

The background of the cover is a close-up, slightly out-of-focus photograph of a woman's face and hair. She has dark hair and is looking down and to the left. The lighting is soft, highlighting the texture of her hair and the contours of her face.

# Missing Persons Advocacy Network

Annual Report 2022

MPAN



# Missing Persons is a growing issue in this country. Last year, 53,000 Australians were reported missing – up 30% in just the past three years.

This increase in incidents, as well as the awareness for the cause, is being felt by MPAN. The volume of requests for support has long been difficult to manage, so our very first member of staff, Mel, couldn't have been a more welcome addition to the organisation this year. We've also very gladly seen two new members join the board; communications expert Jill Calder and management consultant Charles Ngu.

The year encompassed a broad range of opportunities and audiences, and there were small but impactful indicators that MPAN may be shaping the Missing Persons conversation; the inclusion of the term ambiguous loss in a popular fictional Australian drama series as well as by a Coroner in her Findings of a high profile case, both the Counsel assisting the Coroner and the family's legal representative acknowledging the support provided by MPAN during an inquest, a senior editor of the #1 ranked news podcast 7am suggesting that we've improved the manner in which Australian media discusses Missing Persons, and last but not least, markedly higher brand-awareness than expected from our omnibus survey results.

On the cusp of hitting the 10-year milestone and preparing for a rebrand to coincide with it, combined with a nomination for 2023 Australian of the Year, I've been led to reflect and appreciate how far we've come in the past decade.

The foundation project was the Missing Persons Guide – an online resource that aims to optimise efficiency by providing step-by-step guidance on the practicalities of search; graphic design, strategic communications, publicity and more. Creating the Guide (now used by over 120,000 people from every corner of the globe) was initially the sole goal of MPAN; giving practical direction to families and loved ones of missing persons.

MPAN has since expanded to offer both practical and emotional support, and this year, for the very first time, brought together a group of families with the goal of creating a tangible, therapeutic tool – *The Hope Narratives*. The experience was transformative for everyone involved, and the project was quite possibly the most important thing we've ever done. The idea that MPAN has gone full circle from an online resource for practical support, to a tangible tool

for emotional support is something I am immensely proud of.

Rightly, we're seeing a social shift towards the recognition and value of lived experience. It's this, and the inherent confidence and trust that it establishes, that sets MPAN apart from general support agencies. Lived experience will always guide our work.

A driven young woman whose mother is long-term missing suggesting I'm a role model and saying she one day wants to work for MPAN was a highlight both personally and professionally. Another young family member also expressed the same desire, so my ultimate goal of handing over the reins suddenly seems a lot more possible.

While we haven't yet reached financial sustainability, after many years of uncertainty, I'm pleased we're currently financially stable enough to plan for the future (until at least 2024).

And it looks bright.



Loren O'Keeffe  
Founder and CEO

# Core Work

It is the families of missing loved ones that initiate a relationship with MPAN and determine the type of support they feel is best for them. As you would expect, these relationships and the associated workload varies dramatically across the 75+ families we now directly support.

Whilst the wonders of technology have transformed communications in recent years, our special bonds with families are further strengthened by the in-person interactions we share, from workshops to meetings, ceremonies and events, to coffees and dinners. I'm very pleased and honoured to have met over 70% of the families in MPAN's network in-person.



Communication with loved ones of missing people spans every method of correspondence, from poignant dates like birthdays and anniversaries, to pivotal moments. In the past year, I've been the person called when a father's remains were found, a sister's alleged killer (and thus likely the only person who knew her whereabouts) died by suicide the morning of his verdict, and the

parents whose extraordinary efforts led a NSW Coroner to recommend a police commendation in 2017 were informed it was finally going to eventuate.

Families seek advice from MPAN when journalists, 'content creators' and well-meaning (and not so well-meaning) strangers impose themselves into their lives, with MPAN helping them navigate the establishment of boundaries to mitigate risk of harm. Depending on the individuals and the challenges at hand, this might involve face-to-face or phone consultations as well as drafting written correspondence families can use to express their concerns. Having strategic

communications experts on the board is particularly helpful in such scenarios, and the gratitude conveyed by families is sometimes almost palpable – undeniably correlated to the level of stress the situation created. There are also frequent requests for general advice, bordering on counselling, which come through as text messages, emails, calls and online platforms asking for our

thoughts in response to events or the feelings loved ones of missing people may be experiencing.

Throughout 2022, we prodded a police Missing Persons Unit into action regarding a missing loved one that had been neglected for over 15 years (to the point where he was their featured story for the State's Missing Persons Week media) and supported family members through their participation in the AFP's National Missing and Unidentified Persons DNA program.

