

#communitypoweredalliance

# Well-being First!

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in Australia

2024



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# Information & Content

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# The Noledge House

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**Prevention focused mental health programs,  
workshops and awareness campaigns - free  
for all community!**

In order to live a higher quality life, maintaining optimal wellness is key. Everything we feel and do relates to our well-being and directly affects our actions and emotions.

To subdue stress, reduce illness, and ensure positive moments in our lives and in our communities, we must collectively achieve optimal physical and mental wellness.



<https://theknowledgehouse.org/>

#mynoledgemoment

# Welcome Message

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**On behalf of The Noledge House team, it is with immense pleasure and excitement that I extend a warm welcome to you, as I share our vision. The following information has been produced to give you an understanding of our aspirations for a mental health charity and ultimately, community hub on the beautiful Gold Coast in Queensland.**

At The Noledge House, we operate on a well-being first, prevention-focused model and we believe in the transformative power of knowledge and empathy! As a Director, I am honored to be part of an organisation that is committed to making a positive impact on individuals who are facing mental health issues and that may have have experienced trauma; either first-hand or transgenerational. I am also extremely grateful to the volunteers and professionals that are dedicated to supporting them.

The Noledge House's mission is to provide prevention-focused mental health programs and workshops, free to access, for all community. We aim to support people headed towards a vulnerable situation, who may be at risk of falling through the system that has developed and continues to widen between the public and private sectors. Our programs and workshops are designed to help people keep state whilst they are awaiting further intervention.

Our charity comes from a trauma-informed perspective, we advocate social prescribing and provide a holistic model of care that is there to support people as they await further interventions.



*Sue Fulford*



# Vision, Mission & Acknowledgment

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## Vision

To create a welcoming, inclusive, and sustainable community space that promotes the prevention and control of a person's mental health and well-being, utilising trauma-informed, person-centred social prescription concepts, to enhance traditional interventions.

## Mission

Is to support any person headed towards a vulnerable situation and who may be at risk of falling through the system. We will provide prevention-focused mental health programs, workshops and awareness campaigns, free to access, for all community, to help people keep state whilst they are awaiting further intervention.

We commit to leading the implementation of evidence-based global techniques of trauma-informed mental health and wellbeing care into Australia. We commit to de-stigmatising mental health issues in Australia. We commit to connecting community with health leaders, care - givers and decision - makers, to foster understanding and empathy for better mental health care in Australia.

## Acknowledgment

We respectfully acknowledge the Traditional Custodians of the land on which we work and live and recognise their continuing connection to the land, water, and community. We pay respect to Elders past and present and future leaders.

We also acknowledge people living with mental health challenges, problematic alcohol and other drugs use, as well as those impacted by suicide, their families, carers and support people.

#togetherequalsbetter

# The landscape & Opportunity

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## The Challenge

In Australia, there are over 360,000 emergency mental health admissions in to our EDs annually. There are 9 people every day that take their own life and the current wait time to see a professional health practitioner is more than 27 days! The ABS (2022) states that 2.2 million people report to live with depression and/or anxiety.

Sadly, mental health support is often only provided once a person has been admitted into the system via hospital or, has waited and seen a professional mental health practitioner.

Further ABS statistics tell us that 42.9% of people aged 16–85 years had experienced a mental disorder at some time in their life. 21.5% of people had a 12-month mental disorder, with Anxiety being the most common group (17.2% of people aged 16–85 years). 38.8% of people aged 16–24 years had a 12-month mental disorder.

## Our Solution

People who identify early that they are headed towards a vulnerable situation, can access prevention-focused mental health support through the programs and workshops that The Noledge House provides.

Our programs fill a wide void between the public and private sectors and offer an holistic, trauma-informed and person-centred approach to a person's mental health and overall well-being. We provide support at the grass-roots level within community. Our programs will support the control of PTSD, depression, anxiety and other mental health issues.



# The Noledge House

## Unique Position

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### Point of Difference!

