

HOLYOAKE

Whenever you're ready.

Annual Report 2024/25





Whenever you're ready.

At Holyoake, we give people impacted by alcohol, drugs and mental ill health the support, hope and confidence they need to live the life they choose. By having an open door. By listening. By offering free, personalised help for anyone who needs it. By being here whenever they're ready.

This was the founding principle for John Keating and Anita Day who established Holyoake in 1975, championing a new, non-judgemental, family-systems approach to supporting people, families and communities impacted by alcohol and drugs.

The premise was simple but revolutionary: when we come together with care and without judgement – as individuals and peer groups, as families and communities, as specialists and practitioners – we empower people to achieve better, life-changing outcomes. And it works.

Today, this holistic, evidence-based approach – the Holyoake Approach – encompasses mental health support and is the foundation of the wide-ranging and constantly evolving support, recovery and prevention programs we deliver across WA. This includes:

- > **One-on-one counselling and peer-group support.** For people of all ages living with alcohol, drug or mental health challenges and families and friends living with the impacts.
- > **Community and prevention programs.** From community-based alcohol and other drug prevention and harm minimisation to mental health and suicide prevention.

Acknowledgement of Country

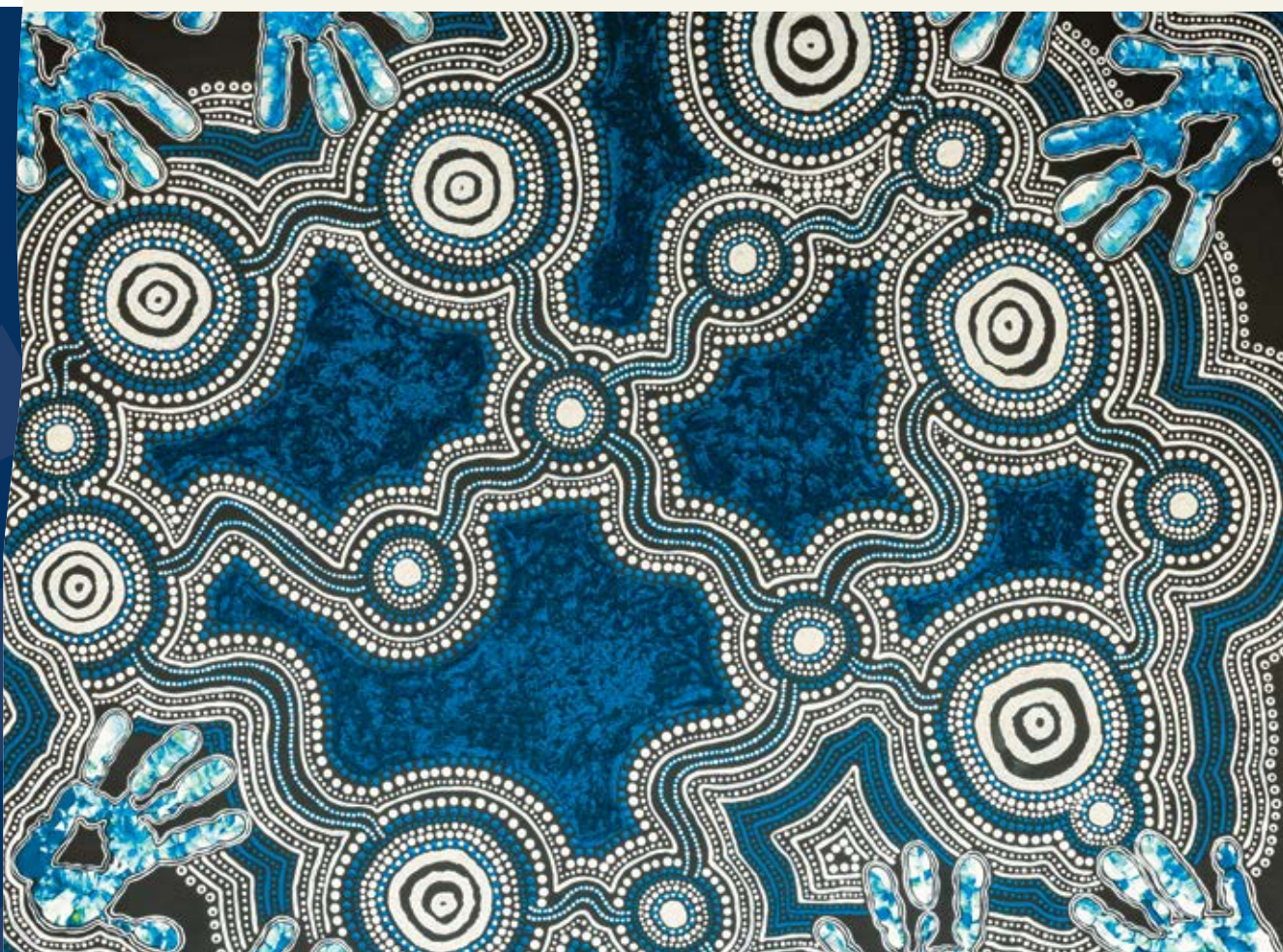
Ngaala kaaditj Noongar moort keyen kaadak nidja boodja.

We acknowledge Aboriginal and Torres Strait Islander peoples as the Traditional Custodians of Country and pay our respects to Elders, past and present.

This featured artwork is titled "The Journey" and was created by Melissa Spillman (Woods), a Noongar Aboriginal Artist who operates under Maarakool Art. The story behind "The Journey" represents hard work and persistence of the journey through life. The campsites represent the many stories along the way. The background represents our culture and land. The lines and dots represent the connections we make and stories we learn. The hands represent connection to country and a sense of belonging.

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Our history

In 1975, John Keating and his friend Anita Day established Holyoake to offer more holistic services to people impacted by alcohol and drugs, and their families.

John was determined to find a better way to address 'problem drinking', generally treated as a disease in the early seventies.

From the very outset, the Holyoake approach achieved excellent outcomes and was welcomed by consumers and the community sector.

As we mark 50 years supporting individuals, families and community, this bold vision has stood the test of time, with thousands of people experiencing the benefits of Holyoake's approach.

John played a key role in setting up the WA Network of Alcohol and Drug Agencies (WANADA), an independent membership-driven not-for-profit organisation. He also assisted in the founding of Cyrenian House and was elected President of the Alcohol and Drug Council of Australia.

We continue to work with WANADA to lead a shared voice to drive the positive change needed to achieve the best community outcomes.

Our name and growing impact

The name 'Holyoake' is derived from the site of an old timber settlement in Dwellingup in Western Australia, initially granted to John and Anita to build a residential facility to support individuals and families impacted by alcohol and drugs.

Today, with our headquarters in Victoria Park, we deliver support services right across Western Australia. Our team is 110+ strong and hundreds of thousands of people have benefitted from the vision John Keating realised in 1975.

Celebrating
50
1975 - 2025



Key milestones

- > **1976:** Holyoake opened its City Centre office on Havelock Street, West Perth.
- > **1978:** Holyoake launched Western Australia's first non-residential treatment program for people impacted by alcohol and other drugs, as well as their loved ones and children.
- > **1988:** Holyoake opened its first regional office in Kalgoorlie, Eastern Goldfields.
- > **1991-1998:** Holyoake expanded its regional service, opening in Port Hedland, Geraldton, and Bridgetown.
- > **1994:** Holyoake relocated its headquarters to Newcastle Street, Northbridge.
- > **1996:** Holyoake secured funding for programs including the 'Prison to Parole Program,' the 'Midland Community Drug Service,' the 'Parents Program,' and the 'Outreach Art Therapy Program.'
- > **1999:** Holyoake's Northam-based Community Drug Service team began its work in the Wheatbelt.
- > **2000:** Holyoake's founder, John Keating, passed away.
- > **2003:** Holyoake's Wheatbelt Community Alcohol and Drug Service team launched the DRUMBEAT program in local schools.
- > **2005:** Holyoake relocated its headquarters to Canning Highway, Victoria Park.
- > **2009:** Holyoake's DRUMBEAT program won several major awards and expanded internationally.
- > **2015:** Holyoake began offering Justice Programs in partnership with Cyrenian House.
- > **2016:** Holyoake established dedicated Alcohol and Other Drugs (AOD) and Suicide Prevention teams.
- > **2022:** Holyoake launched a new strategic plan focusing on services addressing co-occurring AOD challenges and mental ill-health.
- > **2024:** Holyoake launched the Northam Head to Health service from its Northam WCADS offices and refreshed its brand and visual identity, including the new 'Whenever you're ready' tagline, colour palette, and consumer-focused website.