When a wildly popular Facebook page alerted the public to remains having been found in a remote NT location, a family within our network alerted us to the possibility the news pertained to another MPAN family. Within an hour, we had Dr Sarah Wayland call the father to sensitively precaution him that remains had been located near where his son was last seen, and arranged for the ambiguous loss counsellor he'd been seeing to be ready if necessary. It wasn't, the remains belonged to an ancient Aboriginal burial site, but it was incredible to see how quickly we could mobilise to lessen the adverse impact on families if/when their loved one's remains are found and as thoughtless public speculation spreads uncontrolled.



abchobart and abcnews\_au  
Original audio

abchobart As National Missing Persons Week comes to an end for another year, it's a timely reminder of the missing Australia-wide.

For the loved ones of missing people, the week is just part of an ongoing burden that not even time can heal.

Story by Isabella Podwinski, @abcnews\_au

More news via our link in bio.

#Crime #MissingPeople #Australia #Tas #Tasmania #NMPW2022

20 w



482 likes

AUGUST 8





With legislative changes to minimise the administrative burden on families a long-term goal, we met with Ged Kearney MP in March. She was receptive to both our idea for National Missing Persons Week to be made an official calendar item, as well as our plans regarding a Missing Status. After the Australian Labor Party's Federal election win in May, Ms Kearney raised our plans with Attorney General Mark Dreyfus.

We are increasingly being recognised as a voice for this community by those who belong to it, as well as by the media and the public. Thanks to the endless and expert support of SenateSHJ's team, we provided a statement when Chris Dawson's unprecedented murder conviction led to the No Body, No Parole law being passed in NSW, media commentary during and after Théo Hayez's inquest, and wrote both an op-ed and then a letter to the executive producer of Network 10's new reality program *Hunted* to express our concerns with their perpetuation of an unrealistic police response, amongst other hurtful components (not least the substantial investment from both private and public funders to support these search resources for a simulation with prize money at stake).

When producers at Channel Nine's *60 Minutes* approached Théo's family days after the inquest in February, they sought our guidance to strike the delicate balance of providing helpful publicity without the harm it can invite (including scrutiny, charlatans and false hope). SenateSHJ went above and beyond to act as an intermediary between the family and Channel Nine, spending many nights and weekends supporting the family through the 6-month process, whilst helping the *60 Minutes* team navigate the sensitivity of Théo's situation for the family. Most importantly, Théo's loved ones were pleased with the feature that aired in October which ultimately resulted in Channel Nine making a sizeable donation in Théo's memory. The experience set an important example of how both parties can get the best possible outcome if the welfare of the families is a key priority for everyone involved.

We connected families to retired detectives and academics collaborating on cases in the Australian bush, successfully appealed to philanthropists and local business owners to support a diver's efforts to search for a long-term missing Tasmanian, strategised with

criminologists, forensic scientists and former police regarding Murdoch University's Cold Case Review report, and provided support for one of our families about how to best approach the Assistant Commissioner of Victoria Police (off the back of said report).

The dedicated team at Casefile Presents is still working through a complex case we introduced them to in 2020, with plans to release a 10-part series in 2023. The very fact that the internationally acclaimed true crime producers credited with hit podcast *Casefile* is working on the story was enough for traditional media to mark this loved one's 20th anniversary in March this year. And the fact that Casefile Presents will be using proceeds to further the search efforts, when these tragedies are now so often commercialised, is why we're so proud to work with them.



There's been a significant increase in the number of family members and friends of long-term missing Australians reaching out to MPAN. Much of the time, the salve is simply the connection – them feeling understood or heard for the first time. Regardless of whether they act on the offers or suggestions, it's the gravity of being reassured that despite the passage of time, there's always something we can (help them) do. Most recently, I got the sense of that knowledge being enough through a phone call to a sister of a man missing for 30 years, on her deathbed. Her friend (who'd reached out to MPAN) then confirmed it with a text the following day; all three of us had been brought to tears. She just needed someone to listen, to understand and to care.

And it's always touching to hear about the ripples of our previous actions, like the billboard we organised for missing Newcastle schoolgirl Gordana Kotevski in 2018 when her aunty contacted us more than 20 years after her disappearance, that led to the McDonald Jones stadium displaying the billboard every year for her anniversary, and

the subsequent media attention leading police to review her case and offer a reward. We recently learned the stadium is now doing the same for another missing local (without MPAN's involvement), which is a fantastic demonstration of the community spirit we love to help initiate.



**Mark Leveson**  
@MarkLeveson



So sad with the prospect of this. Going missing intentionally shouldn't be promoted nor trivialised in any way. Actually, this is pretty ~~fucking~~ shameful!



