



Our story



GidgetFoundationAustralia

Supporting the emotional wellbeing of expectant & new parents

gidget

‘Raising awareness, providing advocacy and education, and delivering services for the treatment of perinatal depression and anxiety.’

FOREWORD



‘Start talking’ – it’s a simple message.

A simple message and one that can have a powerful and dramatic impact.

Becoming a parent is one of the most exciting experiences anyone can have. It is life-changing in every way imaginable. It can be daunting, scary and full of unknowns. Raising a child will bring you joy and happiness. Having and raising a child can make you feel anxious and depressed.

All of these seemingly contradictory statements can, at the same time, be true and the range of emotions and responses are perfectly normal for parents to have.

There should not be a stigma around how any parent feels. Mental health is as important as physical well-being.

That is why it is so important for us to have conversations. Start talking.

It is why the work of Gidget Foundation Australia is so important and Linda and I are so pleased to be their Patron. Started after a tragedy – ‘Gidget’ was the nickname of a young mother who took her own life while suffering postnatal depression – the Foundation is raising awareness of Perinatal Depression and Anxiety and providing support.

Their work is critical. From Gidget House, the Start Talking Telehealth Program, Emotional Wellbeing Screening and Workplace programs, education, outreach and advocacy, the staff, supporters and volunteers of Gidget are making a real difference to Mums and Dads.



His Excellency General the Honourable David Hurley AC DSC (Retd)

Governor-General of the Commonwealth of Australia

Patron

Gidget Foundation Australia



gidget

Our Vision

A community that values the emotional wellbeing of expectant and new parents by providing specialist care, connection and support.

MESSAGE FROM THE CHAIRPERSON



At the heart of Gidget Foundation Australia there was a vibrant young mother who suffered and lost her life to perinatal depression and anxiety. From this incredible tragedy, a community of people came together determined that what happened to 'Gidget' would not happen to others.

Thank goodness for this movement.

The statistics around perinatal depression and anxiety are very real, and I was one of them. From the outside looking in I have a wonderful life. A dream job in the banking industry, I'm married to a wonderful man and we're blessed with three beautiful children, all IVF babies. Though I've had my own mental health challenges which were exacerbated during the perinatal period, I was very fortunate to seek support and was encouraged to start talking.

I firmly believe the evolution of this experience, the ups and the downs, have led me to Gidget Foundation Australia. It's an incredible honour to not only represent Gidget Foundation Australia as its Chairperson, but also those people who have had their own experience with perinatal depression and anxiety.

At Gidget Foundation Australia we're proud to offer those in need the specialised support they require during the perinatal period. This has led to significant growth and expansion of our programs. At the heart of this growth is our commitment to supporting more families experiencing perinatal depression and anxiety. As a country girl who grew up in Guyra, near Armidale, I am delighted we offer our Start Talking Telehealth program to ensure our service is accessible to those in regional Australia.

We are committed to supporting all expectant and new parents, regardless of where they live or their financial situation.

As a mother, I understand first-hand the joys and challenges of parenthood, and the importance of looking after our emotional wellbeing. At Gidget Foundation Australia we cannot do what we do alone. Supporting our organisation means working together to remove the stigma associated with perinatal mental health issues and helping to build happier, healthier and more resilient communities.



Kara Nicholls
Chairperson
Gidget Foundation Australia



gidget

Our Mission

Gidget Foundation Australia exists to support the emotional wellbeing of expectant and new parents to ensure they receive timely, appropriate and specialist care.

MESSAGE FROM THE CHIEF EXECUTIVE OFFICER



It is a privilege and honour to lead Gidget Foundation Australia through continued growth, whilst ensuring that we maintain Gidget's kind soul and loving essence in all that we do.

As a not-for-profit organisation, we are committed to providing programs which support the emotional wellbeing of expectant and new parents. While we have made an incredible impact in the perinatal mental health space to date, and support thousands of families, there are still many more across the nation that need our help.

With the support of our Board Directors, Founding Committee, close government contacts, staff and volunteers who work alongside me, our focus is on setting the platform for sustainability in the future with continued expansion of our services for the Australian community.

In particular, we are working to expand the footprint of our Gidget Houses providing face-to-face specialist psychology services, increasing the accessibility of our support via our Start Talking video telehealth program nationally, and ensuring continued delivery of our Emotional Wellbeing Screening Program for expectant mothers in hospitals.

Above all, we are committed to raising awareness of, and shining a bright light on the issue of perinatal depression and anxiety.

