



YEAR IN REVIEW 2021-2022

OUR VISION:

A future where there are no barriers to access help for mental health and wellbeing.

OUR MISSION:

We provide easy and early access to mental health and wellbeing support for all Australians.



OVERVIEW



2021-2022 WAS A LANDMARK YEAR FOR WHITE CLOUD FOUNDATION WITH THE LAUNCH OF THE WHITE CLOUD TELE-MENTAL HEALTH SERVICE, EXPANSION OF MEALS FOR MUMS ACROSS QUEENSLAND AND THE INTRODUCTION OF WHITE CLOUD SPORT.

COVID-19, as well as flooding, the rising cost of living and other stressors, continued to impact on the mental health of Queenslanders during 2021-22.

To provide support to those in need, White Cloud Foundation (WCF) fast-tracked the launch of its Tele-Mental Health Service and expanded its Meals for Mums service further across Queensland.

To fund these services, WCF increased its fundraising activity by introducing new events, building its corporate partnership and working with individual donors and fundraisers. WCF was also successful in securing a number of grants including support from Queensland Health.

THANK YOU

WCF IS EXTREMELY GRATEFUL TO THE MANY VOLUNTEERS, DONORS, SPONSORS, AMBASSADORS AND PRO BONO SERVICE PROVIDERS WHO HELP ENSURE WE CAN DELIVER OUR PROGRAMS AND SUPPORT PEOPLE BATTLING DEPRESSION.

WCF WOULD PARTICULARLY LIKE TO THANK THE FOLLOWING MAJOR SUPPORTERS FOR 2021-22.



**Queensland
Government**



JAMES FRIZELLE
CHARITABLE FOUNDATION



OUR SERVICES & PROGRAMS

WCF was incredibly busy in 2021-22 launching new programs and service while expanding others.

With the help of some funding from Queensland Health, we were able to expand our Meals for Mums service from its original base in the Northern suburbs of Brisbane to right across Queensland.

The volunteer-driven peer support program, Steaks with Mates, also expanded from its core group that meet once a month at the Story Bridge Hotel to four groups meeting at locations in Brisbane's CBD, Eatons Hill and the Gold Coast.

Most significantly, WCF was able to launch its novel Tele-Mental Health service in August 2021 thanks to the financial support of the Frizelle Charity Foundation, Motorama and Archers The Strata Professionals.

This service is operated under the supervision of the WCF Clinical Advisory Group chaired by Dr Angela White.

The service has grown and developed over the year to provide multidisciplinary treatment and support via telehealth to Queenslanders over 12 years of age, no matter where they live.

White Cloud Sport is a program that evolved following the launch of the Tele-Mental Health Service. It is a program tailored at state-wide, national, and local sporting organisations which provides access to the Tele-Mental Health Service along with other tools to help develop an organisation's culture of mental wellness.

WHITE CLOUD TELE-MENTAL HEALTH

Launched in August 2021, WCF's novel telehealth service provides easy access to a multidisciplinary team of mental health professionals who provide treatment and support for depression and/or anxiety from multiple fronts.

While the service is available to help people no matter where they live, it is particularly geared to provide access to treatment in regional, rural and remote areas of Australia that currently have limited mental health care options.

The White Cloud Tele-Mental Health Service is based on the highly successful and internationally acclaimed Tele-Cardiac Investigations Program developed by White Cloud Foundation Founder Professor Adam Scott. It is operated under the clinical guidance of fellow White Cloud Foundation Board member Dr Angela White BA (HONS), MCP, PHD MAPS (CLIN) and a Clinical Advisory Group. Angela has over 30 years experience across mental health practice and research and she is currently the Director of Psychology at Royal Brisbane and Women's Hospital.

Providing the Tele-Mental Health Service to our clients is a multidisciplinary team of mental health specialists including psychologists, exercise scientists/physiologists, dieticians, counsellors, mental health nurses and social workers. This team works together to develop individualised treatment plans that address a client's specific needs and symptoms, and arms them with strategies to better manage their mental and emotional health.

