beyondblue is a national, independent, not-for-profit organisation working to address issues associated with depression, anxiety and related substance use disorders in Australia.

Our Vision
We aim to build a society that understands and responds to the personal and social impact of depression, works actively to prevent it and improves the quality of life for everyone affected.

Our Mission
Our mission is to provide a national focus and community leadership to increase the capacity of the broader Australian community to prevent depression and respond effectively.

Principles for action
• Respect for human rights and dignity
• Strong community involvement, understanding and support
• A population health approach
• Recognition of diversity and special needs
• A co-ordinated and collaborative approach
• An evidence-based approach
• Sustainable action

Board of Directors
The Hon. Jeff Kennett AC – Chair
Mr John McGrath AM – Deputy Chair
The Hon. Caroline Hogg
Mr Garry McDonald AO
Prof. Kenneth Kirkby
Assoc. Prof. Brett McDermott
Ms Leonie Young – Chief Executive Officer

Mr Michael Bonning
Ms Kate Carnell
Mr Tim Marney
Dr Leanne Rowe AM
Ms Natasha Stott Despoja

Board members include representatives of the Commonwealth and each State and Territory Health Departments.

beyondblue is a bipartisan initiative of the Australian, State and Territory Governments, established in 2000, with the key goals of raising community awareness about depression and reducing stigma associated with the illness. beyondblue works in partnership with health services, schools, workplaces, universities, media and community organisations, as well as people living with depression, to bring together their expertise around depression.

The most disabling illness in Australia today is not heart disease or cancer – it’s depression. On average, one in five Australians will experience depression at some point in their lifetime – one in four females and one in six males. Mental illness is currently the leading cause of non-fatal disability in Australia, and depression and anxiety accounts for over half of this burden.1 Globally, the World Health Organization predicts depression to become the leading cause of disability and the second leading contributor to the global burden of disease by the year 2020.

beyondblue is midway through its second five-year term (2005-2010) and plans a future beyond 2010 to continue its leadership role as Australia’s national focal point for depression and anxiety awareness, prevention and early intervention, changing community attitudes and reducing stigma.

Impact of beyondblue’s activities
beyondblue regularly undertakes a national community survey, the beyondblue Depression Monitor, to evaluate changes in awareness, knowledge, understanding and attitudes about depression and related disorders in Australia.2 The most recent survey was conducted during October 2007 – February 2008. The following provides a snapshot of results illustrating changes in awareness of depression and related disorders, exposure to depression in the media and awareness of beyondblue.3

Awareness of major mental health problems in Australia

<table>
<thead>
<tr>
<th>Mental Health Problem (spontaneously mentioned)</th>
<th>2002 (n=2,000)*</th>
<th>2004/05 (n=3,200)</th>
<th>2007/08 (n=3,200)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Depression</td>
<td>49%</td>
<td>54%</td>
<td>56%</td>
</tr>
<tr>
<td>Bipolar disorder/manic depression</td>
<td>0%</td>
<td>4%</td>
<td>0%</td>
</tr>
<tr>
<td>Anxiety</td>
<td>3%</td>
<td>5%</td>
<td>7%</td>
</tr>
<tr>
<td>Postnatal depression</td>
<td>1%</td>
<td>1%</td>
<td>1%</td>
</tr>
</tbody>
</table>

*b sample did not include TAS, ACT, NT

Unpublished data.


1 Highet, NJ, Hickie, IB, and Davenport TA. (2002). Monitoring awareness of and attitudes to depression in Australia. Medical Journal of Australia; 76 (0 Suppl): S6-S68


3 Unpublished data.
Current strategies and priority areas to 2010 and beyond

The structure of beyondblue’s strategic direction is across five priority areas:

1. **Community Awareness and Destigmatisation**
   - To increase community awareness of depression, anxiety and related substance use disorders and to address the stigma linked to these health problems.

2. **Consumer and Carer Participation**
   - To provide people living with depression and/or anxiety and their carers with information about the illness and effective treatment options, and to promote their needs and experiences with policy makers and health care service providers.

