



YEAR IN REVIEW 2022



OUR MISSION

Blue Tree Project's mission is to help spark difficult conversations and encourage people to speak up when battling mental health concerns.

By spreading the paint and spreading the message 'it's ok to not be ok', we can help break down the stigma that's still largely attached to mental health.

CEO MESSAGE

The year of 2022 will be remembered as our year of significant growth and recognition. We have now reached a point in Western Australia that sees us as a well recognised organisation in the mental health space. I'm excited to increase this footprint to a national level and think we are already well on our way to doing that.

It was an honour to be named the 2022 Young Australian of the Year for WA and I am grateful for the platform to further expand the project. It's rewarding to have my hard work recognised but even greater to see the impact we have had on the hundreds of communities so far.

I look forward to taking on the many opportunities that have come forward and seeing what we can achieve in 2023.



Kendall Whyte - Founder & CEO



IMPACT & STORIES

“I actually feel so comforted and less alone everytime I see a blue tree. The trees mean so much to me and have had such a big impact on me and i'm sure so many others. They are always a reminder that no matter how you feel, you are never alone and there is someone who loves and cares about you and what you're going through.

- Anonymous

“Your initiative to create BTP is incredible. Not only has this project made our family car trips more fun as we try locate as many blue trees as possible, we have used this as way to educate our family on mental health.

- Liam

“A middle-aged man called SuicideLine Victoria. As he described it, he had been waiting for more than 20 years to make the call. During the call, he spoke about the Blue Tree Project and described it as a community initiative to help the rural community recognise when they need help and to support each other locally after bereavement from suicide.

-Suicide Line Victoria



KEY FIGURES & RESULTS

Figures below reflect a range of areas for the year 2022

200+

TREES PAINTED
THIS YEAR

12

REGIONAL
COMMUNITIES
VISITED

13

COMMUNITY
GROUPS
INVOLVED

\$331,000

DONATIONS
RECEIVED
(INCLUDES
FUNDRAISING)

32

KEY SPEAKING
EVENTS

8,192

INSTAGRAM
FOLLOWERS

900

TREES PAINTED TO
DATE GLOBALLY &
REGISTERED WITH
BTP

10,000

PEOPLE AT KEY
SPEAKING
EVENTS OVER
THE YEAR

17,237

FACEBOOK
FOLLOWERS



2022 BTP EVENTS

- Larger scale events displayed only

JAN

Rod Hasson Golf Day

FEB

MAR

A Night Under The Stars

APR

MAY

Broome Women's Leadership Forum

Williams Leadership

Manea School Mural Talk

YLead Student Conference

JUN

WA Day Festival

Auspire Chevron Trip

UWA Student Forum

JUL

Blue Tree Football Round

Mellenbye Hoedowns For Country Towns

Auspire Chevron Trip 2

AUG

BB300 Bunker Bay Gala

Dowerin Field Days

SEPT

WAAPA Conference

Havin' A Yarn

Kalgoorlie School Mural Talk

OCT

Raising The Vibe Festival

NOV

Karara Mine Visit

Corporate Boxing Event

Striker Fundraising Event

ERGT Breakfast Talk

MERC - Mining Emergency Response
Competition

DEC

Chevron - Barrow Island Visit



KEY EVENTS BREAKDOWN

NUFARM GOLF DAY

The Rod Hasson Memorial Golf Day was held at Vines Golf Course in the Swan Valley thanks to Nufarm. This day sees 90 players from a range of Agricultural companies coming together to play in their eye catching outfits. The playing day end with a dinner, presentation & auction.



72

PLAYERS
ATTENDED

\$28,590

RAISED THROUGH
EVENT



CWFL - BTP ROUND

The country spirit was alive at the football rounds in Mukinbudin, Kalannie & Trayning during the winter sport rounds. All clubs went the extra mile to help raise mental health awareness in the community and make us feel welcome. We also had some tree painting activities which was a great opportunity to speak with the kids.

2000+

PEOPLE REACHED
ACROSS ALL GAMES

\$1,100

RAISED





A NIGHT UNDER THE STARS

'A Night Under The Stars' united our regional areas raising vital funds for 6 mental health organisations that will help our country communities directly.

The night was a great success despite COVID concerns, with many attendees providing glowing feedback of the event.

Suicide is the leading cause of death in Australian's aged 14 - 45, with those in regional areas being twice more likely to take their own life, therefor making it particularly close to our hearts.