White Cloud Tele-Mental Health is not a 'crisis hotline'. We specialise in preventing depression and anxiety from developing or worsening, restoring wellness and quality of life, and building resilience for the future. This service is currently available free-of charge to Queenslanders over 12 years of age. All appointments are conducted via phone or video conferencing and clients do not require a GP referral or Mental Health Plan to receive treatment and support.

342 CALLS



have been made to the White Cloud Tele-Mental Health service by people seeking treatment and support for depression and/or anxiety from all over Queensland.

90 ONLINE REFERRALS



have been received from various hospitals and other health care providers across Queensland. Many of the online referrals are mothers who also receive Meals for Mums.

514 APPOINTMENTS



have been conducted by different members of our multidisciplinary team. All appointments are conducted over the phone or via video conferencing.

3,068 VOLUNTEER HOURS WORKED



by a team of over 30 volunteers and students. These volunteers consist of clinicians as well as admin staff to answer the phones.

WHITE CLOUD TELE-MENTAL HEALTH

The development, launch and continuing operation of the White Cloud Tele-Mental Health Service was made possible through the financial and pro-bono support of:



JAMES FRIZELLE
CHARITABLE FOUNDATION

MOTORAMA®

Charity Foundation

ARCHERS

THE STRATA PROFESSIONALS



connected
platforms



TANGALOOMA
ISLAND RESORT



VANTAGE POINT
ROOFING

CORRS
CHAMBERS
WESTGARTH
lawyers



While the Tele-Mental Health Service is available to all Queenslanders, the marketing of it to date has been very targeted and strategic. White Cloud Foundation is focussed on ensuring its service model is sustainable and has therefore purposefully elected to build it slowly rather than overwhelm its clinicians in the early stages. This approach has also enabled WCF to bed down its team and operating systems along with all policies, processes, and procedures.

Some of the major highlights for the White Cloud Tele-Mental Health Service in 2021-22 include:

- The service was launched in Longreach in August 2021.
- Over 30 clinical and administrative volunteers and students were recruited to operate the service. These include psychologists, social workers, counsellors, exercise physiologists, dietitians, a mental health nurse and telephone operators.
- Partnerships were put in place with multiple universities to secure provisionally qualified students on placement to provide treatment and support to clients.
- IT infrastructure, equipment, programs, and ongoing support were secured through Connected Platforms and Dell.
- Corrs Chambers Westgarth provided pro-bono legal advice on matters including privacy and consent.
- Dr Angela White, Director of Psychology at RBWH was appointed to the Board.
- A Clinical Advisory Group was formed to oversee the Tele-Mental Health Service.
- Child Safety and Protection policies and procedures were put in place in line with Blue Card requirements.
- Permanent Tele-Mental Health Office was opened on St Paul's Terrace, Fortitude Valley.
- Regional launches were held in Rockhampton and Mackay in conjunction with Meals for Mums.
- Partnerships were formed with multiple corporates and sporting associations for the provision of the service. (Read more under White Cloud Sport.)

WHITE CLOUD SPORT

White Cloud Foundation understands that in order for an athlete or sportsperson to perform at their best, they need to be not only physically fit but mentally fit.

That's why White Cloud Foundation introduced its White Cloud Sport program which offers Sporting Associations the opportunity to partner with us in providing mental health treatment and support to members, athletes, players, administrators, families, and other affiliates.

White Cloud Sport provides sporting associations and their affiliates with:

- Access to the White Cloud Tele-Mental Health Service for all members, players and athletes, administrators, volunteers, affiliates, and their family members; and
- Ongoing support for the development and maintenance of mental health programs.

WCF formed partnerships with the following sporting associations in 2021-22:



STEAKS WITH MATES

Steaks with Mates is a volunteer-led program that offers social interaction and peer support for men battling depression and anxiety.

Each Steaks with Mates group consists of trusted, like-minded friends, friends-of-friends and business associates, who get together each month at a local pub for a steak, a beer, and a chat.

The program was started by Ossie Niksch, who still leads the core Steaks with Mates group that meets on the first Tuesday of every month at Brisbane's Story Bridge Hotel.