3. **Prevention and Early Intervention**
   - To provide people living with depression and/or anxiety and their carers with information about the illness and effective treatment options, and to promote their needs and experiences with policy makers and health care service providers.

4. **Primary Care**
   - To develop and implement depression prevention and early intervention programs.

5. **Targeted Research**
   - To initiate and support depression-related research.

**Overall Strategic Direction and current five-year focus**

**CREATE** new and improve current responses to depression, building on early achievements and partnerships to:
- implement project and research outcomes in prevention and treatment
- lead implementation of prevention strategies
- develop and partner with new styles of health services
- target bipolar, comorbidity, anxiety and related drug and alcohol disorders
- target young people, women, men, the workforce, older people, rural and Culturally and Linguistically Diverse (CALD) communities

**RESPOND** to community needs impacting from situational or natural disasters.

**DESTIGMATION**
- Develop and extend corporate and philanthropic partnerships.

**COMMUNITY AWARENESS AND DESTIGMATION**

- DEVELOP and implement new advertising and other mass media campaigns with a particular focus on co-existing illnesses including chronic illness and substance use.
- IMPLEMENT targeted strategies, monitoring against benchmarks with a focus on help-seeking and recovery.
- BUILD school and youth depression and anxiety initiatives through Youthbeyondblue, education and health sector partnerships.
- IMPLEMENT workplace prevention programs across a broad range of sectors.
- SUPPORT strategies targeting older people.
- CONDUCT regional community consultations to support nationally agreed objectives.

**CONSUMER AND CARER PARTICIPATION**

- DEVELOP new forms of consumer and carer self-management including:
  - online prevention, assessment and strategies to deal with depression, anxiety and related disorders
  - online counselling
  - online treatment options.
- INTRODUCE programs arising from attitudinal monitoring.

**PREVENTION AND EARLY INTERVENTION**

- PROMOTE, fund and develop early intervention and prevention programs in priority areas of young people, men, older people, Indigenous Australians, rural communities and CALD communities in areas including:
  - comorbid depression and chronic illness
  - comorbid depression, anxiety and drug and alcohol misuse
  - workplace depression.

- ENHANCE collaboration and partnerships with chronic disease agencies eg. National Heart Foundation, Diabetes Australia, Cancer Council and Alzheimer’s Australia.

**PRIMARY CARE**

- ASSESS implementation of the Better Access to Psychiatrists, Psychologists and General Practitioners through the Medicare Benefits Schedule program.
- EXPAND partnerships with rural doctors, mental health and primary care providers, regional and Indigenous health services and Co-operative Research Centres (CRCs).

**TARGETED RESEARCH**

- TARGET research into prevention and treatment outcomes.
- COLLABORATE with agencies such as the National Health and Medical Research Council, Australian Research Council, National Heart Foundation, Cancer Australia and applied research organisations.
- EXPAND applied research program in priority areas with rigorous evaluation.
- DISSEMINATE research results and assist in implementing recommendations.

**We aim to:**

- Expand and provide leading international practice in depression and anxiety awareness, prevention, early intervention, treatment and pathways to recovery across the lifespan.
- Enhance delivery of a national cross-portfolio approach across health, education, family and community services.
- Establish a national program to address antemortem and postmortem depression, building on research undertaken in beyondblue’s first term.
- Implement a national depression prevention and early intervention program for children and young people through schools, education and integrated health systems.
- Deliver and promote workplace depression awareness, education and training across a range of sectors, including professional sport, transport, government, corporate and professionals.

