



**act  
belong  
commit**

**Impact  
Statement**

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**2018**

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*“Being a part of a team, writing my book and my nursing job keep me busy and provides me with a sense of purpose.”*

**Lara Filocamo, Act-Belong-Commit Ambassador**

*Cover Photo: North Midlands Project*

## Our Vision

A society that values mental health and where everyone has the opportunity to be mentally healthy.

## Our Mission

To enhance population mental health by creating supportive environments that strengthen individual and community resilience.

# Our Stories

## Willetton Senior High School

Willetton Senior High School has been a Mentally Healthy School partner for the last 3 years and in 2018, they made a commitment to embedding the Act-Belong-Commit message into their year 10 health class, with an emphasis on mental health, building resilience and connecting with the community.

At the start of the year, the class participated in the Youth Connectors workshop, which teaches young people and their peers how to be mentally healthy.

Following the workshops, the students used their new knowledge and skills to

visit a local community respite centre for people with permanent disabilities. The students played games, painted nails and danced with the clients. It was a great opportunity for them to get involved with the community and to encourage them to develop meaning and purpose through volunteering.

Their last assessment was to plan and hold a Wellbeing Expo. Each group had to create an activity or information stall that promoted mental health, wellbeing and community spirit. Some of the activities included dancing, team activities and random acts of kindness.

It is fantastic to see how the Act-Belong-Commit message was incorporated into the curriculum for the year!



## Jordi Quain

Burswood's Jordi Quain knows the personal satisfaction that can be reaped by getting active for a good cause.

With the support of her For the Every Woman Community Exercise Group, Jordi embarked on a personal challenge to raise money for Act-Belong-Commit by running in the UWA Half Marathon in the 2019 HBF Run for a Reason.



*“I wanted to support Act-Belong-Commit as I know how important being part of a community and keeping active is to maintaining your mental health.”*

Jordi grew up in a small country town, and on moving to Perth to study at university, found she missed the close-knit community she grew up with.

Jordi found it pretty strange to be so disconnected from family and the familiarity of a small country town, but found her own forms of community through volunteering and sports. She admits she would not have been able to complete her undergraduate degree without the support and stability she had gained from the communities she'd built herself into.

*“Honestly, community involvement and exercise have pulled me through some very tough times with my own mental health. For me, being around good people who are supportive and like-minded keep me afloat and thriving...”*



### Kindness Is Free – Pass It On!

In 2018, the Town of Victoria Park embraced the Act-Belong-Commit message for a Community Kindness Initiative held during Mental Health Week (7-14 October 2018).

In their fourth year of partnership with Act-Belong-Commit, the Town of Victoria Park's Healthy Community Team channelled the Act-Belong-Commit message to engage the community to get involved in a Community Kindness Initiative by 'spreading kindness like confetti' to over 1000 residents.

During the week, residents were handed resources including bookmarks and flyers providing suggestions of ways to be kind. The resources prompted strangers to smile at each other on the street, hold doors open for each other, say thank you to customer service people, pick up rubbish, leave kind notes for friends and colleagues, and visit those who may be feeling lonely - simple actions to make both the giver and receiver feel good!

The Town of Victoria Park's Community Kindness Initiative was whole-heartedly embraced by the local community, with a number of services and businesses getting into the spirit; schools, libraries, local cafes and leisure centres to name a few. Even the Town's rangers got involved, handing out goodies such as Frisbees, tennis balls and

tea bags.

With their efforts combined, 500 flowers were handed out to community members, along with 120 apples to junior sports participants. They also gifted drink bottles and towels to members of the local leisure centre, and gave away 130 free coffees with thanks to cafes in the area.

These actions were inspired by the Act-Belong-Commit campaign and the kindness movement to promote good mental health and wellbeing in communities!

*"These were all simple actions that make both the giver and receiver feel good!"*

## What We Do

Being active, having a sense of belonging and having a purpose in life all contribute to happiness and good mental health.

Act-Belong-Commit is a comprehensive mental health promotion campaign encouraging individuals to take action to protect and promote their own mental wellbeing, as well as encouraging organisations that provide mentally healthy activities to promote participation in those activities.

In essence, Act-Belong-Commit aims to increase individual and community wellbeing by increasing and strengthening connections between community members.