In 2021-22, a new group established by David Hertweck met at locations including the Story Bridge and Port Office. Another group formed at the Eatons Hill Hotel and one at the Gold Coast.

2021-2022

1,160 FAMILIES

with mums struggling with perinatal depression helped in 2021-22



REFERRAL PARTNERS

116



Our referral sources include major hospitals and other healthcare and welfare providers.

1,526 REFERRALS

of new or pregnant mums who either have or are at risk of developing perinatal depression were received from referral partners.



MEALS 18,025

were delivered to families in 2021-22.



**Queensland
Government**



RayWhite

TOOWOOMBA | RURAL TOOWOOMBA



BRAVUS
MINING & RESOURCES

MEALS FOR MUMS

Meals for Mums provides nutritious, home-delivered meals to mothers with or at risk of developing perinatal depression. These mothers are referred to WCF by hospitals and other health care providers. The service was launched into the northern suburbs of Brisbane in 2016 (through Royal Brisbane and Women's Hospital) and expanded into southern Tasmania in 2018.

In 2021-22, thanks to a grant from Queensland Health and a number of corporate sponsorships, WCF expanded the service throughout Queensland.

Official launches were held on the Gold Coast, Mackay and Rockhampton. While the service is already available in areas such as Cairns, Sunshine Coast and Wide Bay, launch events will be held there in 2022-23.

With the expanded geographic reach, and the continuing increased rates of perinatal depression following the pandemic, referrals to Meals for Mums increased by 157% in 2021-22 compared to 2020-21. In 2021-22, the service also supported an additional 616 mothers and their families, and supplied an additional 8,043 meals.

Queensland Health confirmed its continuing support of the service for the next three years in May 2022.

GOVERNMENT ENGAGEMENT

WCF continues to build relationships with all levels of Government.

In 2021-22, we were very grateful to be approved by Queensland Health for further funding for the Meals for Mums service. This came after WCF proved its capacity to deliver the service with its first grant from the State Government in 2020-21. The funding for 2021-22 was for the expansion of the service across Queensland.

After further proving our capability, Queensland Health has approved funding for the Meals for Mums service for a further three years commencing July 2022.

During the year, many Local, State and Federal government representatives attended various WCF events and announcements. Some notable examples include:

- Queensland Minister for Sport, Stirling Hinchliffe MP spoke at the official launch the White Cloud Sport partnership with Queensland Rugby Union at Ballymore on 27 August 2021..
- Julieanne Gilbert, Member for Mackay and Queensland Assistant Minister for Health, along with Mackay Mayor Greg Williamson attended the launch of WCF's Meals for Mums and White Cloud Tele-Mental Health Service at Mackay Base Hospital on 24 September 2021.
- Toowoomba Regional Council Mayor Paul Antonio attended WCF's annual Boardies & Bubbles Lunch in Toowoomba on 18 November 2021..
- Member for Rockhampton Barry O'Rourke MP spoke at the Rockhampton launch for WCF's Meals for Mums and White Cloud Tele-Mental Health Service on 7 December 2021.





OUR EVENTS

Each year, WCF hosts a number of events to raise vital funds for its services. These events range from fun runs and abseiling down cliffs to corporate lunches and paddling along the Brisbane River.

WCF's Boardies & Bubbles Lunches went to a new level in 2021-22 with the introduction of the Tangalooma event in March. With a magical location on the beach, a menu boasting fresh seafood, and a private charter to take guests over and back from the mainland, this was a truly memorable day out!

The Tangalooma lunch will return in March 2023 along with other Boardies & Bubbles Lunches in Brisbane, the Gold Coast, Toowoomba and Townsville.

COVID, rain and flood played havoc with a number of other WCF events in 2021-2022 with both the Paddle to Battle Depression and Leaping Lads having to be rescheduled. All events did, however, take place when it was safe to do so.

WCF would like to thank all the businesses and individuals that supported our events throughout the year. Whether you sponsored an event, bought tickets, registered to participate, raised money online, donated a prize for an auction or raffle, volunteered, or just showed up to watch, we are truly grateful to the difference you've made to help WCF provide its services for people struggling with depression and anxiety.