**Our unique point of difference is our commitment to integrating traditional mental health care with social prescribing.**

Because people are from various backgrounds and face their own unique challenges. This could be homelessness, unemployment, domestic violence, transgenerational trauma, PTSD, social isolation...and unlike most mental health organisations that operate within their own models, The Noledge House offers evidence-based flagship programs, facilitated by our own psychologists, forensic nurses and psychiatrists, in collaboration with allied health experts and NGOs.

The Noledge House serves as a portal to various therapies and activities, offering a comprehensive approach to mental health care.

The team we have put together have backgrounds accross health, law, employment, accounting, project management and marketing. Our network expands accross NGOs, Allied Health, private medical practitioners and experts that can offer alternative care options.

For us, it is about asking the person about how they see their care journey and working together to find the best solutions and long-term outcomes!

*We have thought deeply about the needs of people, the barriers they face and the landscape of our health and well-being sectors and we can provide those who might fall through the system, a way to keep state while they await further intervention, traditional or other.*

#theresstrengthinsharing

# Our Branding Strategy

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## Be Known!

- Define our Unique Value Proposition,
- Build a Strong Online Presence,
- Partnerships and Collaborations,
- Educational Workshops and Events,
- Volunteer and Supporter Engagement,
- Donor Relationships,
- Data and Impact Reporting,
- Brand Consistency,
- PR and Media Outreach,
- Continuous Learning and Adaptation,
- Feedback Mechanisms,
- Advocacy Efforts,
- Evaluation and Adaptation,
- Measure Impact.

We will clearly define what sets our mental health charity apart from others, highlighting our mission, approach, and unique programs that address specific community needs. Our website is engaging and informative with resources, success stories, and ways for people to get involved or donate.

We will maintain active social media profiles to share inspirational content, mental health tips, and updates on your programs.

We will collaborate with local businesses, healthcare providers, NGOs, research organisations and schools to expand our reach and impact.





# Our Branding

## Strategy cont...

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We will host workshops and events related to mental health and well-being, open to the community and use these platforms to educate, reduce stigma, and share our charity's expertise. We will build a strong volunteer and supporter base. Engage them in our mission and involve them in various activities and events.

We will cultivate relationships with donors by expressing gratitude, showing their contributions' impact and by implementing regular communication and updates on how their support is making a difference. We will collect and share data on the effectiveness of your programs and commit to transparency and accountability to build trust among supporters.

We will maintain a consistent visual and verbal identity in all communications, including logo, colors and messaging. We will develop a media strategy to share our work and insights on mental health and engage with local media outlets for coverage. We will stay updated with the latest mental health research and trends to ensure our programs remain relevant and effective.

We will create a feedback mechanism to gather input from beneficiaries and the community, allowing us to adapt and improve our services. We will advocate for mental health awareness and policy changes at the local, state, and national levels to have a broader impact and join as members of other peak bodies in the sector.

We will continuously evaluate our brand strategy and adapt it as needed to meet the community's evolving needs.

We will implement key performance indicators to track the success of our brand strategy, both in terms of increased awareness and actual impact on mental health in the community.

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# Our Marketing Strategy

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## Be seen!

- Content Marketing,
- Email Campaigns,
- Social Media Engagement,
- Workshops,
- Partnerships and Collaborations,
- Impact Stories and Testimonials,
- Interactive Campaigns,
- SEO and Website Optimisation,
- Targeted Ad Campaigns,
- Crowdfunding Campaigns,
- Grant Proposal Development,
- Impact Reports,
- Donor Cultivation,
- Metrics and Analytics,
- Evaluation and Adaptation.

**Our objective is to enhance our charity's funding prospects, provide valuable mental health information to our target audience and to promote the prevention and control of mental health and well-being.**

We will create a content calendar with a mix of blog posts, articles, infographics, and videos focusing on mental health topics, well-being tips, and the impact of our charity's work. We will regularly publish engaging and informative content on your website and social media platforms.

We will develop segmented email lists for donors, prospects, and subscribers, send regular newsletters that provide updates on our charity's activities, share success stories and offer mental health resources and information. We will leverage social media platforms to share content, engage with our audience and raise awareness. Use eye-catching visuals and impactful stories to foster engagement.