This is achieved by encouraging participation in family, community events and organisations, and increasing collaboration between community organisations that offer activities conducive to good mental health and wellbeing.

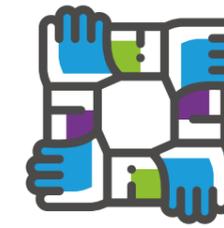
The A-B-C guidelines for positive mental health provide a simple approach that we can adopt to become more mentally healthy.

*Photo: Bike Week 2018, City of Subiaco*



### Act

Keep active in as many ways as you can – physically, socially, mentally, and spiritually.



### Belong

Keep connected to friends and family; get involved in groups; join in local community activities and events.



### Commit

Take on challenges or causes that provide meaning and purpose in life, commit to an interest or a cause; set goals to aim for; become a volunteer or learn a new skill.



## A Message From the Campaign Manager

### 2018 marked 10 years since the state-wide launch of Act-Belong-Commit, and what a year it was!

In 2018, we supported 257 partners across WA, other states and internationally in the promotion of the Act-Belong-Commit message to deliver grassroots strategies to encourage people to 'Act-Belong-Commit' for good mental health. We also welcomed our newest international partner, Elon University in the USA, who has adopted Act-Belong-Commit as a campus-wide initiative to foster a mentally healthy climate and culture.

The Act-Belong-Commit campaign continued to make an impact, striking a chord with people of all backgrounds and helping to change attitudes towards mental illness. Results of the 2018 evaluation of the campaign show that 80% of the adult population aware of the message (nearly 2.2 million Western Australian adults), and that awareness and behaviour change amongst those with a diagnosed mental illness or recent mental health problem was even higher.

Of those surveyed, 65% stated the campaign had made them more open to talking about mental health, and 63% stated it had reduced stigma associated

with mental illness. And of those aware of Act-Belong-Commit, 16% (over 350,000 people) had deliberately done something to improve their mental health as a result of the campaign, with 99% of those who did something stating it had helped their mental health.

### Act-Belong-Commit's key programs continued to reach priority groups including Aboriginal communities, young people and rural and remote communities.

Unfortunately, the partnership with Chevron Australia ceased in July 2018, and we have been actively seeking alternative funding to support a number of our programs and to help grow the campaign's reach and impact. Thankfully, Healthway provided additional campaign funding for our Mentally Healthy Schools Program until mid-2019, with Stan Perron Charitable Trust coming on board as a donor to fund the program from mid-2019 to 2022. At the end of 2018, the Aboriginal Program and Youth Connectors remained unfunded.

Some of the highlights from 2018 include:

- A celebratory event marking 10 years since the campaign was launched state-wide in WA, with four WA Country

Health Service sites and four Local Governments recognised for 10 years of partnership

- Development of three new TV advertisements including a refreshed animation ad, arts ad, and a Standing Strong Together ad for Aboriginal communities
- Production of two testimonial videos featuring men from Roebourne talking about their life and the Standing Strong Together message
- A partnership with the Fremantle Docks, providing access to members, promotion in the 'Dock' magazine, representation from coach Michelle Cowan and player Lara Filocamo who became Act-Belong-Commit Ambassadors, and Act-Belong-Commit activations at a game
- A partnership with VenuesWest offering Western Australian individuals and families (many of whom had mental health issues or were experiencing hardship) experiences including The Wiggles Concert and Taylor Swift
- Development of a new campaign website.

I would like to thank our Principal Partners, Healthway and the Mental Health Commission for their support in 2018. Thanks also to our Community Partner, VenuesWest, for providing amazing experiences to our community, and to Curtin University for continuing to host the Act-Belong-Commit team.

Lastly, thank you to our funders and supporters, the dedicated team at Mentally Healthy WA, the Act-Belong-Commit Steering Committee, campaign partners, students and volunteers, Ambassadors and the Western Australian community—we are all working together to create a more mentally healthy WA.