On the following pages are a short snapshot of each event organised by WCF in 2021-22.

EVENT SNAPSHOTS



BRISBANE BOARDIES & BUBBLES LUNCH

DATE:	8 October 2021
LOCATION:	Port Office Hotel, Brisbane City
TIME:	12pm – 3.30pm
TICKETS:	\$160 each
GUESTS:	150
MC:	Dan Crowley
ENTERTAINMENT:	Darren Carr, ventriloquist
SPEAKERS:	Adam Scott & Melissa Whittle
SPONSORS:	Alceon Australian Money Market Archers the Strata Professionals Cognitive Financial Partners Nivcorp Stonefish Careers

LEAPING LADS

DATE:	21 October 2021 (rescheduled from 14 October due to rain)
LOCATION:	Kangaroo Point Cliffs, Brisbane
TIME:	7am – 9.30am
MC:	Tony Auden
SPEAKERS:	Adam Scott
LEAPING LADS:	Nick Gregorski, Port Office Hotel Ossie Nicksch, Steaks with Mates/The Pest Bully Tom Kennedy, Motorama Ben Campbell, FTI Consulting Toby Disher, Doug Disher Real Estate Dave Hertweck, Port of Brisbane Andrew McCormack, Corrs Chambers Westgarth Todd Pepper, Alceon Nick Crang, National Storage Mal Watts, QRU/QLD Reds Jason Akermanis, former Brisbane Lions player Tony Auden, 7NEWS James Mackay, Councillor
SPONSOR:	FTI Consulting



EVENT SNAPSOTS



PADDLE TO BATTLE DEPRESSION

DATE:	31 October 2021 (rescheduled from 4 July due to COVID)
LOCATION:	Riverhills to Graceville
TIME:	8am – 12pm
REGISTRATION:	\$59 per person (with shirt) \$50 per person (no shirt)
PARTICIPANTS:	72 in total 33 – 20km Community Paddle 39 – 20km Paddle Race

MUMMY RUN

DATE:	6 November 2021
LOCATION:	Jack Cook Memorial Park, Toowong
REGISTRATION:	\$50 per person
TIME:	4pm – 8pm
PARTICIPANTS:	28 in total 22 – Village Relay 6 – Traditional Relay



TOOWOOMBA BOARDIES & BUBBLES

DATE:	18 November 2021
LOCATION:	The Rock Hotel, Toowoomba
TIME:	12pm – 3.30pm
TICKETS:	\$160 each
GUESTS:	101
MC:	Jason Akermanis
ENTERTAINMENT:	Darren Carr, ventriloquist
SPEAKERS:	Adam Scott & Melissa Whitley
SPONSORS:	Ray White Toowoomba & Toowoomba Rural Purcell Transport McNab Constructions

EVENT SNAPSOTS

LEAPING LADIES

DATE:	10 March 2022
LOCATION:	Kangaroo Point Cliffs, Brisbane
TIME:	7am – 9.30am
MC:	Kat Feeney
SPEAKERS:	Adam Scott Stephanie Vanden Hurk
LEAPING LADIES:	Stephanie Vanden Hurk, QAS Helen Clarke, Johnson Winter & Slattery Ally Foley, Bravus/Adani Hayley Van De Ven, RE/MAX Chloe Trim, Port Office Hotel Kylie Willman, Qantas Nicky Lonergan, Archers The Strata Professionals Kim Cullen, Archers The Strata Professionals Carolyn Lopez, FTI Consulting Nikki Newman, RBWH & STARS Shannon Parry, QRU & Olympic Gold Medallist Shantel Netzler, QRU Georgy Mayo, Transurban Kara Cook, Brisbane City Councillor, Morningside
SPONSOR:	FTI Consulting



TANGALOOMA BOARDIES & BUBBLES

DATE:	18 March 2022
LOCATION:	Tangalooma Island Resort
TIME:	10.30am - ferry departed Brisbane 12pm – 3.30pm – lunch 4pm – ferry departed Tangalooma
TICKETS:	\$220 each
GUESTS:	112
MC:	Greg Martin
ENTERTAINMENT:	Beach Tug-O-War Motorama & Tangalooma cheque presentations
SPEAKERS:	Adam Scott Damian & Mark Woelders, Motorama Bernie O'Keefe, Tangalooma

