



ANNUAL REPORT

2020

DECEMBER 2020

EXECUTIVE SUMMARY

What a year.

We started on a high after such a strong 2019, but shortly after the devastating bushfires, when the pandemic took off, donations slowed, events stopped, and it was clear that things were going to look a little different to how we'd imagined.

Thankfully, all of our major projects for the year were already planned (and funded), with some underway, before the disruptions of lockdown began in March. One of the few positives to come of the restrictions on movement was that there seems to have been a relatively universal reduction in missing person reports this year.

Our small size undoubtedly saved us the challenges many organisations faced, and having worked mostly remotely – at varying distances from the Collins Street office – since 2011, it was in many ways, 'business as usual'.

Publicity is a cornerstone of MPAN, and we managed to execute two key initiatives that both did a tremendous job of spreading awareness for the cause and the organisation. I am, however, just as – if not more – proud of the two other ventures we embarked upon this year. For the first time, we commissioned research into the wider-reaching impact of missingness, which produced a report I am very excited we'll be able to release in 2021.

We also officially expanded our scope into providing emotional – as well as practical – support to the loved ones of missing persons, through a pilot program that trained counsellors in ambiguous loss and connected them to those seeking specialised support.

With this holistic approach and the results we've seen throughout this toughest of years, MPAN has proven to have a very firm foundation, and I couldn't be more thankful for the strong community around us; from our Board to our volunteers, donors and supporters.

I feel ready and am looking forward to what lies ahead for us in 2021, including but not limited to; the second season of our podcast, the expansion of our ambiguous loss program, releasing our ground-breaking report on the cost of missingness and rolling out our next weighty campaign with our award-winning partners. Bold shifts around the perception of missing persons await.



Loren O'Keeffe
Founder and CEO

PROJECTS

We've been involved with a broad range of projects in 2020, from educational advertising campaigns to a podcast about missing persons that isn't true crime, research that produced some fascinating insights and a program that recognises that the kind of loss that families and friends of missing people experience doesn't fit within the bounds of standard grief and thus requires specific training and support.

Beyond that, MPAN connected families to pro bono support spanning media strategy, training and assistance, legal advice, graphic design, ethical hacking and performed an array of tasks, like writing a reward submission to the NSW police minister, filming a video message for an anniversary event, and helping a brother explain ambiguous loss to his parents to inform them of support services available. I was also consulted on various topics by film producers and academics, and asked to sensitivity check and endorse the manuscript for Erin Stewart's book, *The Missing Among Us*, set for release in April 2021.

Perhaps the most notable family relationship over the year was with Beverley Roberts, whose brother has been missing from Stawell since 1977. After introducing Bev to the Casefile host and producer, an episode was written to tell the story of her brother's suspicious disappearance (of which had never been publicly reported on despite her numerous attempts over the past four decades).

Before the October release, we coordinated a professional photoshoot (to be able to supply to media), pitched to senior journalists across a variety of platforms and had SenateSHJ's senior partner prepare Bev before a welcome wave of media attention.

The episode has to date been listened to by over 1 million people, and as soon as restrictions were lifted in November, we had an 8m x 4m billboard placed in the centre of Stawell thanks to our ongoing in-kind arrangement with The Mobile Billboard Company. Our rapport with the editor ensured multiple follow-up stories in the local paper too.

We're also assisting Bev in her quest for a second coronial inquest by connecting her to a lawyer who offered to provide pro bono support to families upon hearing our podcast.

After connecting them in February, another one of our families is currently working closely with Casefile on a series for 2021.



The A-frame billboard we designed for Bev and had approved by council to display in Stawell for November-December 2020.



WHAT'S MISSING

For years I had wanted to create a platform for families to share their experiences – an opportunity to go beyond the vital stats of their missing loved ones in a media sound bite, to show that there are more people concerned than just the missing individual – so I was thrilled when internationally acclaimed Casefile approached us last year to offer us that chance; to highlight what's missing in the narrative of Missing Persons.

With the contract signed in February, we were lucky to have coordinated the studio recordings with the eight families in the first half of March with the plan to release it to coincide with National Missing Persons Week (NMPW).

Editing was the largest part of April through July, and getting the rights to use Wildflowers – the song Jess Ribeiro created through our The Unmissables documentary series – was very special, given that the podcast was based on our book which inspired The Unmissables initiative.