\$40,000

WAS RAISED IN TOTAL
FOR REGIONAL
MENTAL HEALTH IN WA

WE HAD

500

PATRONS ATTEND
THE EVENT

5

REGIONAL MENTAL
HEALTH CHARITIES
BENEFITED FROM THE
EVENT PROCEEDS

PATRONS TRAVELLED
FROM UP TO

570KM

TO ATTEND THE EVENT

22

SPONSORS ENABLED
THE EVENT

\$38,700

IN-KIND DONATIONS
BY SUPPORTING
BUSINESSES



SCHOOL MURAL PROJECT



Encouraging the conversation of mental wellbeing at school through the power of art. This project is in partnership with Higgins Coatings who generously contributed the equipment needed to create conversation starters in 4 schools across Western Australia. Kendall Whyte, CEO of Blue Tree Project also visited the schools to share more on the project and ways to keep mentally healthy.

Looking into next year – Higgins have come on board again for 2023. With plans to expand nationally, we will be spreading the paint and our message right across the country. Timing this with a national regional roadshow, Blue Tree Project will initiate another four school murals in Queensland, New South Wales and Victoria.



1,622
KM'S
TRAVELLED

32
SCHOOL
APPLICANTS

4
MURALS
PAINTED

1000+
STUDENTS REACHED
THROUGH THE MURAL
COMPETITION



HOEDOWNS FOR COUNTRY TOWNS

Claire Harris and Kate Strong, hit the road and drove in excess of 30,000km around Australia from March to November 2022, teaching line dancing to anyone, anywhere and raised money for rural charities along the way.

Hundreds of people descended on Mellenbye Station for a day of tree painting and a night of line dancing. People from the Yalgoo region and beyond all came together to raise funds for Claire and Kate from Hoedowns for Country Towns and Blue Tree Project.

100+

PEOPLE ATTENDED

\$9,300

RAISED

2

TREE PAINTING
SESSIONS



DOWERIN FIELD DAYS

The Dowerin Field Days is always a successful event for the project. We love getting back into the country where we have made some close connections. We took part in the school trail and saw many students come through to help re-paint the tree and leave their hand prints

The field days saw **25,000+** people through the gates over the 2 days.

HAVIN' A YARN

A long table workshop designed to inspire and empower those with the skills to save a life. The event included inspirational key speakers and a workshop where individuals learned how to spot the crucial signs of mental illness and offer first aid to someone who is dealing with a mental health problem or crisis.

Our key speakers were:

Soa Palelei – A former UFC fighter who is now known for his work in the mental health after retiring from a successful career in the Octagon.

Craig Hollywood – Founder of the volunteer-led for purpose organisation Short Back & Sidewalks, a group that provides positive connections and breaks the stigma attached to vulnerable members of the community, one free haircut at a time.

Ben Broadbridge – Founder of 'Beyond All Bounds', an organisation focused on delivering the Mental Health First Aid course to the greater community.

This event was made possible through the funding from MERC 2021.



 **250+**

PEOPLE REACHED DURING
KALGOORLIE STAY

3

MEDIA
APPEARANCES

80+

PEOPLE ATTENDED
HAVIN' A YARN
EVENT

13

PEOPLE SIGNED UP
FOR MENTAL HEALTH
FIRST AID COURSE



RAISING THE VIBE FESTIVAL

'Raising The Vibe' is a music and wellbeing festival with the mission of delivering mental health services and information to youth differently.

Music acts, a wellbeing hub and support group activations allowed education of local support services and programs. The South West Region has experienced a large number of youth suicides recently and therefore is particularly relevant.

The festival capped off Mental Health Week and was held at the Busselton Foreshore Amphitheatre.

5,000+

PEOPLE ATTENDED
THROUGHOUT THE DAY

\$30,000

WAS RAISED FOR THE NEW
SAFE SPACE FACILITY IN
BUSSELTON

6

MENTAL HEALTH
ORGANISATIONS WERE
COLLABORATED WITH



. DEATH BY DENIM .
PRETTY UGLYS . SOUTH SUMMIT
. POT PLANT HOUSE PARTY .



CORPORATE BOXING EVENT

Corporate Boxing Event is an opportunity for business executives to be involved in an exciting boxing match. They showcased their mental strength and newly attained boxing skills against professional athletes – taking them out of their comfort zone and raising money for their chosen charity.

The event aims to bring different industries to battle and mobilise efforts to support mental health awareness. CBE and Face Your Fears work together to help reduce the stigma associated with mental illness by promoting help-seeking behaviours and emotional support.

Soa Palelei and his team at Strong Minds, Strong Mines have agreed to keep Blue Tree Project as their charity partner for the Corporate Boxing Event for the next 3 years.