**beyondblue’s current programs and projects at July 2008 within the five priority areas include**

**Community Awareness and Destigmatisation**

- beyondblue National Advertising Campaigns
- beyondblue Anxiety and Depression Awareness (ADA) Month – October
- Short Films
- beyondblue info line
- Beyond maturitbey - COTA peer support program
- Depression Monitor – monitoring public understanding of depression
- Don’t beat about the bush! National Rural Campaign
- Indigenous Men’s Sheds/Spaces Pilot Project
- Mental Health Support for Drought-Affected Communities Initiative
- Movember
- National Men’s Sheds Project

**Consumers and Carer Participation**

- Likitboxes – National Reference Group
- Likitbox Ambassador Program
- Mental Health and Insurance Discrimination Project
- National Information Kit for Carers
- Partners in Depression Project

**Prevention and Early Intervention**

- beyondblue National Workplace Program
- beyondblue Secondary Schools Program
- Coach the Coach
- Good Sports Pilot Initiative
- Indigenous Hip Hop Projects
- KidMatter: National Primary Schools Mental Health Initiative
- National Perinatal Mental Health Program
- National Perinatal Clinical Practice Guidelines
- Save a Mate Talk Out Loud Youth Pilot Project
- Stay on Track Youth Project
- Y Share It Youth Project

**Primary Care**

- AGPN Primary Care Youth Mental Health Initiative
- NMHPIC Depression in Young People Clinical Practice Guidelines
- NIMH Indigenous Mental Health Website

**Targeted Research**

- beyondblue Victorian Centre of Excellence in Depression and Related Disorders
- Beyond Ageing Project
- Depression and Cancer Research Program
- Depression and Cardiovascular Disease Research Program
- Depression and Dementia Research Project
- Greater Green Triangle Chronic Disease Management of Comorbid Depression, Heart Disease and Diabetes Project
- PhD Scholarships
- 45 and Up Study

* Note: National Projects supported by other beyondblue areas include:

- **Events:** beyondblue and community-based
- **Distribution/dissemination of information materials and resources** – free of charge
- **Conference sponsorship, support and presentations**
- **Website** (2007, 2004 winner of Hitwise Australia Award – see page 12)
- **Information materials development**
### Community Awareness and Destigmatisation

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<th>PARTNERS</th>
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<th>LINKAGES</th>
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</table>
| **beyondblue National Advertising Campaigns** | • Awareness Campaign                          | • API Outdoor  
• Convenience Advertising  
• Mitchell and Partners  
• Fox Out of Home Advertising Pty Ltd  
• WA Billboards                                                                 | • Seven TV and radio commercials aired as community service announcements covering  
– premenstrual depression  
– depression in later life  
– depression/anxiety and alcohol use  
– anxiety  
– depression in men/rural  
– bipolar disorder  
– depression in the workplace.  
• Use of advertisements in a range of media including television, radio, print, billboards, public transport, and public amenities.  
• Development of new media campaigns:  
– young people  
– carers  
– anxiety  
– comorbidity of depression and alcohol/drug use  
– diversity/social inclusion.                                                                 | All States and Territories |
| **beyondblue Anxiety and Depression Awareness (ADA) Month – October** | • Awareness Campaign                          | • Australian, State and Territory Governments  
• Workplace partners (e.g. NAB)  
• Australian community                                                                 | • Raise awareness of anxiety and depression.                                                                                                                                  | All States and Territories |
| **Anxiety Short Films**          | • Consumers and Carers                        | • Little Empire Films – The Other One  
• Annabelle and Cath Murphy – Marti’s Party                                                                 | The Other One (working title) will:  
• explore the experience of a young man living with an anxiety disorder  
• demonstrate that anxiety disorders are common and treatable and that recovery is possible.  
• Marti’s Party:  
through the use of comedy, portrays having physical and mental health problems is a serious issue  
• provides key messages regarding the physical symptoms of depression, anxiety or a related disorder and help seeking.                                                                 | Other priorities: Prevention and Early Intervention, Consumers and carers |
| **beyondblue info line**         | • Community Support                           | • Crisis Support Services                                                                 | Provides the public (for the cost of a local call) access to information and referral to relevant services for depression and anxiety related matters.                                                                 | All States and Territories |
| **Beyond maturity blues**       | • Older People                                | • Councils on the Ageing, national  
• Community Education                                                                 | Peer education to older Australians on the signs and symptoms of depression.                                                                                                 | All States and Territories |
| **beyondblue Depression Monitor** | • Monitoring Public Understanding of Depression | • Walls Group                                                                 | Survey results to monitor depression awareness, knowledge, attitudes and help-seeking behaviours.                                                                                                         | All States and Territories |
| **Don’t beat about the bush! National Rural Campaign** | • Rural Awareness Campaign                    | • Department of Health and Ageing  
• AGPA  
• Centralk  
• CWA  
• Salvation Army  
• Rotary  
• National Farmers Federation  
• State/Territory Farmers Associations                                                                 | • Information and help on depression for rural Australians.  
• Community and workplace training in assisting people experiencing depression.                                                                                                      | All States and Territories |
| **Indigenous Men’s Sheds/Spaces Pilot Project** | • Indigenous  
• Men                                                                 | • Co-operative Research Centre for Aboriginal Health (CRCAb)  
• Movember Foundation                                                                 | • Raising awareness of depression and related disorders.  
• Improving access to mental health services among Indigenous men in Eastern Australia, increasing information and available help.                                                                 | States and Territories: QLD, NSW, VIC, NT  
Other Priorities: Prevention and Early Intervention |
| **Mental Health Support for Drought-Affected Communities Initiative** | • Rural                                                                 | • Australian General Practice Network  
• Department of Health and Ageing                                                                 | • Increase awareness of mental health and related services in drought-affected rural and regional Australian communities.  
• Education/training kit project for business and community leaders.                                                                                                                  | States and Territories: NSW, SA, VIC, QLD |
| **Movember**                     | • Awareness Campaign                          | • Movember Foundation  
• Prostate Cancer Foundation of Australia                                                                 | • Raise awareness of anxiety and depression – particularly among men; comorbidity with chronic illness.  
• Prompt help seeking.  
• Provide information on pathways to care.  
• Men’s mental health promotion national event.                                                                                                                                     | All States and Territories |
| **National Men’s Sheds Project**  | • Men                                         | • Australian National Men’s Shed Association  
• Local Governments                                                                 | • Raising awareness of depression and related disorders and increase and improve access to mental health services among men in Australia.                                                                       | All States and Territories |
## Consumer and Carers

