



HOLYOAKE

Whenever you're ready.

*Celebrating*

50

Years



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

Special thanks to Lynne Anderson, Shirlene Allen, Grace Trusso, Jill Parry, Julie Hodgeson, Phil Ryan, Lorne Ferster and Nicki McKenna who were involved in the production of this book to mark this anniversary.

**Holyoake.**

Celebrating 50 years  
walking alongside people  
impacted by alcohol, drugs  
and mental ill health.

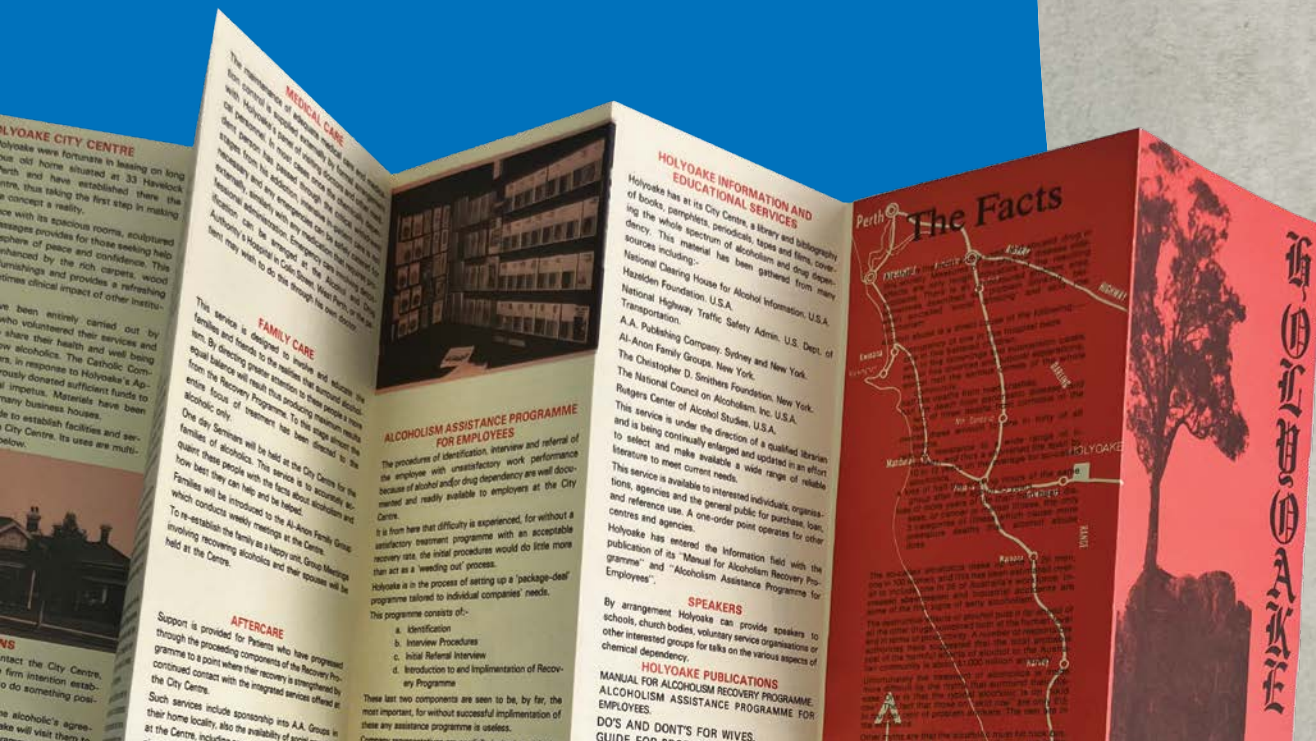


*Wiyiwarr-Jaru Turtles  
represent longevity  
and protection.*



The name 'Holyoake' is derived from the site of an old timber settlement on the outskirts of Dwellingup in Western Australia. Some 90 acres of land on this site was granted to our founders by the Minister of Land and Forests to build a residential facility which unfortunately was not progressed due to the significant resources needed.

Instead, they established a Holyoake City Centre office at 33 Havelock Street in West Perth.