**Dr Sarah Wayland (she/her)** @sarahlwayland · Jul 1

The ads for the new TV series 'The Hunted' are incredibly problematic - the premise of the show is to remain undetected for 21 days while being 'hunted' by 'experts'. Given more than 50000 Australians were reported #missing due to vulnerability in 2021 this isn't entertainment

5:55 PM · Jul 1, 2022 · Tweetbot for iOS



**Dr Sarah Wayland (she/her)** @sarahlwayland · 17h



Replying to @MarkLeveson

I'm pretty partial to some bad reality TV but the use of former investigators to 'track' the 'fugitives' is a step too far. @MPANaus have been furiously shaking their heads too



**Duncan McNab** @DuncanMcNab · 17h



Replying to @MarkLeveson

I remember something not to different being pitched a while back - producers were apprehensive & got advice from a few of us - don't touch it.



# Key Projects

## Ambiguous Loss

Due to the awareness we've raised for both the term and the impact of ambiguous loss, we've been contacted by police officers, mental health practitioners and members of the public seeking referrals to/training for specialised counselling. Dr Sarah Wayland trained a few dozen professionals in the Missing Persons sector (police, social workers, counsellors) through our 2020 pilot and 2021 program, but we only have a handful of Australian mental health workers equipped to support our families. And of them, only one is able to offer our families bulk billing. She has taken on several clients for MPAN in the past 18 months and has provided over 50 hours of specialised counselling this year. Notably, one of her clients continues regular sessions though her loved one is no longer missing.

Noting that about 14% of the families and friends we frequently liaise with/receive donations from no longer have a missing loved one, this demonstrates that people affected by the long-term disappearance of a loved one often stay connected to the cause beyond their loved one being found. Their loss is still ambiguous and complex. It's not dissimilar to how survivors of other life-altering experiences are forever impacted

and often remain connected to organisations that supported them during the experience.

After receiving over half a million dollars' worth of in-kind advertising through Mindshare in the middle of the year, we used the opportunity to further promote awareness of ambiguous loss. We designed a series of billboards and online banners that featured in prominent locations and websites, and recorded radio ads which aired over mainstream metro and regional radio networks throughout July-October.

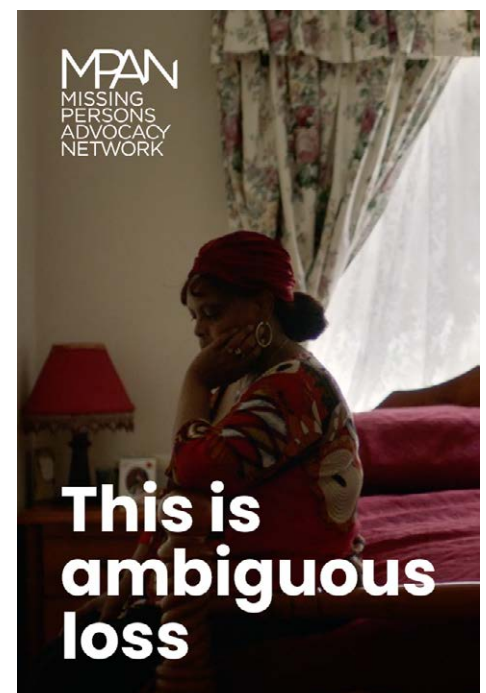
Ireland's National Missing Persons Helpline commissioned MPAN to conduct Ambiguous Loss Training with Dr Sarah Wayland in May, which was completed in October. After meeting in November, Dr Wayland and I have decided it's best for MPAN to invest in the creation of professional training videos to scale the program. We hope to explore this in 2023.

We also conducted an omnibus survey in November to gain insight into Australians' understanding of ambiguous loss, and who the public believes should be responsible for supporting those impacted by this unique form of loss. While there was low awareness for ambiguous loss, 25 to 34-year-olds had the highest recognition of the concept/term. We

however were pleased to learn that from 1,000 everyday Australians surveyed across all age brackets aged 18+, 9% of respondents knew of MPAN. This is significant given our brand-awareness is purely organic.

We were contacted by the Professional Development manager for Lifeline in December – they want the training made available for their Crisis Support staff nationally. This is a terrific opportunity, and we look forward to working with them in 2023.

Also in December, a sergeant from the AFP sought MPAN's advice in establishing a peer support group for families and friends of missing people all across Australia. In 2023, Dr Sarah Wayland hopes to coordinate a round table discussion around this as well as the critical, growing need for professional ambiguous loss counselling.





