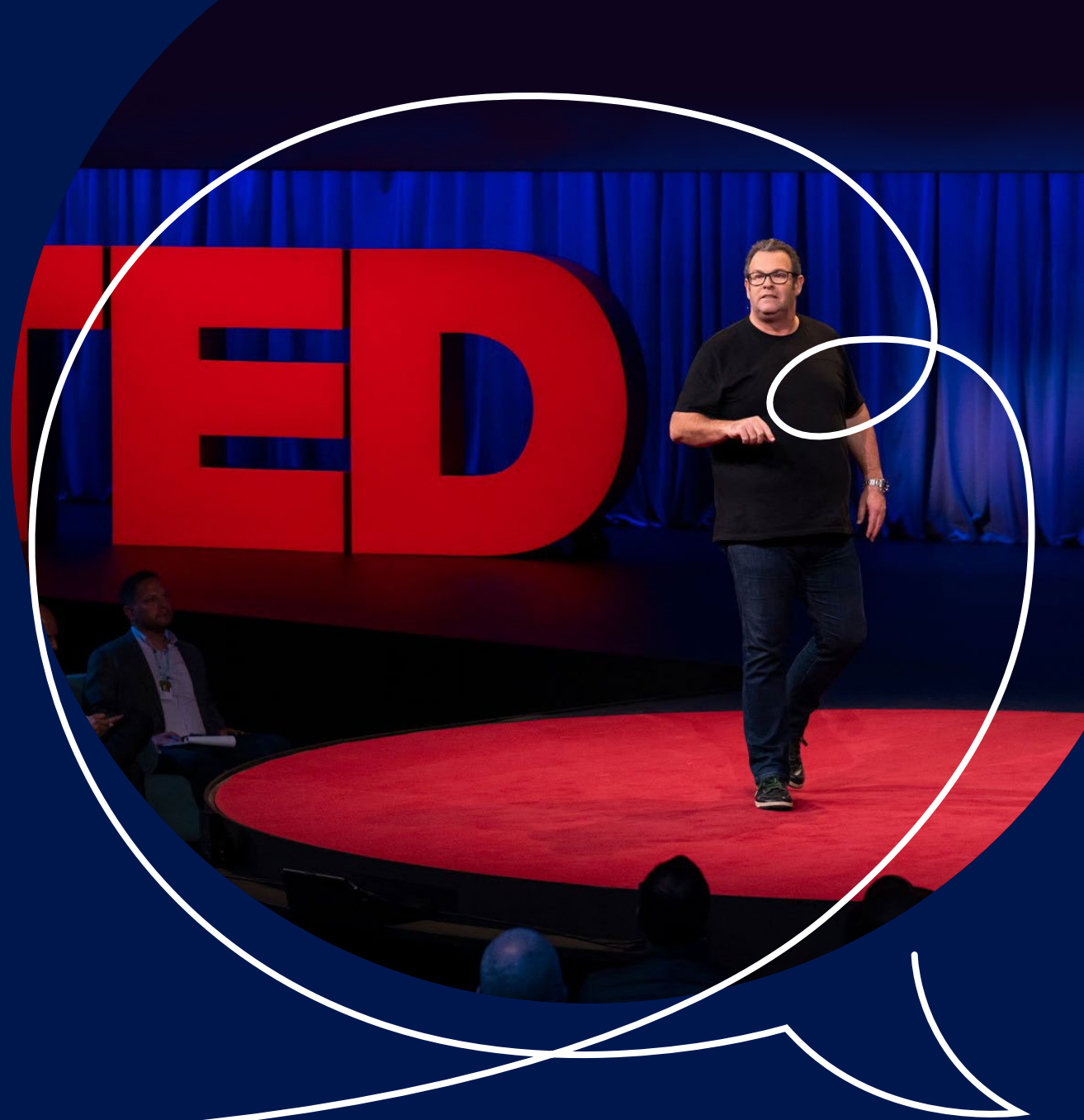


GOTCHA4LIFE



Annual Report

2022-2023

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Acknowledgement

OF COUNTRY

Gotcha4Life acknowledges the Traditional Custodians of the land on which we live, work, and connect. We honour the strength and resilience of First Nations peoples and their profound practices in community care and healing.