# Holyoake. Celebrating 50 Years



**2025 marks 50 years of Holyoake walking alongside people impacted by alcohol and other drugs, and mental ill health.**

What began in 1975 in Perth as a deeply personal response to lived experience, founders John Keating and Anita Day established Holyoake to offer others the support, hope, and confidence they themselves had needed. Their vision was grounded in compassion and innovation – pioneering a holistic, family-systems approach to counselling and peer support.

From the very beginning, Holyoake recognised that these challenges don't exist in isolation. Families – especially children and partners – were placed at the heart of the work. Peer groups complemented individual counselling, creating safe spaces for people to feel seen, heard, and understood. No one had to walk the path alone.

Over five decades, Holyoake has evolved – growing into a dynamic, evidence-based, trauma-informed organisation. While our locations, capabilities, and services have

expanded, our purpose remains unchanged: To help people find the support, hope and confidence they need to live the life they choose.

Today, we continue to address the complex, overlapping challenges of alcohol, drug use, and mental ill health with compassion and care. Our team of professionals meet people wherever they are at, whenever they're ready.

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.

From young children to adolescents, adults, and families – we've walked with hundreds of thousands, unconditionally and without judgement. And we'll continue walking, for as long as we're needed.

**Here's to 50 years of hope, and the many years ahead.**

**"The Holyoake approach is unique to us and it guides the way we work. It is the foundation for our decision-making and the way we care for our consumers."**

Ben Smith



# In the beginning

## John Keating

In the early seventies, problem drinking was generally treated as a disease; the advice was to “detox, sober up, and pull up your socks”.

John Keating was determined to find a better way.

It takes a visionary to question the status quo. 50 years ago, John Keating wasn't happy about the limited support available to people struggling with problem drinking, and their families. Determined to offer an alternative, he founded Holyoake along with his friend Anita Day. Their pioneering spirit laid the foundation for a holistic, non-judgemental approach to support people impacted by alcohol and other drugs, as well as their family and friends.

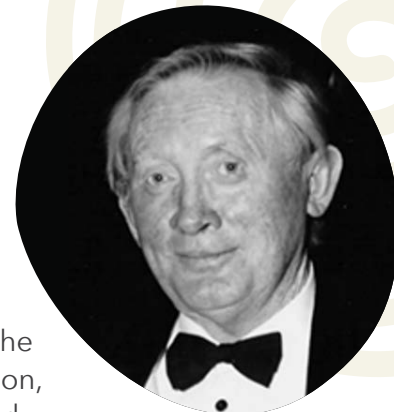
John's struggles with alcohol and the known effects on his family from personal experience led him to set up Holyoake, following time in a locked ward in Graylands. From here, a trip overseas on a Churchill Fellowship and a visit to the Hazelden Addiction

Treatment Centre in America to study their model of dependency and recovery, saw him discover other ways of addressing the issue of problem drinking. He returned with a vision of a place that would provide support, awareness and an alternative way to live – Holyoake. This vision, led by his characteristic tenacity brought together Anita Day and a small group of equally passionate and dedicated people who, like himself, were concerned about the desperate lack of help available to individuals and families with alcohol-related problems in Western Australia.

Born the eldest of five brothers in 1931, John attended the Christian Brothers College in Perth and St Ildephonsus College, New Norcia, leaving the college to become a cadet surveyor with the Lands Department. Having completed his land survey licence and as second in charge to John Morgan, Surveyor General of the Lands Department for the major

mapping expedition of the Kimberley region, John left to work in private practice as a licensed surveyor in the late 1950's where his work carried him from the Kimberley to Esperance, with long periods of isolation away from his family. As with most things that John did during his life, he died with minimum fuss, marking the end of an extraordinary life of an extraordinary man, dedicated to helping others in their battle with substance use.

John was a man who understood the nature of human frailty and the needs of ordinary families, becoming highly respected for his work recognising children as 'innocent victims' within these troubled families. A core value held by John, that continues today within Holyoake, is the unique focus in offering help to families, regardless of whether the person with the alcohol or other drug related problem seeks help.





## Anita Day

As a young mother with a toddler and a baby on the way, Anita's ability to cope with her own life disintegrated when she lost the baby she was carrying after her husband walked out. To help her cope, the doctor prescribed sleeping tablets, then mild tranquillisers, then stronger tranquillisers until, in her own words, she was 'hooked.'