EVENT SNAPSOTS



GOLD COAST BOARDIES & BUBBLES

DATE:	17 June 2022
LOCATION:	Shuck Restaurant, Main Beach
TIME:	12pm – 3.30pm
TICKETS:	\$170 each
GUESTS:	104
MC:	Melissa Whittley
ENTERTAINMENT:	Darren Carr, ventriloquist
SPEAKERS:	Adam Scott
SPONSORS:	Prestige Cars Group Harcourts Coastal Archers the Strata Professionals

BENEFICIARY EVENTS

WCF truly appreciates all the individuals and organisations who choose to name our foundation as the beneficiary or charity partner for their fundraising events and activities.

In 2021-22, WCF was honoured to be beneficiary or charity partner of:

- F45 BUNDALL STAND STRONG AGAINST SUICIDE CHALLENGE, 24-25 July 2021
- LES CLEFS D'OR BOXING ON THE BEACH, 27 September 2021
- CHEW THE FAT LONG LUNCH CLUB COCKTAIL PARTY, 28 October 2021
- FUND MY CHALLENGE'S FREEZHOF 40 SECOND ICE BATH CHALLENGE, 1-30 November 2021
- MOTORAMA COMMUNITY PARTNERSHIP PROGRAM FOR USED CAR SALES
- USHER CUP, 28-30 January 2022
- BENNETT PHILP BEACH BOWL, 14 February 2022
- HYPOXI BULIMBA 10TH BIRTHDAY CELEBRATION & ICE BABY CHALLENGE, 12 March 2022
- SENTIO MARQUEE AT STRADBROKE RACE DAY, 11 June 2022

FREEZEHOF ICE BATH CHALLENGE

The FreezeHof 40 second Ice Bath Challenge was a social media driven campaign set up by Fund My Challenge.

The name and concept came from Ice Bath advocate/guru Wim Hof, who also launched the campaign online.

Over 40 celebrities and influencers shared their ice baths on social media. These celebrities included British comedian Russell Brand, motor racing's Travis Pastrana, the entire North Queensland Cowboys team, surfer Koa Smith and Anthony Minichiello.

Karl Stefanovic also did the challenge live on the Today Show while interviewing Adam Scott and Lincoln Lewis.



IN THE NEWS

WCF RECEIVED POSITIVE LOCAL, STATE AND NATIONAL MEDIA COVERAGE DURING 2021-22, BELOW IS A SUMMARY OF COVERAGE RECEIVED ACROSS TELEVISION, PRESS AND RADIO.

Date	Subject	Media	Info
4 Aug 2021	"New free mental telehealth program for regional Queensland"	The Courier Mail online	Story on White Cloud Tele-Mental Health launch. Story picked up on regional affiliates such as the Daily Mercury in Mackay.
4 Aug 2021	White Cloud Tele-Mental Health launch	ABC Radio Brisbane (Kat Feeney)	Interview with Adam Scott.
26 Aug 2021	Gold Coast Meals for Mums and Tele-Mental Health launch	7NEWS Gold Coast	
26 Aug 2021	Gold Coast Meals for Mums and Tele-Mental Health launch	ABC Radio Gold Coast	Interview with Adam Scott.
27 Aug 2021	"Services seal mum meal deal"	Gold Coast Bulletin	Story featuring Melissa Whittle.
16 Sept 2021	"Rural people benefit from mental health service"	Longreach Leader	Story about Tele-Mental Health service.
19 Sept 2021	White Cloud Tele-Mental Health Service	4BC (Bill McDonald)	Interview with Adam Scott.
24 Sept 2021	Mackay Meals for Mums and Tele-Mental Health launch	7NEWS Mackay	
21 Oct 2021	Leaping Lads	7NEWS Brisbane	Feature on 7NEWS weather presenter Tony Auden taking part in the event.
4 Nov 2021	FreezeHof 40 second ice bath challenge	7NEWS Gold Coast	Story featured Chris Walker and Melissa Whittle.
19 Nov 2021	FreezeHof 40 second ice bath challenge	TODAY Show Nine Network	Featured Adam Scott, Lincoln Lewis and Brad Thorn doing the ice bath at Ballymore before Karl Stefanovic did the bath live.
8 Dec 2021	Rockhampton Meals for Mums and Tele-Mental Health launch	ABC Capricornia radio	Interview with Paul Bini.
8 Dec 2021	Rockhampton Meals for Mums and Tele-Mental Health launch	7NEWS Central QLD	
8 Dec 2021	Rockhampton Meals for Mums and Tele-Mental Health launch	WIN News Central QLD	
24 March 2022	White Cloud Tele-Mental Health	Triple M Brisbane (Greg Martin)	Interview with Adam Scott.