Guided by the wisdom of Australia's First Peoples, we strive to build culturally respectful Mental Fitness frameworks that foster strong, connected communities.

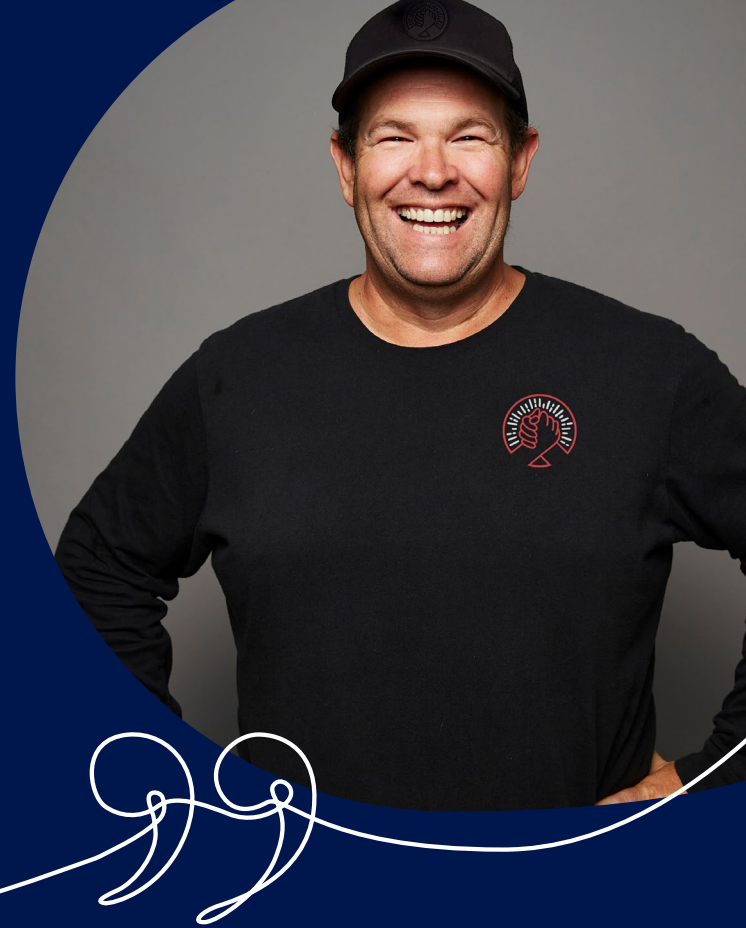
We pay our respects to Elders past and present and extend that respect to all Aboriginal and Torres Strait Islander people.



MESSAGE FROM OUR FOUNDER

Gus Worland

“I want a society in which everyone has a Gotcha4Life mate. That go-to person who you can open up to and rely on for anything. A world where we seek help when life gets challenging. Where we can build open and honest relationships and feel comfortable expressing ourselves, no matter what.”



The past year has brought us closer to that vision and I'm incredibly proud of the impact we've had on people's lives. Together with our program partners, we've powered 2,799 workshops, reaching over 108,000 participants and we've made significant strides in expanding our reach across rural, regional and remote communities. I was honoured to be part of TED 2023 and humbled by the conversations my talk sparked. This interest demonstrates the universal need for connection and practical, accessible tools for navigating life's challenges.

I want to take a moment to thank our team and dedicated Board of Directors, whose passion hard work has enabled these achievements. I'd also like to acknowledge our incredible donors and partners. Your belief in our mission drives us to achieve our goals. Together, we are creating stronger, more connected communities where no one worries alone.