As a mother of twins myself, I am passionate about our cause and driving real change within our community. It is our mission at Gidget Foundation Australia not only to create awareness about perinatal depression and anxiety, but also to develop and build programs for both early intervention and treatment to ensure that expectant and new parents go on to live happy and fulfilling lives.

We are committed to looking after our community's collective wellbeing, whilst aiming for less pressure, manageable expectations and more happy moments with those family members that we love. Because after all, family is everything.



Arabella Gibson
Chief Executive Officer
Gidget Foundation Australia



about gidget



Gidget was the nickname of a vibrant young mother who tragically took her own life while experiencing unrecognised postnatal depression. Together, her loving family and friends created Gidget Foundation Australia determined that what happened to *Gidget* would not happen to others.

Gidget will always be remembered fondly by all those who knew her. As a Sydney Northern Beaches teenager, she could often be found at the beach sporting a black and white polka dot bikini. It was here that she was given her nickname 'Gidget' as she looked similar to Sally Field's character in the 1960s American sitcom, *Gidget*.

Gidget is remembered as fun, charming, elegant, affable, cheerful, a perfectionist and ambitious. Her bright personality was matched by her love of colour, in particular red – red shoes, red dresses, red nail polish, red lippy. This is why the Gidget Foundation Australia logo features a flower, a red gerbera. It's symbolic and a tribute to *Gidget*.



Gidgets' family (L to R), Sister, Simone Short, Gidget's Mum, Sue Cotton and Sister, Jacqui Cotton

Gidget left the world too early, though she has left a remarkable legacy. In the words of *Gidget's* Mum, Sue Cotton, "Gidget Foundation Australia came into being because of Louise, but it's not about my little girl anymore. Gidget Foundation Australia is all about the other 'Gidgets' and guys out there suffering. Let's all do whatever we can to get them to start talking."



about the gidget gerbera

If you look closely at our logo you will see that this gorgeous red gerbera is in fact flawed; it's imperfect. The petals aren't uniform, they're different lengths and they're a bit wonky.

There are a million representations of a perfect gerbera if you Google them. But our own flawed gerbera expresses warmth, love and beauty, as well as our perfect imperfections. It is, in fact, a splendid red gerbera in full bloom.

“

"She was beautiful. She was fabulous. She was amazing. I wish that she was here today. She would have loved to be in this enormous room but we are all here because she isn't.

Her name was Louise. She was the first of our three daughters."

Extract from Sue Cotton's speech Gidget Ladies' Lunch 2017

“

"Since 2001, the Foundation has supported expecting and new parents who are experiencing perinatal depression and anxiety and I am immensely proud of our history and believe wholeheartedly in our future."

David Cotton, Gidget's Father



1 in 5 mothers and 1 in 10 fathers
will experience perinatal depression and anxiety



50% of new parents
will experience adjustment disorders
100,000 Australians
are affected by PNDA each year, with maternal suicide being a leading cause of death amongst expectant and new mothers





About Gidget Foundation Australia

Gidget Foundation Australia exists to support the emotional wellbeing of expectant and new parents and raise awareness of perinatal depression and anxiety (PNDA).

Across Australia, 1 in 5 new mothers and 1 in 10 new fathers will experience perinatal depressive, anxiety, trauma or stress-related disorders associated with pregnancy or early parenthood. This equates to over 100,000 new parents nationally each year. In addition, over 50% of new parents will experience an adjustment disorder. Tragically, maternal suicide is a leading cause of death amongst expectant and new mothers.

The cost of PNDA to the family, the workplace, and the wider community is significant and poorly recognised. A 2019 PricewaterhouseCoopers analysis, prepared for Gidget Foundation Australia, estimated PNDA is costing Australia \$877 million annually.

Gidget Foundation Australia promotes awareness, drives advocacy, educates and delivers services to prevent and treat perinatal mental health issues through early detection and intervention.

Gidget Foundation Australia's programs include:

- **Gidget Emotional Wellbeing Screening Program** promotes the early detection of PNDA through a hospital pre-admission appointment with a trained Gidget Midwife.
- **Gidget House** provides free individual psychological counselling services (a minimum of 10 sessions) for expectant and new parents, delivered face-to face from various locations in NSW, QLD and VIC.
- **Start Talking** is a national service providing free telehealth psychological counselling services (a min of 10 sessions) for expectant and new parents delivered via a video call service, similar to FaceTime, Zoom or Skype
- **Gidget Village** is a free group treatment program for new parents conducted over eight weeks. Each session has a specific theme helping new parents manage symptoms associated with perinatal depression and anxiety using evidence-based therapy
- **Gidget Virtual Village** is a private, moderated Facebook peer support group, connecting expectant and new parents with Gidget Foundation Australia and each other, in a safe, judgement-free space
- **Gidget Perinatal Support Centre** is a practical emotional wellbeing support app for parents in need
- **Gidget Wellbeing Workplace** provides tailored programs for employees and management to promote engagement and develop strategies for mentally healthy workplaces
- **Empowered by Gidget: Return to Work Program** supports new parents in their transition back to work after a new baby or perinatal loss.