**Amberlee Nicholas**  
Campaign Manager



Photo: 'Happiness looks good on you' - "When you love what you have, you have everything you need." – Samantha Wood, 18 and Over Honourable Mention 2018 Pilbara Photovoice Competition

## Our Impact



82%

of Western Australians  
are aware of Act-Belong-Commit



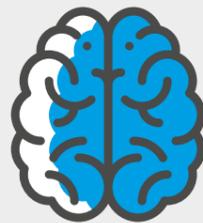
95%

of Western Australians  
approve of Act-Belong-Commit



16%

did something to improve their mental health. ie. kept active, got involved in community, volunteered\*



63%

said Act-Belong-Commit  
has reduced stigma\*



65%

believed the campaign  
made people more open  
to mental health\*

\* Of those aware of the Act-Belong-Commit Message

## The Bigger Picture

### Strategic Plan 2016 - 2019

To extend the reach and strengthen the impact of the ABC Campaign

#### Enhanced Programs

Consolidated and refreshed programs, and the development of new initiatives that address the needs and aspirations of diverse and evolving communities

#### Expanded Reach

Increased engagement and connection with more jurisdictions, communities and sub-population groups, and increased participation in individual and community activities.

Enhance capacity to deliver effective mental health promotion by fostering mutually beneficial relationships

#### Enriched Partnerships

Enhanced and additional working relationships with community partners

#### Investment in our Capacity

Renewed and additional relationships to secure investment for future growth and to ensure sustainability.

To provide leadership in evidence-based mental health promotion

#### Research and Evaluation

Research that informs and evaluates the effectiveness of the A-B-C campaign in achieving its individual, community, advocacy and societal objectives

#### Contemporary Promotions and Communications

An evidence-based framework for mental health promotion via community based social marketing.

To consolidate and build organisational capability

#### Strengthened Governance and Leadership

Enhanced direction setting and decision making

#### Empowered and Capable People

A diverse team who are passionate about mental health and have the capacity to fulfill our vision and mission

#### Efficient Operations

Quality systems, processes, and infrastructure are implemented that enable the provision of consistent and reliable services to decrease administrative burden and foster sustainable practices.



"Honestly, community involvement and exercise have pulled me through some very tough times with my own mental health. For me, being around good people who are supportive and like-minded keep me afloat and thriving..."

Jordi Quain, Act-Belong-Commit Ambassador

## Our Objectives

The objectives for Phase V (2017-2019) of the Act-Belong-Commit campaign include:

1. Maintain (and increase) general community awareness and understanding of things Western Australian's can do to keep mentally healthy.
2. Increase and reinforce participation in individual and community activities that strengthen mental health and reduce vulnerability to mental health disorders in Western Australia.
3. Continue to reduce stigma.
4. Extend and expand the reach of the Act-Belong-Commit message to sub-populations including youth, seniors, people with a disability, lower SES and disadvantaged groups, and develop culturally specific and appropriate versions of the campaign for Aboriginal and culturally and linguistically diverse populations.
5. Increase the number of Act-Belong-Commit partners to 300.
6. Strengthen connections between those dealing with mental health problems in the community, organisations and individuals with the capacity to strengthen positive mental health.
7. Continue to contribute to cohesion in Western Australian communities by fostering partnerships between organisations around a unifying theme of positive mental health.
8. Continue to build capacity in participating organisations to plan, implement, evaluate and fund activities that promote positive mental health.
9. Continue to extend the reach of the campaign to schools, worksites and primary and/or clinical care settings.
10. Expand the capacity to evaluate the campaign's impact and effectiveness, and to conduct research projects to better inform the development of campaign strategies.

## Our Programs

### Mentally Healthy Schools Program

Bringing mentally healthy schools to life!

The Mentally Healthy Schools Program provides a framework to embed Act-Belong-Commit within the classroom, school environment and the whole school community in order to boost the mental health and wellbeing of students and staff and prevent the onset of mental health problems.

Over the last four years, Chevron Australia worked in partnership with Act-Belong-Commit to roll out the program into schools across Western Australia. This partnership came to an end in 2018, however, with support from Healthway, the program was extended until July 2019, and with thanks to a donation from the Stan Perron Charitable Foundation, will be extended further until July 2022.

During the second half of 2018, a focus on schools in regional WA saw a series of information sessions with the Principal's Networks from the:

- Eastern Wheatbelt and Avon
- Pilbara: Hedland
- Goldfields: Esperance

We also hosted a Professional Development workshop for staff in December 2018, where Capel Youth attended to perform a sneak preview of their bullying project.