We will host workshops on mental health and well-being topics, featuring experts and individuals who have benefited from our charity's programs and promote these events through various channels.



# Our Marketing Strategy cont...

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We will collaborate with other organisations and NGOs, influencers and mental health professionals to co-create content, events, or campaigns that amplify our message and reach a wider audience. We will share real-life impact stories and testimonials from individuals who have been positively affected by our charity's work and highlight the transformational changes brought about by our programs. We will create interactive campaigns or challenges related to mental health and well-being, encouraging people to participate, share their experiences, and support our charity.

We will ensure our website is optimised for search engines with relevant keywords related to mental health and charity work and invest appropriately in targeted online advertising campaigns on platforms such as Google Ads and social media to promote our content, events and donation opportunities to a specific demographic. We will launch crowdfunding campaigns for specific projects or initiatives, inviting donors to contribute and see tangible results of their support.

We will develop a dedicated team or partner with experts to write grant proposals that align with our charity's mission, goals and the specific needs of potential grantors. We will regularly produce impact reports detailing the outcomes and results of our charity's work and share these reports with potential funders and donors to demonstrate the effectiveness of our programs.

We will implement a donor cultivation strategy to engage, recognise and build relationships with our donors, increasing the likelihood of repeat donations. We will use data analytics to measure the success of our marketing efforts and track website traffic, social media engagement, email open rates and conversion rates to adjust our strategy as needed.

We will continuously assess the effectiveness of our marketing strategy and make necessary adjustments to achieve our goals.

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# Our Goals

## 1st to 3rd Year

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### An Overview

- Deliver 90 online Holistic Wellbeing Programs (HWP).
- Deliver 12 group Holistic Wellbeing Programs.
- Deliver 12 RESIST programs.
- Deliver 12 EMHAP programs.
- Expand programs into Logan, Brisbane and other regional centres throughout Qld.
- Create and deliver six mental health awareness campaigns.
- Develop a working social prescribing network.
- Develop an Australian-first international Trauma-informed Symposium.
- Fundraise \$250,000 per year.
- Expand the BoD to seven representatives that include skills across law, accounting and marketing.

### Not a Virtual House!

We have begun building phase one of The Noledge House. This is a boutique warehouse in Southport and will be the physical HQ, whilst also providing community space for workshops.