Our approach

Our Vision

We empower people to change their lives, making better futures possible.

Our Purpose

Using evidence-based practice, we support individuals, families and communities that are impacted by alcohol, other drugs and mental health concerns.

Our Values

Passion. Integrity. Courage.
Innovation. Connection.

The Holyoake Approach



The Holyoake Approach is unique to us, and it guides the way in which we work.

The interaction between the person, clinician, support network and evidence-based practice is central to our approach.

We are accredited under the Alcohol and Other Drugs Human Services Standard (2019) and the National Safety and Quality Mental Health Standards for Community Managed Organisations (2022).

Our evidence-based practice

> Therapeutic interventions

- Motivational interviewing
- Cognitive behaviour therapy
- Acceptance and commitment therapy
- Mindfulness
- Expressive therapies
- Narrative therapy
- Family systems therapy
- Solutions focused therapy

> Ways of working

- Trauma informed care
- Culturally sensitive practice
- Integrated care
- Harm minimisation
- Prevention
- Carer recognition
- Diversity and inclusion
- Recovery oriented support

Our practice is informed by five key principles

- > **Person centred:** Treating people as they want to be treated, with knowledge about and respect for their values and personal priorities.
- > **Acceptance and respect:** Every person has the natural capacity to solve their own problems, heal emotional wounds and manage personal growth, given sufficient awareness (information), support and opportunity.
- > **Self-responsibility:** Every person is responsible for the decisions and course of action they take in any given situation.
- > **Connection:** Each person operates within a system of family and community. Connection also refers to the therapeutic alliance between clinician, support network and the person.
- > **Valuing lived experience:** Lived Experience is embedded in all aspects of our operations. Our peer and support workers model hope and demonstrate that challenges can be overcome, while those with a lived experience are invaluable in co-design and service evaluation.

Chair and CEO report

As we reflect on the past year, we are proud to report another period of growth, innovation, and person-centred support for the individuals, families, and communities we serve across Western Australia. Holyoake continues to deliver on its five-year strategic plan with clear intent, purpose and impact - driven by our vision to empower people to change their lives, making better futures possible.

This year, we saw significant increases in both reach and engagement. We delivered 22,378 unique occasions of service, up from 20,935 occasions the previous year, and supported 7,428 individuals - a remarkable 35% increase. These figures are more than just numbers; they are a testament to the trust placed in us and the demand for accessible, compassionate, and integrated support for those impacted by alcohol and other drugs (AOD) and mental ill health.

A core value, and at the heart of our work is innovation grounded in community need. In 2024-25, we successfully launched several new service models that filled critical service delivery gaps. These included the Very Young Peoples Program (VYPP) which supports some of the youngest and most vulnerable in our community, an AOD capacity-building partnership with the Stirling Women's Centre, and several Employee Assistance Program (EAP) partnerships extending our

impact into mining, emergency services and other community services workplaces. These initiatives reflect our commitment to creating tailored responses that are relevant, trauma-informed, and evidence-based.

A standout achievement this year was our double accreditation success. In June 2025, Holyoake was re-accredited against the Alcohol and Other Drug Human Services Standards (AODHSS 2019) while also transitioning to the National Safety and Quality Mental Health for Community Managed Organisation Standards (NSQMHC MO 2022), from the NSMHS 2010. This complex, six-month preparatory process was completed seamlessly through the extraordinary efforts of a multidisciplinary team across the organisation. It not only demonstrates our adherence to the highest standards in care and governance but also reflects our organisational maturity and preparedness for future challenges.

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Our reputation as a leader in the AOD and mental health sectors continues to grow.

Our reputation as a leader in the AOD and mental health sectors continues to grow. Over the year, we were proud to present abstracts at a range of national and state conferences and summits. Our work was also formally recognised through multiple awards, including a:

- WA Health Excellence in Mental Health Award
- WANADA Excellence in Partnerships Award
- 2 x Suicide Prevention Australia WA LiFE Awards

These accolades speak to our capability, the quality of our work, and the dedication of our wonderfully talented teams.

This year, we also experienced a significant leadership transition. In February 2025 Lorraine Keane stepped down after three years as CEO, and in June we farewelled our Chair, Hayley Lawrance who joined the Board in April 2022. During their tenures, Lorraine and Hayley played critical roles in strengthening our governance and reinforcing our commitment to delivering life-changing services across Western Australia. We extend our deepest thanks for their dedication, wisdom, and service.

We continue to be governed by an exceptional group of Board Members and thank them for their steadfast leadership and support. Their guidance ensures that Holyoake remains both visionary and grounded in the realities of the communities we serve.

We are also incredibly grateful to our funding partners, donors and supporters. Your belief in Holyoake and our mission enables us to support communities, innovate and respond to Western Australia's evolving needs. Thank you.

As we look ahead, we are thrilled to be entering Holyoake's 50th anniversary year. Since our founding in 1975, Holyoake has grown from a founding father into a statewide leader in alcohol and other drug supports and more recently in mental health services. As we mark this milestone, we reflect on the lives impacted, the stories of resilience and hope, and the many connections that have shaped our journey.

We enter this next chapter well positioned and with a deep sense of responsibility. The challenges ahead remain complex, but so too is our resolve. We remain committed to walking alongside those we serve, delivering with passion and integrity whilst evolving to meet the needs of tomorrow.



Hayley Lawrance
Chair



Ben Smith
CEO

Board leadership



Hayley Lawrance
Chair

Hayley's background is in commercial law, having gained over 20 years' experience at home and abroad in professional advisory and corporate roles. She has developed a deep understanding of the practice and application of corporate governance both through her experience as a professional advisor, and as a company director over the last 15+ years. Hayley completed the company directors course with the Australian Institute of Company Directors in 2011. She has a deep interest in what goes on behind 'the corporate veil' to consider how team culture and conflict, individual well-being and performance affect organisational outcomes. She is a qualified mediator and holds a Masters in Counselling.



Anthony Hewett
Treasurer

Anthony brings to the Board of Holyoake over 20 years of experience in various general management, operations, compliance and risk, and governance roles across financial services. Anthony is currently a director of the Euroz Hartleys Foundation, a not-for-profit organisation established by Euroz Hartleys Limited in 2006 to support Western Australian charities. Anthony is a Chartered Secretary and holds a Master of Business Law from Curtin University and a Graduate Diploma in Applied Corporate Governance from the Governance Institute of Australia. He is a Fellow of the Chartered Governance Institute and a Fellow of the Governance Institute of Australia.



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Peta Gallaway
Director

Peta is a Registered Nurse specialising in Mental Health. She brings to the Holyoake Board over 20 years of mental health nursing experience from a variety of public and private mental health and alcohol and other drug (AOD) services in WA and NSW. Peta is currently working as part of the Mental Health Executive at WA Country Health Service overseeing the provision of mental health and AOD services across regional, rural and remote Western Australia. She holds a Bachelor of Science (Nursing), a Graduate Certificate in Mental Health Nursing and a Masters of Health Services Management. Peta is also an Associate Fellow of the Australasian College of Health Service Management.



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Deborah Morrow
Director

Debbie is a CEO and Managing Director with 25 years' global experience in leading major capital and large-scale projects complemented by several years in C-suite leadership roles across the resources industry. Her senior leadership experience includes strategy development, business transformation, organisational design and implementation of change, health, safety, wellbeing and environment, cultural design and enabling major people change. Debbie holds a Bachelor of Business from Edith Cowan University and is a graduate member of the Australian Institute of Company Directors (GAICD). Debbie feels privileged to support organisations that align with her skills, values, and passion.