gidget

GIDGET FOUNDATION AUSTRALIA BOARD OF DIRECTORS AND CEO

Gidget Foundation Australia is governed by a passionate and committed Board of Directors, who donate their time, energy and professional expertise to support the Foundation's mission.



Arabella Gibson, CEO

Arabella joined Gidget Foundation Australia in 2017 after a lengthy career in the media industry, working in management for small business as well as publicly listed entities in both Australia and the UK.

Arabella was formerly General Manager for iSUBSCRIBE, an online magazine subscription business, based in London. Prior to this, Arabella was the Director of Communications for Australian media entity PBL Media as well as its subsidiary businesses the Nine Network Australia and Bauer Media (formerly ACP Magazines).

Before joining ACP Magazines, Arabella was Global General Manager – Marketing & Sales for Australian icon brand, RM Williams.

Arabella recently participated in the closed group to devise the Australian Government's Women's Health Strategy for 2020 to 2030 in Canberra and was a finalist in The CEO Magazines' 2018 Not-For-Profit Executive of the Year Award.

Arabella holds a Masters Degree in Communication Management from UTS and is a Non-Executive Director of Future Women, an organisation supporting the advancement of women to connect, learn and lead.

Arabella and her husband have twins – a son and a daughter.



Kara Nicholls, Chairperson

Kara has lived experience of PNDA and is a mum to Amelia, Bianca and Charlton. All were IVF babies with their own unique story. Kara is supported by her husband Shaun and is honoured to have been the Chairperson of

Gidget Foundation Australia since December 2018, and prior to that, a Non-Executive Director since March 2016.

Kara is an accomplished corporate governance professional with over 25 years of global equity capital markets, commercial, regulatory, and corporate compliance experience across large ASX listed, unlisted entities, and start up entities.

She brings extensive knowledge of corporate governance, company compliance and broad industry experience across financial services (banking and investment banking), retail, property, higher education, industrial (oil, mining and manufacturing), and at the Australian Stock Exchange (primary and secondary capital markets) to the Board.

Kara was raised in Guyra NSW and is an advocate for the provision of mental health services to rural and remote areas. She is a JP, has a Masters in Legal Studies, and a Business degree.



Dr Kathryn Austin

Dr Kathryn Austin is an Obstetrician Gynaecologist who completed her speciality training in 2017 and further completed Maternal Fetal Medicine sub- specialist training in 2019. Prior to embarking upon a career in medicine she worked

in hospital and community pharmacy and as a counsellor with Mothersafe.

Kathryn has been a director of the Board for the state and federal Australian Medical Association (AMA). She is currently on the AMA NSW Council and the AMA NSW Charitable Foundation Advisory Board. Kathryn has been involved with various government and professional body committees that oversee quality healthcare, medical leadership and women's health. Kathryn completed the Australian Institute of Company Directors Course in 2014.



Jarrod Bowditch

Jarrod is a Director of Verifact, a company established 25 years ago, which now has a national presence delivering services in Corporate Investigations, Traffic Management, Health, Emergency Response and Integrated Services. He is also a

director of Birrong Indigenous Services engaging indigenous workers in the infrastructure market. He has completed the Company Directors course with the Australian Institute of Company Directors.



Jessica Davis

Appointed as a Non-Executive Director of the Gidget Foundation on 7 September 2016, Jessica is an experienced finance professional, with over 16 years of experience working in the financial services industry. She brings her

experience in financial reporting, risk management and company compliance in both the corporate and not-for-profit sectors to the Board. Jessica is currently a Partner of KPMG Australia in Audit, Assurance and Risk Consulting, working with clients in both the corporate and not-for-profit sectors. She holds a degree in Commerce (Accounting) from Macquarie University, is a member of the Chartered Accountants Australia and New Zealand and is a Registered Company Auditor.



Patrick Delany

Patrick is a veteran executive of the subscription television industry and holds the position of CEO of FOXTEL. He was formerly the CEO of FOX Sports Australia — the nation's major sports television producer — and spent

the previous decade helping to build FOXTEL into the major media company it is today as Executive Director of Sales and Product Development. Patrick has degrees in Law and Economics.



