



Executive Officer's Report 2009-2010

Vision and Mission Statement

In 2007 a vision and mission statement was adopted, which contains the following objectives:

- Inter-agency co-operation
- Awareness and education
- Information and referrals
- Policy and advocacy
- Services to professionals
- Organisational development

This report is based on these objectives.

Department of Health Service Agreement

Under the 2007-2010 service agreement with the Department of Health, MAN is required to deliver outputs in the following areas:

- Website
- Newsletter
- Information Services
- Men's Health Week
- Seminars, Workshops, Public Lectures

These outputs are included under the relevant MAN objective.

1 Inter Agency Co-operation

1.1 Australasian Men's Health Forum

The Australasian Men's Health Forum (AMHF) is the national peak body implementing a social approach to male health. I am a member of the Executive.

1.2 Men's Sheds

Julian Krieg, President, Bill Johnston, a Board member and I attended the WA Men's Sheds conference at Mukinbudin on 3 & 4 September.

MAN actively supported the establishment of the Western Australian Men's Sheds Association. MAN applied for and handled a grant from the Department of Families, Housing, Community Services and Indigenous Affairs on behalf of WAMSA. This was used to purchase a computer plus subsidise the travel of country shed members to the inaugural general meeting where the association was formally established.

I am the convening of a working party that is investigating the establishment of an inner-city men's shed that will cater for men who have a mental illness, drug and alcohol problems, or are homeless.

1.3 Aboriginal Men's Health

I am a member of the Aboriginal Men's Health Inter-Agency Group that has been established by the WA Office of Aboriginal Health.

1.4 MensWebb

An email network system that involves several men's organisations, including MAN, Pathways WA, WA Men's Gathering, Mankind Project WA, Men's Work Project and The Grail WA was established with funds provided by Lotterywest. The website is:

http://www.menswebb.org.au/public_html/index.php

1.5 Networking

I attended a total of 23 meetings, workshops and seminars, which are listed in Attachment 1.

2 Awareness and Education

2.1 International Men's Health Week 14-20 June 2010

MAN was involved with various activities which are listed in Attachment 2.

2.2 Pit Stop

A Pit Stop was conducted at the Hyde Park Festival on 28 February & 1 March with 25 participants.

Julian Krieg, and I assisted with conducting a Pit Stop at the WA Department of Health Clinical Senate on 20 November.

2.3 Presentations

I made presentations on MAN and men's health to the following groups:

- 8 men at the Salvation Army Tanderra Men's Hostel on 7 July.
- 15 men and three boys at the Swan Parish Men's Breakfast on 25 July.
- 20 students at Challenger TAFE Maritime Fremantle campus on 1 September
- Julian Krieg, President, gave a presentation to the WA Department of Health Clinical Senate and I was an expert witness at the session devoted to men's health on 20 November.

2.4 Media & Promotion

Details of the media releases, advertisements and interviews are contained in Attachment 3. Media releases are also sent to the State Members of Parliament and the WA Members of the House of Representatives and Senators.

2.5 Fridge Magnets, Booklet, Posters and Brochures

MAN has produced a fridge magnet that is available free of charge. It lists the MAN website www.man.org.au that has the contact details for services, plus the 24 hour help line at Mensline Australia 1800 78 99 78. Approximately 5,000 were distributed during the year. They may be viewed and ordered at: <http://www.man.org.au/InformationResources/FridgeMagnets/tabid/117/Default.aspx>

The booklet *Who Said It's Easy Being A Guy?* which addresses issues faced by adolescent males has been re-printed by the City of Melville and MAN has purchased 2,200 copies for distribution.

Another booklet *More About Men: A Healthcare Guide* has proved to be very popular, but unfortunately is out of print and no longer available.

A set of seven posters have been produced by MAN. They may be viewed and ordered at: <http://www.man.org.au/InformationResources/Posters/tabid/84/Default.aspx>

MAN has produced two MAN brochures that are also available.

2.6 Everest Expedition

Patrick Hollingworth became the third West Australian to climb Mount Everest on 17 May.