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Dr Annalee Stearne
Director

Annalee is a Nyungar woman from Western Australia and has extensive experience as a widely published public health researcher, focusing on Aboriginal community responses to alcohol and other drug challenges. In 2023 she completed her PhD examining Aboriginal leadership in alcohol policy development in the Northern Territory. She has deep experience working with both Australian AOD peak bodies and health service providers and was awarded the 2012 First People's Award for Excellence in Science and Research, by the Australasian Professional Society on Alcohol and other Drugs (APSAD).



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David Sourbutts
Director

David is a successful entrepreneur, having founded Engenium, a project management and engineering business in 2003, leading it through its expansion and ultimate sale in 2021 to Stantec, a leading Canadian multi-national firm. With his second business endeavour, Harrier Human Capital (human resources specialist consultancy), David oversaw its growth as Australia's only private recruitment process outsourcing business to ASX listed companies, its successful navigation of the covid crisis, and eventual sale in 2022. He is an active member of Entrepreneur's Organisation, a global peer to peer network of entrepreneur and business founders, helping to foster, educate and grow the entrepreneurial spirit across the globe. David holds a Bachelor of Engineering (Civil Honours) and a Bachelor of Commerce from the University of Western Australia, is a Fellow of Leadership WA, a Fellow of AusIMM, a member of Engineers Australia and was recognised as one of WA's top 40 business entrepreneurs in 2013.

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Kieran Hennelly
Director

Originally from the UK, Kieran has been the General Manager, Aeromedical for the Royal Flying Doctor Service in Western Australia since 2020. Previously, he worked for over a decade in the Kimberley region as a doctor specialising in aeromedical retrieval and primary health care, with an interest in Aboriginal health. He has been a clinician for over 30 years, graduating as a doctor from St Bartholomew's Hospital Medical School in London in 1992. He has worked as a doctor in remote and austere locations, including stints in Sub-Saharan Africa and as an expedition medicine doctor. Kieran has gained experience in leadership and governance during his time with RFDS, including working for a time as Acting CEO. He graduated from the AICD Company Director's Course in 2022 and also holds a degree in psychology from the University of London. Kieran has an interest in developing and leading high-performing leadership teams.

Executive leadership



Ben Smith

CEO / Executive Manager Growth and Innovation

Ben is a recognised business growth executive who has led some of Australia's fastest growing consumer goods brands including frank green, 2XU and Poppy Lissiman. Working across America, Europe, Asia and Australia in the private, public and not for profit sectors, he is passionate about unearthing new growth opportunities that deliver meaningful community impact and leading high performing teams. He holds several degrees including dux honours and is an elected Board Director of the Western Australian Association for Mental Health (WAAMH). Ben transitioned into the CEO position at Holyoake in February 2025.



Sherri McIntosh

Executive Manager Services

Sherri is a dedicated leader with extensive experience in mental health services, committed to providing compassionate and effective support to individuals in need. She began her career at Altapointe Health Systems in America before relocating to Australia in 2016. Her strong commitment to operational excellence and strategic oversight has allowed her to make meaningful contributions towards achieving complex organisational goals. Sherri is deeply passionate about empowering individuals through quality support and is continuously seeking ways to enhance service delivery. She has successfully completed the Signature Leadership Program with Leadership WA and holds a Master of Arts in Marriage and Family Therapy, along with a Bachelor of Science in Psychology with a minor in Biology.



Lin Edwards

Executive Manager Corporate Services

Lin is a Certified Practising Accountant who brings a wealth of experience from both the for profit and not-for-profit sectors. Having started her career at Ernst and Young, Lin gained experience across Southern Africa before moving to Western Australia in 2008. She is a dynamic leader with a passion for community engagement, evidenced by her commitment to community through her tenure as Treasurer on a not-for-profit board and as Treasurer for the P&F function at her daughter's school. Using her combination of financial acumen, strategic foresight and service dedication, Lin is known for her collaborative approach, effectively leading cross- functional teams to achieve common goals and deliver best practice.

Cultural advisors



Lindsay Dean Cultural Advisor

A Traditional Owner of the WКСN region in Noongar Country and Karijarri Bard Nimanboor in the West Kimberley, Lindsay grew up in community and brings to this role an understanding, knowledge and promotion of Aboriginal Cultural Heritage, History and Spirituality. Lindsay is committed to inclusion, diversity, and understanding different perspectives and is actively involved with several boards and steering committees. In addition to his position with Holyoake Lindsay is currently employed at the Department of Communities as the Aboriginal Regional Coordinator Great Southern. He provides cultural guidance and awareness for Holyoake staff, students, and volunteers, sits on the RAP Committee, and assists to build positive connections between Holyoake and Aboriginal communities within the Perth metropolitan area and the wider state. He is also available to Aboriginal and Torres Strait Islander staff, students, and volunteers across Holyoake's sites.

Lindsay's previous roles include representation on the Aboriginal Cultural Material Committee (ACMC), Wadjemup Aboriginal Reference Group (WARG) and Aboriginal Cultural Heritage Reference Group as well as the inaugural Director of the Southwest Aboriginal Land Sea Council and Chair of the Karijarri Traditional Lands Association.





Casey Kickett
Cultural Advisor

Casey is a Noongar woman from Whadjuk, Yued, Ballardong and Wardandi countries and Director of the First Nations and Pasifik Programs at the Environmental Defenders Office (EDO). Casey is currently studying an MBA and holds a Bachelor of Arts majoring in Communications, Media Studies and Indigenous Knowledges and Histories as well as a Graduate Certificate in Adult and Tertiary Education.

Casey provides cultural guidance and awareness for Holyoake staff, students and volunteers, sits on the RAP Committee, and assists to build positive connections between Holyoake and Aboriginal communities within the Perth metropolitan area and the wider state. She is also available to Aboriginal and Torres Strait Islander staff, students, and volunteers across Holyoake's sites.



**The voices and perspectives of
Aboriginal people are paramount in
guiding culturally safe service delivery.**



Our locations and reach

In 2024 - 2025, Holyoake's operational footprint continued to extend beyond the Perth Metropolitan and Wheatbelt regions, with services also delivered across the Kimberley, Mid-West, Goldfields, Great Southern, and South West.

In the Perth Metropolitan area, support was offered through our offices in Victoria Park and Midland, as well as through comprehensive outreach services. In the Wheatbelt, our commitment was reflected in both rural outreach efforts and the support provided through our offices in Northam, Narrogin, and Merredin.

Our dedication to community support was clearly demonstrated by the visibility and accessibility of our teams. Holyoake's Wheatbelt CAD and Prevention teams visited over 60 towns across the region - ranging from Bruce Rock to Boddington, Dowerin to Dalwallinu, Moora to Mukinbudin, and Wundowie to Westonia - reinforcing our ongoing commitment to being present where we're needed most.

The AOD Community Prevention Service had a productive twelve-month period of reach, as each region expanded their CRCs and commenced applying for and implementing AOD prevention activities funded through the Holyoake AODCP grant stream.

Grants totaling \$103,125 (GST inclusive) were allocated to community over the 2024-25 year.



Mid West	\$31,376
YASPI QR code Youth Support Services program	\$10,590
Yr 6 Wellness Forum	\$10,922
Mullewa Benny Mayhem Music workshops & community concert	\$9,864
South West	\$26,290
Harvey Family Fun Day	\$10,662
Collie Youth Diversionary Program	\$5,676
Nannup Community Training Program	\$6,642
Nannup Youth Zone	\$3,310

Great Southern	\$21,286
Alcohol-free Events booklet	\$4,130
Dry July Quiz Night	\$6,034
Drumming Circle	\$5,676
Aboriginal Youth Ten-pin Bowling Diversionary Program	\$5,446
Kimberley	\$19,520
Derby Community Connections & Support program	\$6,320
Mabu Aamba 'Strong Men' Program	\$13,200
AODCP service	\$4,653
Merchandise	\$4,653



Location Key

-  Offices
-  Services



Community impact



> Consumer reach by demographics

Male	59%
Female	39%
Gender Diverse	2%



> Top five primary drugs of concern

Alcohol	45%
Amphetamine/Methamphetamine	34%
Cannabis/Cannabinoids	19%
Heroin	2%



> Consumer reach by age

Under 40 years old	57%
0-14	2%
15-24	16%
25-39	39%
40-60	35%
Over 60	8%



> Top five mental health concerns

Depressive Disorder	26%
Anxiety Disorder	24%
Trauma/Stress	9%
Schizophrenia	4%
Personality Disorder	4%



22,378

unique occasions of service.