Simone Short

With a background in IT, Simone has been involved with the Gidget Foundation since its inception. Having begun as a Founding Committee Member, Simone has held various voluntary roles over the past 16 years

including that of Committee President. Simone was also the Company Secretary for over 4 years and continues to be the organisations Event Producer. Simone is both a Committee Member and Board Director and the youngest sister of Gidget.



Allan Sparkes CV, OAM, VA, FRSN

Allan is one of Australia's most highly decorated citizens, being one of only 5 Australians in the past 44 years to be awarded the Cross of Valour (CV) Australia's highest bravery decoration. He is also the only Australian to be

awarded the Cross of Valour and a subsequent National bravery decoration, the Commendation for Brave Conduct, along with other significant awards for bravery and service including the Medal of the Order of Australia (OAM) for service to Mental Health Organisations and the Community and one of only 10 Australians to receive the Queen's Diamond Jubilee Medal. Having a lived experience of trauma-related mental illnesses and recovery, Allan is a passionate advocate for proactive approaches and greater education relating to the psychological risks being faced by people of all ages in today's society.

He is a former Deputy Commissioner of the Mental Health Commission of NSW, a Fellow of the Royal Society of NSW, the Chairman of the National Police Bravery Awards Committee, a member of the NSW Police Mental Health Intervention Team, Patron of the Thomas Kelly Youth Foundation and an Ambassador for Australia Day, Beyond Blue, Soldier On, and Kookaburra Kids.

He is a renowned keynote speaker, a best-selling author with Penguin Random House Australia and a self-confessed rugby tragic.

GIDGET AMBASSADORS

Gidget Foundation Australia is honoured to have a number of dedicated Ambassadors who champion our organisation across their fields of influence in order to support our movement for change.

Gidget Ambassadors include:



Kerry Baird



James Bracey



Cooper Cronk



Yvette Done



Kylieanne Farrell



Brigid Glanville



Lisa Hensley



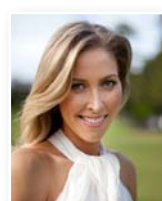
Allison Langdon



Antoinette Lattouf



Leila McKinnon



Chelsea Pottenger



Tara Rushton



Amber Sherlock



Chloe Shorten



Davina Smith

GIDGET PATRONS

Gidget Foundation Australia is honoured to have as our Patrons His Excellency General the Honourable David Hurley AC DSC (Retd) and Her Excellency Mrs Linda Hurley.



GIDGET COMMITTEE

Gidget's sisters and friends remain the backbone of our organisation. Bringing with them passion and diverse skills, their dedication and hard work have helped convert a personal tragedy into a powerful movement. The Committee coordinates fundraising events and contributes to various aspects of Gidget Foundation's operations.



(L to R) Jacqui Cotton, Simone Short, Libby Bowditch, Stephanie Hughes, Lou Hunter and Alexandra Berthold (Lisa Humphries absent)

The helpful support new parents need.



The one person new parents talk to is their baby – and this is where we found we could make a difference...

Introducing bunny books.

Turning children's stories into support for the emotional wellbeing of new parents.



tackle insomnia

Bunny can't sleep... She lies in bed and no matter what, she just can't seem to drift off. So, Bunny asks Big Yellow Moon for help and he takes her on a far-away journey into dreamland.



discover the power of gratitude

It's raining and Bunny is blue... But her friend, Little Cloud, shows her how wonderful it is to say thank you for the special things she has and she discovers that rainy days are amazing.



manage anxiety and fear

Bunny wakes up lost and lonely in the forest and she's so far from home... But Little Star helps her relax and discover that things really aren't so scary but actually new friends in disguise.



overcome low motivation

Bunny doesn't want to run... But her friend, Bright Shiny Sun, encourages her to take little steps to discover how great it is to get outside and exercise!

All proceeds go to Gidget Foundation Australia

For more information go to gidgetbunnybooks.com

What is Perinatal Depression and Anxiety?

Depression and anxiety during pregnancy and the first year of parenting (the perinatal period) affect around 20% of mothers and 10% of fathers. Previously known as Postnatal Depression, we now refer to it as Perinatal Depression and Anxiety (PNDA) as we know that symptoms of depression and anxiety often occur together and start during pregnancy, rather than just postnatally. Research also shows that if anxiety is treated during pregnancy, the risk of developing depression postnatally is lower.

