



# Smiling Mind

**Celebrating  
10 years of impact**

—  
**2022**



**SMILING  
MIND** 

# Reflecting on 10 years



It is hard to imagine the idea James and I shared over a cup of tea has been in the world for more than ten years. Not only that, the Smiling Mind app has now been used by more than 7.5 million people and by 75% of teachers around the country. We were always so sure it was what the world, and our young people, needed.

After putting together our plan and sharing it in countless meetings and phone calls, we quickly realised very few people shared this assuredness, passion and belief. In the early days we were met with one objection after another.

We were given so many reasons it would not work, so many reasons we should not proceed and most of all an overwhelming response that 'young people simply won't do it'.

Ten years later we are so glad we chose to listen to our inner compass and our early believers. Thank you to those that spurred us on in those challenging times, and to all the believers here and around the world that have supported us since. Young people did do it, and show a strong desire to continue to.

Ten years on, the need is greater than ever and our vision is bolder than ever to match this need. We look forward to more believers joining us to create generational change in this country and beyond.

**Janey Martino, Co-founder and Chair**



Most enterprises tend to start with an abundance of naivety and Smiling Mind was no different—in some ways it was our greatest strength.

I think Janey and I were, and probably are, two starry-eyed entrepreneurs with a deep belief in our idea. Of course, we were blind to obstacles and did not listen when we were assured of the absurdity of our idea.

The use of technology in mental health, the role of preventative mental health tools, and the ability for meditation to become mainstream were alien ideas to many people. We had our believers though—a tribe of like-minded folks who backed us.

For me, it was personal. I have seen people I love ravaged by ill health; mental health issues that maybe could have been avoided if there was systemic change.

It is a joy to know that we have used our life energies, skills, relationships and passion to create something that has had such a positive impact on millions of people.

I am deeply thankful to the people who have shared this journey and continue to work with us as our impact grows, and the change we seek becomes more and more real.

**James Tutton, Co-founder**



# Embracing challenges ahead



We mark our 10-year milestone at a time when mental health has never been in such focus—we have all experienced the deeply personal mental health toll that the last few years have placed on us.

What began as a world-first mindfulness app continues to evolve to provide a holistic foundation around proactive mental health for young people, with more and more people experiencing the Smiling Mind app and supporting programs in their homes, schools and workplaces. Now with a dedicated evidence-based primary school curriculum, programs for school leaders, healthcare professionals and workplaces, Smiling Mind has reached more than 11 million children and young people and millions of adults globally.

We have been able to respond to crises in record time and meet people where they are, and when they need us. The pandemic has reinforced the importance of accessibility, and only further ignited our passion to leverage technology to break down barriers and bring mental health skills to as many people as possible.

Smiling Mind has achieved some remarkable things in the past 10 years, and the unique way our programs impact individuals and families at a deeply personal level is what inspires me to work even harder. Our programs are not only there in times of need, but also supporting people to forge healthy habits to proactively look after their mental health and wellbeing every day.

I wish I could say that our work has solved the mental health crisis but there is still a vast amount of work to do. Our team is filled with gratitude, resilience and hope as we look forward to taking on some big, bold and possibly outright audacious goals head-on over the next 10 years.

Our work would not be possible without all of the amazing people we work with – our team, board, partners, supporters and collaborators – thank you to each and every one of you – we can't wait to work with you over the next decade!

**Dr. Addie Wootten, CEO**

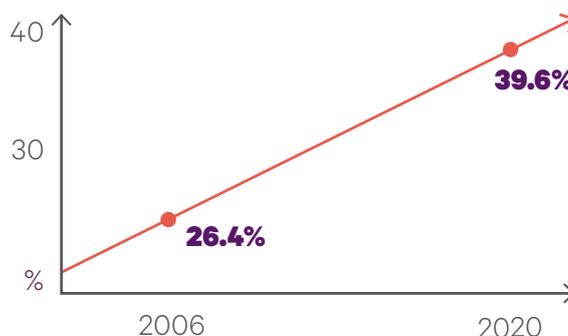


# Since we started in 2012, the need for this work continues to grow.



Over the past 15 years, the number of young people experiencing mental ill-health has grown by 50%<sup>1</sup>.