7,428

Individuals received services across counselling, treatment and support, mental health and prevention programs.



12%

of consumers **sought support in relation to a partner or family member.**

Highlights

2024/25 delivered many highlights across the organisation.



July 2024

- > Holyoake announces the **continuation of the RISE program** with full year funding from the Mental Health Commission.

August 2024

- > Holyoake's **Prevention Teams are awarded Best Family Interest Display** at Newdegate Field Days.

September 2024

- > **Official opening** of the Northam Medicare Mental Health Centre (formerly Head to Health) at our co-located site in the heart of Northam.
- > The Inaugural **"Meet the Expert Series"** event occurs with guest presenter Professor Tanya Chikritzhs.
- > Launch of our **Diversity, Equity and Inclusion Framework** reflecting our commitment to creating an inclusive and welcoming environment for all.

November 2024

- > Our AOD **capacity building partnership** with the City of Stirling (Western Australia) and its Stirling Women's Centre **is launched**.

October 2024

- > **Holyoake hosts American based Professor Tony Pisani**, founder of SafeSide Prevention and representatives from the Mental Health Commission of Western Australia, to showcase the work being undertaken in the suicide prevention and postvention sector and our strategic integrated approaches to suicide prevention.
- > Holyoake joins over 40 community service organisations for **World Mental Health Day**, as a major sponsor for the 8th annual **Turn Up In Blue** community event in Northam.
- > **"Truth-Telling: Our Elders Stories"** created in collaboration with Keedac is launched at the inter-agency NAIDOC event in Narrogin.
- > The **Holyoake Approach is relaunched** to reflect our strategic pivot into Mental Health supports.

December 2024

- > Holyoake's Chair and Executive Leadership Team join the **Reconciliation Action Plan Committee** on Wadjemup Rottnest Island for a **day of reflection and cultural learning**, hosted by Rottnest Island Authority.
- > Peer Worker **Michael Loyd graduates from Marr Moorditj**, receiving his Diploma in Counselling, supporting his journey from Peer Worker to Provisional Counsellor with Holyoake.





January 2025

- > **Ross.** The first in a series of three consumer video stories is launched.
- > The second **"Meet the Experts"** event with guest presenter Dr Annalee Stearne occurs.
- > **Jarred.** The second in a series of three consumer video stories is released.

April 2025

- > Holyoake is **selected as a finalist** in the Australian Web Awards.



May 2025

- > Hosts the 3rd **"Meet the Experts"** event with guest presenter Sheridan Robbins.
- > Holyoake sponsors and exhibits at **Suicide Prevention Australia's 26th National Conference.**

February 2025

- > **Sherri McIntosh**, Executive General Manager Services is **appointed.**



March 2025

- > Holyoake sponsors and exhibits at the **2025 WA Alcohol & Other Drug Conference**, also presenting five abstracts and winning three awards.
- > **Holyoake launches the first of its kind Very Young People's Program**, co-funded by the Telethon7 Trust and Stan Perron Charitable Foundation.
- > **Holyoake wins** two Suicide Prevention Australia WA LiFE awards.
- > Holyoake appoints **Ben Smith** as its new **Chief Executive Officer.**

June 2025

- > Holyoake **achieves re-accreditation** against the Alcohol and Other Drug Human Services Standards (AODHSS 2019) and **successfully transitions** to the National Safety and Quality Mental Health for Community Managed Organisation Standards (NSQMHCMO 2022).



Services

AOD and Mental Health Services

Holyoake provides Alcohol and Other Drugs (AOD) and Mental Health counselling and support services through one satellite, and three primary locations:

> South East Metro Alcohol and Other Drug Service

Specialist AOD / Mental Health Service.

Located at 75 Canning Highway, Victoria Park.

> North East Metropolitan Community Alcohol and Drug Service (NEMCADS)

Specialist integrated medical and counselling AOD service.

Located at 4 Stafford Street, Midland.

> Wheatbelt Community Alcohol and Drug Service (WCADS) and Northam Medicare Mental Health Centre (previously Head to Health)

Specialist AOD / Mental Health Service.

Primary office located at 133 Fitzgerald Street, Northam, and one satellite office at 80 Federal Street, Narrogin.

Holyoake's unique family systems approach recognises the impact of AOD and Mental Health challenges on all individuals and family members, and our services reflect this understanding. We provide a large range of confidential, free support options that are responsive and available whenever you're ready. We also work with corporate organisations under fee for service arrangements to provide education, training and capacity building benefits across the AOD, Mental Health and Prevention streams.

> Counselling and Group Programs

Holyoake provides responsive and targeted counselling and group interventions for those experiencing their own or another's drug or alcohol use. We operate across sites in Victoria Park, Midland, and the Wheatbelt.

With a focus on all areas of a person's life such as mental and physical health, relationships, and substance use, our individual interventions provide the opportunity for consumers to be heard and valued as they identify their needs and build a recovery plan to achieve their goals.

Holyoake works to assist people to take back their self-responsibility with respect and increase the connection in their relationships while accepting and letting go of what they cannot control.

Our person-centred approach extends to a broad range of group programs. These provide an experience that evokes change through peer inspiration and targeted content. Groups are offered for men and women with their own substance use as well as parents and partners, or anyone whose relationship is affected by substance use. SMART groups are also offered for people who require assistance in solving life's problems.

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Holyoake has taught me to let go and focus on the future. I am so grateful for the support I have received and the hope that I now have.

> Children's Programs

Holyoake's Children's Programs at Victoria Park continue to play a vital role in supporting the emotional and developmental needs of children impacted by family substance use. These programs are designed to strengthen family bonds, improve communication, and promote secure attachment.

The Attachment Art and Play Program (AA&P) provides caregivers and children aged 1.5 to 12 years with a structured, play-based approach to rebuilding trust and fostering emotional resilience in a safe and supportive environment. The program is delivered both on-site at Holyoake's Victoria Park facility and through outreach to Holyoake's Midland office, primary schools, and external agencies. This ensures accessibility to families across a variety of settings.

The Parent Strengthening Group (PSG) is a key component of the Children's Programs. This year, PSG transitioned from a three-session model delivered over three days to a single full-day format. Informed by agency feedback, this change has enhanced accessibility and increased parent engagement. The program retains its focus on strengthening parent-child relationships through education and creative play-based approaches and is enriched by the inclusion of a Peer Worker with lived experience, who brings insight and fosters greater connection among participants.

The Young People's Program (YPP)

offers tailored support for children and adolescents aged 3 to 18 years who are affected by someone else's alcohol or other drug use. This service provides individual play therapy or counselling to build self-expression, awareness, and emotional regulation. For adolescents aged 10 to 18 years experiencing their own substance use or experimentation, the Adolescent Program provides individual counselling to offer guidance, support, and harm minimisation strategies.

All programs adhere to the National Principles for Child Safe Organisations (2019), ensuring that every child and family member engages in a safe, inclusive, and supportive environment.



> **Pharmacotherapy and Home-Based Withdrawal**

Holyoake's partnership with Next Step to provide the North East Metro Community Alcohol and Drug Service (NEMCADS) gives our consumers access to pharmacotherapy for alcohol or opioid use, as well as a referral pathway for home-based withdrawal provided by St John of God's Drug and Alcohol Withdrawal Network (DAWN). Both services are co-located at Holyoake's NEMCADS site in Midland, delivering an integrated counselling and medical service for the community.

