



BATYR Q&A RESPONSES – NGEN BRIEF

Is the batyr website a notable source of donations?

Events, Community Fundraising & Individual Giving makes up approx 10% of our income

Is donation possible via the OurHerd app?

Not currently

Would you say that parents are donors?

Yes

In your opinion, what does the typical donor profile look like?

In order of location with highest donations: NSW, VIC, QLD, ACT, SA, WA, TAS. NSW dominates
Slightly more females who donate
25 - 40 years old

Have specific brands showed their support for batyr in the past and promoted the events on their platforms?

Budgy smuggler
Swimming Australia
NSW Positive Rugby

What specifically is the differentiation between Batyr and other mental health organisations?

Our programs are developed and delivered by young people, for young people. What makes our programs unique is that we have lived experience speakers share their story as part of our program. These speakers are trained by batyr to safely and effectively share their stories, through our Being Herd program, and ongoing training and support.

Are there any particular channels where batyr sees best results/engagement?

Average engagement rate for social media (2021 average)
Facebook 4.3%
Instagram 4.8%
LinkedIn - 8.7%

By young people, what's the specific age group or skew we are talking about? Is it more teenagers?

Approximately 15 - 30 years



What was historically done in media that drove results?

World record event of largest number of people dressed as elephants. We received a lot of media attention around this.

<https://www.dailytelegraph.com.au/news/nsw/500-people-dress-as-elephants-for-mental-health-world-record-attempt/news-story/c7040d2cfbf5a2522ac1576ed1e83b86>

<https://www.globalcitizen.org/en/content/500-people-elephants-mental-health/>

Are your programs run nationally?

We currently run programs along the east coast of Australia. We have offices in Brisbane, Sydney, Melbourne, Adelaide, Canberra, we also travel to regional areas to deliver programs

What would you consider to be some organisations doing similar work to batyr?

Livin, ReachOut, Reach Foundation

The brief outlined a number of objectives including participation and donations - what would you say the primary objective of the brief is?

The total amount raised through fundraising would be the primary objective, however, driving a higher participation rate will result in more money being raised.

Are we required to spend the entire budget on social channels?

We are open to your ideas and suggestions of what will have the best outcomes.

Do you usually see a spike in engagement/donations during Mental Health Awareness Month?

We see more engagement and corporates wanting to get more involved.

W/ regards to the fatigue created by Covid, did it effect both donations and participation?

Yes. Towards the end of covid particularly there was major donor fatigue.



Are you keen on sticking with emotive storytelling, or do you think this is overused in the category?

We are happy to use emotive storytelling to get the message across, however we do like to use a positive voice in this space. If you have a look at our socials, website and our campaigns and events listed there, you should be able to get a good feel of this.

What ambassadors did swimming Australia offer?

Meg Harris, Olympic Athlete
Zac Stubblety-Cook, Olympic Athlete
Janelle Pallister, former Olympic Athlete & Coach
Rohan Taylor, Head Coach
Tiffany Thomas Kane, Paralympic Athlete
William Martin, Paralympic Athlete

Would you say there's an over proliferation of help-seeking services and resources, which makes young people overwhelmed and unsure where to go?

On average, young people will currently wait between six to eight weeks for a psychologist appointment at headspace, but young people at certain centres are waiting many more months for their care. batyr work in the prevention space and aim to equip young people with the skills and knowledge they need to proactively manage their mental health, reducing the need for them to access crisis services that are already stretched, and might not get help in their greatest time of need.

batyr works to develop and maintain relationships with schools, local community members, and mental health service providers to collaborate and avoid duplication of activities to better serve young people in the community