\$41,500

RAISED THROUGH
EVENT

500+

PEOPLE WERE
ADDRESSED AT THE
EVENT

3 YEAR

PARTNERSHIP
FORMED





MINING EMERGENCY RESPONSE COMPETITION

This was the third year that BTP has been the charity partner of MERC. This 2 day event held at Langley Park in November sees emergency services personnel from various mining companies compete in several scenarios.

This year we created a 'Wellbeing Hub' that acted as a space for kids to have fun and their parents to have a break. It was filled with music, fun installations and plenty of painting activities. Our goal was to create an inviting area to spark conversations around mental health.



720

AUDIENCE AT
AWARDS SPEECH

5,000+

PEOPLE ATTENDED THE
COMPETITION

\$127,000

RAISED AT THE AWARDS BALL

“

I just wanted to say a big thank you for all of the hard work and effort you put into making the event another great success. We really love having you involved and are excited to see where this years contribution will take you. - Jen Pearce



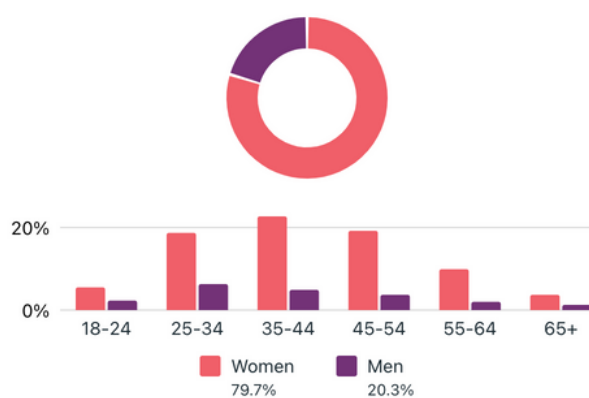
ONLINE IMPACT

Figures below reflect a range of areas for the year 2022.

FACEBOOK

17.2K ↑
FACEBOOK FOLLOWERS

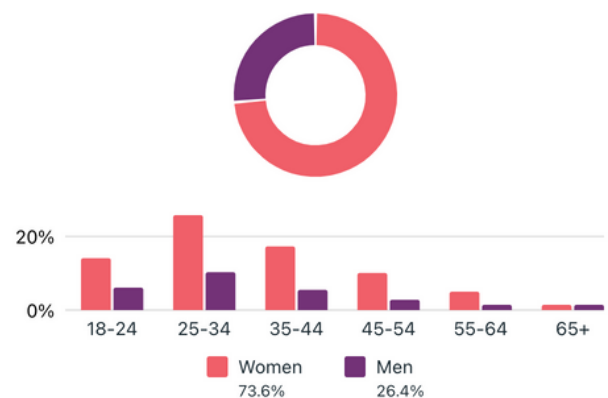
164,131+ ↓
TOTAL REACH 64.2%



INSTAGRAM

8.2K ↑
INSTAGRAM FOLLOWERS

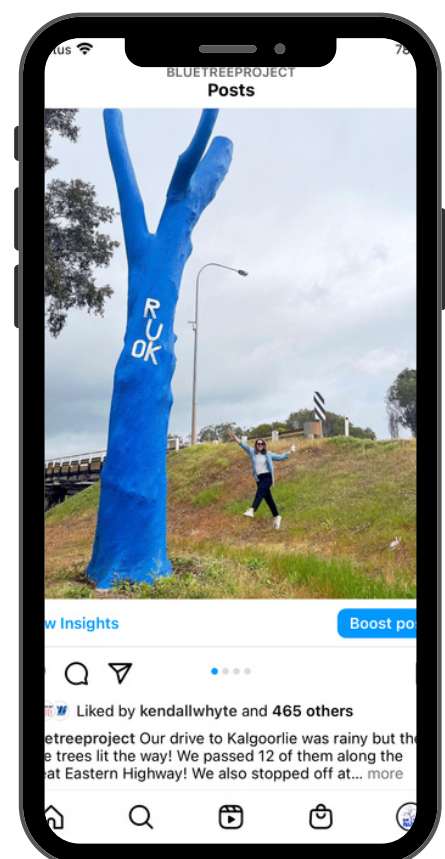
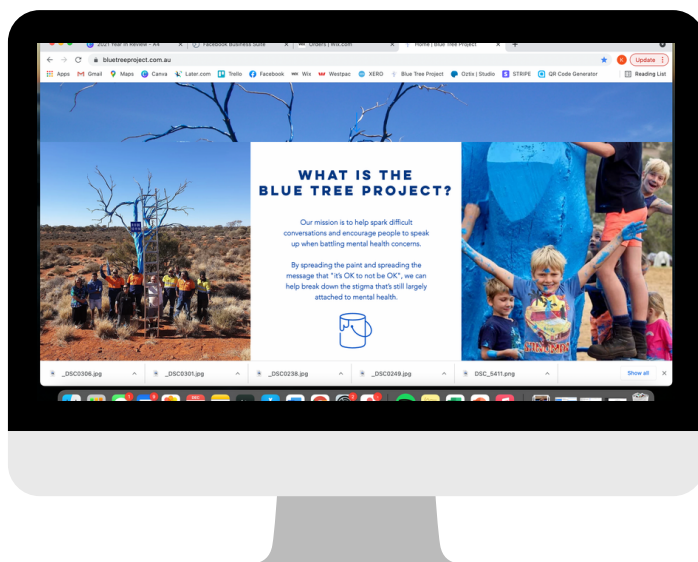
29,967+ ↑
TOTAL REACH 12.3%