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<tr>
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<tbody>
<tr>
<td>blueVoices – National Reference Group</td>
<td>• Consumers and Carers</td>
<td></td>
<td>• Provides the voice of the lived experience through involvement with beyondblue research, media, programs and policies. • Provides consumer and carer representation on committees.</td>
<td>All States and Territories External organisations: • Mental Health Council of Australia • RACGP’s GP Psych Support Service Reference Group • The Private Mental Health Consumer Carer Network • The General Practice Mental Health Standards Collaboration • The Mental Health Professionals Association Interdisciplinary Networks Project • The Australian Mental Health Society • NHMRC Network</td>
</tr>
<tr>
<td>blueVoices Ambassador Program</td>
<td>• Consumers and Carers • Health Professionals</td>
<td></td>
<td>• Training and support to blueVoices Ambassadors for beyondblue, lived experience presentations.</td>
<td>All States and Territories Other Priorities: Community Awareness and Destigmatisation</td>
</tr>
<tr>
<td>Mental Health and Insurance Discrimination Project</td>
<td>• Consumers and Carers</td>
<td>• Investment and Financial Services Association • Mental Health Council of Australia • Mental Health Sector Stakeholders (MHSS), including AGPN, RACGP, RANZCP, APS and AMA</td>
<td>• Commitment of the insurance and mental health sectors to improve insurance outcomes by reducing the discrimination for mental health consumers.</td>
<td>All States and Territories Other Priorities: Community Awareness and Destigmatisation External organisations: • MHSS • Consumers and Carers</td>
</tr>
<tr>
<td>National Information Kit for Carers</td>
<td>Carers</td>
<td>• Carers Victoria • National Carers Association of Australia</td>
<td>• Information sheets for carers of people with depression and anxiety. • Accessible in hardcopy and online.</td>
<td>Carers – nationally</td>
</tr>
<tr>
<td>Partners in Depression Project</td>
<td>Carers</td>
<td>• Hunter Institute of Mental Health</td>
<td>• Delivery of a support and education based program for people who care for and support others with depression. • Evaluation with a view to determining potential for a national program.</td>
<td>States and Territories NSW</td>
</tr>
</tbody>
</table>