In 2006 26.4% of 16–24-year-olds had a disorder. In 2020, this number grew to a staggering 39.6%.



## 28%

In 2021, global research revealed an estimated rise of 28% in cases of depression and anxiety, with **younger people disproportionately affected**<sup>2</sup>.



**More than half** (53%) of young people aged 15 to 19 report **needing help with their mental health** at some point in their life, with only 58% going on to seek support.

## 1 in 7

primary school aged children experience a mental illness<sup>3</sup>.



## 7 out of 10

of the **most common presentations to paediatricians** being for mental health<sup>8</sup>.



**Half** of all mental health conditions emerge **before the age of 14**<sup>4</sup>.



**Mental health skills are critically important, yet only one quarter** of Australians report high levels of these skills<sup>7</sup>.

Evidence shows that Australian **students in middle primary (years 3-7)** have persistent issues with:



## 22%

Emotional wellbeing



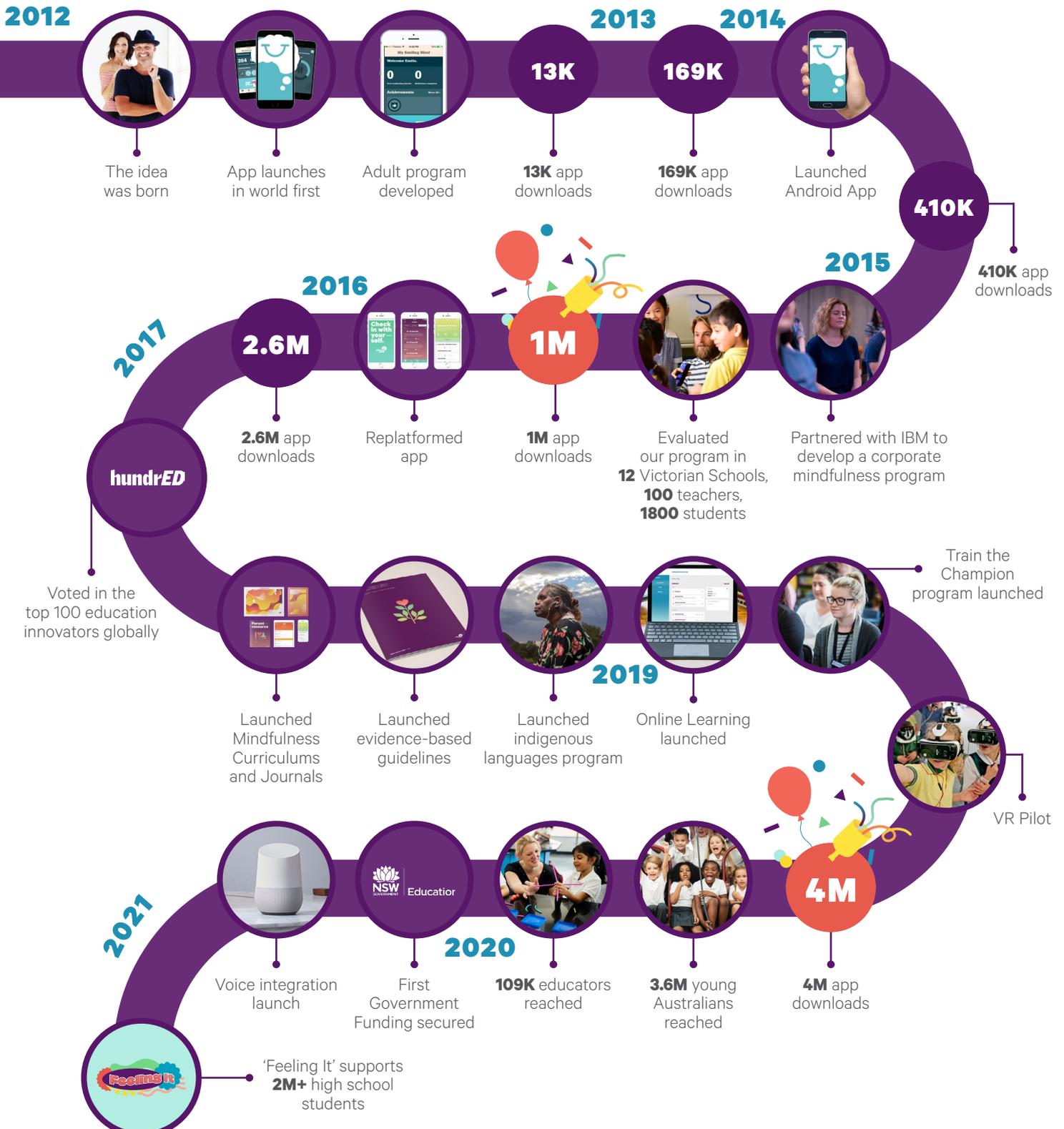
## 19%

Behaviour

# Supporting a mentally resilient Australia



A digital approach to reach Australians wherever and whenever they need.



# 2022



## Ending our 10th year with:



**7.7M**  
**App downloads**  
5M in Australia



**11M**  
**Young people reached**  
7.2M in Australia



**1,200**  
**Participating Australian Schools**



**386K**  
**Registered Educators**  
232K in Australia



**424K**  
**Registered Parents**  
254K in Australia



**300+**  
**Mindful workplace partners**  
with 50K+ participants

“

We listen to it most nights for my son and I'm not sure what I would do without it truthfully. Thank you for helping our children and family feel better inside and out.”

— Year 3 and 5 Parent

“

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

— Rebecca, Primary School Teacher

“

I have been practising mindfulness almost daily, and it has impacted my work performance in such a way, that I only focus on one task at a time, and give my full attention to what most requires my immediate attention. I feel less overwhelmed and ‘under the pump’ by not expecting myself to complete multiple tasks at once.”

— Victoria Police



# 10 Highlights of 2022



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## Reaching 94,978 rural and regional students and 3,184 educators

Thanks to the support of the Australian Government Department of Health, we continued to deliver a Rural and Regional School Program, offering a whole-school approach to improve mental health and wellbeing, embed mindfulness practices and improve teacher confidence.