> **RISE program (Response, Intervention, Support, Empower)**

This service provides early AOD intervention and support to people impacted by family and domestic violence (FDV). Responding to referrals from the WA Police Family Violence Teams across the Perth metropolitan area, Holyoake counsellors provide brief intervention to people impacted by AOD use and FDV, as well as referrals to ongoing support through other Holyoake programs or other service providers. In its first year of funding delivery, the RISE Program has been recognised as the winner in the Partnership Excellence category for the Western Australian Alcohol and Other Drug Excellence Awards 2025. These awards recognise the outstanding achievement of individuals and programs within the Western Australian alcohol and other drug sector, showcasing their dedication to improving community outcomes.

> **Active Recovery Teams**

Holyoake partners with the East Metropolitan Health Service and the Mental Illness Fellowship of WA (MIFWA) to operate Active Recovery Teams (ART) at Royal Perth Hospital (City East), Bentley Hospital, and Midland Community Mental Health Service. The ART program provides access to intensive, wrap-around support for consumers with co-occurring AOD and mental health conditions, with the aim of reducing the frequency of their presentations to hospital emergency departments. The ART program involves clinical mental health treatment and peer support alongside AOD counselling and support work.

> **Wheatbelt Active Recovery Team**

With similar objectives to the ART program in the Perth metropolitan area, the Wheatbelt ART program is delivered in partnership with the WA Country Health Service (WACHS). Holyoake staff in-reach into the Wheatbelt Mental Health Service office in Northam on a daily basis. Our AOD counsellors and Peer Support Workers collaborate with mental health clinicians in providing co-support to individuals presenting at WACHS hospitals with complex AOD/Mental Health challenges.

> **Integrated Support Team**

This program operates through Holyoake's Wheatbelt team in Northam, providing additional supports to consumers with complex and ongoing support needs through a Case Manager, Peer Support Worker, and access to a General Practitioner. The support provided through the program complements existing counselling services available through WCADS.



> Northam Medicare Mental Health Centre

The Northam Medicare Mental Health Centre (NMMHC) is a short-term service designed to support individuals experiencing mental health challenges. Originally launched as Head to Health in June 2024, the service transitioned into NMMHC in March 2025 to offer a more streamlined and accessible model of care. NMMHC provides evidence-based psychological support, counselling, and clinical intervention tailored to individual needs, with a focus on early intervention and recovery. A key strength of the service is its integration with Alcohol and Other Drug (AOD) support services, allowing for a collaborative approach in addressing co-occurring mental health and substance use concerns. This joint model ensures that clients benefit from holistic, person-centred care that acknowledges the complex interplay between mental health and substance use, promoting better health outcomes and continuity of care.

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Holyoake’s unique family systems approach recognises the impact of AOD and Mental Health challenges on all individuals and family members, and our services reflect this understanding.

Prevention Services

Holyoake's strong and proven track record in delivering evidence based AOD and Suicide Prevention services is demonstrated by the numerous supports delivered to communities in Western Australia over many years. These prevention programs work to prevent or reduce AOD harm and improve the mental health and wellbeing of individuals, families and communities. Our activities are delivered under the following service pillars:

> AOD Prevention in the Wheatbelt

Led by our AOD Prevention Coordinator who designs and implements strategies that are aligned with the Harm Minimisation Framework of supply reduction, demand reduction and harm reduction. Prevention activities centre on working with local communities to address identified AOD-related concerns and follow established best practice frameworks for effective health promotion service delivery. Our coordinator also promotes education and training opportunities throughout the Wheatbelt whilst also overseeing the Volatile Substance Use Incident Reporting Program.

> Suicide Prevention in the Wheatbelt

Led by our Suicide Prevention Coordinator and Suicide Prevention Project Officer who coordinate and support the development, promotion, implementation and evaluation of mental health and wellbeing, suicide prevention and postvention activities. Holyoake's Suicide Prevention Program comprises three key components: Prevention, Early Intervention and Postvention.

The Prevention and Early Intervention components seek to promote wellbeing and prevent the development of suicidal behaviour. Activities focus on promoting wellbeing, reducing risk factors and enhancing protective factors at a community level. This is achieved through:

- **Awareness raising via campaigns** – Think Mental Health; Strong Spirit Strong Minds; RUOK Foundation; Act Belong Commit.
- **Training and education program delivery** – Gatekeeper Suicide Prevention Training; Mental Health First Aid for Adults supporting Adults; Mental Health First Aid for Adults supporting Youth; Aboriginal Mental Health First Aid; Mental Health First Aid for Older Adults; safeTALK; Applied Suicide Intervention Skills Training (ASIST); Trauma Informed Care and Practice; Rural Minds; Deadly Thinking; Staying SOLID with SAFE Yarning; Professional Self Care, Agribalance, Accidental Counsellor, Upskilling in Mental Health Literacy, and Workplace Wellbeing.

Postvention includes interventions which occur after a death by suicide and are aimed at providing support and assistance to those bereaved or affected (family, friends, professionals, peers, responders, community) to recover from trauma, cope with additional stressors, and to manage the experiences of loss and grief.

> AOD Community Prevention in the Kimberley, Mid West, Goldfields, South West and Great Southern regions of WA

Led by our Team Leader – AOD Community Prevention who manages regionally based local Community Engagement Officers. This service aims to improve the health and wellbeing of individuals, families and communities by preventing or delaying the onset of AOD use and reducing the harms associated with AOD supply and use. The service engages with, supports, and builds the capacity of local communities to implement evidence-based and informed AOD prevention activities. Our Community Engagement Officers with expertise in health promotion, drive the establishment of grassroots Community Response Committees across the five regions. The location of these Committees has been determined based on a comprehensive regional needs assessment and feedback from stakeholders and local community members. In the development and implementation of Community Response Committees we work beside and collaboratively with, established AOD prevention and related service providers in these regions. Community Response Committees involve community members and agency stakeholders with a passion for AOD prevention. These Committees develop localised Community Response Plans to provide a blueprint for the implementation of community-based AOD prevention activities, drawing on current evidence as well as the wisdom of individuals, stakeholders and community groups to address complex AOD problems.

> Aftercare Coordinator (Suicide Prevention)

This service operates in the Wheatbelt and provides support and case management to people following a suicide attempt. Referrals are received via emergency departments, GP's and the Wheatbelt Mental Health Service. This service is focused on recovery and suicide prevention via connection to family and community, and through mobilisation of key resources needed to facilitate recovery.



Justice Services

> Counselling and Group Programs for Adults in Custodial Facilities

Holyoake, in close collaboration with Cyrenian House and funded by the Department of Justice, delivers Alcohol and Other Drugs (AOD) rehabilitation programs in several Western Australian prisons. The AOD programs comprise of the Pathways to Responsible Living and Moral Reconciliation Therapy which is run at Bandyup, Boronia, Casuarina, Wooroloo, Karnet, Hakea, and Acacia. Holyoake also offers Through-Care Counselling within the Allied Drug and Alcohol Programs and Treatment (ADAPT), which allows consumers to maintain their counselling support pre- and post-release. Throughout this year Holyoake has also provided the Methamphetamine Program, a six week psychoeducational program for incarcerated methamphetamine users. The Department of Justice has chosen to cease this program moving forward with some resources now moved to increase the 1:1 Through-Care Counselling we provide.

> Youth Justice

Holyoake provides counselling at Community Youth Justice Centres throughout Perth Metro, specifically in Cockburn, Rockingham, Mirrabooka, Clarkson, Mount Lawley, and Welshpool. Counselling services are also extended to Banksia Hill Detention Centre, Unit 18 at Casuarina Prison.

In addition, this year Holyoake has extended our services to the Court Assessment and Treatment Service (CATS). This specifically involves servicing the Drug Court and INROADS Programs for young people through the Children's Court Drug Court, offering diversion and early intervention to minimise escalation of offending behaviour.

Holyoake's counselling aims to positively impact at-risk youth by focusing on relapse prevention, psychoeducation, fostering improved family relationships, emotional regulation, and enhancing knowledge and skills for managing substance use and minimising harm. By building supportive, collaborative relationships with Justice staff and other agencies, Holyoake successfully engages young people, leading to improved outcomes for their future.

> WA Diversion Program (WADP)

Supported by the Department of Justice and the Western Australia Police and managed by the Mental Health Commission, Holyoake delivers a specialised WA Diversion Program to offenders who have little to no past contact with the criminal justice system. The program primarily aims at diverting offenders with AOD related concerns into counselling to address their alcohol or illicit drug use before incurring a criminal record. Secondary to this, the program aims at breaking the cycle of offending and reducing the number of people appearing in the courts for use and/or possession of minor quantities of drugs.