These are recognised, diagnosable and recoverable medical conditions; the result of biological, psychological and social factors. Left untreated, the impact on the mother, father, child and other family members can be profound.

Perinatal depression and anxiety should not be confused with the 'baby blues' that occur three to five days after giving birth. These feelings of teariness and anxiety affect around 80% of new mothers, are transient, and will dissipate without treatment, with extra support and reassurance given to the new mum.

CONTRIBUTING FACTORS

Risk factors for perinatal depression and anxiety may include:

- Lack of emotional and/or practical support from family and friends
- Lack of support or understanding from partner
- Stress, such as related to finances, work or moving house
- Certain personality types e.g. a perfectionist personality
- Previous personal or family history of mental health issues
- Trauma background
- Recent bereavement
- Age less than 18 years or over 35 years
- Aboriginal or Torres Strait Islander culture
- Living in a rural or remote location
- Culturally and linguistically diverse background

FEELINGS TO BE AWARE OF:

- Feeling like you can't cope
- Feeling sadder than usual
- Constant worrying
- Feeling worthless
- Finding it harder to do daily tasks
- Withdrawing from family and/or friends
- Lack of connection with your baby
- Changes in appetite and/or sleep
- Loss of concentration
- Losing interest in sex or intimacy
- Extended periods of irritability and anger
- Thoughts of self-harm or suicide

Gidget Programs

Gidget Foundation Australia is proud to offer the following programs to support expectant and new parents.



GIDGET EMOTIONAL WELLBEING SCREENING PROGRAM

During pregnancy, your emotional health is just as important as your physical health. Recognising this, Gidget Foundation Australia developed the [Gidget Emotional Wellbeing Screening Program](#). This unique program is implemented at a number of private hospitals, in partnership with Gidget Foundation Australia, and promotes the early detection of PNDA through a hospital pre-admission appointment with a trained Gidget Midwife.

The Australian National Perinatal Mental Health Guidelines (2011, 2017) recommend all pregnant women have a routine mental health check-up. Pregnant women planning to give birth in the public hospital system in Australia already receive this support. While the [Gidget Emotional Wellbeing Screening Program](#) is based on that model, it has been specifically developed for use within the private hospital system.



GIDGET HOUSE

Gidget Foundation Australia's [Gidget House](#) Program provides free individual psychological counselling services, delivered face to face for expectant and new parents nationwide. Perinatal mental health specialists provide a minimum of 10 individual psychological consultations free of charge within a calendar year.



START TALKING PROGRAM: VIDEO COUNSELLING

Gidget Foundation Australia's [Start Talking](#) Program provides free individual psychological counselling services, delivered via a video call service, similar to FaceTime, Zoom or Skype. Perinatal mental health specialists provide a minimum of 10 individual psychological consultations free of charge within a calendar year.

Both [Gidget House](#) and [Start Talking](#) are available to any expectant and new parents who have a diagnosis of, or are at risk of developing, a perinatal mood or anxiety disorder and who are either pregnant; or have a baby up to 12 months old.

Support is also provided to people who have experienced a pregnancy or childbirth-related loss, such as stillbirth, miscarriage or termination, within the last 12 months.

Partners are able to access our specialised services as well.



GIDGET VILLAGE

A free group treatment program conducted over eight weeks for new mothers and fathers. Each session has a specific theme helping new parents manage symptoms associated with perinatal depression and anxiety using evidence-based therapy.



GIDGET VIRTUAL VILLAGE

A private, moderated Facebook peer support group, connecting expectant and new parents (with children up to school age) with Gidget Foundation Australia and each other, in a safe, judgement-free space. One support group is dedicated to expectant and new Dads, while the other is for expectant and new mothers.

The [Gidget Virtual Village](#) provides an online village through the sharing of lived experience, connection, kindness and compassionate peer support.



GIDGET PERINATAL SUPPORT CENTRE

Gidget Foundation Australia has a collaborative partnership with Sonder, a trusted and respected 24/7 on-demand safety and wellbeing support service.

Sonder is an on-demand support network which links expectant and new parents to a dedicated support centre via an app. The Sonder support team is made up of highly qualified, clinically trained staff who can be reached by live chat or over the phone, every minute of the day and night. Sonder offers real time advice and resources to help you navigate parenthood and can connect you to the most convenient pathway to get you whatever help parents need – be that related to perinatal mental health, safety, medical issues or anything else. Where necessary and available, they can even arrange in-person support.



GIDGET WELLBEING WORKPLACE

Gidget Foundation Australia works with organisations to provide tailored programs for employees and management to promote engagement and develop strategies for mentally healthy workplaces.