Most students found the Smiling Mind program helpful (73%), with key benefits around:

- Being more focussed on schoolwork
- Calming down during times of worry
- Feeling less worried about schoolwork
- Recognising and managing emotions better



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## Smiling Mind's Primary Classroom Curriculum selected to sit on the VIC and NSW Schools Mental Health Menu.

The holistic, evidence-led program includes 120 pre-planned digital lessons to support preventative mental health, with activities and meditations to help students build mental fitness skills that they can carry through life. The curriculum was designed to support educators in delivering evidence-based wellbeing lessons and lessen the load they carry in a post-Covid environment.



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## Principal Wellbeing Program empowers comprehensive whole-of-school mindfulness programs

Smiling Mind's Principal Wellbeing Program supported leaders at Victorian government primary schools to develop mentally healthy school cultures, learning and professional environments thanks to the support of WorkSafe Victoria's WorkWell Mental Health Improvement Fund.

- Four in five (83%) principals reported improved wellbeing as a result of the program.
- 100% of participants developed a strategy to improve the mental health and wellbeing for the staff and students.



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## Australian Mental Wellbeing Index explores the factors that contribute to everyday mental wellbeing

This year we also checked in on the everyday mental wellbeing of Australians in our first 'Australian Mental Wellbeing Index' in partnership with KPMG. The Index compiles data collected over a two year period from more than 225,000 Australians to generate a national conversation about how Australians can take a proactive approach to support mental wellbeing.



## Introducing young children to mental health and wellbeing, friendships and tough situations through ‘Smiling Mind Creek’

Smiling Mind Creek was created to offer parents and educators 18 free to access, 2-minute episodes to support social and emotional learning for children aged 3-8. Developed with the generous support of the Victorian Government, mini programs were designed to break up screen time and support transitions.