> Banksia Hill Program

Holyoake also offers counselling and group programs for the Banksia Hill Detention Centre and the Community Youth Justice Centres located in Cockburn, Mirrabooka, Mount Lawley and Welshpool. Via these programs, Holyoake aims to leave a positive impact on troubled youth with a major focus on relapse prevention, improving relationships with their families and increasing knowledge and skills for dealing with substance use.

> Cannabis and Other Drug Intervention Requirements

Cannabis Intervention Sessions (CIS) and the Other Drug Intervention Requirement (ODIR) allow police to divert people to treatment instead of the justice system, when they are found in possession of small quantities of prohibited drugs for personal use. Attendance at one counselling session (for cannabis) or three counselling sessions (for other drugs) fulfills the requirements of the order and provides early intervention for people at risk of becoming further involved in the justice system. These programs operate from all Holyoake locations.

> Alcohol Interlock Scheme (AIS)

Holyoake is contracted by the Mental Health Commission to provide counselling to individuals who have committed serious and/or repeat drink driving offences and whose vehicles have been fitted with an interlock device. The program focuses on individuals who have breached their compliance obligations and aims to provide separation between drinking and driving. The AIS program is delivered from all Holyoake locations.



New services and innovations

> Very Young People's Program (VYPP) - Launched 2025

In 2025, Holyoake launched the **Very Young People's Program (VYPP)** – a pioneering initiative addressing a critical gap in alcohol and other drug (AOD) support services for children aged **8 to 13 years** in Western Australia. Holyoake identified there was a lack of specialised care, despite emerging evidence of AOD use among very young people.

VYPP represents a bold and innovative step forward, offering a **comprehensive, family-inclusive model of care** that is both accessible and evidence-informed. The program is **co-funded by the Channel 7 Telethon Trust and the Stan Perron Charitable Foundation**.

Key features of the program include:

- **Individualised Support:** Tailored sessions for each young person, with flexible delivery options.
- **Support Network Engagement:** Separate clinicians for the young person and their caregiver to ensure confidentiality and strengthen family dynamics.
- **Holistic Interventions:** Focus on motivation, emotional regulation, coping strategies, and healthy relationships.
- **Community Integration:** Strategic partnerships across Perth to facilitate seamless access to additional services.

Offered free of charge, VYPP empowers young people and their families with the tools and strategies needed for lasting positive change. As a pilot, it also serves as a learning platform to inform future service models and policy development in youth AOD support.



➤ Building Capacity of Family and Domestic Violence Sector

In July 2024, Holyoake and the City of Stirling – Stirling Women’s Centre (CoS-SWC) launched a six-month Alcohol and Other Drug (AOD) Capacity Building Project. This innovative initiative was designed to enhance the CoS-SWC’s ability to support clients experiencing family and domestic violence (FDV) who also present with AOD-related concerns.

This co-designed initiative recognised the need for a more informed and responsive workforce, which included a structured approach to workforce development, grounded in four key pillars:

- **Policies & Procedures:** Holyoake reviewed and updated internal processes to ensure AOD considerations are embedded in intake, assessment, referral, and documentation practices.
- **Training & Mentoring:** Delivery of tailored training modules on AOD awareness, trauma-informed care, and motivational interviewing.
- **Partnerships:** Holyoake supported the formation of formal referral pathways and Memoranda of Understanding (MoUs) with specialist AOD service providers to ensure seamless client support.
- **Resources:** Holyoake created a centralised resource library with practical tools, training materials, and referral information to support staff in their day-to-day work.

The project aimed to equip CoS-SWC staff with the knowledge and confidence to identify AOD concerns, respond appropriately, and connect clients with the right services.

Ultimately, the project helped ensure that clients experiencing or at risk of FDV can safely access support, while improving integration with mainstream AOD services. This initiative reflects a proactive, systems-based approach to addressing the complex intersection of FDV and substance use, an area of growing importance in community service delivery.

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A core value and at the heart of our work is innovation grounded in community need.

Recovery stories

Michael's Story

"Hope and Connection - I'm excited for my future, thanks to Holyoake"

Michael first reached out for support in 2023 for his Alcohol and Other Drug use with co-occurring mental health challenges.

Michael attended Holyoake, joining the Men's Program, a 12-session therapeutic peer group, with additional residential support, phase work and treatment at Tenacious House.

On completion of the initial 12 sessions and residential support, Michael chose to reconnect with his adult children, stabilising his mental health and overcoming behaviours of manipulation, control and other influences.

After six months, Michael re-engaged with Holyoake for a further 12 weeks in the Men's Program with additional support and advocacy being provided in a structured continuing care program.



Learn about Michael's journey and how Holyoake empowered him to create a better future.

Ross' Story

Learning how to "let go and move on" 27 years later

Ross has a background of crime and alcohol and cannabis use. Lived experience had pushed Ross to the brink, with suicidal thoughts when life seemed beyond control.

Ross attended the Men's Group Program at Holyoake, and is now a great advocate for it, putting what he has learned from the program into practice to emotionally regulate when in confronting situations. Through the support received, both in Holyoake and residential care, Ross has paid off debts and fines, reconnected with community in a safe way and has gained great self-awareness and value.

Ross continues to value the support he receives and often accompanies others to the Men's Group in support of their next steps towards continuing care journeys.



Learn about Ross' journey and the light bulb moments that have supported his recovery.

Jarred's Story

From Rock Bottom to Purpose: My Journey to Becoming a Counsellor

I was in hospital, and my liver was on its way out. It was a moment of reckoning, either give up the booze and fight for my life, or keep going down the same path that wouldn't end well. I chose to fight.

From there, I went into rehab, returning to work and onto a building site. But something didn't sit right. I wasn't happy. I felt I'd been given a second chance and I wanted to do something meaningful, something that would keep me motivated, give something back to the community, give hope to those who'd walked a similar path.

I enrolled at TAFE and completed a course in community services. My goal was clear: **I wanted to become a drug and alcohol counsellor.** I wanted to use my lived experience to help others find their way out, just like I had.

Then I saw a job opening at Holyoake. They were looking for someone with lived experience. I thought, well, I've got plenty of that. I applied, and it just felt right. The people were welcoming, and the mission aligned perfectly with my journey.

If you're trying to get sober and you're ready to give it a red-hot crack, you can do it. But you've got to be willing to put in the work. If you are, then you're going to be all right.



Learn about Jarred's journey and how Holyoake has supported him to build a better future.



Systems to support our work

Accreditation

In June 2025, Holyoake proudly maintained its accreditation against both the national Alcohol and Other Drugs (AOD) and Mental Health standards, reaffirming our dedication to delivering high quality, compliant, and evidence-based services. This achievement reflects our ongoing commitment to continuous improvement and excellence in service delivery.

Holyoake successfully completed its assessment against the AOD Human Services Standard 2019 (AODHSS) in June 2025, with no significant findings. This accreditation underscores our adherence to the highest standards of care and our reputation as a trusted leader in community AOD services.

In line with our strategic vision to position Holyoake as a leader in mental health, we made a proactive decision to transition from the National Standards for Mental Health Services 2010 (NSMHS), which we first secured in 2022, to the more current and comprehensive National Safety and Quality Mental Health for Community Managed

Organisation Standards 2022 (NSQMHC MO). This transition demonstrates our commitment to evolving with best practice standards, ensuring our services remain innovative and responsive. The assessment, conducted in June 2025, resulted in no significant findings, reaffirming our capability and dedication to high quality mental health support.

Prior to each assessment, a rigorous self-assessment process was undertaken, including an in depth gap analysis comparing the NSMHS and NSQMHC MO standards. The insights gained through this process have been instrumental in informing our ongoing quality improvement initiatives, reinforcing our commitment to providing safe, effective, and responsive services.

