

Gidget Foundation Australia

Media Kit 2024



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.

Who we are

Gidget Foundation Australia is the largest and only national provider of free specialist perinatal mental health psychological services to support the emotional wellbeing of expectant and new parents.



Gidget Foundation Australia's Indigenous Artwork. Artwork by Rheanna Lotter, Artist.

We all belong.

Acknowledgement of Country

Gidget Foundation Australia acknowledges the continuing connection to culture, lands, waterways, and communities of Aboriginal and Torres Strait Islander peoples, and we pay our respects to past and present Traditional Owners of Country throughout Australia.

We pay our respects to the Ancestors, Elders and storytellers who have maintained spiritual customs of Women's Business and Men's Business passing ancestral knowledge through generations of Kin. From Kinship care, from Aunty to mother, to daughter, to sister. From Uncle to father, to son, to brother. Connecting Mother Earth and Father Sky for all generations and community to thrive.

about gidget



Gidget was the nickname of a vibrant young mother who tragically took her own life while experiencing postnatal depression, a diagnosis that she kept to herself. 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*.



Gidget's sister, Simone Short, 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."

“

"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



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.



About Gidget Foundation Australia

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

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 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 maximum 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 maximum 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®** are our private, moderated Facebook peer support groups, connecting expectant and new parents with Gidget Foundation Australia and each other, in safe, judgement-free spaces
- **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 Ambassadors

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:



Joy Adan



Kerry Baird



Mundanara Bayles



James Bracey



Cooper Cronk



Yvette Done



Kyllianne Farrell



Brigid Glanville



Lisa Hensley



Allison Langdon



Antoinette Lattouf



Leila McKinnon



Cathy Ngo



Chelsea Pottenger



Sana Qadar



Tara Rushton



Amber Sherlock



Chloe Shorten



Davina Smith



Claire Tonti

Gidget Angels

GIDGET ANGELS

"One day you will tell your story of how you overcame what you went through and it will become someone else's survival guide." (Brene Brown)

Gidget Foundation Australia is fortunate to have a dedicated group of parents who have generously shared their stories to support us and others. In recognition of their commitment and bravery, we call them our Gidget Angels. Lived experience is at the heart of everything we do and we are truly grateful for all those who choose to share their stories and we acknowledge those who carry these stories quietly.

Our Gidgets Angels are regularly involved in media campaigns, and many share their lived experience to support the work of Gidget Foundation Australia and to raise awareness of perinatal mental health and reduce the stigma that still exists.



“

"Becoming a mum rocked me to my core and threw my life and my mental wellbeing into chaos. I have always been a career driven woman, so I found the transition to life at home with a baby incredibly difficult and I felt a dreaded loss of identity."

Extract from Stephanie's story



“

"When I look at this picture it takes me back to the darkest period of my life. How sad is that? When you've been wanting a baby for so long, it should be the happiest time but I felt defeated."

How did it get to such dark desperation?."

Extract from Chelsea's story



“

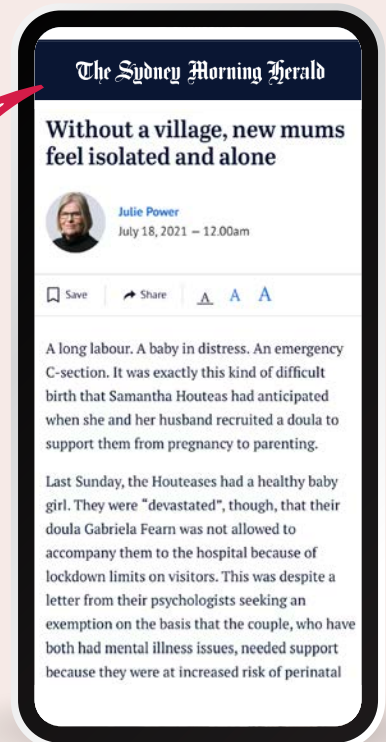
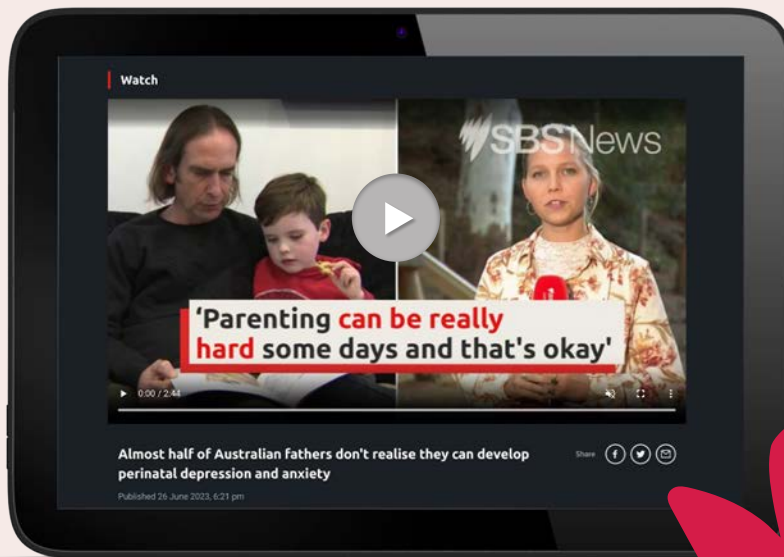
"I still remember the day I was diagnosed with a postnatal anxiety disorder. My first reaction was similar to most when I heard those words – "Postnatal anxiety? In a bloke? But I didn't give birth". I felt embarrassed, ashamed, and certain that it just wasn't true and that I had been misdiagnosed."

