



YEAR IN REVIEW 2021



MISSION AND VISION

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 2021 was a rapidly moving year, filled with many exciting opportunities. As I look back upon the year, I have hardly paused to take breath - (something I shall work on for next year!). I have been fortunate enough to have my voice heard through all the noise of the year and have inspired people I didn't even realise were watching.

As always, seeing the project grow beyond belief is a bitter sweet experience and I have been touched by the hundreds of people with similar stories as myself. These stories, among the ones of inspiration and hope, drive my passion to extend our mission as far and wide as possible.

I have been fortunate to interact with hundreds of thousands across this year and I hope to be able to leave my mark on many more as I take the project to the next level in 2022.

Thank you to my support network and the BTP community who have helped me get to this point. Here's to 2022 being our healthiest & happiest yet!

Kendall Whyte



IMPACT & STORIES

“

I absolutely loved your talk at the FMG meeting this morning. I had been down in a dark and lonesome road years ago when I first started mining. I couldn't find the help I needed or was too proud to admit I needed that help. So your talk really resonated with myself. I also lost my best mate in June to suicide, so I do absolutely everything I can and endorse whichever organisation to put an end to the statistics.

Thank you for sharing your story and fighting to break the stigma around mental health. I'll also be painting a tree when I get home!

“

I admired your strength to stand up and speak at the Happiness gala. Hearing your story touched me and my younger sister (who was there with me). She too was dealing with her own mental health struggles a couple of years ago and considered suicide at this time. As I sat in the audience, I held her hand tight, listened to your talk, and cried tears for so many different reasons.

What you do is amazing. Thank you!



KEY RESULTS & FIGURES

Figures below reflect a range of areas for the year 2021.

400

Trees painted this
year

13

regional
communities
visited

\$210,000

Donations received
(includes fundraising)