Patrick chose MAN as the charity to support. This was aimed at raising awareness of MAN and the issues that impact on men and boys, particularly depression, a condition that afflicted Patrick in his late teens and early 20s.

Due to generous donations by Kerry Harmanis and Gavin Bunning, MAN was able to be an official sponsor of the expedition.

The expedition generated considerable media interest, including a front page photograph on The West Australian on 18 May, with the accompanying article mentioning that the climb was aimed at raising awareness of men's mental health issues. Two follow up articles on 21 May and 3 July mentioned this issue and MAN.

3 Information and Referrals

3.1 Website

The number of unique visitors increased by 27% over the previous year, while the number of overall visitors (including repeat visitors) increased by 23%. There was a slight increase in the proportion of unique visitors from 83% to 85%.

The number of page views increased by 16%. The average time spent on the site remained almost the same with a very small 4%, increase.

Details are provided in Attachment 4.

3.2 Requests for Information

An average of 26 requests for information was received by telephone each month, which is the same as last year. Details are provided in Attachment 5.

When the office is not attended, the message on the telephone answering machine advises people to call the 24 hour help line at Mensline Australia plus the MAN website www.man.org.au that has the contact details for services.

MAN has also produced a fridge magnet with these contact details. Approximately 5,000 were distributed during the year.

An advertisement similar to the fridge magnets was placed in the annual calendar of events of the January edition of the *Have-a Go* newspaper, which is aimed at the over 55 age group.

MAN is listed in the Advice & Assistance section on page 5 of the *White Pages* and the Numbers You Need section on page 4 of the *Yellow Pages*. MAN is also listed under *Community Advisory Services* on page 562, Health Support Organisations on page 1266 and is the sole listing under Men's Organisations and Activities on page 1676 of the *Yellow Pages*.

A display advertisement publicising all the rural men's services, MAN and Mensline Australia, the national 24-hour support service, was placed in the Health and Wellbeing supplement of *Farm Weekly* on 20 August, 26 November, 28 January and 29 April, plus the January edition of the *Have-a Go* newspaper.

3.3 Newsletter

Fifteen (15) Email newsletters were distributed this year compared with 19 in the previous year. My thanks again go to the excellent work of two volunteers, Bevan Sharp and Vince Newall. The distribution list is now well over 1,400 organisations and individuals, which represents a 17% increase over the previous year.

A survey of readers was conducted, which had a response of approximately 6%, who generally favoured monthly editions with approximately 20 items in each. In addition 22 individuals provided comments.

David Bloodwood stated:

"I note the micropoll has very few people liking the current number of articles, but I think you act as a very effective digest for relevant articles from other reputable sources (which is fantastic!) and this role would not be filled nearly so well if you put in less articles each time - tho perhaps only 25 per issue would still be OK."

4 Policy and Advocacy

4.1 National Male Health Policy

The National Male Health Policy was released in May 2010. The policy has adopted an holistic approach with a strong emphasis on the social determinants of health.

It sets out six priority areas for investment.

- a) Optimal health outcomes for males – Deliver initiatives and services that take into account the needs of Australian men and promote optimal health outcomes for all Australian men.
- b) Health equity between population groups of males – Recognising some groups of men have worse health outcomes than others, like those living in rural and remote communities and that different initiatives and services may be needed.
- c) Improved health for males at different life stages – Deliver initiatives and services that consider the health needs of Australian men in different age groups and at key transition points from youth to old age.
- d) A focus on preventive health for males – Deliver preventative-health initiatives that take into account the needs of Australian men.
- e) Building a strong evidence base on male health – Build the evidence base in Australian male health and use it to inform the development of policies, programs and initiatives.
- f) Improved access to health care for males – Tailor health care services and initiatives to facilitate access by men, particularly for population groups of men at risk of poor health.

It is available online at

<http://www.health.gov.au/internet/main/publishing.nsf/Content/national+mens+health-1>

For more in-depth analysis, there are nine supporting documents which may be downloaded at www.health.gov.au/malehealthpolicy.