Extract from Craig's story

Gidget in the Media



Gidget in the Media



Mums in dark over post-natal mental risks

Tamaryn McGregor

Over half of Australian parents are unable to spot the signs of peri-natal depression and anxiety, new data has revealed.

Results from a study by Gidget Foundation Australia have found one in five parents believe the mood disorder PNDA is an expected part of their parenting journey, while over 55 per cent don't know what symptoms to look for.

PNDA is said to affect over 100,000 parents or one in five mothers and one in 10 fathers nationwide annually. It is estimated that it costs the Australian health system around \$877m each year.

Sydney mum Millie Poutama experienced peri-natal anxiety and suffered "quite badly" from post-natal obsessive compulsive disorder.

"Before I had post-natal anxiety, I hadn't really heard of

it because I assumed everyone had postnatal depression and it was a deep sadness," she said.

"I've never had a history of mental illness so it really blindsided me."

Ms Poutama said she wrongly assumed once the baby was born, her worries would fade.

"As soon as the baby was here I felt chronically anxious," she said. "I would set my alarm clock on the hour, every hour, all night to check that Tide was

still breathing ... You're just given a baby and you leave the hospital and no one quite knows what they're doing. The pressure to keep this baby safe is a lot."

Gidget Foundation has joined with the World Health Assembly and UN World Health Organisation to recognise World Maternal Mental Health Day on Wednesday and acknowledge the importance of maternal mental wellbeing.





Gidget Foundation Australia
Supporting the emotional wellbeing of expectant & new parents

2023 Social Impact

Data as at 31st December 2023

- Gidget Foundation Australia exists to support the emotional wellbeing of expectant and new parents to ensure they receive timely, appropriate and specialist care
- Up to 10 individual counselling sessions per year
- Free services with no out of pocket expenses
- Available via telehealth, in-person or a combination of both through our **Gidget House** and **Start Talking** programs
- PNDA screening at 7 hospitals with a goal of **15** by **2027**
- **Gidget Village** group treatment programs available for new fathers, expectant and new mothers
- \$3,000 for a family's complete care over 12 months

72,893
appointments
delivered
since
inception

8,402
families
supported
since
inception

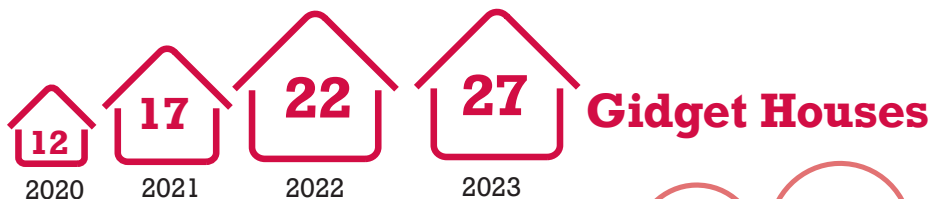
**COST OF PNDA IN AUSTRALIA
IN YEAR 1 ALONE IS: \$877m***
COMPRISING:
\$227m Health cost
\$643m Economic costs
\$7m Wellbeing costs