GOVERNANCE

White Cloud Foundation is a charity registered with the Australian Charities and Not-for-profits Commission (ACNC) and has Deductible Gift Recipient (DGR) status. All its programs and services are funded through donations, grants, sponsorship and fundraising activities.

WCF is governed by a voluntary Board which meets monthly. This Board is Chaired by WCF Founder, Professor Adam Scott.

During 2021-2022, in line with the launch of the White Cloud Tele-Mental Health Service, there were a number of initiatives put in place to ensure greater governance over all WCF activities including fundraising, service delivery and administration.

- Board and management Strategic Planning Day
- Greater emphasis on budgeting and accounting of funds
- Risk identification and management
- Development of various Policies and Procedures
- Introduction of the Clinical Advisory Group
- Policy for all Board members, staff, volunteers and students to possess a Blue Card
- All Board members secured their Director's ID

WCF has also developed a corpus of funds that it plans to maintain and grow in order to ensure the future sustainability of the Foundation.

CLINICAL GOVERNANCE

All clinical operations of the White Cloud Tele-Mental Health service are led and overseen by a Clinical Advisory committee. This is a volunteer committee which meets a minimum of once a month to review policies, procedures and other matters. Members of the committee are also available as needed to provide advice and direction of individual patient concerns.

The Clinical Advisory Committee is made up of:

- Dr Angela White, Director of Psychology, Royal Brisbane & Women's Hospital (Chair)
- Dr Judith Piccone, Program Manager, Child & Youth Mental Health Service
- Dr Angelo Contarino, Clinical Psychologist, Private Practice
- Dr Vikki Knott, Clinical Psychologist, Private Practice
- Stoyan Stoyanov, Data Analyst, yourtown
- Heidi Sturk, Director, e-Mental Health in Practice, QUT
- Melissa Whittley, consumer representative

The White Cloud Tele-Mental Health service operates in line with the National Safety and Quality Digital Mental Health (NSQDMH) Standards and aims to achieve accreditation receive accreditation under the Australian Health Service Safety and Quality Accreditation (AHSSQA) Scheme in early 2023.

OUR BOARD



PROF ADAM SCOTT
CHAIR & FOUNDER



CHRIS STAPLES



PAUL BINI



KAT HORNBUCKLE



JUSTIN RIBOT



NIKKI MOLLOY



DR ANGELA WHITE



NICK CRANG

Justin Ribot resigned and attended his final Board meeting in July 2021.

Two new Board members joined during 2021-22:

- Dr Angela White, Director of Psychology at Royal Brisbane & Women's Hospital (joined October 2021)
- Nick Crang, Head of Development for National Storage (joined April 2022)

Adam Scott continued in the role as Chair and Chris Staples remained responsible for managing the Foundation's finances. Angela White assumed the role of Chair for the White Cloud Clinical Advisory Group.

All Board positions are voluntary.

The Board met monthly with the exception of September 2021. The AGM was held on 10 November.

Board Member	Meetings attended (11 meetings held)
Adam Scott	11
Chris Staples	11
Justin Ribot	1
Katherine Hornbuckle	9
Paul Bini	10
Nicola Molloy	9
Angela White	9
Nick Crang	3



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