EMPOWERED BY GIDGET: RETURN TO WORK PROGRAM

When it comes time to return to work after having a baby or experiencing perinatal loss, parents can often feel stressed, anxious and overwhelmed. Gidget Foundation Australia's [Empowered by Gidget Program](#) can support with this transition and is available to both men and women. This program gives employers the opportunity to support the emotional wellbeing of their staff as they return to work. The Gidget Foundation wants new parents to have a successful return to work experience, stay motivated and feel confident as they juggle new commitments. This program focuses on addressing some of the common challenges that may be faced when going back to work, supporting this transition, and providing strategies for new parents to better manage and cope with the adjustment.

Gidget House Evaluation

Gidget House and Start Talking Evaluation undertaken by PricewaterhouseCoopers Consulting (Australia) Pty Limited in March 2020.



Average 5.7 appointments per client over 4.8 months

Free access to up to **10 face-to-face psychological consultations** with a perinatal mental health clinician within a calendar year

10 Gidget Houses in operation

Average reduction of 6.7 in client EPDS scores between referral and discharge
Average reduction in client DASS-21 scores of 3.8 (Depression), 2.6 (Anxiety), 3.4 (Stress) between referral and discharge

57% clients postnatal

Average age of clients 34

- Most valued aspects of the service
- Practical tools & advice
 - Welcoming environment with an understanding and supportive clinician
 - Specialist clinicians

100%	Clients rated overall GFA experience as "excellent", "very good" or "good" (96% rated it "excellent" or "very good")
96%	Clients would return to Gidget House if appropriate
96%	Clients were satisfied with the clinical care provided by their Gidget House clinician (87% clients "extremely" or "very" satisfied)
96%	Clients reported positive emotions after service (and 98% reported negative emotions prior to service)

"The service changed my life. It is such an incredible service that helped me immensely."

"I am so grateful for the help that I received. It was so impactful for my baby. I got so much from each session and walked away feeling that I had strategies to use to help me get through. It helped my family so much and I am so thankful."

Start Talking Evaluation

Gidget House and Start Talking Evaluation undertaken by PricewaterhouseCoopers Consulting (Australia) Pty Limited in March 2020.

Start talking.

Average 7.5 appointments per client over 4.2 months

Free access to up to **10 psychological consultations** via video call with a perinatal mental health clinician within a calendar year

Program available nationally

Average reduction of 7.6 in client EPDS scores between referral and discharge
Average reduction in client DASS-21 scores of 3.8 (Depression), 2.5 (Anxiety), 5.2 (Stress) between referral and discharge

77% clients postnatal

Average age of clients 33

69% clients ineligible for telehealth under Medicare's Better Access Initiative

- Most valued aspects of the service
- Practical tools & advice
 - Welcoming environment with an understanding and supportive clinician
 - Specialist clinicians

100%	Clients would return to Start Talking if appropriate
100%	Clients rated overall GFA experience as "excellent", "very good" or "good" (91% rated it "excellent" or "very good")
96%	Clients were satisfied with the clinical care provided by their Start Talking clinician (87% clients "extremely" or "very" satisfied)
96%	Clients reported positive emotions after the service (and 98% reported negative emotions prior to treatment)
83%	Clients could not think of ways to improve service
60%	Clients who had experienced both telehealth and face to face consultations, thought both equally effective, and further 18% preferred telehealth

"It is a great service and the telehealth option enabled me to access help when I couldn't otherwise access treatment."

"Having an upcoming appointment with the foundation was so helpful. It made me feel less isolated and know I'd have access to help ... The telehealth option was what got me through."



Perinatal Mental Health CONFERENCE

GIDGET FOUNDATION AUSTRALIA PERINATAL MENTAL HEALTH CONFERENCE

Gidget Foundation Australia is proud to regularly host its Perinatal Mental Health Conference, bringing together inspirational presenters and leaders within the perinatal field, to discuss the latest approaches, thoughts, theories, and research into perinatal mental health.

The theme of the Conference is usually centred around the complexity of perinatal depression and anxiety (PNDA) and perinatal related trauma. Perinatal mental health affects expectant and new parents at a vulnerable time, which is often when unexpected and unresolved issues arise. In this period, we understand that healing is a process. Evidence-based interventions are recommended as well as warmth and compassion to enable the healing journey to evolve and recovery to take place.

Gidget Foundation Australia recognises the value of professional development both in its Clinicians and the wider perinatal community, which is why this Conference is an important regular date on its calendar.