Estimated lifetime impacts are **\$5.2b** due to increased risk of depression, anxiety and ADHD in children of parents with PNDA

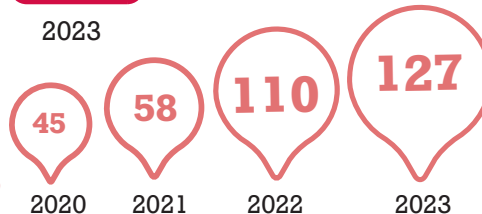


GOALS

40 Gidget House locations nationally by **2027**
145,000 appointments delivered through
Gidget House & Start Talking by **2027**



Gidget Clinicians



Workforce Development Program

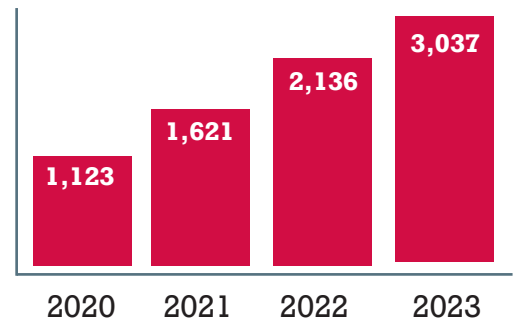
- Developed Perinatal and Infant Mental Health Training & Development Institute
- Building the backbone of Australia's perinatal mental health workforce allowing families to not only survive but thrive
- **45** clinicians trained, **1,036** families supported through **7,391** appointments



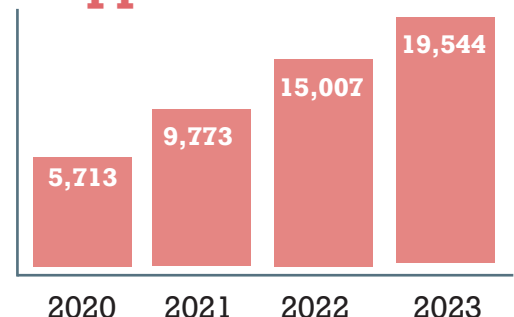
GOAL

230 clinicians trained by **2027**

Clients



Appointments



*The Cost of Perinatal Depression and Anxiety in Australia, PricewaterhouseCoopers Consulting (Australia) Pty Ltd, November 2019



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

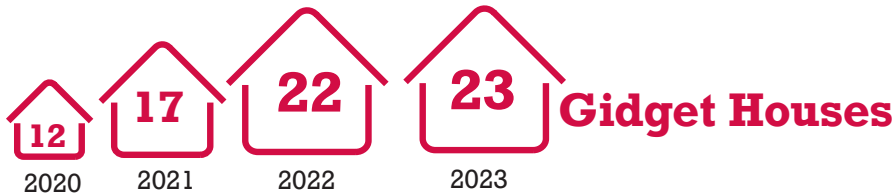
2023 Social Impact

Data as at 30th June 2023

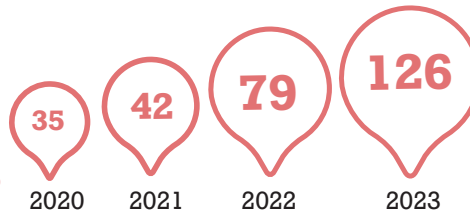
- Gidget Foundation Australia exists to support the emotional wellbeing of expectant and new parents to ensure they receive timely, appropriate and specialist care
- Up to 10 individual counselling sessions per year
- Free services with no out of pocket expenses
- Available via telehealth, in-person or a combination of both
- Network of **22 Gidget Houses** across NSW, VIC and QLD
- \$3,000 for a family's complete care over 12 months



30 new *Gidget House* locations nationally by **2027**
100,00 appointments delivered across
Gidget House network by **2027**



Gidget Clinicians



71% clients
aged between
30 and 39 years

28%
clients
antenatal

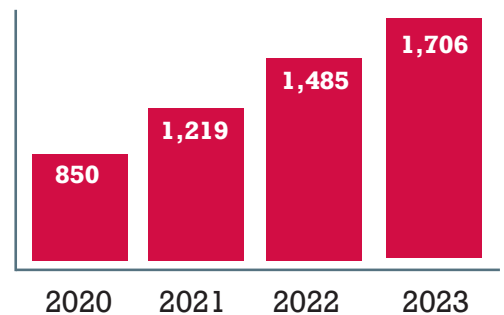
*"Gidget House has been a lifeline.
I can't thank them enough."*