585

Teachers trained in Act-Belong-Commit and mental health promotion



46,000

Reach of the program (6-18 years)



51

Partner Schools

## Pilbara Capacity Building Program

### Building social and emotional wellbeing in the Pilbara

In July 2018, the four-year Pilbara Capacity Building Program concluded.

From 2014 until 2018, we partnered with Chevron Australia to develop the Pilbara Capacity Building Program, which was designed to build social and emotional wellbeing in select regional communities in Western Australia - focusing on the towns of Karratha and Onslow.

The program created integral projects and community linkages, and supported locals to participate in activities good for their mental health and well-being via free

community events and activities.

The program also helped to reduce stigma around mental illness and helped to build community and individual resilience.

Over the four year period, 27 partnerships were formed with local organisations, community groups and health services, 79 community events and activities were held, and there was an average of 5,355 direct project beneficiaries per year.



Photo: 'Work and Play'- "Knock off time but still enough day light to enjoy some quality time with the little ones." - *Jade Caddy, 18 and Over Third Place.*

"Among those reached by the campaign, 33% had tried to do something for their mental health as a result of the campaign versus 16% in 2014, and 22% had discussed the campaign and mental health with members of their family or friends versus 8% in 2014."

*Shelley Heelan, Act-Belong-Commit Pilbara Coordinator*

"Act-Belong-Commit provide an opportunity for mums, dads and their children to meet, create networks and establish positive relationships in Onslow. This has proven to be invaluable due to the isolation that can be felt in small communities in regional WA... This support is critical and works towards families in Onslow living happier and healthier lives."

*Rebecca Dawes, Onslow Play Group*



Photo: 'Alyssa' - "Hanging out with family on the boat is always a new and exciting experience. This kid always makes me laugh even though she's annoying." - *Sorcha Young, Winner, Under 18*

## Aboriginal Program

### Standing Strong Together

In July 2018, we said goodbye to the Roebourne community – for now!

From 2014 until 2018, and in partnership with Chevron Australia, we worked closely with Elders, community leaders, organisations and members of the Roebourne community, the traditional land of the Ngarluma People, to build the social and emotional wellbeing in Aboriginal communities.

This was done through the development of a culturally appropriate Act-Belong-Commit framework called Standing Strong Together, which placed an emphasis on interactions with family, involvement in community activities, and connecting to country and culture.

Throughout the program, we worked closely with Roebourne Indigenous media agency, Ngaarda Media, to produce a 30-second TV advertisement explaining the Act-Belong-Commit Standing Strong Together message. This was followed by the production of two testimonial videos featuring Aboriginal men talking about their life, mental health struggles, and how the Standing Strong Together philosophy enriches their quality of life, helping them to be better mentors to their young ones and the community.

As part of this program, the Healing Out on Country Project was developed following consultation identifying the need for a culturally sensitive and collaborative project aimed at building social and emotional wellbeing for

families effected by suicide and tragic loss in the town of Roebourne. These family trips enabled parents and carers time away as a family unit, as well as the chance to once again see their children happy. They also provided agencies with opportunities to build relationships with families who would not normally access their services and programs.

The Standing Strong Together Aboriginal program increased community awareness of the need to be proactive about social and emotional wellbeing, resulting in many individuals and families taking action to enhance wellbeing. There was also greater collaboration between groups and organisations within the town.

In 2018, the program was recognised as a finalist in the Community Service Excellence

Awards for outstanding commitment to collaborative place-based services or solutions, and learnings from this pilot are now being considered by other communities throughout WA.

We acknowledge the support of the Elders, community and agencies for taking the journey with Us to develop the Standing Strong Together Program.



"The Act Belong Commit project in Roebourne, led by Lesley Murray, has been delivered in a respectful and successful way because of the time committed to 'Building Respectful Relationships' with the Aboriginal Community."

*Jolleen Hicks 2018*

## Youth Connectors

### A connector is a friend

Our Youth Connectors Program seeks to engage, connect and upskill young people between the ages of 16 and 25 as 'Connectors' in the Act-Belong-Commit way of life for good mental health, so they can support and encourage their peers to get involved in mentally healthy activities whilst helping to increase resilience amongst youth in both metro and regional Western Australia.