44

key speaking
events

22

community groups
involved

7,251

Instagram
followers

700

Trees painted to date
globally & registered
with BTP

4

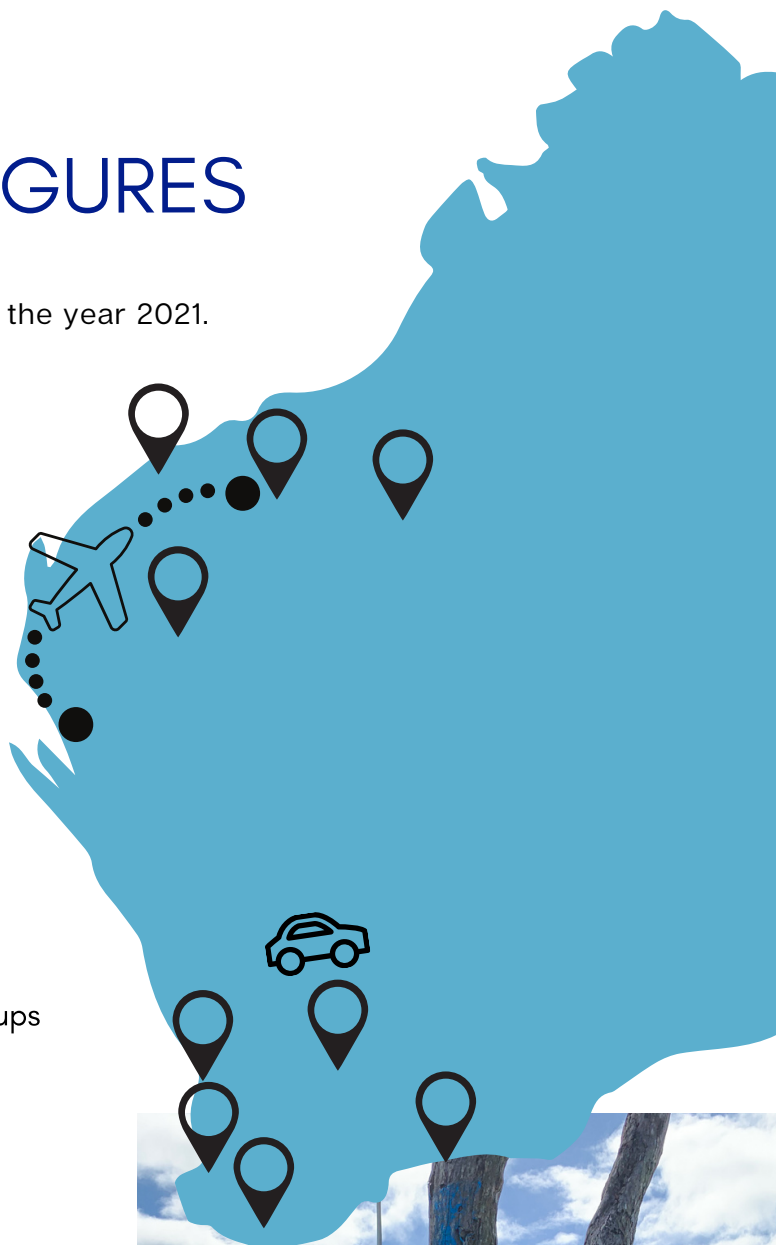
Award
Nominations

15,336

Facebook
followers

9,000+

people at key
speaking event
over the year



2021 BTP EVENTS

JAN

Nufarm Golf Day

FEB

Ag Connect Sundowner

Trinity Sport Day

MAR

Roy Hill Visit

APR

Badgingarra Inspirational Dinner

Roy Hill Visit

Iron Man Festival

CCGS Wellbeing Event

Cape Walk for Life

MAY

Beacon High Tea Event

Agrifutures WA Awards

WAOTY Gala + WA Day Festival

UWA Graduation Speech

JUN

Lotterywest Talk

Jurien Bay Footy Round

JUL

Blue Tree Footy Round with CWFL

BHP Port Headland Visit

Matt Hale Comedy Night

AUG

Dowerin Field Days

Eaton School Painting Day

SEPT

GLOW Event

Vic Park Painting Day

OCT

ECU Painting Day

Raising The Vibe Festival

FMG Mental Health Road Show

NOV

Tour of Margs Cycling Event

Happiness Gala

MERC - Mining Emergency Response Competition



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.



\$30,000

raised through
event

90

players attended



FOOTBALL ROUNDS

The country spirit was alive at the football rounds in Jurien Bay, 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.

\$6,000

raised through all teams

KEY EVENTS BREAKDOWN



MENTAL HEALTH WEEK

Mental health week is consistently our busiest time of the year. For 2021 we were involved in the following events and initiatives:

Brookfield Properties National 'Coffee & Conversations' - This initiative included a range of activations in their Perth, Brisbane and Sydney assets. As well as lunch and learn sessions with CEO Kendall Whyte & ambassador Andrew Charter.

Community Painting Day with the Town of Victoria Park and West Coast Eagles at Lathlain Oval.

ECU Mental health strategy launch & tree painting day. Blue Tree Project CEO, Kendall Whyte also joined the lived experience panel discussion.

Raising The Vibe Festival (next page)

668

free coffees claimed



80

attendees at Brookfield lunch & learn presentation



KEY EVENTS BREAKDOWN

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

\$14,000

was raised for Headspace
(South-West)



KEY EVENTS BREAKDOWN

FMG MENTAL HEALTH ROADSHOW

As part of FMG's 'Mental Health Road Show' CEO, Kendall Whyte, visited 7 prominent sites to present. These consisted of pre-starts, handovers, evening presentations and tree painting sessions.

The goal was to spread awareness of the story behind the project and provide hope to those struggling. Education of internal support opportunities and services were also promoted alongside with the chaplains.

2000+

people were addressed
for the roadshow

2

tree painting
sessions

7

sites visited



“

It was a very good month and worthwhile. We will be feasting off your wisdom for quite a while, thank you for your vulnerability.

**David Bradbury,
FMG Chaplain**

KEY EVENTS BREAKDOWN

MINING EMERGENCY RESPONSE COMPETITION (MERC)



MERC was a 2.5 day event held at Langley Park in November. This year we invited Lifeline WA and Happiness Co to join us in the 'Wellbeing Hub'. Our goal was to create an inviting and fun area to spark conversations around mental health. Hundreds of people helped us paint 3 blue trees which acted as trophies to the winning teams for the weekend.

770

audience at awards
speech

3000+

people attended the
competition

\$54,000

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, MERC



KEY EVENTS BREAKDOWN

SCHOOL MURAL CAMPAIGN



Late 2021 into 2022

The BTP partnered with Higgins to launch the School Mural Campaign, which encouraged schools around regional WA, who had been touched by mental health challenges, to apply for a school mural which would be painted by one of four West Australian artists. They would also receive a presentation at their school hosted by Kendall. The successful schools were situated in Kalgoorlie, Kellerberrin, Bunbury and Belmont, each receiving a distinct piece of outdoor art. The aim of the murals is to continue raising awareness about mental health, spark important conversations and reduce the stigma in an engaging way.