*"My Clinician was amazing, very
caring, and attentive. She went
beyond anything I was expecting.
Gidget House services are
invaluable."*

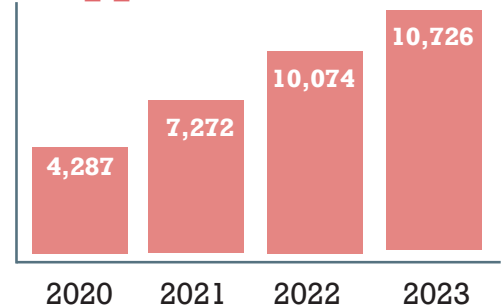
42,927
appointments
delivered
since
inception

5,229
families
supported
since
inception

Clients



Appointments



Average of **10**
appointments per
client over 8 months

- Average reduction of 6.0 in client EPDS scores between referral and discharge
- Average reduction in client DASS-21 scores of 3.3 (Depression), 2.3 (Anxiety) and 3.0 (Stress) between referral and discharge

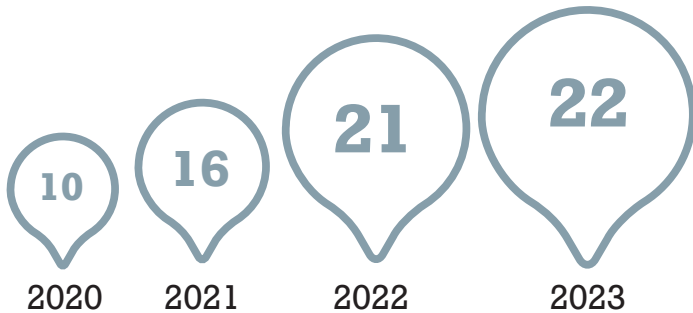
2023 Social Impact

Data as at 30th June 2023

- Gidget Foundation Australia exists to support the emotional wellbeing of expectant and new parents to ensure they receive timely, appropriate and specialist care
- Up to 10 individual counselling sessions per year
- Free services with no out of pocket expenses
- Available **nationally** via telehealth
- \$3,000 for a family's complete care over 12 months



45,000 Start Talking appointments delivered by **2027**



Gidget Clinicians

23% clients antenatal



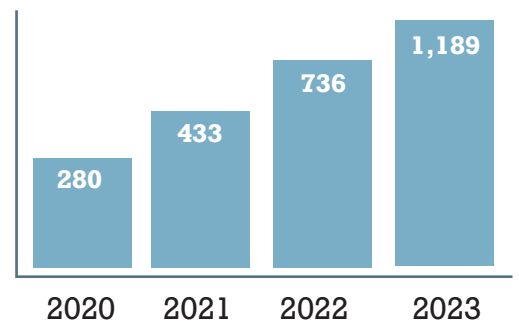
65% clients aged between 30 and 39 years

"This has been an incredibly positive experience for me and I highly recommend this service to new mothers. I've had such wonderful support which has been invaluable."

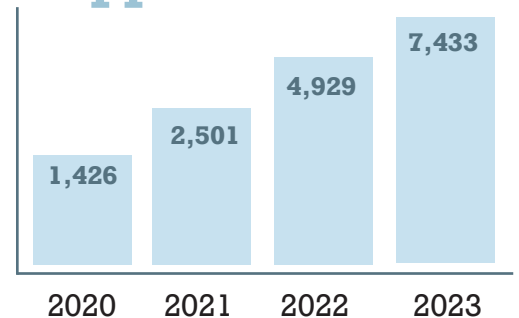
17,963 appointments delivered since inception

2,193 families supported since inception

Clients



Appointments



Average of **10** appointments per client over 8 months

- Average reduction of 6.0 in client EPDS scores between referral and discharge
- Average reduction in client DASS-21 scores of 3.3 (Depression), 2.3 (Anxiety) and 3.2 (Stress) between referral and discharge

Working with us

Gidget Foundation Australia is a unique, agile and innovative not-for-profit, community managed organisation that collaborates with like-minded partners and media.

The Foundation is supported by many passionate individuals, community leaders, government and health professionals.

The Gidget Foundation Australia team consists of an incredible array of professionals, and a workforce of 140+ specialist perinatal clinicians.