Before long, Anita's life had deteriorated into a foggy haze where prescription drugs provided the only comfort. Bewildered by what was happening to her, Anita's family admitted her to Graylands following several suicide attempts. It was here that she met John Keating who was also struggling with life and coping through alcohol. They became good friends, talking often of their own problems but also of the havoc they knew these core problems were causing in the lives of the people who loved them.


Family connections were very strong for both Anita and John and helped in their resolve, not only to triumph over

the chemicals ruling their lives but to also do something to support other victims of alcohol and other drug dependency - the families, partners, children and friends whose lives were being disrupted by the addiction of someone they loved.

Encouraged by John and others in the professional field of alcohol and other drugs, Anita applied for the Women's Fellowship in 1979 and with a personal subsidy, returned to Holyoake to set up alcohol programs for children, teenagers, parents and families.

It was this lived experience that led to Anita co-founding one of the most innovative and successful programs in the country for people whose lives were being impacted by alcohol use.

In 1989, Anita left Holyoake to care for her father who was very ill. The next five months would be a special time for them to talk about their lives and reminisce, influencing her move into a career supporting elderly people often with disabilities.



**"It is a job which brings a great deal of personal satisfaction and which, once again, provides support to people who are victims of a condition that controls their lives but over which they have no control."**

Anita Day, 1979

# Our volunteer roots

**Between 1975 and 2000, Holyoake's success was built on the unwavering commitment of its volunteer workforce - the true backbone of the organisation during this formative era.**

Driven by compassion and a desire to make a difference, volunteers dedicated their time and energy to supporting vital services, receiving only a modest remuneration of \$10 per fortnight, or \$20 per group session for two facilitators.

Their efforts laid the foundation for Holyoake's Group Counselling programs, which were already evolving through the hands-on experience and dedication of these early pioneers. A pivotal shift occurred in 2000 when Holyoake became a Registered Training Organisation, enabling volunteers to be formally trained and gain the

Certificate IV in Drug and Alcohol Counselling. This marked a turning point, transitioning the volunteer model into a more professionalised service, and significantly increasing the number of staff with tertiary counselling qualifications.

This legacy of learning and development continues today through Holyoake's robust student placement program, hosting over 20 students annually. These students gain essential practical experience in both individual counselling and group facilitation - a direct continuation of the spirit and purpose that defined the volunteer era. Holyoake's past is a testament to those volunteers whose dedication helped shape the organisation into what it is today.



# Key Milestones

Holyoake is Incorporated  
on 31 October, 1975

1975

**HOLYOAKE**

1976

**"Holyoake City Centre"  
opens at 33 Havelock Street,  
West Perth.**

John Keating was instrumental in setting up the WA Network of Alcohol and Drug Agencies (WANADA), assisted in the founding of Cyrenian House and was elected President of the Alcohol and Drug Council of Australia.

**Holyoake receives Jaycees  
"Better Community" Award.**



1977

The first Holyoake City Centre publication is released.  
**Residential care for men  
with alcohol challenges  
commenced at 33 Havelock  
Street, West Perth.**

John Keating awarded Churchill Fellowship to study alcoholism in the USA.

1978

Implements the  
first non-residential  
treatment program for  
dependent persons.

1979

Anita Day awarded W.A. Women's Fellowship Award and travelled to the USA to visit Treatment Centres.

**Co-dependents Program  
for partners is launched.**

Holyoake commences Training for health professionals in the community including social workers, psychologists, pastors, nurses, teachers and doctors as well as new staff and volunteers.

1980

Children's Program  
launched.

1981

Name changed to "Holyoake, The Western Australian Institute on Alcohol & Addictions".

**John Keating presents a paper  
"The Role of Family Treatment as  
an Effective & Early Intervention  
Process" in Vienna, Austria.**

Residential care for women commences in Bulwer Street, Perth.

**Non-residential Treatment Centre and  
Administration is moved to the top  
floor of 65 Newcastle Street, Perth.**







Young Peoples Program launched.

1982

1984

Holyoake extends lease to the entire building at 65 Newcastle Street, Perth as services grow.