4

Murals

2223

Students exposed
to the murals



“

The mural represents freedom of life, growth, community, moving together in one flowing purposeful direction.

Liv Robinson (Artist)



MEDIA COVERAGE

INSERT HERE

21 +

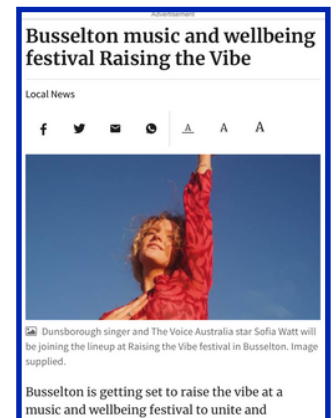
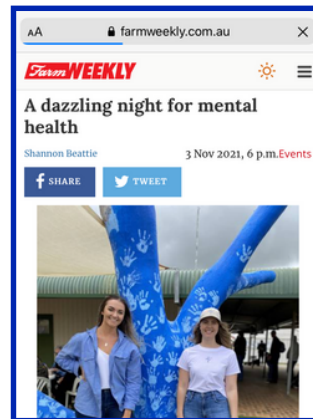
News Articles

8

Radio
Interviews

4

TV News Story



ONLINE IMPACT

Figures below reflect a range of areas for the year 2020.

FACEBOOK

16.1K

Facebook
followers

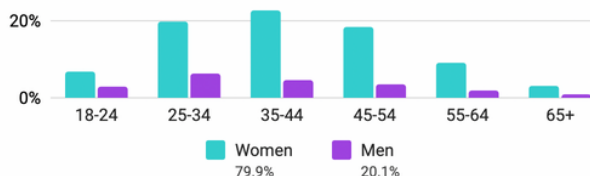


467,203 +

Total Reach



37.8%



INSTAGRAM

7.25K

Instagram
followers

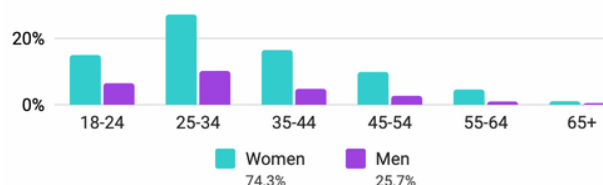


28,869+

Total Reach



60.2%



WEBSITE

42,456

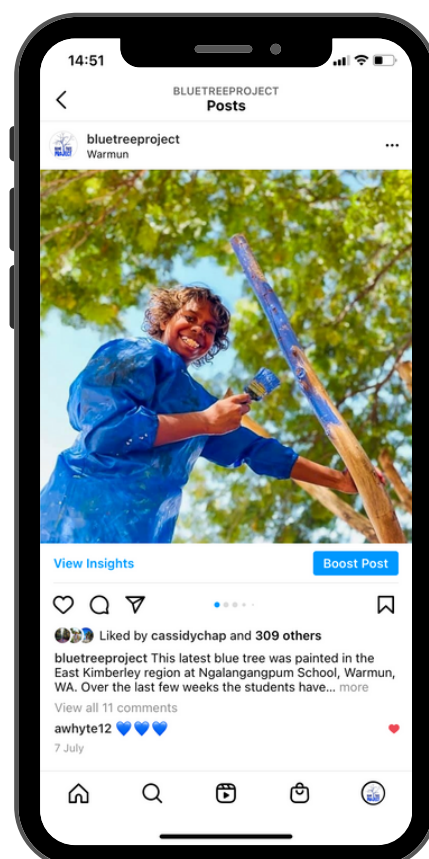
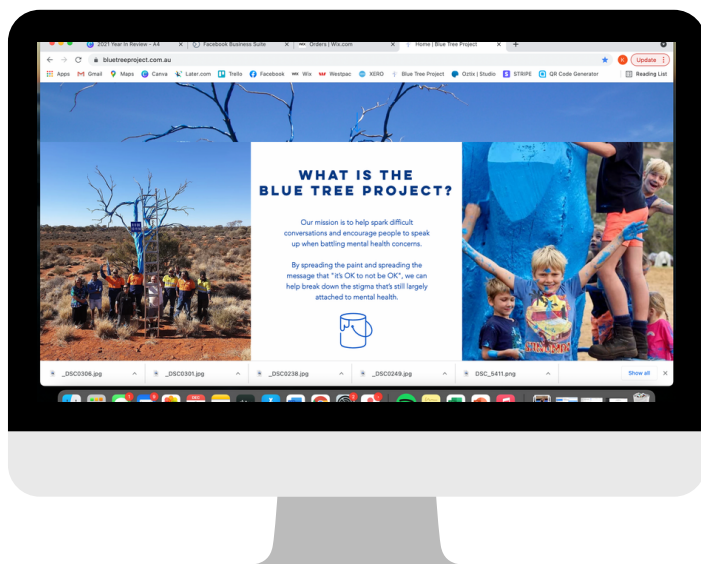
site sessions