Gus Worland

FOUNDER, GOTCHA4LIFE FOUNDATION



MESSAGE FROM OUR CHAIR

James Wright

I am extremely proud of Gotcha4Life's significant progress and unwavering commitment to building a mentally fit future over the past year. Our strategic focus on expanding reach, impact measurement and brand building has set a solid foundation for our future.

This year we reassessed our strategic direction to ensure alignment with our long-term goals. The development of our 2023-2028 Strategic Plan has 5 Pillars that identify core components of our work to build mental fitness in our communities. These Pillars will guide us in our work, ensuring we are continually working progressively towards our vision of a world free of suicide.

Our strategic planning has also helped us identify and develop our core protective factors of emotional adaptability, social connectedness and help-seeking behaviours. Underpinned by evidence and research, the development of these protective factors in our program participants contributes to mental fitness and enhanced wellbeing now and into the future. Our programs make a profound impact, with 83% of participants reporting positive life changes and 93% feeling confident to provide support to others.



During this reporting period, we farewelled three long-serving members of the Gotcha4Life Board: Sandy Beard, who also served as Chair, Peggy Dwyer, and Jennifer Cummins. Each has contributed significantly to our governance and growth over many years, bringing deep expertise, wise counsel, and unwavering commitment to our mission. We acknowledge their service with gratitude and extend our heartfelt thanks for the role they played in guiding Gotcha4Life to where it is today.

Looking ahead, our priority focus is on optimising fundraising efforts, enhancing program delivery and building strong partnerships.

We remain dedicated to inspiring and enabling Australians to build their mental fitness, moving closer to a suicide-free world where no one worries alone. Thank you for your continued support.

James Wright

CHAIRMAN, GOTCHA4LIFE FOUNDATION



DEVELOPMENT OF OUR 2023-2028

Strategic Plan

OUR VISION: Zero Suicides.. Simple as that.

OUR MISSION: Inspire and enable people to take action to build their mental fitness,
so no one worries alone.

This year we developed our Strategic Growth Plan, a roadmap that translates our prevention-first mission into five clear priority areas, our Five Growth Pillars. These pillars shape our program of work and define how we create impact.

The plan sharpens our focus on inspiring and enabling Australians to build their mental fitness, while guiding the development and delivery of evidence-informed, innovative programs, workshops, and resources. It also emphasises the importance of cultivating an organisational culture that supports mental fitness and establishing sustainable, diverse income streams to ensure we can achieve lasting impact.



Lead and inspire Australia's population to take action to build their mental fitness.



Innovate and expand our product and service offering to increase our reach and impact.



Achieve scaled delivery by developing and deepening our focus on youth and sports audiences and communities.



Expand, diversify and nurture our sources of income to invest in our growth and long term sustainability.



Become a workplace of choice that enables our team to build their mental fitness and maximise personal and organisational potential.