WEBSITE

41,148 ↓
SITE SESSIONS 4%

4.9 MINS ↑
AVERAGE SITE SESSION TIME



MEDIA COVERAGE

12

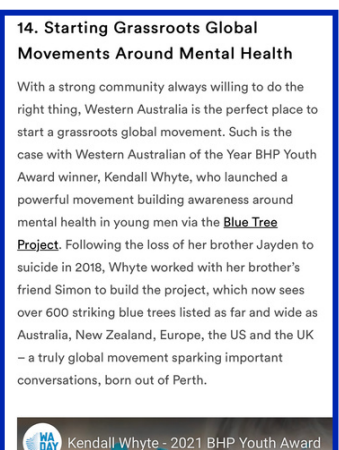
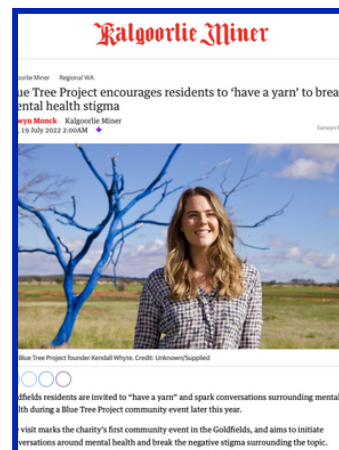
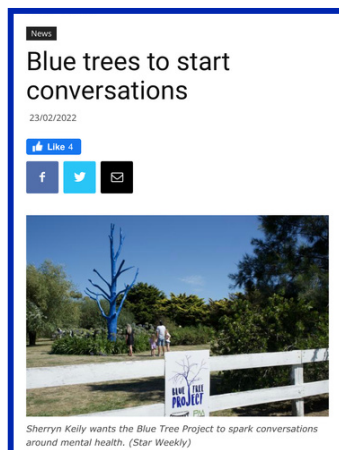
NEWS ARTICLES