**Jan Battley joins Holyoake to run the Children's Program and assist with funding and administration.**

Mandurah Alcohol & Rehabilitation Inc. is handed over to Holyoake.

1986

1988

**Name changed to Holyoake, The Australian Institute for Alcohol & Addictions.**

Adolescent and Parents Talk Programs launched.

**Holyoake establishes its first regional branch in Porter Street in the eastern Goldfields town of Kalgoorlie.**



Holyoake launches the Adult Children of Alcoholics Program later named "Childhood in Perspective" to reflect the language changes to the Holyoake Model, focused on social learning and the stress and coping model.

1990

1989

John Keating joins the Holyoake Board as Executive Director and President of Holyoake.

**New Holyoake Affiliates are opened in New South Wales, Victoria, South Australia, Queensland, Tasmania and Alice Springs, Northern Territory.**

Launch of school-based Heart Talk Program for schools in aboriginal communities.

**Holyoake is contracted by the Department of Child Services to provide programs for Youth and Parents.**

In response to the challenges inherent in the mixed gender group environment, where content was male focused, gender specific Men's and Women's 'Dependency Programs' commence. This improved the attendance of women who had felt judged because of the engrained attitudes and societal expectations of women with drug and alcohol challenges, now able to complete the 12-session program.



*Dr Jim McNulty (ADA), Ian Taylor (PM), Holyoake Goldfields coordinator Norma Bain with husband Les and Holyoake Director, John Keating.*



**Holyoake established regional centres in the Pilbara (Port Hedland) and Mid West (Geraldton).**

**1992 & 1993**

**1991**

Funded by Healthway, a children's book "The Ghost of Alcohol Lives in Our House" is developed, supporting Holyoake's work with children. The initiative was the first of its kind in Australia, with the production of two illustrative workbooks for children and adolescents, together with a manual for caregivers and community workers supporting young people.

**Holyoake's Southwest Regional Centre is established in Bridgetown, run by Elizabeth Walsh, a former Co Dependents Program Co-ordinator in Newcastle Street.**

**1994**

**Residential care for Men in Havelock Street, Perth is closed.**

Newcastle Street premises are refurbished.

**Women's Residential Services is handed over to Zonta Women's Services, together with the Homeswest Property and the Community Development Grant.**

Driven by the work of clinical psychologist Dr Janis Fairbairn's 'Partners of Problem Drinkers' research with Holyoake consumers, the Conceptual Model Shift was introduced to Holyoake's clinical practice, initiated and led by Jan Battley. A series of clinical staff workshops took place to review process, language and content changes in counselling and in the programs. This was a major achievement for this time; an effective strategy resulting in immediate buy in from many clinicians feeling restricted by the 12-step disease model. Implementation was rapid with staff leading by example by changing language, rewriting the manual, the content of lectures as well as clinical practice towards 'Social Learning Principles for Group Counselling Cognitive Behaviour Therapy'.

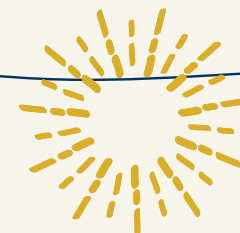
**1995**

Holyoake's conceptual model is changed to exclude the Disease Model; replaced with Harm Minimisation and Social Learning principles.

**1996**

**Jan Battley becomes Executive Director of Holyoake.**

Funding was obtained to run the Prison to Parole Program.





Holyoake obtains a contract for a Community Drug Service Team in the Perth North East Metro Area (NECDST) operating from Oake House in Midland, at 14 Sayer Street.

1997



Wheatbelt Community Drug Service is established in the Wheatbelt town of Northam.

Outreach Art Therapy Program "Theraplay" commences for mothers and their children.

1999

1998

Two new streams of the Parent Program are developed to meet the needs of families with adolescent and adult children.

2000

Holyoake obtains 'Registered Training Organisation' status. This was pivotal in Holyoake's service delivery with volunteers being trained as counsellors and obtaining the Certificate IV in Drug and Alcohol Counsellor qualification.