In May I asked our partners at whiteGREY if they could help with some free advertising for the July launch, and through their relationship with MindShare, we were given 22 billboards across Australia, Nine media digital banners and daily national radio ads for three months (July-October).



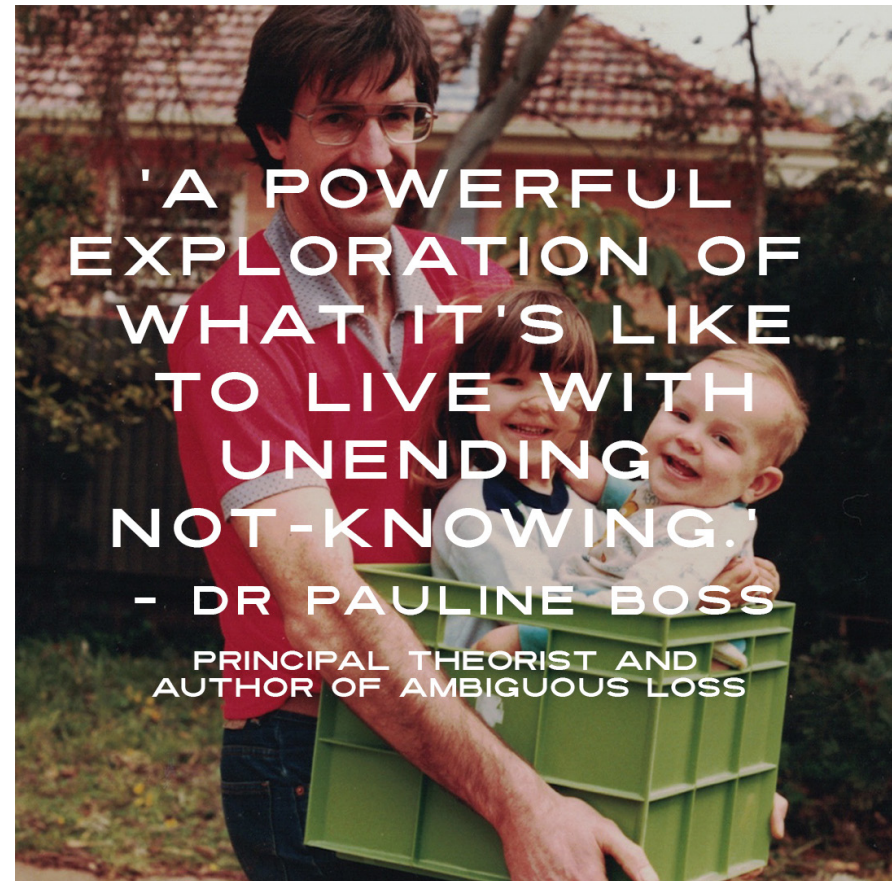
The Casefile Presents producers and anonymous host with Loren in the Sydney studio.



WHAT'S MISSING cont.

What's Missing had endorsements from noteworthy figures like Prof. Pauline Boss (Principal Theorist and Author, *Ambiguous Loss*), Dr Karen Shalev-Greene (Director of the Centre for Missing Persons Studies) and Jo Youle (CEO of Missing People UK), reached #7 in Australia, was featured in Apple's Top Charts for over three weeks in August and there has been over 450,000 downloads to date (a rate more than double what is considered successful in the industry).

It was a magnificent project to launch for NMPW, attracting a widespread and new social and traditional media audience. It bolstered brand and cause awareness, and most importantly, the families involved found the experience cathartic, validating and rewarding. It was a bonus was that we made a nominal profit from advertising, which is a good sign for a second season, which we are now in the process of planning.



EMOTIONAL HEALTH CHECK-INS PILOT PROGRAM

'This experience was much better than my previous experiences with psychologists, because I knew the psych had training in **ambiguous loss** and missing persons, I also knew they were speaking to other families which helped a lot in their understanding of what I was trying to say, and what impacts I have as a result of **being a family member of a missing person**. I'm very grateful for this experience and without it I may have given up on trying to speak to someone about it. It's restored my **faith in the future** and helped me understand what I struggle with now and how I can live with those struggles and move forward.'

Australia is very lucky to have Dr Sarah Wayland, who gained her expertise in ambiguous loss from the woman who pioneered it, Prof. Pauline Boss. And we are very lucky to work so closely with her.