BUILDING A MENTALLY FIT FUTURE



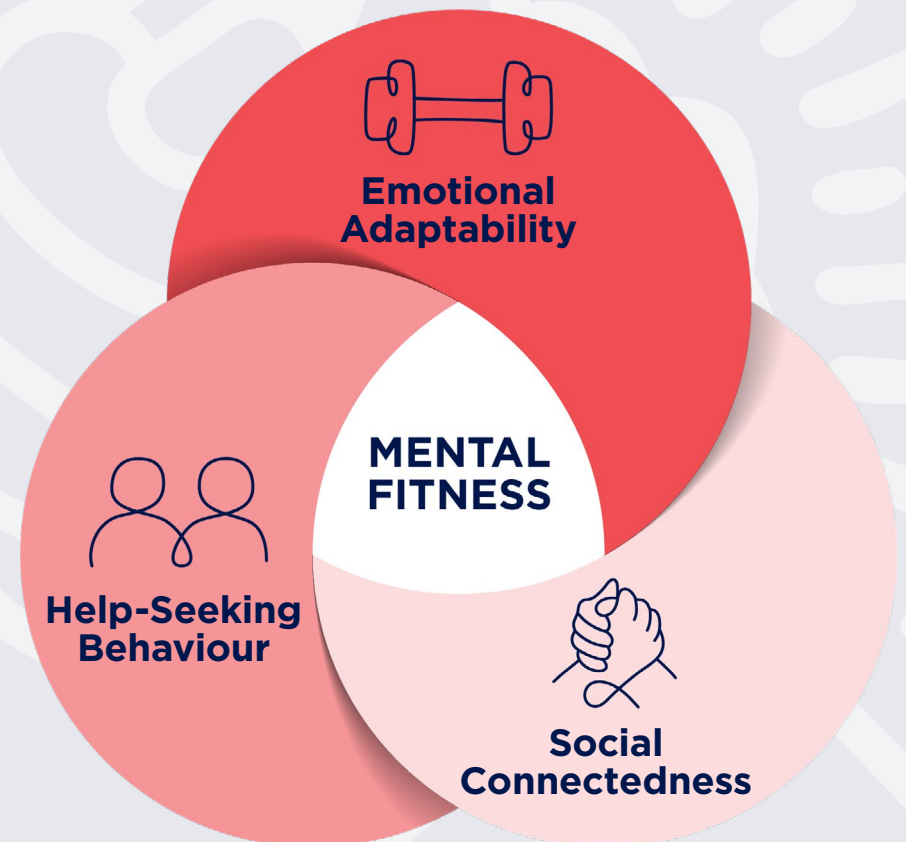
DEVELOPMENT OF OUR

3 Mental Fitness Protective Factors

This year we formalised our 3 Mental Fitness Protective Factors, the foundations of our approach. They were first shaped through an analysis of Gus Worland's presentations, talks and reflections; these were grounded in thousands of conversations with people with lived experience and mental health professionals. We then systematically aligned these building blocks with the growing body of evidence in prevention, resilience and wellbeing science.

Across the literature, three modifiable and teachable determinants consistently emerge as critical to lifelong mental health: Emotional Adaptability (skills in emotion regulation and cognitive flexibility), Social Connectedness (the depth, quality, and reciprocity of relationships), and Help-Seeking Behaviour (early recognition of need, reduced stigma, and effective navigation to support). We chose three by design: a concise and actionable framework that people can remember, educators can teach, and we can measure with confidence.

Today, these factors anchor our prevention-first strategy, providing a common language for program design, educator training, and evaluation, and a clear pathway for people to take meaningful action.



2022-23 Year in Numbers



2,799
Workshops
Delivered



108,560
Participants



289,855
Hours building
mental fitness

FACILITATED SESSIONS



2,032 Schools & Universities
300 Workplaces
467 Sports Clubs & Communities

GUS TED TALK - THE POWER OF CONNECTION



1,245,824 Views Globally

Named one of the top ten talks
at TED 2023

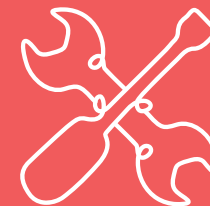


64,835
Young people
43,725
Adults



717
Regional
& Remote
Communities

AFTER A MENTAL FITNESS SESSION...



83% of participants
felt their life was
positively impacted
93% of participants
provided support to
someone in need



Highlights



GUS WORLAND TED Talk



Imagine a world where everyone looked out for those close to them with the simple gesture of a text, or a call?

This is a message that transcends borders, countries and continents. Taking action to build mental fitness and end suicide is something the whole world can do together. In a talk that has now been viewed more than 1.6 million times globally, Gus shared this vision at TED 2023 in Vancouver.

Gus shared his passionate commitment to mental fitness and suicide prevention, drawing from personal experiences and his extensive work in the field. His talk emphasised the importance of building strong social connections, fostering open conversations about mental health and challenging the stigma that often surrounds these issues. Gus' charismatic and heartfelt delivery brought attention to the urgent need for preventative mental health strategies and the power of community support.