## Supporting the mental health of Australian and New Zealand small business owners with MYOB

In partnership with MYOB, our new Small Business Program supported wellbeing with a series of mindfulness meditations, activities and resources to help prevent the stress and anxiety that more than half of small business owners have or will experience.



## Active support for kids’ mental health

A total of 3,809 people signed up to participate in our first ‘Walk for Kids’ Mental Health’, committing to get active for 21 minutes a day to raise \$220K for vital mental health programs in primary schools.



## ‘Feeling It’ recognised in Victorian Health Promotion Awards

‘Feeling It’ supported young people to remain positive and engaged in education by encouraging good study habits, self care and resilience. The six-part multimedia series reached 2M+ high school students as a response to the mental implications of COVID.



## Inspiring mindfulness through creativity with ‘Smiling Mind Creates’

500,000+ engagements with Smiling Mind Creates, in partnership with BIC, to experience how creativity can be a tool for mindfulness and support positive mental health and wellbeing.



## Teaming up with Dulux to create mindful spaces in Australian primary schools

Smiling Mind Spaces, inspired by Dulux, helped to create mindful spaces in Australian primary schools to support good mental health and foster awareness, curiosity and connection.

**and so much more!**

# Without our partners and supporters, none of this work would be possible



In our 10th year, we are especially grateful for those who have been on this journey with us since the beginning, and none have been longer term supporters than **The Kimberley Foundation** and the **Gandel Foundation**. Both Mitty Williams at Kimberley Foundation and Vedran Drakulic at Gandel Foundation have been long-term supporters of our work, often providing mentorship, guidance and support along the way. Their ongoing support has meant the world to us.



We're excited to announce our new funding partner **Future Generation Global** who are passionate about preventive mental health approaches to support young people.

## BRAND PARTNERS

### Official Partners



Official Health Partner



Official Small Business Partner

### Brand Collaborators



### Supporters



We would also like to extend heartfelt gratitude to everyone who has donated to Smiling Mind over the years. However big or small, your support matters in helping every mind thrive with accessible, life-long tools to support healthy minds.

## PHILANTHROPIC PARTNERS

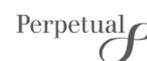
### Ground Breaker — \$1M+



### Change Maker — \$600K – \$999K



### Enthusiast — \$150K-\$599K



### Champion — \$50K-\$149K



### Supporter — \$25K-\$49K



# Looking forward to another 10 years



**We acknowledge the Aboriginal and Torres Strait Islander Peoples, their ancestors, Elders past, present and future from the many different First Nations across this country. We are committed to being an organisation where First Nations Australians and their cultures, deep histories, wisdom, and knowledge are valued, respected, and embraced. We acknowledge their deep and long history of connection to land and culture, and appreciate the healing process of reconciliation as conscious and knowledgeable allies. We aim to continue our reconciliation journey with a commitment to curiosity, and to help heal trauma so that together we can build a strong, connected, and respectful future.**

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# References



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2. Santomauro DF, Mantilla Herrera AM, Shadid J, et al. Global prevalence and burden of depressive and anxiety disorders in 204 countries and territories in 2020 due to the COVID-19 pandemic. *The Lancet* 2021. Published online October 8.
3. Lawrence D, Johnson S, Hafekost J, Boterhoven De Haan K, Sawyer M, Ainley J, Zubrick SR. (2015). *The Mental Health of Children and Adolescents. Report on the second Australian Child and Adolescent Survey of Mental Health and Wellbeing.* Canberra: Department of Health.
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6. Mission Australia Youth Survey 2022, p 11.
7. Smiling Mind and KPMG: Australian Mental Wellbeing Index. Report 1: January to March 2022, p 9.
8. Australian Bureau of Statistics, National Study of Mental Health and Wellbeing: Summary Results, 2020-21.

More information can be found on the Smiling Mind website [smilingmind.com.au](http://smilingmind.com.au).

## Smiling Mind

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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.