These achievements are a testament to the hard work, dedication, and expertise of our staff and leadership team. They exemplify Holyoake's unwavering focus on quality, compliance, and person-centred care. We celebrate these milestones as part of our broader commitment to excellence and continuous growth, and we look forward to building on this momentum in the years ahead.

YES CMO Survey Results

To support our commitment to delivering quality services, Holyoake participated in the 'YES CMO' survey, a nationally developed measure which asks consumers for feedback on their experiences of mental health and AOD services.

Throughout December 2024 to February 2025, consumers were encouraged to provide feedback on their experience accessing services across Holyoake programs.

250 surveys were completed across all Holyoake sites and programs.

The survey collects feedback across six domains including Making a Difference; Providing Information and Support; Valuing Individuality; Supporting Active Participation; Showing Respect; and Ensuring Safety and Fairness.

Holyoake performed exceptionally well, as demonstrated by the results opposite.

Holyoake consumers reported:

93%

reported a **positive experience of service** – a **3% increase in satisfaction** from the previous year.

95%

reported a positive experience in relation to **'valuing individuality'**.

98%

indicated they would be **'Likely' or 'Very Likely' to recommend** the service to their family and friends.

93%

reported a positive experience in relation to **'supporting active participation in the service process'**.

80%

reported a positive experience in relation to **'making a difference to their social and emotional wellbeing'**.

96%

reported a positive experience in relation to **'showing respect'**.

88%

reported a positive experience in relation to **'providing information and support'**.

94%

reported a positive experience in relation to **'provides individuals with a physically and emotionally safe environment'**.

93%

of consumers reporting that **the facilities and environment met their needs.**

Quality Management System

As part of Holyoake’s commitment to innovation and service quality, 2024 saw the successful integration of the Medicare Mental Health Centre (MMHC) referral system with our client management system, Pharos (Lumary). This integration now enables automatic, secure, and structured intake data transfer directly into our client management system, reducing administrative burden and improving responsiveness.

The system now in use, enhances data accuracy, streamlines workflows, and supports more timely, person-centred care. This integration also strengthens compliance with Primary Mental Health Care Managed Data System reporting standards, ensuring Holyoake continues to meet national data requirements while improving operational efficiency.

Supporting the Next Generation

Holyoake continues to invest in student programs, supporting the next generation of clinicians by providing exposure, experience and knowledge of numerous presentations across the AOD and Mental Health landscape. These initiatives are implemented across all of Holyoake’s sites ensuring that students gain practical experience aligned with the latest standards in trauma-informed care. We utilise our strong partnerships with various institutions, both localised and online, to ensure we incorporate the most current evidence-based approaches to the treatment and support we offer our consumers. This includes embracing multiple disciplines and perspectives, such as social work, psychology, and counselling.

During FY24-25, 22 students completed placements.

> During FY24-25, 22 students completed placements, across our sites.

Counsellors	13
Psychology	1
Social workers	2
Vocational students	3
MHC volunteers	3
Total	22



Learning & Development Framework

Learning and Development continues to be a cornerstone of our People and Wellbeing strategy, actively fostering a culture of individual and collective growth and professional excellence across our workforce. Through targeted training programs, ongoing education, and tailored development pathways, we equip clinicians with the skills and knowledge required to excel in their roles and to respond effectively to the evolving needs of the communities we support.

By prioritising learning and providing accessible resources and meaningful opportunities, we are building a more adaptable, engaged and capable team, which ensures they are empowered to thrive in a dynamic environment, ultimately strengthening service quality and consumer outcomes.

During 2024-2025 an increase in the training and development opportunities available to clinicians expanded to deliver more training occasions across all locations to better respond to the flexible availability of the workforce.

Sector Engagement

> Abstracts, Key Notes and Poster Presentations

In addition to Board representation with WANADA and WAAMH, the Holyoake team presented abstracts, key notes and poster presentations at the following important conferences to continue to champion and celebrate our work:

- Australian Professional Society on Alcohol and other Drugs (APSAD) Conference – Canberra, July 2024
- National Rural Mental Health Conference – Cairns, July 2024
- 2024 WA Mental Health Conference – Perth, November 2024
- 2nd National Family Safety Summit – Perth, December 2024
- WA Alcohol and Other Drug Conference – Fremantle, March 2025
- Rural Health West Conference – Perth, April 2025
- National Suicide Prevention Conference – Perth, May 2025



Awards

Holyoake claimed a variety of noteworthy awards during 2024 – 2025:

- 2024 WA Health Excellence in Mental Health Award – Winner (in partnership with EMHS) – Active Recovery Team – supporting consumers with co-occurring AOD and mental health challenges
- 2025 WANADA Excellence in Partnership Award – Winner – RISE Program in partnership with WA Police
- 2025 WANADA Excellence in Community Development, Capacity and Capability Building Award – Runner Up – AOD capability building projects with the Patricia Giles Centre and City of Stirling
- 2025 WANADA Excellence in Working with Families and Significant Others Award – Runner Up – Attachment Art & Play Program
- 2025 Suicide Prevention Australia WA LiFE Award – Winner – Communities in Action Award – The Communities in Action Award recognises the critical role that individuals and organisations in communities play in identifying and taking action in suicide prevention. Holyoake’s multifaceted suicide prevention/postvention response into Kellerberrin was awarded the State’s best.
- 2025 Suicide Prevention Australia WA LiFE Award – Winner – Priority Populations Award – The Priority Populations Award recognises innovation in service delivery by an individual or organisation that is culturally responsive, overcomes barriers, promotes inclusion and delivers improved outcomes for all. Holyoake’s Wheatbelt Suicide Prevention Service was also awarded the State’s best.
- 2025 Suicide Prevention Australia Conference – Highly Commended – “4ME & MEN Everywhere” campaign in the poster presentation category.

Reward and Recognition Program

This program fosters a positive and supportive work environment that values teamwork, collaboration, and individual initiative, improving employee morale, engagement and job satisfaction. Recognising and appreciating outstanding employee performance, dedication, and contributions to the organisation’s success is pivotal to the program’s objectives.

The program applies to all Holyoake employees regardless of their position or level within the organisation. Nominations for individuals and teams are made by peers and are reviewed by the Reward and Recognition committee with winners selected against the following categories and key behaviours or actions:



> Categories:

- Recognition of outstanding individual contribution
- Recognition of outstanding team effort

> Key behaviours and/or actions:

- Championing and upholding Holyoake's values
- Making a positive contribution to Holyoake
- Effectively managing a challenging situation to an optimum outcome
- Creating an innovative approach or significant improvement for Holyoake and/or consumer outcomes

During the year we received 70 nominations, and our wonderful winners were:

Quarter 1 (July – September 2024)

- **Individual:** Sathya Nimalan
- **Team:** Wheatbelt Prevention

Quarter 2 (October – December 2024)

- **Individual:** Anne Marie Sims
- **Individual:** Phoebe McGuinness-Morich

Quarter 3 (January – March 2025)

- **Individual:** Chris Paull and Henry Doan
- **Team:** Medicare Mental Health Team

Quarter 4 (March – June 2025)

- **Individual:** Serene Toh
- **Team:** Emily Foster and Lindi Harding

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At Holyoake we give people the support, hope and confidence they need to live the life they choose.





Diversity, equity and inclusion

At Holyoake, we are committed to fostering an environment where our staff and consumers feel heard, valued, and respected. We recognise that diversity brings invaluable perspectives, enriching our work and strengthening our impact. Guided by our core values of passion, integrity, courage, innovation, and connection and aligned with our vision to empower people, we are dedicated to creating a work environment and service where everyone can thrive.

Following the release of Holyoake's Diversity, Equity and Inclusion (DEI) Framework we have continued to strengthen our commitment to DEI and Wellbeing across the organisation. During the year a key milestone was the appointment of a dedicated Wellbeing and Inclusion Officer. This new role plays an important part in ensuring DEI and Wellbeing initiatives are embedded throughout the organisation for years to come.

A further milestone was the inaugural DEI & Wellbeing survey which provided a foundational overview of our organisation, creating a baseline to monitor progress over time. With 50% of staff participating, the survey results provided valuable insights into the demographics, experiences and diversity of staff while also identifying areas where we can further strengthen DEI across the organisation moving forward.