**Holyoake founder John Keating passes away, aged 69. (August 26). Peacefully and without fuss, the end to extraordinary life of an extraordinary man, dedicated to helping others in their battle with substance use.**

The transition from volunteer to counsellor resulted in the development and evolution of Group Counselling as it operates within Holyoake today with a significant increase in the number of staff with tertiary counsellor qualifications. During this time, Holyoake launches a student placement program with students facilitating Group Programs. Holyoake continues to host over 20 students each year to support their practical work experience in one-to-one counselling as well as Group facilitation.



**"Almost 20 years ago a child named Holyoake was born... Having passed through a frail childhood and sometimes troubled adolescence, this child has reached adulthood and can stand alone and independent as the Holyoake Model."**

John Keating, 1994

2001

A further extension of the conceptual model introduces the Stress/Coping Model, providing further evidence in the process of dependency. The underlying philosophical principles of 'acceptance and respect', person centred', self-responsibility', peer inspiration' and 'non-confrontational' evolved to form the Holyoake Approach.



**New Holyoake logo and name change  
'Holyoake, Australian Institute for Alcohol  
and Drug Addiction Resolutions.**

Joyce Lloyd is awarded The Geoff Lysle Commemorative Award for her contributions in the field of alcohol and drugs.



Centrecare Darwin affiliates with Holyoake.

**Executive Director Jan Battley is honoured  
for 20 years' service at Holyoake.**

Holyoake Life Membership is launched, awarding Jan Battley its inaugural life membership.

The last client appointment is scheduled for Newcastle Street (27 October) as Holyoake moves to 75 Canning Highway, Victoria Park.

2002

2003

Holyoake delivers the National Conference on Alcohol and Other Drugs in Tasmania.

The Wheatbelt Community Drug Service team (WCDST) launches the Drumbeat music therapy program in two schools, led by Simon Faulkner and Les Collard. This is later formalised and relaunched as DRUMBEAT® to operate as a social enterprise from 2005 with a team of eight people and significant donor funding for DRUMBEAT® and DRUMBEAT Quest®.



Holyoake extends its services in two new community sites at Drug and Alcohol Centres in the Perth suburbs of Warwick and Fremantle.

2004

2005

**Holyoake Mandurah Rehabilitation  
Residence is closed due to lack  
of funding.**

Simon Faulkner is awarded a Churchill Fellowship, 30 years after John Keating's award. Simon studies music therapy in Canada, the US and Hawaii to enable the expansion of the DRUMBEAT® youth program.

**Nicki McKenna is appointed  
Acting Executive Director.**

Chair Marylyn New appoints Gerry Walsh and then Margaret Jackson as Executive Directors.

2006

2007

Holyoake appoints Angie Paskevicius as CEO.

**Official opening of  
75 Canning Highway,  
Victoria Park (23 February).**







Holyoake establishes dedicated Alcohol and Other Drugs (AOD) and Suicide Prevention teams.

The REFLECT Reconciliation Action Plan is released.

**2016**

**2018**

**Holyoake releases the 'Innovate' Reconciliation Action Plan following years of development and collaboration with Reconciliation Australia.**



**2019**

**Holyoake secures major funding from Lotterywest to undertake renovations for its head office in Victoria Park.**

The WCADS team moves from 4 Elizabeth Place and 95 Wellington Street to 133 Fitzgerald Street East, accommodating all staff at one location.

**2020**

**Holyoake re-opens Victoria Park to unveil major renovations. Staff return to modern facilities after six months of online telehealth consumer counselling and support.**

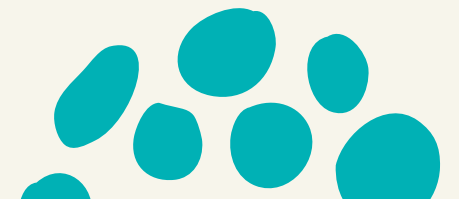
A review of the Holyoake Approach takes place with a new philosophical principle called 'Connection' (alongside Self-responsibility; Person Centred; Peer Inspiration; and Acceptance & Respect) added to reflect the understanding that each person operates within a system of family and community. Connection also refers to the therapeutic alliance between counsellor or group members and the person.

**Holyoake's Evidence-based Approaches are updated to include Acceptance and Commitment Therapy, Mindfulness, Expressive Therapy's, Narrative Therapy, Trauma Informed Care, Culturally Sensitive Practice, and Integrated Care.**

**2021**

**Marylyn New steps down as Chair.**

Angie Paskevicius steps down as CEO.





