



**Pioneering a new  
approach to youth  
mental health.**

# We are Smiling Mind.

Smiling Mind is Australia's leading not for profit in the preventative mental health space.

We take a technology led approach to supporting good mental health, with a particular focus on enabling young people to develop the skills they need to thrive in life.

Our goal is to reach 5 million young Australians with our tools and resources by June 2021.



**5,900,000** app downloads



**4,000,000+** Australian children and young people already reached



**224,000** teachers – almost half of all Aussie educators!



**50,000** staff using Smiling Mind's workplace program



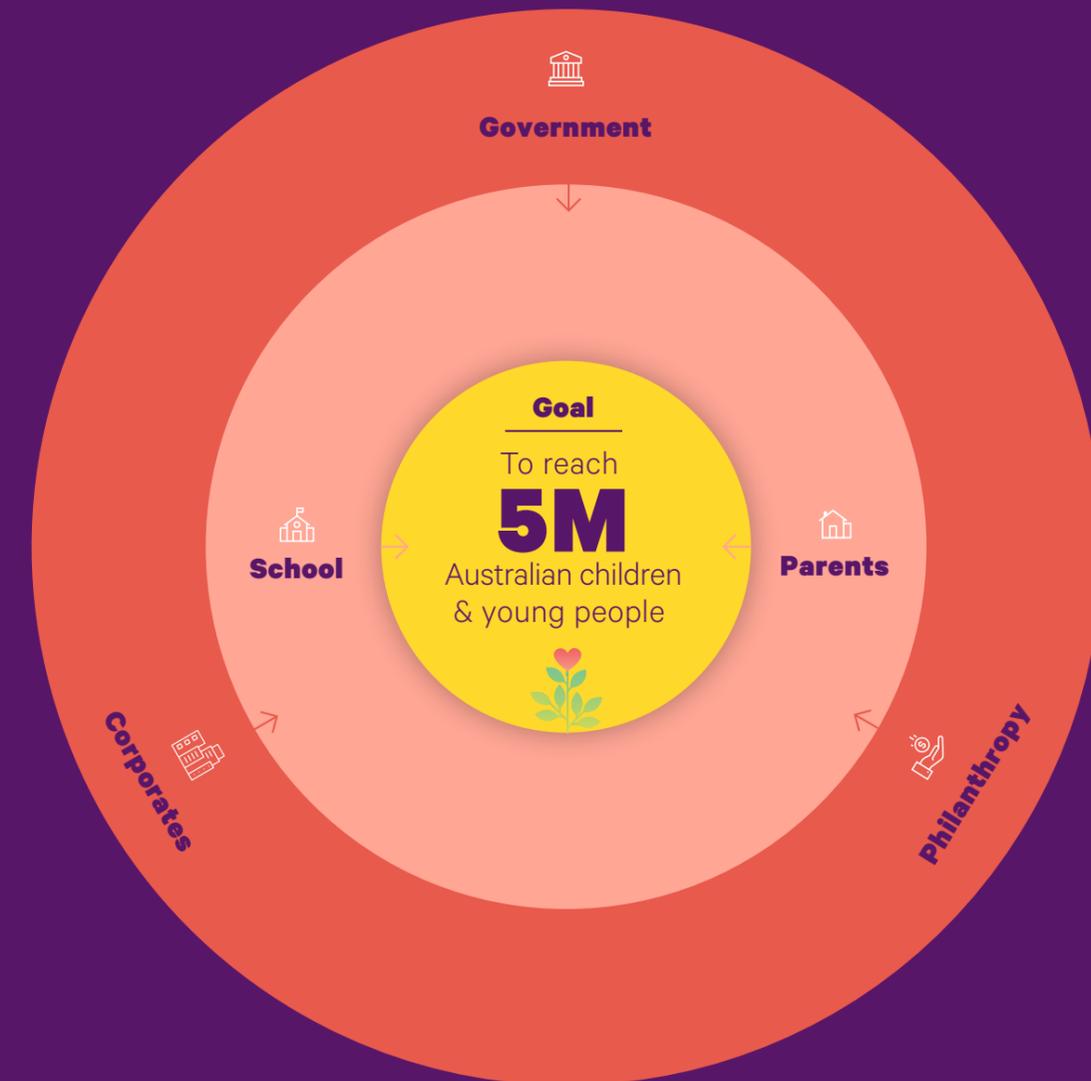
**Top 10** rated Apple health app



**#1 mindfulness app** in Australia



**200,000** social media followers



## Vision

**To help every mind thrive.**

## Mission

**To provide accessible, life-long tools to support healthy minds.**

# We improve the health and wellbeing of millions of young people by taking a system level approach that engages the most influential people in their lives.