## The Hope Narratives

Like with any unique trauma, healing often begins when you know you're not alone. And something that renowned clinical psychologist Dr Rob Gordon told me years ago that deeply resonated was 'words are the digestive juices of the mind'.

So in mid-2021, we agreed to pursue the brilliant concept our creative partners at whiteGREY pitched; to create a tangible therapeutic tool based on the thesis of eminent Missing Persons expert and our key collaborator Dr Sarah Wayland, *'I still hope, but what I hope for now has changed': A narrative inquiry study of hope and ambiguous loss when someone is missing*, with the tool designed to support people living with ambiguous loss.



Knowing there are very few mental health workers in Australia trained in this unique type of grief – and having heard countless loved ones lament their disheartening experiences with counsellors attempting to apply standard grief practices – we set out to create a tool that would help families and friends of missing people feel understood. To help them articulate those thoughts and feelings that seem impossible to describe. To validate their complex emotions by recognising there are others who have experienced and survived these emotions.

Noting the evergreen and universal nature of *The Hope Narratives*, the additional benefit was removing the barriers to those who are naturally

less inclined to seek traditional means of support or counselling by creating a therapeutic tool which can be used in the comfort and privacy of their home, as well as in conjunction with counselling.

We extended an invitation to an all-expenses paid two-day workshop in Melbourne, facilitated by Dr Sarah Wayland, to 10 loved ones, all of whom accepted. We also invited a diverse spread of loved ones in our network to participate in an online survey on the same subjects: what it's like to live with the not-knowing; how we can navigate ambiguous loss; what the coping mechanisms are; and how one's sense of hope may change over time as we oscillate from hopefulness to hopelessness.

Meaning-making is widely known to aid healing, and all 44 participants expressed deep gratitude for the opportunity to contribute to a project that made meaning of their experience, and a sense of fulfilment with the knowledge their lived experience contribution would help others.

**I came away from the workshop with a whole new family of friends. The love and support from everyone was priceless. I have not felt that much peace, love and support from strangers or even friends before when talking about my dad's story. It felt so safe to openly say how you truly feel with people who understand.**

—Daughter

Coordinating the logistics of the Melbourne workshop was no mean feat, but we knew it was going to all be worthwhile. Those who attended said it was life-changing – connecting with others who understand their



grief, being part of something bigger than their own story and the opportunity to give back – a powerful remedy for the helplessness and hopelessness that living with ambiguous loss can conjure. Whilst the room felt heavy as we walked into it on Day 1, there was a palpable, collective lightness as we all dawdled out on Day 2, not wanting it to end. All attendees completed an evaluation of the workshop and all were 'extremely satisfied' with Sarah's facilitation, as well as the preparation, venue and catering.

We transcribed the recordings taken at the workshop, extracted the statements, then added them with responses from the 34 online survey participants into a language matrix categorised into three themes: Hard Truths, Coping and Hope.



With over 500 collective years of lived experience, across 15 relationship types (parents, siblings, children, spouses, cousins and more), from loved ones in eight countries, we created 145 cards for the set. The power and quality of the content warranted top quality production, so while we spent more than originally anticipated, gifting a set to each participant was an important way to thank them for being involved with something so special. We also gifted a set to ambiguous loss pioneer theorist Emeritus Professor Dr Pauline Boss, and our friends at Missing People UK, who are keen to ensure every loved one in the UK has access to this preeminent resource.

We launched the cards for National Missing Persons Week garnering widespread media attention and have so far sold over 70 sets to families, academics, doctors, social workers and the AFP (who gifted a set to each police jurisdiction). In October, Dr Wayland and I presented at the University of New England's post-graduate conference to demonstrate how empirical research studies can lead to creative, innovative and practical outputs.

**I sat down with them and realised, after thinking for many years I was going loopy, that other people think these things. I'm not alone in these strange thoughts and difficult feelings, and it helps me to know that.**

—Son

Professional translators within our network offered to translate *The Hope Narratives* into Spanish, French, Swedish and Portuguese. We're currently compiling a spreadsheet of international organisations with plans to expand the cards globally in 2023.

**The Hope Narratives are truly beautiful and a good opportunity to provide something to help police better understand the experience of those with a missing loved one and consider that in their investigations/dealings with families.**

—Australian Federal Police



## Matty

Off the back of our successful *What's Missing* podcast with Casefile in 2020, it was decided that we would create another series to highlight issues the public, media and decision-makers don't typically gain an insight into. As mentioned, there's a proportion of those we support whose loved ones are no longer missing. However, their loved ones are still missed, and the experiences they've endured continue to shape their lives. So it's important that they know that there is space for them in this community if they choose to stay connected to it. One such family, is that of Matthew Leveson.