We received the funding for this project (via The Funding Network's Pitch Night) towards the end of 2019 and invited participants – for both sides – throughout our networks to be involved. After collecting registrations from both those interested in receiving specialised ambiguous loss support and counsellors wanting to be trained to provide it, Dr Wayland conducted the course with 24 counsellors (only slightly fewer than registered) at the end of March, just as COVID was taking hold, as planned. Keen for as many people to benefit from this learning as possible, we decided to open the course up to international counsellors, which further strengthened our global connections.

Since May, 17 family members in our network have received up to six sessions of specialised support from four of the accredited Australian counsellors. Despite the fact that the entirety of the program was managed over Zoom, Dr Wayland's evaluation in November (and direct correspondence from both sides throughout) indicates that it has been a hugely successful program. Dr Wayland has proposed a collaboration between MPAN and her university (University of New England) whereby she provides the accredited training course in-kind with fees serving as a revenue stream for the charity, which we look forward to exploring in 2021.

THE COST OF MISSINGNESS

In order to demonstrate the magnitude of this issue, and get the support required to address it, we needed to figure out what it costs. In March I met with the 180 Degrees Consulting team in Sydney to discuss how the research would be conducted, in April we finalised the questions, and over May-June we collected responses to the comprehensive survey sent out to the families in our network.

The consultants presented their findings in July, revealing that our public sector, private sector, as well as individuals and loved ones, confront an overall approximate cost of \$30.9 million, \$211.3 million and \$14.1million respectively.

The closest research prior to this focused solely on policing costs; I am very proud that this world-first research recognises the very real cost to those directly affected, as well as both the private and public sectors. The report, financial model and systems map depict powerful information of which we will release publicly next year, with the hopes to secure funding so that we can address some of the identified impacts.

In March, the team at 180 DC will measure our Social Return on Investment (SROI), which will be a helpful accompaniment to the research, as well as a useful tool on its own.



The 180DC consultants with Loren at SenateSHJ's Sydney office.

MISSED BIRTHDAYS



*Happy Birthday Monique,
Your birthday candle will be lit and we will hold onto hope that you are coming home.
Love, your family x*

Missed Birthdays | **MPAN** MISSING PERSONS ADVOCACY NETWORK

Monique Clubb has now missed seven birthdays. Help us support her loved ones and others living with ambiguous loss at missedbirthdays.com.au



The families of four missing loved ones featured in our latest campaign with whiteGREY, highlighting the emotional and psychological impact on those left behind. After launching last November with the TVC (video) component, we released the print/digital elements (billboards and newspapers) in April and then the radio ads we recorded in March in May. The four TVCs continue to air on WIN TV nationally.

It has been an effective, multifaceted initiative that introduced ambiguous loss into the Australian vernacular and bridged the gap between the general assumption of not-knowing being ‘the hardest part’, to prompting genuine empathy by giving the public a powerful, heart-wrenching insight.

Monique’s family’s message was printed as a full-page ad in Fairfax newspapers and displayed on 10 billboards across Queensland (in the format above).

SUPPORTERS AND RELATIONSHIPS

One of the positives of the COVID-19 restrictions was that there was a decrease in the number of people reported missing. In the UK where research was funded, there was a 37% decline in incidents of missing, which is likely comparable to the reduction experienced here in Australia. So while only a handful of new families connected with MPAN, the existing relationships became more involved over the year thanks to the initiatives we ran.



We sold more MPAN t-shirts in 2020 than previous years combined.

Sadly, we saw the departure of Leisa Hart from the Board (though she continues to very kindly support the charity) but we gladly welcomed new member Ryan Collins and look forward to his wisdom and experience, namely within government, advancing the organisation.

Our relationships with the AFP's National Missing Persons Coordination Centre (NMPCC) and the NSW Families and Friends of Missing Persons Unit (FFMPU) were reinforced by the nomination of MPAN as the AustCyber hackathon's beneficiary, and the inclusion and recognition offered via the Interagency membership and social media promotion.



AustCyber's Linda Cavanagh interviewed Loren for the Hackathon's 850 participants, volunteers and sponsors.

SUPPORTERS AND RELATIONSHIPS cont.

Internationally, we've maintained a brilliant bonds with notable academics like former British National Crime Agency Missing Persons Unit Leader Joe Apps, and University of Glasgow's Prof. Hester Parr (who was 'astonished' to learn MPAN is still unfunded and says it's a 'national travesty!'), and organisations like Missing People and Missing Children Europe, through the sharing of information, ideas and events.