## At School

Our evidence based, award-winning school program is utilised by nearly half of all Australian teachers.



**Curriculums & Student Journals**  
(Years 1-6)



**Whole School Training**



**Mindful Champion Training**



**Feeling It – program for senior secondary students**



**Regional & Rural Schools Program to improve access for all school students**



**Online Learning Hub**

## At Home

With a focus on innovative and engaging ways to connect with our audiences in the home, we have utilised partnerships with key tech providers such as Google Home to increase the accessibility of our programs.

We have also partnered with Medibank to develop a Family Program for families to practice mindfulness at home, and in response to the COVID-19 pandemic we provided thousands of care packs to families stuck in lockdown.



**Mobile App – Family, Individual & Youth Programs**



**Google Home Voice Integration**

## At Work

Our premium workplace program is one of the world's biggest and more than 55,000 employees at companies like CSL, Workwear, Reece, ATO, BP and MYOB are getting the benefits.



**Digital Web & App Program enabling 24/7 access for workers**



**Workshop Series for deeper learning**

# We have built Australia's #1 digital mental health tool.

**#1**

Mindfulness app in Australia

**TOP 10**

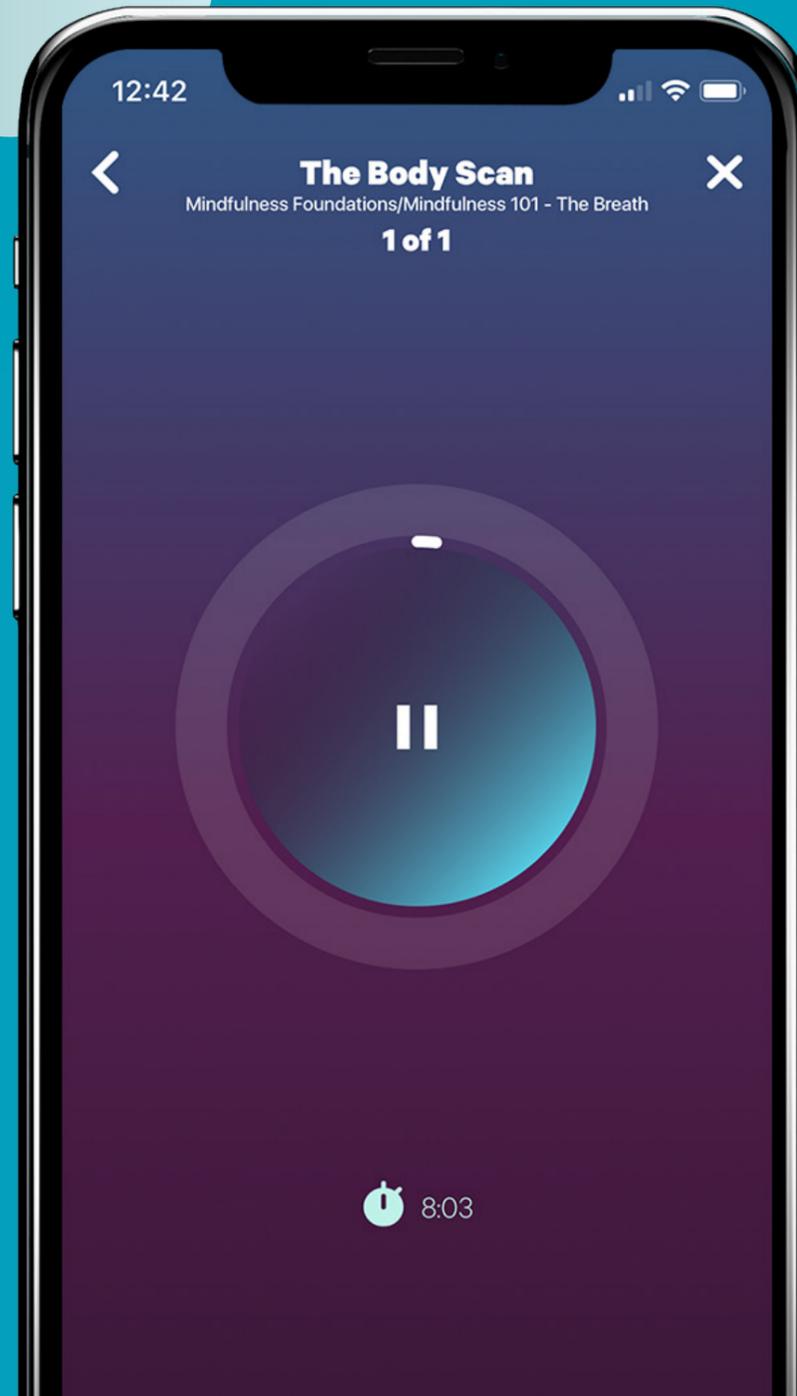
Apple health apps 2018

**4.3**  
OUT OF 5

App store rating

**OVER 2K**

5 star ratings



“

## THE PERFECT APP

This app easily offers the best value out of any mindfulness app. There are dozens if not hundreds of exercises tailored to different demographics and desires, more content than most other mindfulness apps. All the content is free, making it the perfect app for beginners to see if mindfulness is for them.



**NATALIE, MUM OF 3 BOYS**

“

## INVALUABLE TOOL

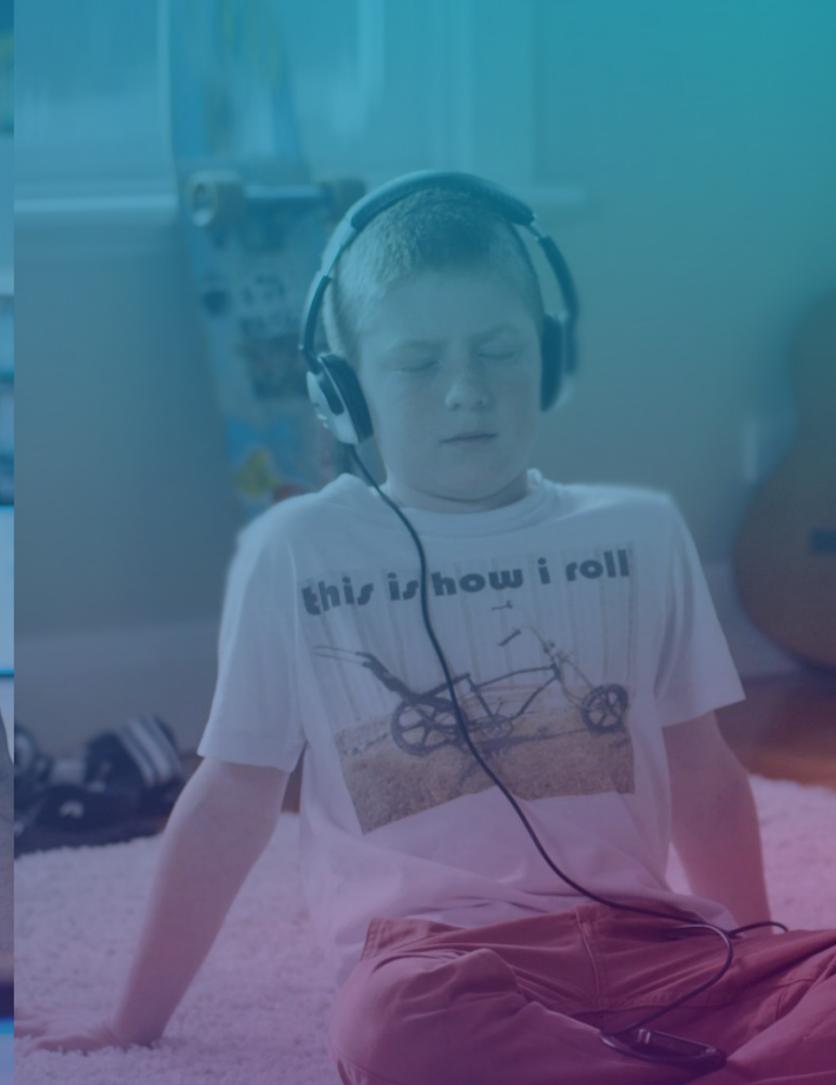
What an outstanding service/program/product Smiling Mind is. I am a specialist gifted teacher; giftedness, anxiety, lack of mindfulness, negative self-talk, etc. go hand in hand with giftedness. This program has been invaluable to us this year.