Gidget Community

Gidget Foundation Australia's community put the 'fun' back into 'fundraising' by hosting their own events in support of expectant and new parents experiencing perinatal depression and anxiety. Two of the largest community activations include Gidget Foundation Australia's *Have a Yarn for Gidget* and *Bun in the Oven* campaigns.



HAVE A YARN FOR GIDGET

Each Autumn and Winter, Gidget Foundation Australia invites the community to Have a Yarn and raise vital funds to support expectant and new parents experiencing perinatal depression and anxiety.

Knitting, crocheting, or crafting are wonderful ways to create some mindfulness in our homes and communities, which is needed now more than ever.

Whether they knit something for themselves, or knit something as an act of kindness for a loved one, friend, colleague or neighbour, participants can create something special while raising funds to support vulnerable parents.



BUN IN THE OVEN

To coincide with Perinatal Depression and Anxiety Week in November each year, Gidget Foundation Australia's *Bun In The Oven* campaign is a way for Gidget's supportive community to show their support for its work.

By simply planning a get together or hosting a casual brunch, morning tea or perhaps a 5 o'clock catch up with friends, family or workmates, the community can have fun while helping to raise awareness and vital funds to support the work of Gidget Foundation Australia.

Ways you can support Gidget Foundation Australia



DONATE

Gidget Foundation Australia relies on the generosity of its supporters to deliver its programs to help expectant and new parents experiencing perinatal depression and anxiety.

Donations can be a one-off, or a regular donation each month by calling Gidget House on 1300 851 758.

Gidget Foundation Australia also accepts prizes for fundraising opportunities.



EVENTS

Gidget Foundation Australia hosts a number of events each year to raise funds to support our work. These events range from our flagship Ladies' Lunch to sports luncheons and dinners. A list of upcoming events and ticket sales information can be found on our website.



VOLUNTEERING

Volunteering for Gidget Foundation Australia is a great way to get involved and support our work. The Foundation posts specific volunteer opportunities on our website, and we always welcome expressions of interest.



CORPORATE PARTNERS

Gidget Foundation Australia is passionate about working with like-minded organisations who share our values and commitment to supporting expectant and new parents experiencing perinatal anxiety and depression. The Foundation works to form mutually-beneficial partnerships, as together, so much more can be achieved.

Whether it's a small, medium or large business, all the Foundation asks is that the organisation has a genuine intent to support our work and an open heart and mind. The Foundation knows that no business is the same, so it prides itself on working with each partner to create a unique and tailored approach.

Businesses usually support Gidget Foundation Australia in one of four ways.

- **Sales-related initiative:** this is where an amount is donated from the sale of a product or service, providing consumers with an additional reason to buy.
- **Staff fundraising:** empowering staff to create and execute an event in support of Gidget Foundation Australia or an individual fundraising challenge — the sky is the limit! Morning teas, trivia nights, BBQs, auctions or raffles — these events can be tailored to suit your business.
- **In-kind support:** Gidget Foundation Australia's aim is to keep its administration costs as low as possible to ensure much of the funds raised support its mission. Businesses providing the Foundation with goods or services, which they would ordinarily need to pay for, such as a pro bono arrangement, are incredibly valuable.
- **Sponsorship of events:** The Gidget Foundation hosts a number of events each year. There are always opportunities to be involved in these events via a sponsorship of the entire event or elements of it.



Employee Engagement

Organisations who are socially responsible, generally speaking, have higher staff retention and more productive and motivated employees. Allowing staff the opportunity to engage with, and support Gidget Foundation Australia, as an extension of their work life, will be mutually beneficial.

Here are some ways in which organisations may choose to support the Gidget Foundation Australia.

Workplace Volunteering

- **General volunteering:** Whether it's volunteering at our events, preparing for events or generally supporting our day-to-day work, we're always grateful for the gift of people's time.
- **Skilled volunteering:** Lending expertise has real impact. As a small team, Gidget Foundation Australia often requires expert knowledge or a particular skill to assist with certain projects or initiatives.



Workplace Giving

Workplace Giving is a tri-party relationship between employers, employees and charities. Employees can contribute a small portion of their pre-tax salary to charity and receive the tax benefit straight away rather than waiting until the end of a financial year.

Workplace Giving is a simple and cost-effective way for employees to give regularly. As a further incentive, organisations can dollar match employee donations to double the impact of the contribution.

The Cost of PNDA in Australia



Perinatal depression and anxiety (PNDA) is costing Australia \$877 million annually, according to a 2019 PwC Australia analysis prepared for Gidget Foundation Australia, entitled, 'The Cost of Perinatal Depression and Anxiety in Australia'.