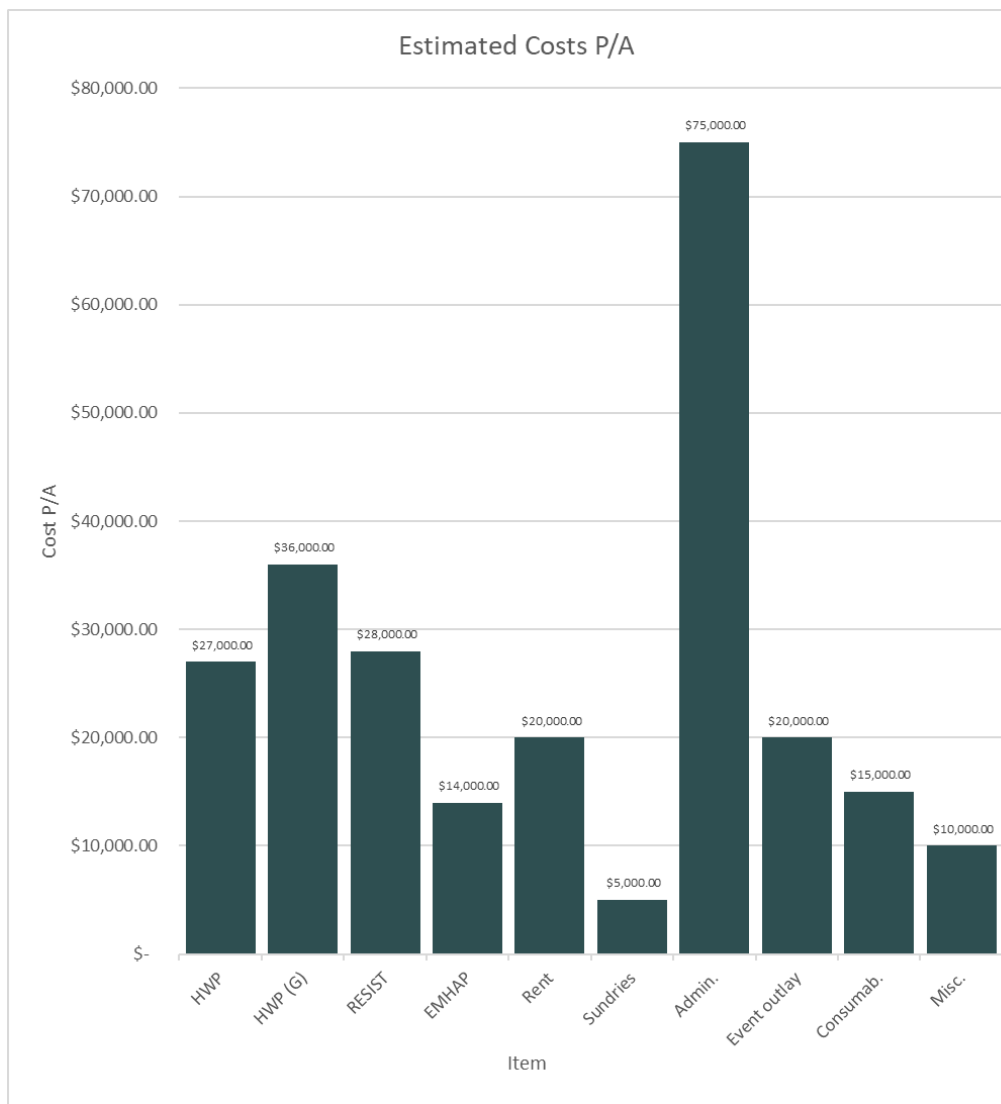
Our objective though, is to build a community space on land that can offer shared office space for Allied Health, NGOs and other well-being alternatives, with the aim of give people whole of health and well-being first opportunities to grow and thrive.

This space will facilitate workshops, community gatherings and supported employment. It may potentially provide short-term respite for those most vulnerable.



# The Cost to Run Per Year

To reach our goals, we require ongoing funds from major donors, State, Local, Federal Governments, fundraising events and private donors.



\$250,000 p/a

Plus (Estimated) 2.5% increase each following year.

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# Programs & Workshops

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## An Overview

**The next three programs and workshops are only part of the makeup for The Noledge House. We also offer Psychological Safety and Barriers to Exercise Workshops.**

The Holistic Wellbeing Program (HWP) is an online program that is supported by telehealth sessions and designed to support individuals in achieving a balanced life. This program can be accessed from anywhere in Australia! Based on The Stress Vulnerability Model, the concepts used are evidence-based.



RESIST is an 8-session program that helps people understand how significant trauma affects their emotions, thinking, and behaviour. The program explains how trauma impacts the brain and body and teaches participants about the role of the autonomic nervous system in processing fear and threats.

EMHAP is a 2-hour workshop designed to help people who are not coping after disaster and to deliver prevention-focused strategies and actions for people who live with mental health issues, should a disaster occur. This grant is jointly funded under the Commonwealth/State Disaster Recovery Funding Arrangements to implement projects aimed at driving recovery and building resilience in communities.



#holistichealth

# Holistic Wellbeing Program

## HWP

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# Holistic Wellbeing Program

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**This program aims to support people who may be at risk of falling through the gaps of the widening chasm between the public and private sectors. The program is flexible in the way it can be delivered, to ensure that the content can be received by a varying demographic.**

Our evidence-based techniques are delivered in an easy-to-follow format and come with all the necessary resources to succeed. Our experienced professionals provide ongoing support via telehealth sessions throughout the program to ensure your success.

The HWP consists of introduction and eight modules, comes with a Noledge Diary for participant use moving forward and you will develop a health plan.

Whether you're dealing with anxiety, depression, or simply feeling out of sorts, the HWP can help you find your holistic well-being. Our program provides real-life skills that you can take with you to live a healthier, happier life.