**KATE, TEACHER**



# And we are loved by everyone from kids to parents and teachers.



“

I was thinking about what's going to happen if school shuts, who is going to look after the kids, what's going to happen with work. I ended up playing one of the meditations I do with Evie, a 4-year-old's smiling mind meditation, which is where you have to imagine hugging a teddy bear. I felt so much better afterwards.

—  
**Carrie Bickmore, Parent**

“

There's a huge contrast in my lessons depending on if we have used Smiling Mind beforehand, they can go into that lesson feeling refreshed and ready to learn, it also improves how they interact with others.

—  
**Rebecca, Primary Teacher**

“

To see children take a tool like Smiling Mind and use mindfulness to manage their own emotions is incredible.

—  
**Michelle Moore, Deputy Principal**

“

The best thing about Smiling Mind is it relaxes you and helps you think straight.

—  
**Luke, 10**



**So, why do we need to support youth mental health now more than ever?**





## Meet Sophie.

Sophie is in primary school.

**1 in 7**

of her classmates will suffer from mental illness.

**50%**

of mental illness begins by age 12



## Meet Luke.

Luke is in secondary school.

**1 in 4**

of his classmates will suffer from mental illness.

**75%**

of mental illness begins by age 24.

# We are facing a youth mental health crisis.



## 8 young Australians are lost to suicide every day

Suicide is the leading cause of death among young Australians<sup>1</sup>



## 1 in 4 students are bullied

Almost 1 million schoolkids experience bullying at school<sup>3</sup>



## 1 in 5 are disengaged from school

On average, disengaged students are 1–2 years behind their peers academically<sup>2</sup>