The Board of Directors, Gidget Founders, Gidget Patrons, Gidget Guardians and various advisory groups provide a wealth of voluntary experience and countless hours to contribute to our mission.

The media team, and organisational spokespeople, including CEO Arabella Gibson, are available to support media campaigns.

The team is happy to work with journalists and media outlets who share our passion for perinatal mental health.

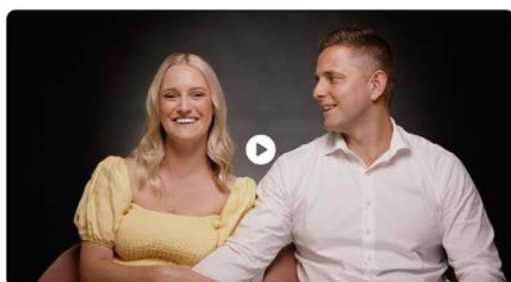
Our Media Resources:

- Media releases
- Podcast 1 in 5 mothers, 1 in 10 fathers
- Fact sheets and evidence based collateral
- Reports and Research
- Lived experience case studies
- Website
- Events such as Gidget House openings

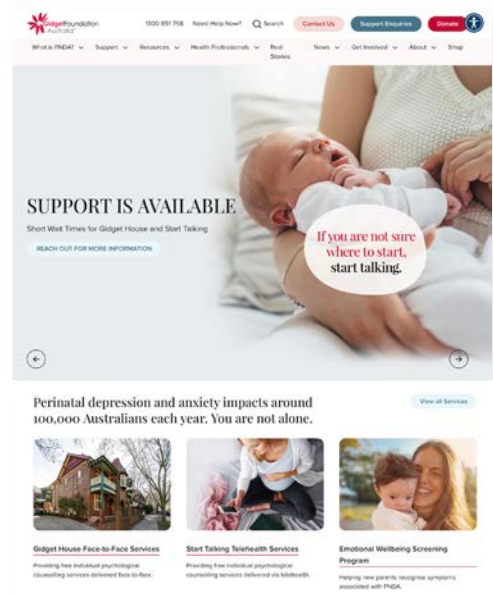


Podcast 1 in 5 mothers, 1 in 10 fathers

Sally and Ben's Story



Lived experience case studies



gidgetfoundation.org.au



Birth Trauma Fact Sheet

Examples of our media resources

Gidget Media Contact

Please contact us by email: media@gidgetfoundation.org.au
or call (02) 9460 1550 during office hours.

Gidget in the Media



August 10, 2023
Kareena Private Hospital launches post-natal support service for parents with Gidget Foundation Australia
[Read more](#) [Article](#)



August 10, 2023
Daily Telegraph Gidget House at Kareena Private Hospital Official Opening
[Read more](#) [Article](#)



August 9, 2023
9 News Gidget House at Kareena Private Hospital Official Opening
[Read more](#) [Article](#)



August 8, 2023
Chelsea Pottenger on podcast 1 in 5 mothers, 1 in 10 fathers
[Read more](#) [Article](#)



July 7, 2023
Why more Australian men need to opt for parental leave
[Read more](#) [Article](#)



June 26, 2023
Gidget Foundation Australia Director: Lawyers' unique skills can dramatically change lives
[Read more](#) [Article](#)



July 26, 2023
My birth was emotionally traumatic, I felt unsafe
[Read more](#) [Article](#)



July 25, 2023
Karen Edwards: Joyful social media snaps can exacerbate birth trauma
[Read more](#) [Article](#)



July 21, 2023
The West Australian - Birth Trauma Awareness Week
[Read more](#) [Article](#)



July 20, 2023
One in five mums experience birth trauma
[Read more](#) [Article](#)



June 22, 2023
Jens among 'an alarming number' of men who haven't received support for this issue
[Read more](#) [Article](#)



June 19, 2023
Only 1 in 5 dads feel supported by their workplace during their pregnancy
[Read more](#) [Article](#)

Gidget Angel Stories



Alexandra's Story
[Read now](#)



Amanda's Story
[Read now](#)



Amanda's Story
[Read now](#)



Amy's Story
[Read now](#)



Annabel's Story
[Read now](#)



Amy's Story
[Read now](#)



Andrew's Story
[Read now](#)



Ariana's Story
[Read now](#)



Aisha's Story
[Read now](#)



Antoinette's Story
[Read now](#)