Watch [Gus' TED talk](#) and see our vision for making a more mentally fit future on the global stage.



STATE OF ORIGIN

One Pass at a Time

Gotcha4Life partnered with the NRL during the 2023 Ampol State of Origin series to launch the “One Pass at a Time” campaign. This initiative united the NSW Blues and QLD Maroons to promote awareness of the importance of building mental fitness.

The campaign’s core message, “One pass can change a game - one conversation can change a life,” was championed by Maroons captain Daly Cherry-Evans, Blues captain James Tedesco, and Gotcha4Life Ambassadors and supported by Channel 9 during broadcast to harness the huge reach of the State of Origin audience.

Support for the campaign extended beyond the players, as the public was invited to participate by purchasing Virtual One Passes. Donations enabled the development and delivery of essential mental fitness resources and provided workshop opportunities for grassroots footy players and coaches.

“We all go through difficult times in our lives. No matter how tough you are, negative thoughts can take over. It’s not a weakness to reach out but rather a strength. Gotcha4Life provides the pathways to remove this stigma. As a game we want to provide our reach and support to assist them in their fight to normalise mental health issues.”

Peter V’landys AM, Chairman of the Australian Rugby League Commission



BUILDING MENTAL FITNESS

ONE PASS AT A TIME

BUY A VIRTUAL ONE PASS

“I’ve been involved with Gotcha4Life for a few years now and in that time Gus and the team have created a positive space for players to open up. It’s really important to make those conversations part of everyday life, especially for professional athletes where there’s still a lot of stigma around being open with your emotions.”

James Tedesco, NSW Blues Captain



GOTCHA4LIFE CUP

Driving awareness and prompting action to build mental fitness was the focus of the very first Gotcha4Life Cup. The inaugural match, played between NRL teams Sydney Roosters and Manly Warringah Sea Eagles, took place at the iconic Sydney Cricket Ground – marking the beginning of a new annual tradition.

Despite an explosive on-field performance by both teams, united in spreading the all-important mental fitness message, the Sydney Roosters were victorious and took out the Cup.

The generosity of Shaw and Partners Financial Services and Unibet combined with signed jersey auctions and 50/50 raffle on the night by Unibet volunteers enabled another 5,000 people to build their mental fitness.



“As a young kid my father was always teaching me to be tough and I think this is an expectation of footy players. I found the best thing that I can do is be vulnerable and show emotion. I’ve found there’s a direct correlation between my own mental fitness and how I perform on the footy field. Having a clear head and living a healthy and balanced lifestyle has definitely had a positive impact on my footy career.”

Daly Cherry-Evans, Manly Sea Eagles Captain

“I think the stigma of mental health has been broken down a lot since I first joined the NRL. I’m seeing a lot more of the boys opening up to each other and think it’s great that we’re beginning to have more conversations about mental health and mental fitness.

I make sure that each week ‘I’m filling up my own cup’ and giving back to myself to make sure my mental health is in check”

Luke Keary from the Sydney Roosters



Impact

PROGRAM DELIVERY



2022-23 PROGRAMS

This past year has been a period of impressive transition and growth for Gotcha4Life. The increased demand for our programs has underscored the critical need for our work. We have made significant strides in our program development and delivery, resulting in a notable expansion of our reach and impact. As we move forward, our focus will remain on deepening our understanding of preventative mental health and building strong partnerships to ensure comprehensive and tailored program delivery.

We are grateful to our incredible program partners for their dedication and passion, which continue to drive transformative change in Australian communities.

VICKY WORLAND

Head of Programs, Gotcha4Life



HIGHLIGHT FROM MAN ANCHOR

This year, the team at Man Anchor trained 371 young people in Teen Mental Health First Aid. This course equips young people with the knowledge and skills to deliver peer-to-peer support and promotes self-awareness around mental health topics, to encourage self-care and help seeking.