Despite the financial hardships of 2020, our supporter base continued to expand and diversify through the year, attracting more than 150 new donors and selling an average of three t-shirts per week since the new batch arrived in August. We also received staggering, unexpected contributions from the AMP Foundation as well as a major donor MG who increased his 2019 contribution by 50% (both of which will be reflected in 20-21).



Fundraiser Sam Brodribb, whose brother-in-law was short-term missing in 2016, completed the cancelled Ironman competition in Hobart in Nov 2020

Pro bono support continues to offer extraordinary value to our organisation and indeed the cause. On top of the expertise and contacts they share, both of our major corporate supporters, SenateSHJ and whiteGREY, received a Mumbrella CommsCon and Sabre Award, and a Siren Award (respectively) for their MPAN projects which is always a bonus in such a dynamic.

SUPPORTERS AND RELATIONSHIPS cont.

We've generated significant coverage across regional Australia through our ongoing WIN TVCs, and the arrangement with The Mobile Billboard Company has also been greatly appreciated by the families we work with.

Spark Digital, thanks to their relationship with SenateSHJ, came on to lend support for our website management, which is a huge relief after years of disjointedness.

This year, a record number of people offered to volunteer for MPAN and we've been fortunate to have support with data entry, design, website and merchandise management. Those who've offered an exceptional level of commitment to volunteering for the organisation include Jazmin Zambara, Laura Knipe, Anthea Donen, Dell Jones and Maricarmen Rubí Baeza. SenateSHJ's Aaron Prestipino and Rebecca Churchward continue to go above and beyond for MPAN.

We were also very touched by the generosity of the Yates family, who – out of gratitude for supporting their friends whose son is missing – decided to seize the opportunity to spread awareness for MPAN whilst traveling around Australia. I met with Mike Yates in January, the car decals were installed in February and they managed to cover quite a bit of the country equipped with a one-pager of facts and stats and donning their MPAN t-shirts, before travel bans set in. The car was a conversation starter and I'm told their son Sebastian (7) made for a wonderful spokesperson.



PUBLICITY AND MEDIA

In a year dominated by COVID and Trump, we did very well to get such a breadth of coverage.

The What's Missing podcast was without a doubt the gem in terms of publicity for 2020.

As well as the \$740,000+ media value in free promo from MindShare July-October across the Australian Radio Network, Adshel, QMS and various other out-of-home agencies, we managed to get solid media attention throughout the duration of NMPW too. Outlets like Mumbrella and programs like ABC's Conversation Hour, 2GB's Overnights and Network Ten's Studio10 all gave comprehensive coverage for What's Missing and MPAN in general (including an ABC article about parallels between the uncertainty and isolation of COVID-19 and missingness that I purposely mentioned to the journalist in May), and according to the SenateSHJ media report, we had a potential audience reach of over 17 million people over the Week.

The fact that it ranked so highly in Apple Podcasts for the duration of the season, and has almost half a million unique listeners from all over the world is incredible; I had been completely content with the belief it would only really appeal to those with lived experience.

As well as organic promotion over other podcasts (e.g. Sally Leydon on The Lady Vanishes), the social media support from



Casefile (that has over 250,000 followers) certainly helped our community grow too; we're now reaching almost 1600 followers on Instagram, over 500 on Twitter and 9000 on Facebook. The LinkedIn page has also gained a lot more traction which indicates we're piquing more professional interests, further evidenced by an invitation to speak to CBUS superannuation, where Chair Angela Scaffidi presented on our work.

Our involvement with Bev's search for her brother generated coverage further traditional coverage, in The Age, Sydney Morning Herald, multiple ABC radio interviews and several articles in the local papers; The Stawell-Times News and Wimmera Mail-Times.

PUBLICITY AND MEDIA cont.



In April I was contacted by an ABC producer for You Can't Ask That (YCAT), seeking advice and contacts. We filmed my interview in September and the episode will air in their 2021 season. It will be a brilliant, powerful opportunity for loved ones to express the challenges of being left behind whilst humanising both the missing and those affected.

I've also just recently discovered that New Idea magazine is running a missing children campaign in the leadup to Christmas, and are pointing to MPAN along with authorities, which is more passive promotion both in print and online.