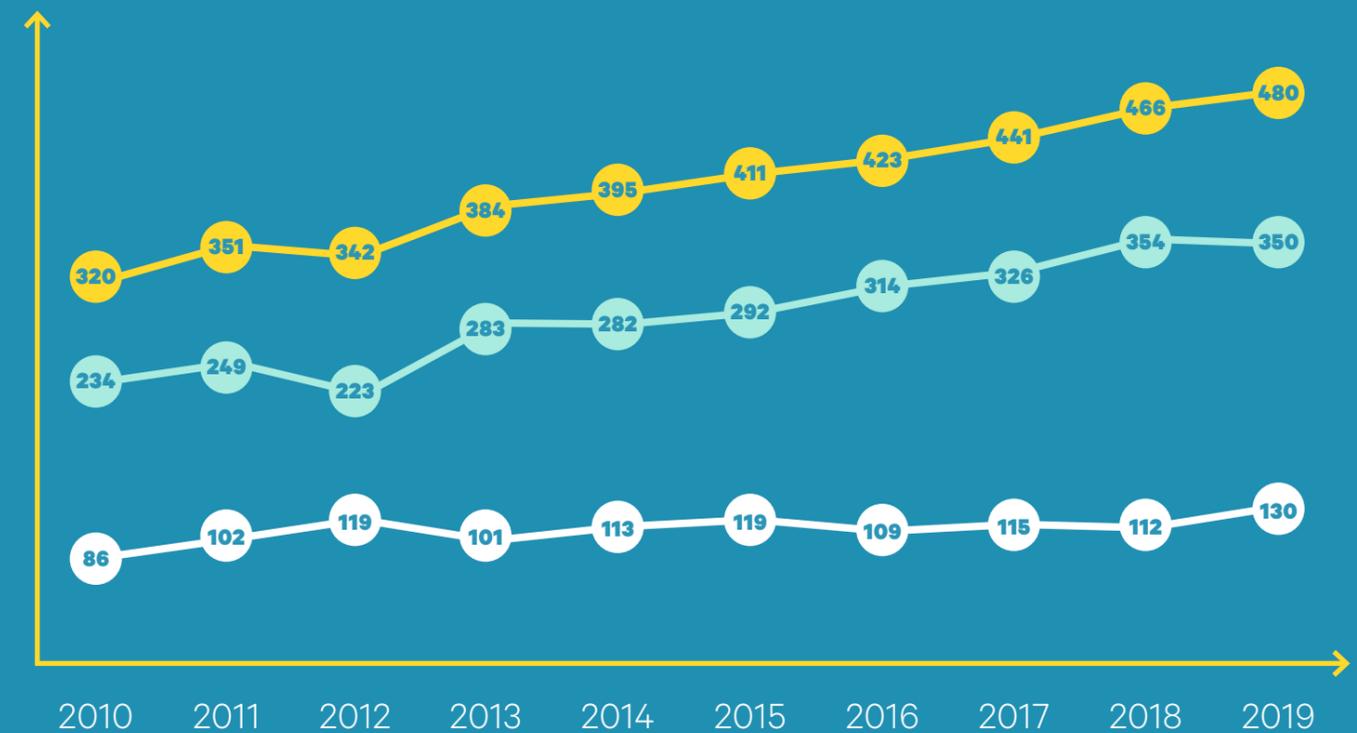
## Violence against women

Men are 3.5 times more likely to commit violence if they're bullied at school

1. <https://www.pc.gov.au/inquiries/completed/mental-health/draft/mental-health-draft-overview.pdf>  
 2. Engagement in Australian schools A paper prepared by the Australian Institute for Teaching and School Leadership (AITSL) See: [http://www.centralrangeslln.org.au/wordpress/wp-content/uploads/Engagement\\_in\\_Australian\\_Schools-Background\\_Paper.pdf](http://www.centralrangeslln.org.au/wordpress/wp-content/uploads/Engagement_in_Australian_Schools-Background_Paper.pdf)  
 3. <https://www.ncab.org.au/media/2505/amf-report-280218-final.pdf>

# And it's getting worse every year.

## Annual number of deaths by Australians aged 0-24 caused by intentional self-harm



● Girls %      ● Boys %      ● Total

# Looking after our mental health is more important than ever.

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COVID-19 has challenged us all like never before, and that applies to our mental health as much as our physical health.

Smiling Mind had our biggest year ever in 2020, with Australians taking their mental health much more seriously during the pandemic. Over a million people have accessed our tools and resources in the last twelve months, and we're experiencing record demand from parents, teachers, students and children.

But we can't stop now. For months, our lives have been defined by isolation, stress and anxiety and, because of this, it is feared that a mental health pandemic is our next big public health challenge.

With our doctors and emergency departments under enormous strain, building the skills and resilience we all need to cope with the challenges life throws at us has never been more important.