HIGHLIGHT FROM TOMORROW MAN / TOMORROW WOMAN (TMTW)

During a workshop with a footy team a player courageously stepped forward and said, "I feel alone". This powerful admission, especially in a setting where men are often expected to hide their vulnerabilities, earned him immense respect from his teammates. It highlighted the importance of sharing our struggles and the support that can come from opening up.

MENTAL FITNESS PROGRAM REACH

TOTAL

2,799 workshops
108,560 participants

GOTCHA4LIFE

163 workshops
36,768 participants

TOMORROW MAN TOMORROW WOMAN

2,050 workshops
61,802 participants

MAN ANCHOR

201 workshops
6,169 participants

RURAL OUTREACH COUNSELLING & WEAVE

313 workshops
4,116 participants





Community Partnership

SURF LIFE SAVING

Gotcha4Life's partnership with Surf Life Saving NSW began in 2018 with the inaugural 24 Hour Row for Mental Fitness - first held at Avalon SLSC. This annual event helps clubs bring their local communities together to raise awareness and funds for mental fitness. By 2022, the event had grown into a nationwide movement, with 40 SLS clubs (52 teams in total) taking part and raising enough funds to deliver life-changing mental fitness programs and resources to over 10,000 people.

Thanks to the incredible support generated through events like the 24 Hour Row, many Surf Life Saving clubs across the country have hosted Gotcha4Life programs - opening their doors not just to members, but to families and the wider community. These programs have helped create stronger, more connected clubs, where people feel safe to open up and support each other through life's challenges.

One of the driving forces behind this connection is Gotcha4Life Ambassador Bonnie Hancock - Iron Woman, author, world record-breaking paddler, and proud member of the SLS community. Bonnie works closely with clubs from nippers through to adults, helping all ages understand the concept of mental fitness and providing practical tools to strengthen it. *"It was an incredible experience. Seeing all the different members of our community come together to support such a fantastic cause was my favourite part,"* says Bonnie.

"I just wanted to thank you again for your assistance in organising Bonnie Hancock to come to the club and present back at the end of last year. As a result of this, we were lucky enough to win the Community Education Program of the Year award at the recent Surf Life Saving QLD awards and are now in the running for the National Award."

Surf Life Saving Club





Regional Communities

WESTERN AUSTRALIA

This year, we made significant strides building mental fitness across regional Western Australia, delivering impactful workshops to over 4,525 participants. These workshops, held in schools and sports clubs, build our three protective factors, to help people learn how to connect with their village. Community events allowed us to engage directly with individuals and promote the importance of mental fitness, reinforcing our commitment to supporting and strengthening the community.

Through this work we've learned that direct community engagement and tailored programs are essential for addressing local needs. Moving forward, we plan to expand our reach, strengthen partnerships with local organisations, and enhance resources for participants.

"Delivered with sensitivity and is highly relatable to a variety of age groups and demographics"

Workshop participant





Floods and Fires

MENTAL FITNESS IN DISASTER AFFECTED COMMUNITIES

Gotcha4Life has been working to support disaster-affected communities in Northern NSW, particularly those impacted by the devastating floods of 2021 and 2022. With the support of the NSW Government, our Disaster Impacted Community Intervention Project delivered workshops to schools, community groups and sports clubs, reaching nearly 15,000 participants.

This work focused on building emotional adaptability, deepening social connection and developing help-seeking behaviours through face-to-face engagement. By addressing basic needs first and fostering strong community ties, we significantly increased mental health literacy and promoted positive behavioural changes, ensuring that no one has to face challenges alone.

“The workshops made me feel more connected to my friends and more confident to talk about my feelings.”