## Prevention and Early Intervention

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<thead>
<tr>
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</tr>
</thead>
<tbody>
<tr>
<td>beyondblue National Workplace Program (plus Sports, Rural and Legal Programs)</td>
<td>• Workplace</td>
<td>• Community and Corporate sector • Australian Football League • Australian Football League Players’ Association • Professional Golfers Association • Football Australia • Law Institute of Victoria • NSW Law Society</td>
<td>• Increased awareness and understanding of the signs and symptoms of common mental health problems in the workplace. • Equips managers and supervisors with the skills and confidence to effectively manage staff with depression or related disorder. • beyondblue National Professional Sports Program. • beyondblue National Rural Workforce Program. • Depression in the Legal Profession Program (includes filmed interviews with barristers) • Winner of Australian Institute of Training and Development National Award 2008 – see page 12. • Evaluation with a view to determining potential for a national program.</td>
<td>All States and Territories External organisations: • ACT Health • McCaughey Centre (谁知道健康中心的促进精神健康和社区福祉) • Over 300 organisations across a range of industries and sectors • Legal sector • The Sainsbury Centre, UK</td>
</tr>
<tr>
<td>Youthbeyondblue</td>
<td>• Youth • Community Education • Awareness Campaigns</td>
<td>• Rock Eisteddfod • Red Frogs – Schoolies Week • Vibe • Anil Radham Action Band</td>
<td>• Promotion of Youthbeyondblue’s key messages: Look, Listen, Talk, Seek Help Together. • Promotion, funding and development of prevention programs for young people. • Increased literacy of mental health issues and pathways to care.</td>
<td>All States and Territories External organisations: • headspace • Australian Drug Foundation • Orygen Youth Health</td>
</tr>
<tr>
<td>beyondblue Secondary Schools Program</td>
<td>• Secondary Schools</td>
<td>• University of Queensland</td>
<td>• Universal school-based program. • Developing six key areas that act as protective factors against depression and anxiety. • Classroom curriculum materials.</td>
<td>All States and Territories Other Priorities: Community Awareness and Destigmatisation, Research</td>
</tr>
<tr>
<td>Coach the Coach</td>
<td>• Youth • Community Education</td>
<td>• Geelong Valley Familycare • Victorian Department of Human Services • Victorian Department of Primary Industry</td>
<td>• Mental Health First Aid training delivered to key personnel within country football teams. • beyondblue Football Round across four Victorian leagues in August 2008.</td>
<td>States and Territories: VIC External organisations: • McCaughey Centre (谁知道健康中心的促进精神健康和社区福祉) • Australian Drug Foundation • Orygen Youth Health Other beyondblue programs: • Good Sports Program (Australian Drug Foundation)</td>
</tr>
<tr>
<td>Good Sports Pilot Initiative</td>
<td>• Youth • Community Education</td>
<td>• Australian Drug Foundation • Centre for Youth Drug Studies</td>
<td>• Promotion of better mental health in sports clubs whilst specifically addressing anxiety, depression and alcohol misuse. • Two sites in Victoria: Geelong (urban) and Geelong (metropolitan). • Potential for large-scale national rollout.</td>
<td>States and Territories: VIC Other Priorities: Community Awareness and Destigmatisation, Research External organisations: • Local Government Areas of Gannawarra and Northern Lodden Shires and Greater City of Geelong • Local netball/football clubs</td>
</tr>
</tbody>
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### Prevention and Early Intervention