- *Social Determinants and Key Actions Supporting Male Health*
- *Healthy Minds*
- *Healthy Routines*
- *Healthy Reproductive Behaviours*
- *Healthy Limits*
- *Healthy Workers*
- *Access to Health Services*
- *Actions Males Can Take Now*
- *National Aboriginal and Torres Strait Islander Male Health Framework, Revised Guiding Principles*

The WA Department of Health does not have a male health policy or strategy.

4.2 Intimate Partner Abuse of Men

In partnership with the Family and Domestic Violence Unit, MAN established a steering committee to investigate the extent and nature of intimate partner abuse of men. Lotterywest provided a grant to undertake this research. Professor Alfred Allen and Dr Greg Dear of the School of Psychology at Edith Cowan University were selected as the research partners to undertake the study.

The report was launched on 26 May 2010 plus a workshop for service providers on the implications of the study was held during International Men's Health Week on 16 June 2010. The launch was attended by over 50 people and the workshop by approximately 70.

The report plus the media interest that it generated, along with the workshop presentations are available at <http://www.man.org.au/News/IntimatePartnerAbuseofMen/tabid/132/Default.aspx>

4.3 Family and Domestic Violence

I met with Professor Rosalind Croucher, President, Australian Law Reform Commission, regarding the Family Violence Inquiry on 4 May and MAN subsequently made a submission to the inquiry.

I am a White Ribbon Day Ambassador and a member of a working party of the Australasian Men's Health Forum that is considering intimate partner abuse of men.

He is also a member of the reference group for DVAS Central and attended meetings on 23 July and 10 June.

4.4 Mental Health

MAN and the Fremantle Men's Shed received a grant from the Mental Health Council of Australia to undertake a pilot project to demonstrate how mental health services can be delivered through men's sheds. A report plus a DVD have been produced and cost \$35. For copies contact the shed on 9336-3959 or freowill@bigpond.com

Presentations on the project were made by the project team to:

- Australian Mens Shed Conference in Hobart on the 24th August.
- WA Mens Shed Conference in Mukinbudin on 3 & 4 September
- Occupational Therapists Association National Conference in September

4.5 Policy Development and Submissions

MAN made a last ditch effort to save the Derby Men's Centre when it lost its funding. Unfortunately it closed on 30 September.

MAN made pre-budget submissions to WACOSS on the following:

- Men's health
- Intimate partner abuse of men
- Say no to abuse and violence

5 Services to Professionals

5.1 Intimate Partner Abuse of Men

The report on the study of intimate partner abuse of men was launched on 26 May 2010 plus a workshop for service providers on the implications of the study was held during International Men's Health Week on 16 June 2010. The launch was attended by over 50 people and the workshop by approximately 70.

5.2 2011 National Conferences

MAN will host the national men's health gathering in September or October 2011, which will constitute:

- 9th National Men's Health Conference
- 6th National Aboriginal & Torres Strait Islander Male Health Convention
- 5th National Men & Family Relationships Forum

6 Organisational Development

6.1 Membership

Since its establishment, M.A.N. has built a small core of organisational and individual members. At 30 June 2009, this stood at 20 organisations, an increase of one, plus 17 individuals, a decrease of three, plus our first associate member.

6.2 Volunteers and Students

I wish to thank the following volunteers for their very valuable contribution during the year:

- Vince Newall, office administration, bookkeeping and relieving newsletter editor
- Bevan Sharp, newsletter editor
- Doug Vyner, office administration and website
- Public Relations students from Murdoch University who developed a media relations strategy

6.3 Professional Development

I attended 12 professional development activities and two volunteers each attended two activities. These are listed in Attachment 6.

Michael Woodhouse, a new board member, attended an *Organisational Governance* course conducted by WACOSS on 18 February.

In addition to the skills, knowledge, expertise and experience that Board members and volunteers bring to the organisation, MAN has a responsibility to support the professional development of them.

6.4 Resources

The Department of Health has provided MAN with a three year service agreement from 1 July 2010 to 30 June 2013.

An unsuccessful approach was made to the Department of Health seeking additional funds that would allow a project officer to be employed.