In 2018, 161 young people were trained as Youth Connectors throughout WA via 17 workshops:

- 6 in metro areas
- 11 in regional areas including Merredin, Quairading, Busselton, Karratha and Esperance

On-going support was also provided to Youth Connectors through a dedicated Facebook group, live training videos and challenges to generate discussion and maintain awareness.

In 2018, we also received a grant from the Department of Communities to hold an event during National Youth Week. Over 200 young people attended a Mentally Healthy Brunch, held at Curtin University. The event included live music, information stalls and free pancakes.

We are currently seeking funding to continue this program beyond June 2019.

"Act-Belong-Commit is a positive way to talk about mental health which can make it more comfortable for some people. I encourage everyone to come along to the workshops and learn more about it."

*Habiba, Youth Connector*



## Our Community

### Working with the community to create a mentally healthy WA

#### Our Partners

##### Partnerships are at the core of Act-Belong-Commit

A comprehensive partner (or 'social franchising') program drives Act-Belong-Commit activities and promotions at a local level. Partners promote the message to their members, volunteers, spectators and the wider community via branding of events and activities, dissemination of resources, media publicity, delivering community presentations and by developing and delivering targeted community development interventions.

A further aim is to foster partnerships between organisations to come together and work collaboratively around a unifying theme of positive mental health:

The positivity of the Act-Belong-Commit campaign continues to strike a chord with people of all backgrounds and generates requests to get involved from a wide variety of community organisations. This demonstrates that when people and organisations are provided with a practical framework for mental health promotion, mantras such as 'mental health is everybody's business' can become a reality.

In 2018, Act-Belong-Commit supported 257 partners to deliver Act-Belong-Commit strategies to their communities by utilising our messaging and resources to encourage people to participate in the mentally healthy activities. Overall, the number of campaign partners has increased 55% since the beginning of this funding phase.

In 2018, we celebrated those organisations who had partnered with us for over 10 years including;

- City of Gosnells
- City of Mandurah
- City of Rockingham
- City of Wanneroo
- WA Country Health Service Goldfields
- WA Country Health Service Pilbara Population Health
- WA Country Health Service Great Southern
- WA Country Health Service Wheatbelt.



33

Act-Belong-Commit Sites



38

Associate Partners



127

Community Partners



8

Organisations Outside WA



51

Schools

## VenuesWest Community Partnership

### Supporting people in need

In July 2018, we were welcomed into the VenuesWest Community Partners Program. As part of this program, VenuesWest provides in-kind donations, utilises its current resources, and provides venue use and other services to chosen charity partners.

Since joining the program, VenuesWest have donated a number of 'experiences' to enable us to provide those who may be experiencing mental health issues and needing a release, or just some time out of their daily grind to enjoy some time with their loved ones.

In 2018, these included sending five families to see The Wiggles in a suite at RAC Arena, a student to see Taylor Swift at Optus Stadium, and community members to a few AFL and Rugby games at Optus Stadium.

Furthermore, we utilised event space at Bendat Basketball Centre for two events - a professional development workshop for school staff and a networking event for WA community groups.



## Fremantle Dockers Partnership

### A Friend of the Foundation

In 2018, Act-Belong-Commit was also chosen to be an associate 'Friend of the Foundation' for the Fremantle Dockers Football Club. The club provided us with the opportunity to:

- Access to the Foundation Round Game on 1 July to conduct a series of promotion activities to increase awareness of keeping mentally healthy through being a member

- Access to an open training session to engage with members and provide a series of activities to promote positive mental health
- Support to engage with Michelle Cowan, inaugural coach of the AFLW team, and player Lara Filocamo as ambassadors for the Act-Belong-Commit campaign.

## Healthway Sponsorships

### Raising awareness through Healthway Sponsorships

Healthway Sponsorships add value to the Act-Belong-Commit Campaign by raising awareness of the message through structural, educational and promotional strategies, and by building the capacity of community groups to promote healthy behaviours and provide mentally healthy environments.

By promoting the Act-Belong-Commit mentally healthy message, Act-Belong-Commit sponsorships raised awareness through a series of activities to promote positive mental health by:

- Attracting sponsorship money to regions and partner organisations
- Building partnerships between community groups, health services and Healthway
- Developing interactive and innovative activities, events and resources to educate and engage the community on mental health and wellbeing.