## SINCE MARCH 2020

**55,800**

healthcare workers have used Smiling Mind

**38,000**

digital care packs provided to help people cope with lockdown

**130%**

increase in Smiling Mind app usage when COVID-19 first hit

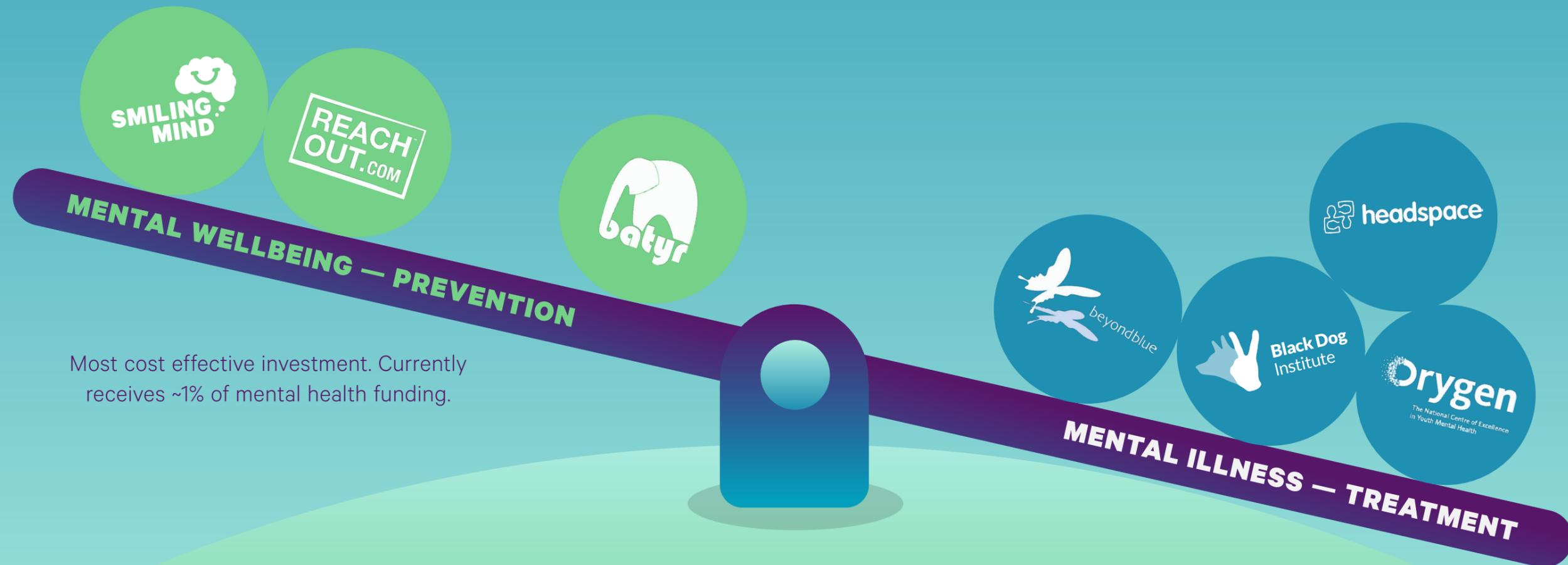
**60,000**

teachers using Smiling Mind in the classroom for the first time, and a total of 224,000 now using Smiling Mind

# Investment in preventative mental health is the most effective solution to our mental health crisis.

Mental health is a continuum that needs to be supported at all levels – but investment is heavily skewed.

According to the National Mental Health Commission, investment in mental health, prevention, promotion and early intervention provides the best bang for buck and is the most effective way to take pressure off our over-strained mental health services sector.



Most cost effective investment. Currently receives ~1% of mental health funding.

Currently receives ~99% of mental health funding but does not address the root cause of the problem.



**THIS IS WHY WE EXIST**

**We know we can make a significant impact on these sobering mental health statistics and although we are making great strides, we need partners who share our vision and values to help us achieve generational change.**

# Who do we work with?



# A few of our current funders and partners.

## Official Brand Partners

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**medibank**  
For Better Health

Official Health Partner

**myob**

Official Small Business Partner

## Supporters

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beci |   
orpin | jackywinter.com

**WATCHED  
MEDIA  
WATCHED**

MinterEllison

**OMP**

  
the mitchelllake group  
talent for innovation

## Brand Collaborators

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 CENGAGE

**munchme**

 **Panadol**  
LET'S  
RETHINK  
CARE

 ROADSHOW

 **australia**

  
**SMILING  
MIND**

# A few of our current funders and partners.

## Impact Partners



# Regional & Rural Schools Program

## Taking our award winning schools program to 600 primary schools in 2021.

Thanks to a \$2.5 million funding boost from the federal Department of Health, we will be taking our evidence-based, award winning schools program to more than 600 primary schools and 100,000 students across the country, commencing in 2021.

Schools will receive access to Smiling Mind's training and resources completely free of charge, providing teachers with coaching and tools to support the development of sustainable mental health habits.

The scale of this funding will allow Smiling Mind to reach more schools than ever before, resulting in widespread impact. With around one in seven Australian children experiencing mental ill-health, instilling good mental health strategies from a young age is vital.

