the office space for our team.

It was a humbling experience having over \$40,000 in materials, products and in-kind time, labour, and skills donated by local community businesses and individuals to make this vision a reality.

## **BUSINESSES**

VOS Construction

Mitre 10

Access Solutions

Troy McKenna Plastering

Cityline Windows

Choices Flooring

Merritt Construction & Joinery

Midlands Plumbing

Flying Colours

Tas TAFE

Perth Cricket Club

Painter's Pot

Energy Street

## **INDIVIDUALS**

Steven and Mel Rigby

Jan Walters

Janet Lambert

Barb & Jonathon Walters

Spencer Cannell

Lynne Wilton

"There is no power for change greater than a community discovering what it cares about"

Margaret J. Wheatley



**WE ARE**

Rural & Regional  
Community Focussed



# BRAND

As time has moved on, so has our branding. This year we saw the shift in brand to be inclusive of everyone we work with and the areas we are focussed within.

We believe our transition into the new branding will position us strongly for the next generation of RAW.

## PREVIOUS



## CURRENT



"Never assume people understand how your Brand can change their lives. Tell them" Donald Miller

# WITH THANKS,



We would like to recognise the service and contributions of the Rural Alive & Well Board over the past year.

## **Rural Alive & Well Board**

PRESIDENT:

Nick Goddard

VICE PRESIDENT:

Thomas Windsor

VICE PRESIDENT & TREASURER:

Andrew Dunbabin

SECRETARY:

Robin Thompson

PUBLIC OFFICER:

Virginia Mudie

BOARD MEMBERS:

Dianne Fowler

Anne Downie

Ian McMichael OAM

Dr Rob Walters

Lynn Mason

## **SPECIAL ACKNOWLEDGMENTS**

John Jones OAM - Founding Member

Leonie Young - RAW Ambassador



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The RAW team would like to especially thank Virginia Mudie for her genuine support and care for our staff through her board role as "Wellbeing Officer"



## Funding Partners

Without the generous support from the following Funding Partners, Organisations, and Businesses, we would not be able to continue to increase our organisational impact.



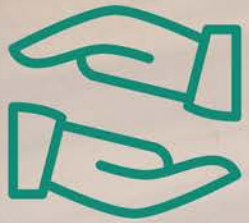
### Major Donors

Boots on the Ground  
Channel Foundation  
WD Booth Foundation  
VOS Construction  
Westpac Foundation  
Wilton Investments  
Northern Midlands Council  
Tasmanian Seafood Industry Council

We also recognise the collective fundraising and donations that have come from over **100 local community groups, individuals, and businesses.**

Every dollar has an impact





**WE ARE**  
Trusted & Reliable

**Nutrien**  
All Solutions™





**RURAL ALIVE & WELL Inc. (RAW)**

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