Interim CEO Lorraine Keane appointed CEO.

Holyoake unveils new Strategic Plan focusing on services addressing co-occurring AOD challenges and mental ill health.

Formal endorsement is received for the 'Stretch' Reconciliation Action Plan by Reconciliation Australia.



2022

2023

Commencement of the Pat Giles Centre for Non-Violence Capacity Building project to increase AOD and mental health knowledge skills of PGCNV staff.

The Mental Health Commission awards Holyoake a significant new contract to deliver the AOD Community Prevention Service across five WA regions.

Launch of the Diversity, Equity and Inclusion Committee.

Appointment of Ben Smith to WA Association for Mental Health Board (WAAMH).

Casey Kickett joins Holyoake as a Cultural Advisor.

In Partnership with WA Police, the innovative Family and Domestic Violence Alcohol and Other Drug (FDV/AOD) Brief Intervention Program RISE is piloted.

2024

Holyoake launches the first ever co-located AOD/Mental Health Service in Australia with the Northam Head to Health Service.

Delivery of the St John WA AOD Capacity Building project.

Holyoake launches a refresh to its brand and visual identity. With Holyoake blue still central to the new brand, a new colour palette and graphic elements are added to give depth, variation and engagement through the consumer centric tag line 'Whenever you're ready'.

An intuitive consumer focused website and a refocused Holyoake Approach are also launched as part of this project.



2025

Holyoake appoints Ben Smith as CEO.