Earlier in the year I was approached by both a freelance journalist and a production company regarding a pitch to Time Magazine about Dr Sarah Wayland, Board member Assoc. Prof. Jodie Ward and myself, and a television program about the landscape of missingness in Australia respectively. These may or may not come to fruition in 2021.



YCAT producer Kirk Docker and Loren on set at ABC's Ultimo studios.

FINANCES

Thanks to the generosity of the philanthropists at the 2019 The Funding Network (TFN) Pitch Night, AMP's nomination for MPAN to be one of their three 2019 Christmas appeal charities, a couple of major donors and a slew of fantastic fundraising families and friends, we almost doubled our income in the 19-20 financial year (after having quadrupled it the year before). It meant that two years' worth of salaries were paid, we could fund the ambiguous loss training and counselling sessions, commission the cost of missingness research and cover all of our administrative costs.

We are also glad to have recently learned that the AMP Foundation has raised funds on our behalf over the course of the calendar year, and has very generously donated \$20,000 this December.

Though our in-kind and pro bono support continues to be invaluable, the actual value over the 19-20 financial year was estimated to be \$1,550,000 in advertising support through whiteGREY and \$105,000 in communications and office space through SenateSHJ. As well as these two relationships, our \$15,000 in-kind budget with The Mobile Billboard Company remains an ongoing arrangement also.

Please see the following Profit and Loss Statement and Balance Sheet for the 19-20 financial year.



MPAN Treasurer Sue Hendy, Dr Sarah Wayland and Assoc Prof Jodie Ward supported Loren at the TFN event hosted by James Valentine.

Profit and loss

Missing Persons Advocacy Network
Level 10, 303 Collins Street, Melbourne VIC 3000, Australia

Accrual mode
01 Jul 2019 - 30 Jun 2020
ABN: 56606576914
Generated 03 Dec 2020

		Total
Income		
4-2010	Donations received	167,027.05
Total Income		167,027.05
Less Cost of Sales		
Total Cost of Sales		0.00
Gross Profit		167,027.05
Less Expense		
5-0220	Ambiguous Loss Counselling	745.46
6-0010	Accounting fees	258.07
6-0020	Advertising	1,415,754.55
6-0070	Bank charges	85.50
6-0220	Computer Expenses	2,274.97
6-0300	Internet	786.64
6-0340	Fundraising Expense - VIC only	189.09
6-0510	Postage & courier	366.36
6-0520	Printing & stationery	74.90
6-0570	Rent	43,636.36
6-0600	Wages & salaries	136,108.44
6-0670	Public Relations	51,896.64
6-0680	Telephone	567.50
6-0700	Training and development	1,550.00
6-0711	Travel & Accom Domestic	4,785.69
6-0712	Travel & Accom International	129.50
6-0730	Volunteer Costs	26.64
Total Expense		1,659,236.31
Operating Profit		-1,492,209.26
Plus Other Income		
4-5050	Other income	1,504,545.45
Total Other Income		1,504,545.45
Less Other Expense		
Total Other Expense		0.00
Net Profit		12,336.19

Balance Sheet

Missing Persons Advocacy Network
Level 10, 303 Collins Street, Melbourne VIC 3000, Australia

Accrual mode
30 Jun 2020
ABN: 56606576914
Generated 03 Dec 2020

		Total
Asset		
Banking		
1-1110	Gift Account Acct no 458132371	20.00
1-1120	Operating Acct no447888368	11,167.28
Total Banking		11,187.28
Current Assets		
Total Current Assets		0.00
Fixed Assets		
Total Fixed Assets		0.00
Total Asset		11,187.28
Liability		
Credit Card		
Total Credit Card		0.00
Current Liabilities		
2-2200	GST collected	167.92
2-2400	GST paid	-3,157.95
Total Current Liabilities		-2,990.03
Long Term Liabilities		
Total Long Term Liabilities		0.00
Total Liability		-2,990.03
Net Assets		14,177.31
Equity		
Current Earnings		
3-2000	Current year Surplus or Deficit	12,336.19
Total Current Earnings		12,336.19
Retained Earnings		
3-1000	Retained surplus or Accumulated losses	1,831.15
Total Retained Earnings		1,831.15
3-9999	Historical balancing	9.97
Total Equity		14,177.31



MISSING PERSONS ADVOCACY NETWORK

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