Our balanced approach to prevention-focused mental health and wellbeing first comes from trauma-informed and stress vulnerability frameworks. Focusing on the mind, body, and spirit, the program includes comprehensive resources that address each of these areas, including stress management, cognitive-behavioral techniques, physical exercise, nutrition, and more.

By completing the HWP, you'll gain a deeper understanding of your own needs and preferences and develop the skills necessary to create and maintain a healthy, balanced life. We encourage you to take the first step towards your holistic well-being and join us in the HWP.

The HWP can be delivered online or in group sessions.



#stopgenerationaltrauma

Reintegration of the Emotional Systems  
Impacted by Significant Trauma

**RESIST**

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# RESIST Workshops



RESIST is a group session program that helps people understand how significant trauma affects their emotions, thinking, and behaviour. The program explains how trauma impacts the brain and body and teaches participants about the role of the autonomic nervous system in processing fear and threats.

RESIST aims to intervene at the early stages of generational transference of trauma. The program helps people understand how stress affects their physical and emotional well-being and teaches practical strategies for emotional self-mastery using principles from different therapies.

Topics covered in the program include:

1. The F-word (Fear)
2. Brain as Boss/Body as Barometer
3. Emotions and Wellness
4. Contagious Emotion
5. Sensing Self
6. Mastering Self
7. Tuning into Me
8. Tuning into Others

The program provides a workbook for participants that includes practical information and guidance on proven techniques for managing emotional responses.

#stopgenerationaltrauma

# Emergency Mental Health Action Plan

## EMHAP

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# EMHAP

## Workshops

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**EMHAP is a 2 -hour workshop designed to:**

**A) help people who are struggling to cope after a disaster**

**and**

**B) deliver prevention-focused strategies and actions for people who live with mental health issues, should a disaster occur.**



EMHAP workshops will enhance community capacity by building an individual's resilience to risk and be better prepared for impending disasters. An EMHAP will also act for an individual as an early warning indicator of stressors, with coping strategies already outlined for the best outcomes.

A person's EMHAP outlines the steps to be taken in the event of a mental health crisis or emergency. It is a proactive approach to managing mental health issues and ensuring that appropriate support and interventions are in place when needed.

The plan includes information about the individual's mental health history, triggers, symptoms of crisis, and a list of emergency contacts and actions to take, should an individual have limited communication.

This current series of workshops, earmarked for Logan, Qld, has been jointly funded under the Commonwealth/State Disaster Recovery Funding Arrangements to implement projects aimed at driving recovery and building resilience in communities.

#traumainformednoledge

# Trauma-Informed Practices

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#traumainformednoledge

# Trauma-informed Symposium

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**At The Noledge House, we operate on a prevention-focused model and we believe in the transformative power of knowledge and empathy!**

**This symposium marks a significant step in our collective journey towards fostering a more compassionate and understanding society, as we move towards the destigmatisation of mental health issues.**

The Noledge House team are honored to be part of an organisation that is committed to making a positive impact on individuals who have experienced trauma and with the professionals dedicated to supporting them.

This symposium is not just an event; it is a convergence of minds, a forum for shared learning, and a celebration of resilience. Our program has been meticulously curated to bring together leading experts, practitioners, and advocates in the field of trauma-informed care.

The Gold Coast, with its breathtaking landscapes and serene atmosphere, provides the perfect backdrop for us to engage in meaningful discussions and forge connections that will contribute to the advancement of trauma-informed practices.



*The Noledge Team*

#traumainformednoledge

# Target Audience

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## Demographic

A trauma-informed symposium will be beneficial for a diverse audience that includes individuals with lived experience and professionals from various backgrounds. This could include but is not limited to:

- Policy makers,
- Professionals in mental health,
- Medical practitioners,
- Educators,
- Social Services,
- Law enforcement/other first responders,
- Community leaders,
- NGO's,
- Mental health advocates,
- Researchers and academics.

## Geographic

This symposium will attract local, national and international professionals and lived-experienced people working and living in urban, suburban, or rural settings.