Key survey insights:

- 92% of staff believe Holyoake actively promotes an inclusive culture and 87% feel they can be their complete, authentic selves at work.
- 19% of respondents identify with diverse sexual orientations and 85% feel comfortable discussing their gender identity or sexuality at work.
- The cultural capability of staff is a key strength with the team able to communicate verbally in 12 different languages.
- Several respondents indicated blended or multi-ethnic backgrounds, reflecting the intersectionality and complexity of cultural identity within the team.
- 92% of staff would recommend Holyoake as a good place to work and 81% feel valued and recognised for their contributions.

As we reflect on the past year, we are proud of the progress and changes made in embedding Diversity, Equity, Inclusion, and Wellbeing across Holyoake. The insights gained through our inaugural DEI & Wellbeing survey have reinforced the strengths of our organisation whilst highlighting opportunities for further growth and improvement. Critically, we acknowledge that meaningful change takes time and is a continuous journey that requires a shared responsibility and whole of organisation commitment.





Commitment to reconciliation

2024 - 2025 marked the third and final year of Holyoake's first 'Stretch' Reconciliation Action Plan (RAP). During this time, Holyoake built upon the strong foundations of the first two years of our RAP, achieving a significant amount of meaningful work, contributing to our reconciliation journey.

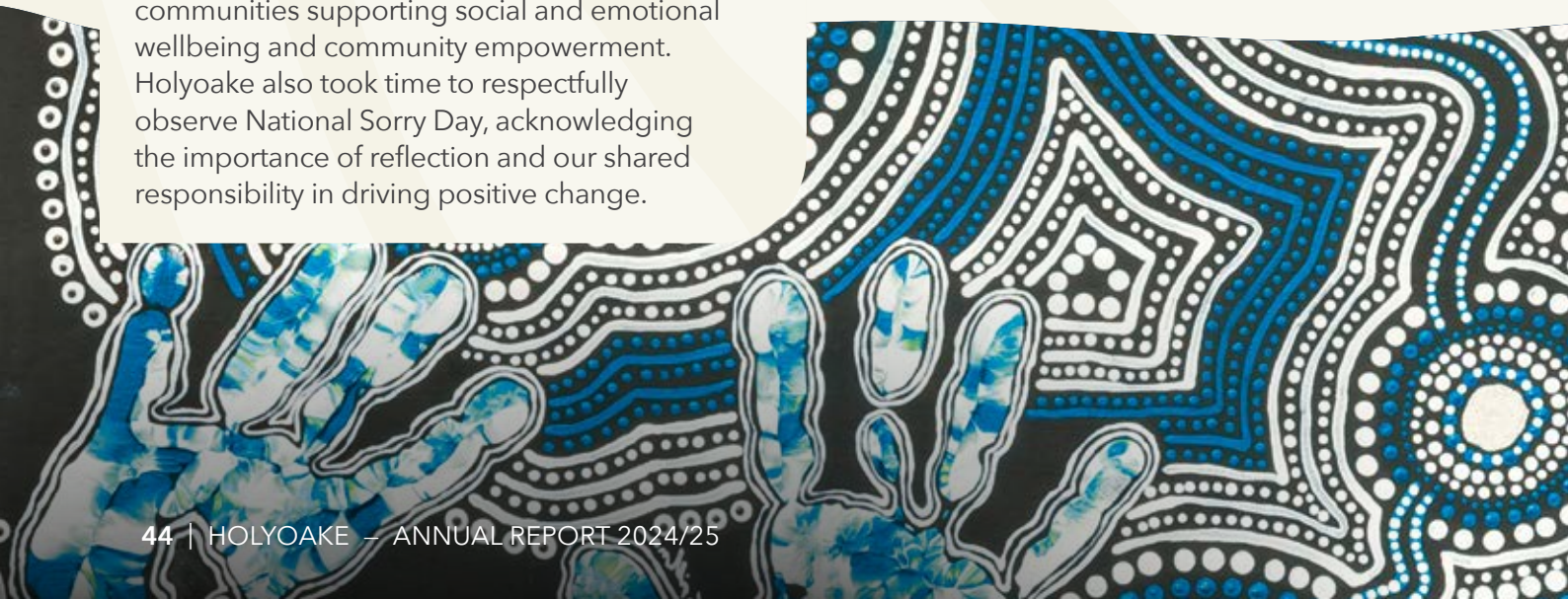
Holyoake understands the importance of culture, with Acknowledgements of Country embedded in meetings and cultural awareness strengthened through ongoing learning and culturally responsive ways of working with Aboriginal and Torres Strait Islander peoples. This commitment is reflected in our policies, employment practices, student placement opportunities, the continued development of culturally safe and inclusive environments and the appointment of a Wellbeing and Inclusion Office - a dedicated role to assist in driving wellbeing and inclusion initiatives across the organisation.

Holyoake's RAP Committee played a key role in guiding our journey of understanding and recognition. This included participation in cultural celebrations such as NAIDOC Week and National Reconciliation Week (NRW), a cultural tour to Wadjemup (Rottnest Island), and a range of cultural immersions including breakfasts, smoking ceremonies, and truth-telling. Holyoake's Prevention Team collaborated with Aboriginal Community-Controlled Organisations to facilitate meaningful initiatives in regional communities supporting social and emotional wellbeing and community empowerment. Holyoake also took time to respectfully observe National Sorry Day, acknowledging the importance of reflection and our shared responsibility in driving positive change.

In addition, this year saw the establishment of a Yarning Circle, an inclusive and culturally safe space, dedicated exclusively to Aboriginal staff to come together, share experiences, support one another, and reflect on both their successes and challenges.

The voices and perspectives of Aboriginal people are paramount in guiding culturally safe service delivery. Holyoake's Cultural Advisors play a vital role in providing cultural guidance and raising awareness among staff, students, and volunteers. They actively contribute to the RAP Committee and assist in building respectful relationships between Holyoake and Aboriginal communities across the Perth metropolitan area and throughout the wider state. In addition, they offer support to Aboriginal and Torres Strait Islander staff, students, and volunteers across all Holyoake sites.

We look forward to continuing our reconciliation journey and expanding the membership of our RAP Committee, as we begin developing our next RAP - exploring new ways to deepen our commitment to reconciliation.





Financial statement



Holyoake's strong governance framework and practices, continued government support and growth opportunities assisted in achieving another successful year resulting in a strong surplus.

Financial sustainability

Holyoake's growth strategy is underpinned by building its financial sustainability through effective cost management and growth through innovation while building and maintaining reserves for the future.



> Expenses

Operating Expenses	23.6%	\$3,041,045
Employee Expenses	76.4%	\$9,832,760

Total	100%	\$12,873,805
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> Revenue

Grants Income	96.4%	\$14,307,459
Other Income	3.6%	\$531,969

Total	100%	\$14,839,428
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Thank you

Our experience on the frontline of alcohol, drug and mental health recovery and prevention tells us that when we come together - as specialists and practitioners and partners and collaborators - our impact is amplified.

And that impact wouldn't be possible without the significant contributions from our **major funders** and **donors**. You are fostering positive change in the lives of so many West Australians.

2025 marks 50 years of walking alongside people impacted by alcohol, drugs, and mental ill health. **To everyone who has been part of the Holyoake journey** - consumers, families, volunteers, staff, partners, funders, stakeholders, and communities - **thank you. You have shaped who we are today.**



Government of Western Australia
Mental Health Commission



WA Primary
Health Alliance
Better health, together



STAN PERRON
CHARITABLE
FOUNDATION



Government of Western Australia
Department of Justice



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75 Canning Highway,
Victoria Park, WA 6100

p (08) 9416 4444

e clientservices@holyoake.org.au

Midland

4 Stafford Street,
Midland, WA 6056

p (08) 9274 7055

e NEMCADS@holyoake.org.au

Outreach services

We also offer outreach services
in Ellenbrook, Mundaring and
Kalamunda.

Wheatbelt

Northam

133 Fitzgerald Street East,
Northam, WA 6401

p (08) 9621 1055

p 1800 447 172

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Northam Medicare Mental Health Centre

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