6.5 Office Accommodation

MAN had to move from Claisebrook Lotteries House in December due to a major refurbishment plus a minor extension. MAN will return in November.

Appreciation

I wish to thank Julian Krieg, the immediate past President, who resigned in April, for his excellent support over several years.

In taking on the role of President, Dean Dyer has brought with him a huge amount of energy. I wish to thank him and the other members of the Board of Management for the support that they have given me during the year.

I also wish to thank all members and other people associated with M.A.N. for their support and friendship.

Gary Bryant
Executive Officer
28 October 2010

Networking

In addition to participating in the courses, seminars and conferences listed under professional development, I attended the following networking opportunities:

- NAIDOC Week celebrations at Curtin University Centre for Aboriginal Studies on 8 July
- OzHelp Foudation WA on 9 July
- WA Aboriginal Men’s Health Inter-Agency Group of the Office of Aboriginal Health on 14 July, 18 August, 20 October and 1 December.
- WA Child Support Agency Stakeholder Engagement Group on 22 July
- *A Compassionate Health System in Western Australia*, Kim Hames, Minister for Health, presented by the John Curtin Institute of Public Policy, Curtin University on 6 August
- David Cain and Jacqui Preston, Department of Corrections Academy on 10 August
- Peaks Forum on 11 August and 10 November
- Launch of the “Dad Friendly Quality Mark,” Meerilinga Young Children’s Foundation, on 17 August
- Inspector Tom Clay and staff of the Police Sex Crime Division on 1 September
- Prostate Cancer Foundation “Blue Laces” launch on 1 September
- *Resilience in the South West* suicide prevention and mental health project presented by the Injury Control Council of WA on 5 November
- 2009 Life Awards, Suicide Prevention Australia on 11 September
- Launch of *goodcompany* in WA on 12 November
- Addressed the *Men and Alcohol and other Drug Issues* forum presented by WANADA on 17 November
- *Movember* morning tea at Parliament House, hosted by Eric Ripper, Leader of the Opposition on 18 November
- *Boys on the “Real Man” Road* featuring Freerk Ykema, founder of Rock and Water, Arne Rubinstein, founder of Pathways to Manhood and Ian Lillico, developer of Boys Forward on 19 November
- *WA Men’s Gathering* on 20-22 November
- Meeting with Andrew King of Mensline Australia and the National Men and Family Relationships Sector Development Group, 18 March
- Community Service Industry Awards, 13 May
- Executive Committee meeting Australasian Men’s Health Forum, Sydney, 4 June 2010
- Shane Johnstone, Men’s eHealth Network, 14 June
- Relationship Australia briefing on fatherhood courses
- Male workers networking lunch, 24 June

International Men's Health Week 14-20 June

National IMHW

I am a member of an Australasian Men's Health Forum national working party.

A kit to assist people organising events was distributed. A national website was established and the artwork for a poster was produced.

The 2010 national IMHW theme was:

Kick a goal for men's health

With two sub-themes targeting:

- Men in the workplace *Healthy men – healthy workplace*
- Older men and men's sheds *Happy, healthy and wise*

Western Australia

The West Australian produced an International Men's Health Week supplement on 9 June. MAN placed an advertisement in the supplement that listed the men's services in regional and rural centres, plus MAN and Mensline Australia. An advertorial for highlighted the National Male Health Policy, intimate partner abuse workshop and the Healthy Men Healthy Profits seminar.

The *Albany Advertiser* produced a cover wrap and other local papers had feature items.

A workshop for service providers on the implications of the study of intimate partner abuse of men was held on 16 June.

Willagee Alive conducted several activities during the week:

- Street Doctor focused on men's health on Monday
- Men's Health Information Gathering on Wednesday night
- Men's Health information stall at the Willagee shopping centre on Saturday morning

A number of other local activities were undertaken throughout the state. However, details of these were not provided to MAN.

Several requests for posters and brochures were received from work places, doctor's surgeries, pharmacies, schools and libraries for their displays.

I attended 2010 Forum on *Tackling the Inequalities in Men's Health* organised by Andrology Australia and held in Sydney on Saturday 5 and Sunday 6 June.