## Psychographic

Those committed to enhancing their understanding of trauma and integrating trauma-informed practices into their work. Professionals seeking to broaden their knowledge of trauma's impact on overall health. Those interested in creating trauma-sensitive educational environments. Individuals committed to trauma-informed care for vulnerable populations. Those recognising the impact of trauma in emergency situations and wanting to enhance response strategies. Individuals dedicated to creating communities that prioritize mental health and well-being.

## Diversity and inclusion

We are committed to fostering a culture of diversity and inclusion that celebrates the unique perspectives, backgrounds, and contributions of every individual. We actively seek to create a space where everyone, regardless of their race, ethnicity, gender, sexual orientation, abilities, or any other dimension of diversity, feels valued, respected, and empowered to thrive.

#traumainformednoledge

# Benefits & Outcomes

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Attendees will gain a deeper understanding of trauma-informed practices, including the latest research, methodologies, and best practices in the field. Professionals in attendance, such as mental health practitioners, educators, and social workers, can benefit from the speakers' expertise, gaining insights that contribute to their professional development.

Participants will have the chance to connect with experts and colleagues, fostering collaborations and partnerships that can extend beyond the symposium. Professionals may integrate new strategies and approaches into their clinical or educational practices, leading to improved outcomes for individuals who have experienced trauma.

Lived-experienced individuals and community members can gain empowerment and a sense of agency through the knowledge shared, fostering a more resilient and informed community. Experts may present cutting-edge research findings, inspiring further research initiatives and advancements in understanding and applying trauma-informed practices.

The symposium can raise public awareness about the importance of trauma-informed care, fostering advocacy efforts for more widespread implementation. The symposium provides a platform for professionals from different sectors to collaborate, fostering a multidisciplinary approach to trauma-informed practices.

By incorporating the knowledge gained from the symposium, mental health services may experience a positive long-term impact, with improved patient outcomes and a more holistic approach to mental health.



# Meet

## The Noledge House

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### **Suzanne Fulford**

Co-founder and Director. Sue has worked in private practice and is a senior psychologist in community mental health working with adults. Sue comes from a holistic well-being approach, advocates for social prescribing and believes assisting patients to achieve holistic well-being and psychological resilience comes from a whole of community support network.



### **Vija Nemcovs**

Co-founder and Director. Working in Mental Health for 23 years, originally in Forensic Mental Health and spending a number of years in the acute adult in-patient sector, Vee continues to work as a Clinical Nurse Consultant. Vee practices a variety of clinical and holistic therapies and acknowledges that mental Health encompasses a holistic approach to recovery and ongoing life balance.



### **Rob Libeau**

Programs and Events Director. With vast experience in event development, coordination and management, Rob provides all the back-end support for The Noledge House programs, workshops and awareness campaigns. From a sports background, Rob's skillset is easily transferrable to The Noledge House requirements, to develop awareness and de-stigmatise mental health.

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# Key Contacts & Other Media

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[grow@thenoledgehouse.org](mailto:grow@thenoledgehouse.org)



[The Noledge House Facebook](#)



[The Noledge House Instagram](#)



[The Noledge House Linked In](#)

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# How Can You Support Us?

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**Our goals are big, But they are SMART!**

Stakeholders and supporters of a charity play a crucial role in ensuring the success of events and programs by offering various forms of support. The nature of your support can vary, but here is list of ideas:

- Endorsement and promotion of our events to relevant stakeholders and networks
- Direct financial contributions to fund the charity's events and programs.
- Financial support in exchange for recognition or promotional opportunities during events.
- Donation of goods or services that can be used in events or programs, such as venue space, catering, printing services, or promotional materials.
- Provision of necessary equipment or technology required for the successful execution of events or programs.
- Volunteer Support and Event Staffing.
- Facilitating connections with other potential supporters, sponsors, or partners.
- Collaborative efforts with other organisations or businesses to enhance the impact of events and programs.
- Social Media Promotion and sharing information about events and programs on social media platforms to increase visibility.
- Assistance in securing media coverage or publicity for events and programs.
- Advocating for the charity's mission and initiatives within your professional or social networks.
- Engaging with policymakers or influencers to garner support for the charity's cause.
- Engaging with potential donors, cultivating relationships, and encouraging ongoing support.