4

RADIO INTERVIEWS

2

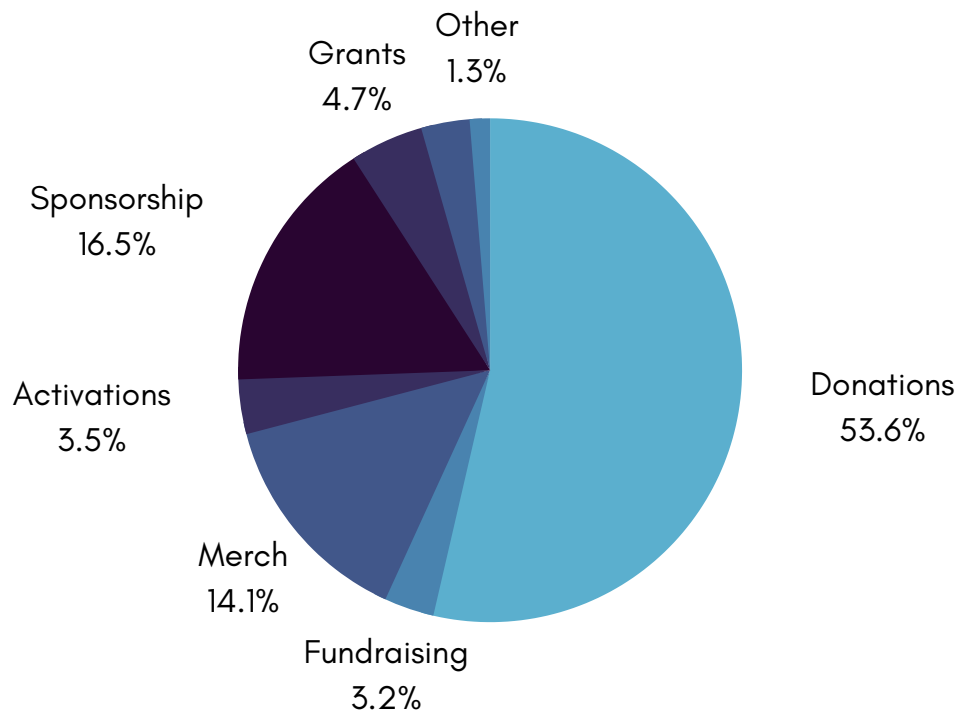
TV NEWS STORIES



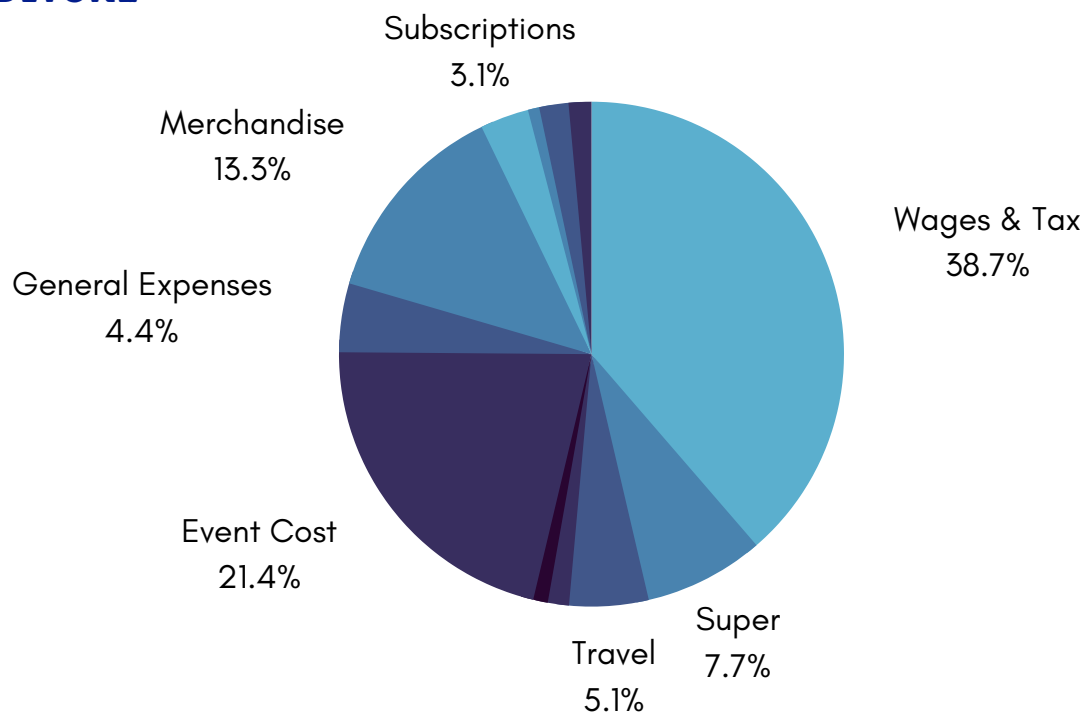
INCOME SOURCES & EXPENDITURE

Fundraising income is based on external activities such as raffles, competitions and other private initiatives.

INCOME



EXPENDITURE





PARTNERS, SPONSORS & SUPPORTERS



MERC
MINING EMERGENCY RESPONSE
COMPETITION



Australian
of the Year
Awards
Reflect. Respect. Celebrate.



Rabobank



Brookfield
Properties

HARVEST
ROAD



20Talk®

CIDN PERTH
Construction Industry Drinks and Networking Perth



EXCITING TIMES AHEAD – 2023

BTP PREMISES

We are on the hunt to put our roots down somewhere and expand our offerings and capabilities.

CURTIN X ROCKY BAY STUDY

Curtin University ([Enable Institute](#)) would like to have an honours study done to measure the impact of BTP.

GOOD ARTS GOOD MENTAL HEALTH

Further development of GAGMH project through UWA. This will be a public health campaign that encourages engagement in recreational arts for mental wellbeing.

NATIONAL TRUST NOMINATION

Blue Tree Project is likely to be recognised as a thing of cultural heritage significance as it has been recognised worthy of recording or preserving for future generations.

EASTERN STATES TRIP

We will be branching out over east to help expand our footprint on a national level.

CHARITY PARTNERSHIPS

We have the honour of being locked in as the charity partner for several events and fundraisers in 2023.