PNDA touches not only the parent experiencing the condition but can also have impacts on the child and wider family, with some of these impacts lasting a lifetime. Understanding the cost of PNDA to Australia can ensure that support for families be available during the critical early parenthood stage where it is needed. The estimated cost of PNDA to the health system, economy and wellbeing of those impacted totalled \$877m, comprising of:

- health costs attributable to PNDA equalling \$227m, comprising increased use of primary and community health services and hospital health care services and increased risk of certain conditions for both the parent and child
- economic costs of \$643m are attributable to productivity losses associated with increased workforce exit, absenteeism, presenteeism and carer requirements
- monetised social and wellbeing impacts include increased likelihood of developmental issues, depression, anxiety and child ADHD diagnoses, totalling \$7m.

Beyond this are estimated lifetime impacts of \$5.2b attributable to the increased risk of depression, anxiety and ADHD in the children of parents with PNDA, affecting wellbeing, productivity and health system use.

SUMMARY OF COSTS ASSOCIATED WITH PNDA

YEAR ONE IMPACTS

\$227m	\$643m	\$7m	\$877m
Health costs	Economic costs	Wellbeing costs	Total impacts in year one

YEAR TWO TO THREE IMPACTS

\$195m	\$1.0b	\$14m	\$1.2b
Health costs	Economic costs	Wellbeing costs	Total impacts in years two to three

LIFETIME IMPACTS

\$5.2b	\$5.2b	\$7.3b
Wellbeing costs	Total lifetime impacts	Total overall impacts

This report has been prepared by PricewaterhouseCoopers Consulting (Australia) Pty Limited (PwC Consulting Australia) with input from the Perinatal Wellbeing Centre (ABN 43 775 427 479), PANDA Australia (ABN 64 063 647 374) and Peach Tree Perinatal Wellness (ABN 87 545 227 108) for the use of Gidget Foundation Australia (ABN 52 160 202 960).

Perinatal Mental Health Week is marked in November each year and is a time to raise awareness and collaborate to ensure that parents in need know they are not alone.

Collaboration is at the heart of this important week. Led by Gidget Foundation Australia in alliance with Peach Tree Perinatal Wellness and Perinatal Wellbeing Centre, more than 35 not-for-profit and government organisations proudly work together, united in ensuring expectant and new parents know that we're here, and we're listening.



If you know an expectant or new parent there are many ways to offer support. It can be hard to know where to start. One idea is to simply ask "How they are going?" and then listen really well. The earlier the intervention the better the outcome for all.

Asking your daughter or son

It can be tough to watch your daughter or son adjust to parenthood if you see them being unsettled. You could reflect on your own experience as a way to open up discussion with them or tell them about what they were like as a baby whilst always encouraging openness and honesty and offering them reassurance at the same time. Asking what they need might also be helpful and just being there in any way you can.

Asking your friend

Getting your friend out for a walk or coffee and talking at the same time might be useful. Check in often, offer times to connect and give them space to respond. If you can ask them "How is it going being a parent?" or share a funny story of your own might encourage them to open up. Validate their feelings and listen well.

Asking your partner

A weekly catch up where there are limited interruptions might be a good time to really ask how your partner is going. You could each do this as regular check in. Timing is important and making sure you can offer support, ideas, or just a good listening ear. Sometimes you just need someone to be there and ask the question. Phones away for this time to connect!

Asking yourself

If you notice changes in yourself then take some quiet time, reflect on how you are feeling and be patient with yourself as you settle into this new parenting space. Recognise and label the emotions. If what you normally do is not helping you feel better, then reach out to a trusted friend or family member to get more support. Stay connected with others and make a plan.

Proudly supported by



pmhweek.org.au



We all belong.

“This artwork represents the story, mission and values of Gidget Foundation Australia. The middle of the artwork represents the core of the Foundation, with the surrounding circles representing all our values — we are connected and our lines never break.

All the dots outside of the values represent all the people the Gidget Foundation has supported, is currently supporting and everyone we hope to support in the future. Dots of all different colours and sizes; this acknowledges how diverse and unique we are. We all belong.”

Rheanna Lotter
Artist



Gidget Foundation Australia
ABN 52 160 202 960

34a McLaren Street, North Sydney NSW 2060
PH: 1300 851 758

gidgetfoundation.org.au • contact@gidgetfoundation.org.au

 @GidgetFoundation

 @gidgetfoundation

 @GidgetFndation

 Gidget Foundation Australia