**Celebrates 50 Years of service to the Western Australian community.**

# Holyoake today

**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 affected 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.

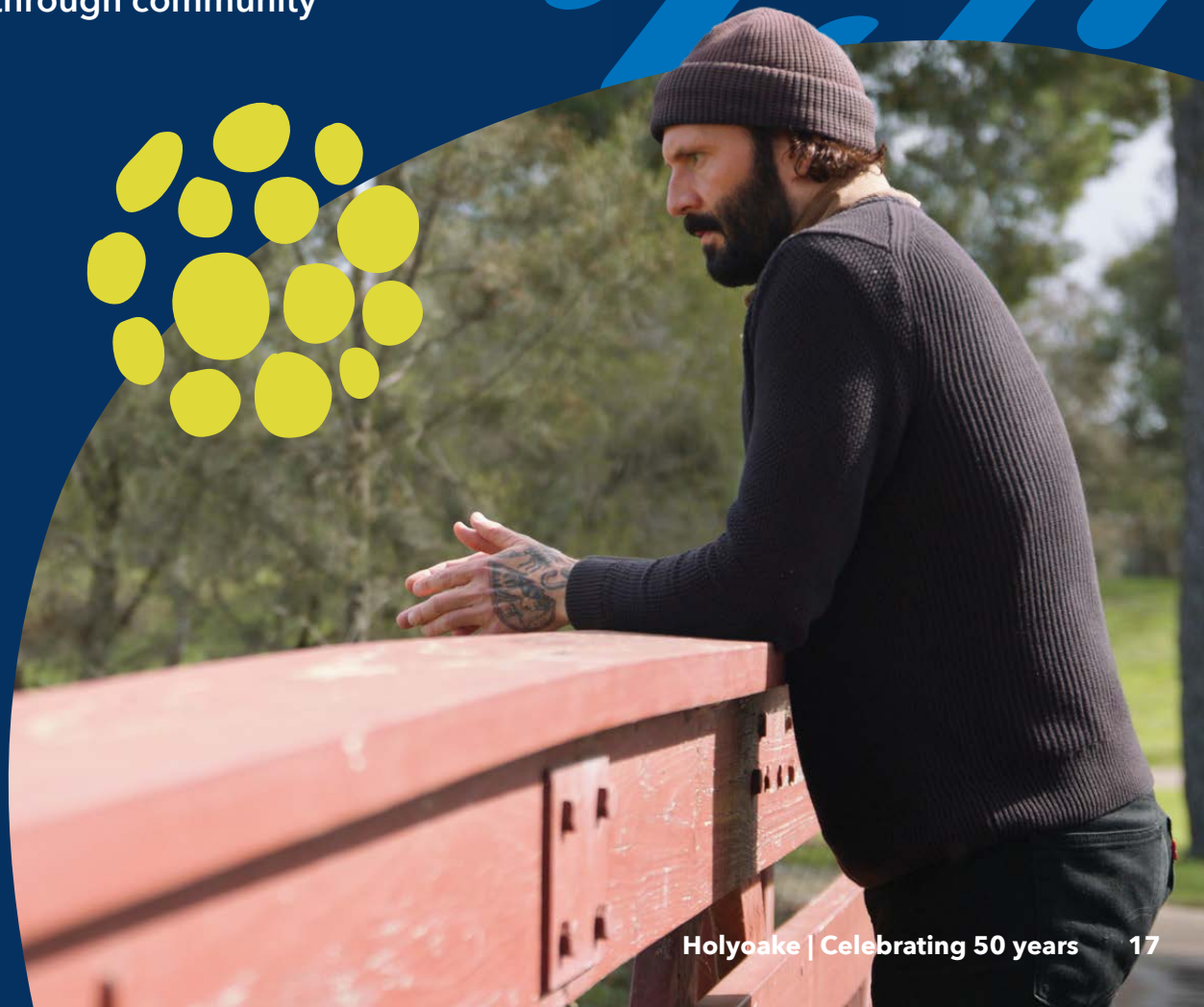


# Community impact

Holyoake's operational footprint continues to extend beyond the Perth Metropolitan and Wheatbelt regions, with services also delivered across the Kimberley, Mid-West, Goldfields, Great Southern, and South West through community prevention strategies.

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

Our dedication to community support is clearly demonstrated by the visibility and accessibility of our teams. From Broome to Bruce Rock, Dowerin to Dalwallinu, Moora to Mukinbudin, and Wundowie to Westonia - we are committed to being present where we're needed most.





# A new chapter

**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, led by Chair Deb Morrow who, within her own personal story, has direct links back to our founder John Keating.

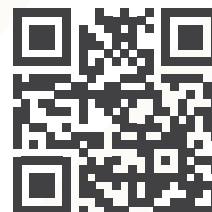
We remain committed to walking alongside those we serve, delivering with passion and integrity whilst evolving to meet the needs of tomorrow.

**"I'm fortunate for the opportunity to represent and lead Holyoake, particularly given its incredible history. We're very conscious of doing Holyoake proud - and when I say that, I'm talking about the thousands of employees and consumers who have come before us."**

Ben Smith



Ben Smith,  
CEO



Scan the code to watch a video celebrating 50 years of our story and our community.



# Thank you

2025 marks 50 years of walking alongside people impacted by alcohol, drugs, and mental ill health.

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.

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.

**"We are here to serve and support the WA Community, and thank our funders and supporters for enabling this."**

Deb Morrow, Chair



## Perth Metro

### Victoria Park (Head office)

75 Canning Highway,  
Victoria Park, WA 6100

**p** (08) 9416 4444

**e** [clientservices@holyoake.org.au](mailto:clientservices@holyoake.org.au)

### Midland

4 Stafford Street,  
Midland, WA 6056

**p** (08) 9274 7055

**e** [NEMCADS@holyoake.org.au](mailto:NEMCADS@holyoake.org.au)

### Outreach services

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

**holyoake.org.au**

## Wheatbelt

### Northam

133 Fitzgerald Street East,  
Northam, WA 6401

**p** (08) 9621 1055

**p** 1800 447 172

**e** [adminnortham@holyoake.org.au](mailto:adminnortham@holyoake.org.au)

### Northam Medicare Mental Health Centre

133 Fitzgerald Street East,  
Northam, WA 6401

**p** (08) 6383 8040

**e** [nmmhc@holyoake.org.au](mailto:nmmhc@holyoake.org.au)

### Narrogin

80 Federal Street,  
Narrogin, WA 6312

**p** (08) 9621 1055

**p** 1800 447 172

**e** [adminnortham@holyoake.org.au](mailto:adminnortham@holyoake.org.au)

### Merredin

Kitchener Road,  
Merredin, WA 6415

**p** (08) 9621 1055

**p** 1800 447 172

**e** [adminnortham@holyoake.org.au](mailto:adminnortham@holyoake.org.au)