Student from Bellingen High School

The “Eat Dirt” program at Bellingen High School wrapped up in 2022. Delivered in partnership with Landcare Australia, students engaged in a variety of nature-based activities, from bush regeneration and creek clean-ups to games and art, fostering a deep connection to nature, Country, and each other. The program successfully laid the foundation for ongoing environmental stewardship and community connection.



Community

ENGAGEMENT AND FUNDRAISING



BONNIE HANCOCK

Paddles Australia

Shocked by rising suicide statistics, Gotcha4Life Ambassador, Iron Woman, World Record Holder and author Bonnie Hancock set herself a goal of becoming the fastest person to ever paddle around Australia in August 2022. She completed this incredible challenge in 254 days and was the first Australian woman and the youngest person ever to complete the epic circumnavigation.

Covering over 12,000 kilometers, Bonnie undertook this monumental journey to raise awareness for mental fitness, demonstrating that even the most daunting challenges can be overcome by staying connected to the people who care about and support you. Bonnie faced unpredictable weather, treacherous waters, physical exhaustion and even crocodiles, yet her unwavering spirit pushed her forward. Each stroke of her paddle symbolised a commitment to breaking the stigma surrounding mental health, encouraging open conversations, and promoting the importance of mental fitness.



"Bonnie is an incredible human being and Gotcha4Life ambassador. Her mental strength is an inspiration to us all. She knew when to ask for help and showed how important it was to have her village around her."

Gus Worland



JAIMEE ROGERS

Swims the English Channel

Jaimee Rogers, Gotcha4Life Ambassador and presenter, TV and radio host, athlete and dedicated mental fitness advocate, recently accomplished the extraordinary feat of swimming the English Channel. This challenging 21-mile crossing, often considered the pinnacle of open water swimming, tested her endurance, strength and determination. Jaimee's journey was not just a personal achievement but also a powerful statement of mental fortitude.

Throughout her training and the swim itself, Jaimee raised significant awareness and funds for Gotcha4Life, emphasising the importance of mental fitness and perseverance. Her successful swim across the Channel serves as an inspiring reminder that with dedication and support, individuals can overcome seemingly insurmountable obstacles. Jaimee's achievement highlights the critical link between physical challenges and mental fitness, underscoring the message that pushing one's limits can lead to profound personal growth and inspire others facing their own struggles.



“Swimming the English Channel is just as much about mental fitness as it is physical. It’s the chance to partner with Gotcha4Life to raise awareness of the importance of mental health and funds that support programs”

Jaimee Rogers, Gotcha4Life Ambassador



Partnerships



PARTNERSHIP SPOTLIGHT

Shaw and Partners Financial Services



**Shaw
and
Partners**
Financial Services

Shaw and Partners Financial Services have been a valued and steadfast partner of Gotcha4Life for a number of years, demonstrating their ongoing dedication to mental health and wellbeing. Co-founders Earl Evans and Allan Zion have been passionate advocates for Gotcha4Life and mental fitness, embodying the spirit of giving back and supporting initiatives that make a true difference in people's lives. They actively foster a culture of mental fitness, encouraging staff to take part in Gotcha4Life initiatives and programs that help to strengthen social connection and emotional wellbeing. We are deeply grateful to Earl and Allan for their leadership and dedication to our shared mission to improve mental health outcomes across Australia.

In 2023, Shaw and Partners proudly served as the major sponsor of the 6th annual Gotcha4Life 24 Hour Row, having seen firsthand the power of this event in bringing communities together. They have witnessed the important conversations and connections this event fosters as teammates row side-by-side across the 24 hours, signifying that no one should ever have to worry alone. Shaw and Partners' support has extended across a range of Gotcha4Life initiatives over the years, helping to enhance the impact of our events and enabling us to reach more communities with vital programs and resources.

Thank you Shaw and Partners Financial Services, for your incredible and ongoing support.