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</table>
| Indigenous Hip Hop Projects         | Youth, Indigenous           | Indigenous Hip Hop Projects Group                  | Improved awareness of mental health and local health services among Indigenous young people through dance performance. | States and Territories: NSW, VIC, WA, NT, QLD, SA  
Other Priorities: Community Awareness and Destigmatisation  
External organisations:  
- Aboriginal Health and Medical Service  
- Aboriginal Community Controlled Health and Medical Services  
- Headspace  
- Hampstead Shires Council  
- Local youth services  
- Local schools, TAFEs, Tertiary institutions and community education settings |
| KidsMatter, National Primary Schools Mental Health Initiative | Primary Schools             | Department of Health and Ageing  
Australian Principals Associations Professional Development Council  
Australian Psychological Society  
Australian Rotary Health Research Fund | Improved mental health and wellbeing of primary school students.  
Reduction in mental health problems among students.  
Greater support and assistance for students experiencing mental health difficulties.  
Increased awareness of mental health issues in primary school staff and parents. | All States and Territories  
Other Priorities: Research  
External organisations:  
- Education Department  
- Australian Primary Schools |
| National Perinatal Mental Health Program | Perinatal  
Child and Maternal Health  
Mothers, fathers, families  
Primary Care and Specialist Tertiary Health Sector | Australian and State/Territory Governments  
Perinatal Mental Health Organisations and Experts  
NHMRC | Routine assessment of women for depression during pregnancy and in their first postnatal year.  
Training of health professionals to recognise and manage perinatal depression and related disorders.  
Provision of pathways to care, ensuring that women experiencing perinatal depression receive relevant information and professional help.  
Community awareness campaign. | All States and Territories  
Other Priorities: Community Awareness and Destigmatisation  
External organisations:  
- Perinatal, child and maternal health, mental health, public and private sector, community and primary care sectors |
| National Perinatal Clinical Practice Guidelines | Perinatal  
Health Professionals | Perinatal Mental Health Organisations and Experts  
NHMRC | Up-to-date evidence based guidelines on the treatment of perinatal depression and anxiety. | All States and Territories  
Other Priorities: Consumers and Carers, Primary Care |
| Save A Mate Talk Out Loud Pilot     | Youth, Community Education  | Australian Red Cross  
Education to respond to the social and emotional wellbeing needs of young people. | Support to rural, drought-affected communities with a focus on young people.  
Education to respond to the social and emotional wellbeing needs of young people. | States and Territories: NSW, VIC, SA, NT, QLD  
Other Priorities: Community Awareness and Destigmatisation |
| Stay on Track Project               | Youth                        | Mission Australia  
Glenorchy City Council  
Health Professionals | Development of a Youth Leadership Peer Education model for the prevention of youth depression.  
Professional development opportunities for teachers, support staff, youth workers and health professionals. | States and Territories: TAS  
Other Priorities: Community Awareness and Destigmatisation |
| Y Share It Project                 | Youth                        | University of Tasmania  
Health Professionals | Implementation and evaluation of the yshare! Virtual Youth Ambassador Training Program.  
Increasing awareness and capacity of young people to address mental health issues with their peers, family and community. | States and Territories: TAS  
Other Priorities: Community Awareness and Destigmatisation  
External organisations:  
- Australian Rotary Health Research Fund (ARHRF) |