## What the program involves



### First term: In-depth training for the school's mindfulness champions.

Two teachers from the school complete intensive Mindful Champion training, exploring mindfulness in education and how to lead implementation in their learning environments.



### Second term: Program is introduced to all school staff.

The school's Mindful Champions lead the introduction of the rest of the school's staff to the program. All educators get access to interactive and practical online training, resources and support.



### Third term onwards: Staff implement the program across the school.

Educators across the school commence using the program in their classrooms and with students. Schools have access to online resources, tools and support to assist with implementation and engagement.

## BENEFITS FOR STUDENTS



Increased mental wellbeing



Greater concentration & focus



Improved academic performance



Clear strategies for emotional regulation



Better relationships



Improved resilience



# Reaching millions, changing lives.

**8,500,000**

Meditations in 2020

**900+**

Schools have participated in Smiling Mind programs

**1,500,000**

Aussie children and young people reached via the Smiling Mind app in 2020

**1,300,000**

Website visits in 2020

**96%**

Of participants in the Smiling Mind NSW Schools Program found it very/extremely beneficial.

## Improved student wellbeing and engagement with learning

A study of 1800 Australian school students found Smiling Mind participants enjoyed improved sleep quality and safety at school, reduced bullying and classroom disruptions.<sup>1</sup>

## Improved teacher wellbeing and reducing burnout

Teachers and school staff who regularly use the Smiling Mind app over an 8 week period experienced significantly decreased burnout symptoms.<sup>2</sup>

## Improved university student resilience

A 2019 study of 208 university students found significant improvements in depressive symptoms, college adjustments and resilience by using Smiling Mind for 10 minutes each day for 10 days.<sup>3</sup>

1. Hart, P, Cotton, P (2016). Randomised controlled trial examining the Smiling Mind School program in Victorian schools  
2. Hart, P, Cotton, P (2016). Randomised controlled trial examining the Smiling Mind School program in Victorian schools  
3. Flett, J. A., Hayne, H., Riordan, B. C., Thompson, L. M., & Conner, T. S. (2019). Mobile mindfulness meditation: a randomised controlled trial of the effect of two popular apps on mental health. *Mindfulness*, 10(5), 863-876. DOI:10.1007/ S12671-018-1050-9



# We partner to achieve impact, together.



## MEDIBANK FAMILY PROGRAM PARTNERSHIP:

**100,000**

parents and kids subscribed to the program

**medibank**

## PANADOL MINDFUL MONTH PARTNERSHIP:

**30,000**

people joined the movement in 2020



## VICTORIAN GOVERNMENT FEELING IT PARTNERSHIP:

**160,000**

secondary school kids engaged



## DIGITAL CARE PACKS COLLABORATION:

**38,920**

packs helping people get through COVID-19 lockdown



## MYOB SMALL BUSINESS PARTNERSHIP:

**2,200**

Small Business program subscribers

**myob**

## AUSTRALIAN GOVERNMENT HEALTHCARE WORKERS PROGRAM:

**55,800**

frontline workers using Smiling Mind



Australian Government  
Department of Health

# Our Board.



**Jane Martino**  
Co-founder & Chair



**James Tutton**  
Co-founder



**Professor Frank Oberklaid, AM**  
Board Member



**David Sacks**  
Board Member



**Neil Thompson**  
Board Member



**Ben Hensman**  
Board Member

# Our Leadership Team.



**Dr Addie Wooten**  
CEO



**Dr Kerrie Buhagaiar**  
Acting Chief  
Operating Officer



**Sarah Maher**  
Commercial Director



**Vanessa Puopolo**  
Director of Marketing  
and Communications



**Nick Cust**  
Chief Product Officer



**Brad Sanderson**  
Director of Research  
& Evaluation



**Helena Andrews**  
Learning Director



**How can we build upon  
this success together?**



# Thank you

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**Addie Wooten**

CEO

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**Smiling Mind is a 100% not-for-profit organisation that works to make mindfulness meditation accessible to all.**

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Visit us online or download the free app to get started.

Available on the iPhone  
App Store