Financials

AND GOVERNANCE



Financials

The year was defined by both impact and investment - expanding our reach into communities across Australia while laying strong foundations for future growth. Although overall revenue decreased compared with the prior year, this was in line with our planned investment strategy. Revenue from major donors and general donations softened, while corporate giving remained strong, reflecting the depth of commitment from our key partners. We also achieved an increase in grant funding. With healthy cash reserves carried forward from previous years, our financial position remains sound, enabling us to continue investing in program delivery at scale.

Operational costs rose as a result of our deliberate focus on strengthening capacity - expanding delivery, enhancing systems, and positioning the organisation for long-term sustainability. These investments supported a year of substantial achievements: a record number of workshops and presentations reaching more than 108,000 Australians, the successful delivery of fundraising events including the 24 Hour Row and the inaugural Gotcha4Life Cup and the development of our Strategic Growth Plan, which now provides a clear roadmap for our next chapter.

Importantly, our internal restructuring and the appointment of a new CEO reinforced our commitment to building a capable and future-ready team equipped to deliver lasting impact. FY2022-23 was therefore a year of strategic progress and momentum, strengthening both our community impact and the organisational foundations that will support our growth in the years ahead.

Summary of Financial Statements

2022-2023

2021-2022

INCOME

Donations Received	1,619,448	1,870,295
Project, Event and Fundraising Revenue	1,775,716	2,169,709
Interest Income	23,193	502
Government Grants and Subsidies	103,721	52,209
Total Revenue	3,522,078	4,092,715

EXPENDITURE

Project, Event and Fundraising Costs	165,817	57,017
Program Costs	2,396,018	1,917,628
Operating Costs	1,734,483	1,319,072
Surplus	(774,240)	798,998



Our Board

BOARD OF DIRECTORS

JAMES WRIGHT
**Chair,
Non-Executive Director**

Global Chairman Havas
PR Global Collective

GUS WORLAND
Founder

Media Personality
Advocate,
Keynote speaker

CURT ZUBER
Treasurer

Consultant, Ex-Westpac
Bank Treasurer, Acting
Chief Executive Officer
- Westpac Institutional
Bank at Westpac Banking

KARL STEFANOVIC
Non-Executive Director

TV journalist and
media personality

MATT GRAHAM
Non-Executive Director

Senior Executive with a
focus on growth, culture
and transformation

ADVISORY BOARD

HUGH JACKMAN
Patron

Academy Award
Nominated Actor,
Golden Globe winner

**DR JODIE
LOWINGER**

Clinical Psychologist,
Anxiety Expert, TEDX
Speaker, Author

MAGGIE DENT
Author, Educator,
and Parenting and
Resilience Specialist

**STEVE
BIDDULPH AM**
Psychologist, Author

**DANIELLE
DI PILLA**
Pharmacist and
Executive of Chemist
Warehouse Australia

LUCY DUNN
Founding Supporter
and Advocate for,
Gotcha4Life

SANDY BEARD
Corporate Executive,
Strategic Board Advisor

PEGGY DWYER
Barrister, Mental
Health Advocate

MIKE CHARTER
Co Founder
Executive Performance Coach, Strategic Board Advisor,
Chartered Accountant & Director - Ventures & Strategy,
Blackmore's Group



Thank You

TO OUR INCREDIBLE PARTNERS
AND SUPPORTERS.



Commonwealth Bank



Sam Horsley and the Atlantic Row team

Bonnie Hancock

Jaimee Rogers

Maitland Union Rugby Club

Tumut Takes Too

Kate and Tim Davidson

Jay Carroll

Gavin Robertson

Gary and Janine Wolman

Andrew Michael and Michele Brooks

Scott and Nicole Penn

Bagot-Gjergja Foundation

Vrcelj Foundation

Burton-Taylor Foundation

Tutus McDonagh Foundation



Gotcha4Life Foundation (ABN 82 618 093 762) is endorsed as a
Deductible Gift Recipient (DGR) and registered Health Promotion Charity.
Donations of \$2 or more are tax deductible.

GOTCHA4LIFE.ORG

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