### Primary Care

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</table>
| AGPN Primary Care Youth Mental Health Initiative | Youth, Health Professionals | Australian General Practice Network | Youth training program for GPs, practice staff and allied health professionals in both paper-based and online formats. | All States and Territories  
External organisations:  
- headspace  
- RACGP |
| NHMRC Depression in Young People Clinical Practice Guidelines | Youth, Health Professionals | NHMRC  
A range of stakeholders including:  
AGPN  
AMA  
Australian Psychological Society  
Mental Health Council of Australia  
RANZCP  
RACGP  
Therapeutic Goods Administration | Up-to-date evidence based guidelines that will assist primary health and other clinicians in the treatment of young people aged 13-20 years with depression. | All States and Territories  
Other Priorities: Consumers and Carers  
External organisations:  
- headspace  
- Community Youth Centres  
- Youth Mental Health Services  
- General Practitioners |
| RANZCP Indigenous Mental Health Website | E-health, Indigenous, Health Professionals | RANZCP | Online training course on Indigenous Mental Health for psychiatrists, GPs, Indigenous and allied health workers.  
Improvements in health service responses to depression and anxiety among Aboriginal and Torres Strait Islander people. | All States and Territories |
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</table>
| beyondblue Victorian Centre of Excellence in Depression and Related Disorders | Consumers and carers, Researchers, Clinicians, Primary Care | National Research Institutions (e.g. Universities, Teaching Hospitals) | • Bringing together researchers and health professionals to develop and deliver high-quality, best practice responses to depression and related disorders to the Victorian community.  
• National applicability.  
• Research into practice. | States and Territories: VIC |
| Beyond Ageing Project                    | Older People                           | Centre for Mental Health Research (Australian National University)      | • A range of interventions for people aged 65 to 74 at risk of developing major depression.                                                                                                                                                  | National applicability  
External organisations including:  
• OAAs  
• Carers Agencies  
• Older people |
| Depression and Cancer Research Program   | Chronic Illness, Consumers and Carers   | Cancer Australia, National-State/Territory Cancer Councils and Cancer-associated agencies (e.g. CanTeen) | • Priority-driven research into the links between cancer and depression and anxiety.  
• Collaborative research initiative – total $10 million. | All States and Territories  
External organisations including:  
• OAAs  
• Prostate Cancer Foundation of Australia  
• Breast Cancer Network Australia  
• ovarian Cancer Coalition  
• Psychos-Oncology Collaborative Research Group |
| Depression and Cardiovascular Disease Research Program | Chronic Illness, Consumers and Carers | National Heart Foundation | • Priority-driven research into the links between cardiovascular disease and depression and anxiety.  
• Collaborative research initiative – total $5 million. | All States and Territories |
| Depression and Dementia Research Project | Older People                           | University of Technology Sydney | • Providing a GP intervention to assist the primary care and management of depression for carers of people with dementia. | Other Priorities: Consumers and Carers, Primary Care |
| Greater Green Triangle: Chronic Disease Management of Comorbid Depression, Heart Disease and Diabetes Project | Rural, Chronic Illness, Primary Care | Greater Green Triangle University Department of Rural Health, Flinders University, Deakin University | • Increasing the recognition and providing effective treatment for people with co-existing depression, coronary heart disease and diabetes.  
• Improving collaborative, early intervention practice. | States and Territories: SA, VIC, NSW |
| PhD Scholarships                         | Young Researchers                      | Edith Cowan University, University of Adelaide | • Provision of funds to support two PhD Scholarships in depression. | States and Territories: SA, WA |
| 45 and Up Study                          | Older People                           | SAX Institute, The Cancer Council NSW, National Heart Foundation (NSW Div), NSW Health, Macquarie Bank | • Information about healthy ageing using the largest follow-up study ever conducted in the Southern Hemisphere – over 100,000 NSW participants over the age of 45, health/illness data. | States and Territories: NSW  
National applicability |

Left: beyondblue Victorian Centre of Excellence 2006 research grant recipients with the then Victorian Parliamentary Secretary for Health The Hon. Daniel Andrews, beyondblue Board Directors The Hon. Caroline Hogg, John McGraith AM and CEO Leonie Young.  
Right: beyondblue Victorian Centre of Excellence 2007 research grant recipients with Victorian Minister for Mental Health The Hon. Lisa Neville and beyondblue CEO Leonie Young.  
beyondblue website

Since launching the website in April 2001, total visits to the beyondblue website are now more than 5.7 million. An unprecedented 210,030 visits to the website were recorded in October 2007 – coinciding with beyondblue Anxiety and Depression Awareness (ADA) Month.

Website National Award – Hitwise Australia

The beyondblue website won the annual Hitwise Australia Online Performance Award in the Health and Medical – Organisations category for 2007. The Hitwise Australia Online Performance Awards recognise excellence in online performance through public popularity, awarding the number one most-visited website in more than 100 health and medical industries across Australia. beyondblue previously won this award in 2004.

beyondblue Workplace Program National Award

The beyondblue “Tackling Depression and Related Disorders in the AFL Program” won the Australian Institute of Training and Development National Award for 2008 in the “Excellence in Learning Resource” category. This award was provided for excellence in the adaptation of an existing resource targeting a specific market based on survey data for customisation.