Media & Promotion

I was interviewed by several media outlets on:

- A media release regarding an alleged murder/suicide on 2 September
- Interview with Radio Goolarri, Broome on 7 September
- Interview with ABC Radio Goldfields-Esperance on 19 November regarding International Men's Day

The study of intimate partner abuse of men:

- *Men's Health* magazine on 17 May
- *Dads on the Air* on 18 May
- Graham Mabury on 6PR Nightline on 20 May
- *The West Australian* for the feature article published on 22 May
- *The Australian* for an article published on 22 May
- *Channel 10 News* on 26 May
- *Tony Delroy's Nightlife* on national ABC local radio on 26 May

Website Usage

MONTH	UNIQUE VISITORS	NUMBER OF VISITORS	PAGE VIEWS	AVERAGE TIME ON SITE Min:Sec
July 2009	1,432	1,695	3,983	01:54
August 2009	1,392	1,648	4,006	02:13
September 2009	1,382	1,730	4,746	02:33
October 2009	1,701	2,104	4,670	02:00
November 2009	1,512	1,796	4,252	02:02
December 2009	1,182	1,357	3,027	01:46
January 2010	1,912	1,602	3,942	01:35
February 2010	1,700	2,088	5,007	02:16
March 2010	1,926	2,364	6,183	02:15
April 2010	1,714	2,023	5,133	02:15
May 2010	2,369	2,911	8,203	02:51
June 2010	2,072	2,504	6,044	02:24
<i>Monthly Average</i>	1,691	1,985	4,933	
<i>TOTAL</i> 1 July 2009 – 30 June 2010	20,294	23,882	59,196	Annual Average 2.19
<i>TOTAL</i> 1 July 2008 – 30 June 2009	16,009	19,388	51,133	Annual Average 2.14
<i>Percentage Change</i>	27% increase	23% increase	16% increase	4% increase

Table 1 Website Usage 1 July 2009 to 30 June 2010

The number of unique visitors increased by 27% over the previous year, while the number of overall visitors (including repeat visitors) increased by 23%. There was a slight increase in the proportion of unique visitors from 83% to 85%.

The number of page views increased by 16%. The average time spent on the site remained almost the same with a very small 4%, increase.

Requests for Information

Month	Number of Requests
July	23
August	34
September	36
October	19
November	33
December	20
January	23
February	32
March	29
April	22
May	25
June	17
Monthly Average	26
Total	313

Compared with 323 for the previous year.

Table 2 Requests for Information July 2009 to June 2010

Professional Development

A volunteer, who works in the office, attended a Mental Health First Aid course organised by Volunteering WA on 13 & 14 July.

The Volunteer Co-ordinator, who is a volunteer, attended a seminar conducted by Volunteering WA on 15 September.

The two volunteers referred to above and I attended a touch typing course on 26 October

I attended the following programs:

- *Becoming Successfully Disabled* presented by Volunteering WA on 13 August
- WA Men's Sheds conference at Mukinbudin on 3 & 4 September
- World Suicide Prevention Day Community Forum, Suicide Prevention Australia, 10 September
- Western Australian Community Foundation 2009 Summit on 18 September
- 2009 national men's health gathering from 6-9 October in Newcastle NSW, which included:
 - 8th National Men's Health Conference
 - 5th National Aboriginal & Torres Strait Islander Male Health Convention
 - 4th National Men & Family Relationships Forum
- *Putting the Public First: Implications of the Economic Audit Committee's Report for the Not-for-profit Sector* presented by WACOSS, 10 March
- *Action At All Levels: Working Towards a Future Without Violence* presented by the Injury Control Council of WA in conjunction with the North Metropolitan Area Health Service, 26 March
- WACOSS conference, 13 & 14 May
- *Family Violence: the Impact on Children* conference presented by the WA Family Pathways, 24 & 25 May
- *Tackling Obesity, Physical Activity and Healthy Eating in WA*, consultation workshop conducted by the Department of Health, 28 May
- *Tackling the Inequalities in Men's Health* organised by Andrology Australia and held in Sydney on Saturday 5 and Sunday 6 June.