In 2018, Healthway assigned the Act-Belong-Commit health message to 71 major, and 51 minor arts, sports and community event sponsorships, including:

- Southern Edge Arts
- WA Youth Theatre Company
- Theatre Kimberley
- North Midlands Project Inc (pictured)
- Denmark Arts
- Tura New Music
- Nintirri Centre
- DADAA
- Boddington Community Resource Centre
- Festival of Busselton
- Zig Zag Community Arts Inc
- York Arts & Events Inc
- One Big Voice Festival Inc

- WA Circus School Incorporated
- Enable Southwest Inc
- Shire of Katanning
- City of Kwinana
- City of Rockingham
- Bunbury Multicultural Group.



"The event and venue was brilliant... Everything just went perfectly. Which is great when you experience anxiety and would normally fall apart in these types of situations. My little girl had an absolute ball dancing and singing."

Nicole and Shealee

## Our Events

### Educating and empowering people

The goal of every Act-Belong-Commit branded event is to educate and empower people to take action for their own mental health.

In 2018, we reached out to the WA community with:



2042

Events & Activities



718

Presentations  
(includes conferences)



608

Information Stands



77

Workshops &  
Training Seminars



1493

Media Placements  
(online/print/radio)



## Our Resources

### Resources help start conversations around keeping mentally healthy

We continue to develop innovative resources, finding new, meaningful and motivating ways to engage with the community.

Our partners also use Act-Belong-Commit educational resources, merchandise, signage and interactive materials to communicate the mentally healthy message with their community and to reach different target populations.

In 2018, we launched a new website as well as new resources including our online Activity Finder and Self-Assessment, arts-related interactive activities, refreshed TV advertisements, and new testimonial videos featuring people from the Roebourne community.



## Research and Innovation

### Making an impact on the world stage

Act-Belong-Commit continues to expand globally, welcoming Elon University as our first US partner.

Elon University, with Elon BrainCARE Research Institute and the Department of Campus Recreation and Wellness, adopted Act-Belong-Commit to lead campus wide initiatives for the University with the intention of fostering a climate and creating a culture of a mentally healthy Elon.

In September 2018, the Act-Belong-Commit: Together for Mental Health conference was held in Oslo, Norway. Attended by 131 delegates, the conference culminated in the drafting of a ten-statement declaration in Norwegian.

Our European partners released a paper in the American Journal of Health Behaviour, which further supports the evidence that the more people engage in Act-Belong-Commit activities, the greater their self-reported mental health, life satisfaction and quality of life.

And in 2018, Act-Belong-Commit continued our advocacy efforts in the mental health space, including providing commentary on the Draft Mental Health Promotion, Mental Illness and Alcohol and Other Drug Prevention Plan 2018–2025.



## Our Team

### Act-Belong-Commit Team

**Amberlee Nicholas**, Campaign Manager

**Caroline Jackson Pierce**, Project Manager

**Lesley Murray**, Aboriginal Project Manager

**Simone Kerrigan**, Partnerships Manager (on leave)

**Sarah Graham**, Acting Partnerships Manager

**Jennie Ferraro**, Liaison and Support Officer

**Phoebe Joyce**, Schools Coordinator

**Shelley Heelan**, Pilbara Coordinator

**Darci Miller**, Youth Connectors Coordinator

**Julia Anwar-McHenry**, Evaluation Officer

**Chloe Townsend**, Health Promotion Officer

**Janine Ripper**, Marketing Officer

**Jennifer Dunne**, Health Promotion Assistant

### Our Steering Committee

**Professor Rob Donovan**, University of Western Australia

**Dr Jo Clarkson**, Healthway

**Lynette Dimer**, Heart Foundation

**Sandra Cronin**, Worklink Occupational Health & Rehabilitation Service

**Neil Guard**, Richmond Wellbeing

**Lorraine Powell**, Lived experience representative

**Professor Simone Pettigrew**, Curtin University

**Evie Devitt-Rix**, WALGA

**Donna Harrison/Michelle Rennie**, Mental Health Commission

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## Funding



## Support