25.7%

8 SEC

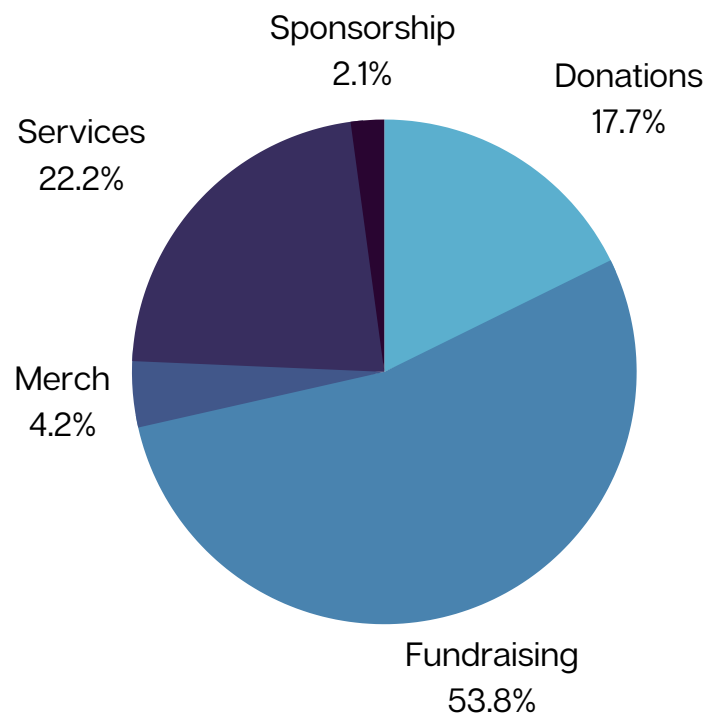
average site
session time



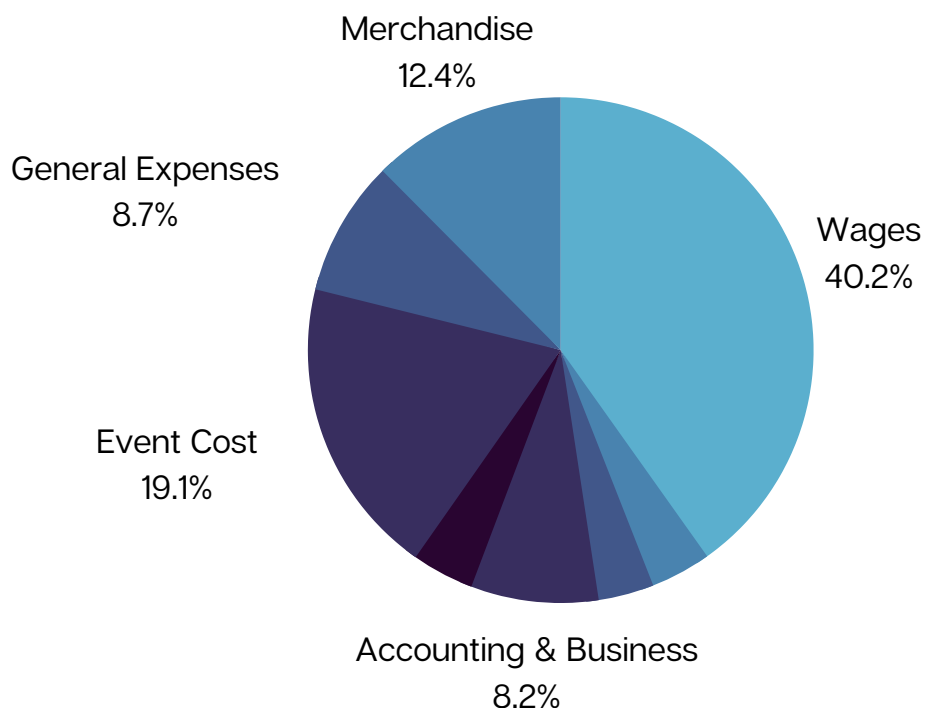
INCOME SOURCES & EXPENDITURE

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

INCOME



EXPENDITURE





PARTNERS, SPONSORS & SUPPORTERS



RRR NETWORK