Matt disappeared in 2007, and his parents Mark and Faye spearheaded a tireless search and an extraordinary crusade for justice that captivated Australians. I met them in 2012 and was struck by their tenacity and determination. Ultimately, after having to make an unthinkable decision, Matt's remains were found in 2017. Their heart-wrenching decade-long journey prompted plenty of headlines and soundbites, but we wanted to offer them the opportunity to tell their own story, in their own words and on their own terms, from the comfort of their home. They gratefully accepted, considering any chance to talk about their much-loved Matty a tribute to him.



Loren spent five days with the Levesons in 2021, then after editing the 100,000+ word script over summer and obtaining approval from

the family, recorded the narration over a week in March 2022.

Mark and Faye sent through photos and cards from Matt, and accompanied with Loren's then solid understanding of his character, our Creative Director Maricarmen started designing the podcast's identity. Incorporating his favourite colour and his handwriting, Mark and Faye were thrilled with the design, saying 'Matty would be chuffed' with it – the quintessential sign of success. With that, Casefile sent the final audio edits and graphic design to Spotify.



Matty was released to coincide with the 15th anniversary of his disappearance. Mark and Faye were pleased with the traditional media attention it drew, and they were delighted to read countless supportive, kind messages and comments from people around the world as Matty soared to #1 on the Australian podcast charts (where it stayed for several weeks) and within the Top 10 across the US, Canada, UK and NZ.

Most importantly, the Levesons were very proud of the quality, sensitivity and professionalism of the production, and the fact it was so well received (over 1.7 million downloads and counting) is a bonus. There are now thousands more people who know about their dear Matty, who are in awe of their commitment to him, and who couldn't help but be moved by their harrowing story.

Mark and Faye also credit the podcast with prompting the official commendation Coroner Elaine Truscott recommended in 2017, which they said they believed would never be actualised in the final episode, awarded six weeks after the podcast was released.



With media guidelines in sight for 2023 (under the direction of Dr Sarah Wayland), lifting the moral standards of the media is something we're determined to achieve. The experience of making *Matty* and the incredible public response set an important example of how top-quality, considered content can be made with the collaboration of families, based on the inherent trust and confidence an organisation like MPAN can offer, that benefits the broader community. Spotify bought the exclusive rights to *Matty*, which meant a significant financial contribution to MPAN, allowing us to continue to help countless more families in Matty's honour.

**Wishing you both, Mark and Faye, all the very best. Finished the podcast today... deeply moved... by the loss but also by the incredible courage of your family. Well done for such a respectful truth-telling.**

— *Matty* podcast listener

# PR & Media

More than a couple of interviews were bumped by the dreadful war in Ukraine and the devastating floods across the east coast, but we still managed to gain some exposure for the cause and the organisation throughout the year.

From a feature in the Sydney Morning Herald about the impact of ambiguous loss, to various commentary on current affairs, a comprehensive longform 'intimate portrait' in highbrow publication *The Monthly* and sprawling mainstream coverage for both of our key projects (*The Hope Narratives* and *Matty*), we reached many, varied and new audiences this year.

Some families wore their MPAN t-shirts for their own media opportunities, which was both touching and helpful, as it prompted mentions of MPAN in the stories themselves, as well as directing viewers/readers to our services.

We had national TV coverage on ABC, Seven, Nine and 10 networks throughout National Missing Persons Week, and had an episode on British academic Dr Karen Shalev-Greene's *Missing Persons Uncovered* podcast alongside internationally recognised experts.

AUGUST 1, 2022  
**The complicated grief when a family member goes missing**

By Martin McKenzie-Murray



Loren O'Connell, the founder of Missing Persons Advocacy Network, Image © Paul Jeffrey

As National Missing Persons Week begins, the founder of an advocacy network for families reflects on the ambiguous loss experienced by those left behind

By Martin McKenzie-Murray  
August 1, 2022  
SMH 17

One such fellow guest, Charlie Hedges, launched the Missing Persons Information Hub website in May and linked to both MPAN and our Missing Persons Guide.

Thanks to Dr Sarah Wayland being such a prolific writer and presenter, word of *The Hope Narratives* and the work of MPAN spread further into academia both here and abroad.

As uncomfortable as Loren is with the individual attention, it was an honour to have been recognised as a Victorian nominee for the 2023 Australian of the Year. It symbolised that Missing Persons has well and truly broken out of the confines of a police categorisation and into the mainstream. Demonstrating that our cause is just as worthy as others typically recognised on such a platform.



# Leveraged Funds

Conscious of the challenge of attracting traditional sources of funding from the beginning, MPAN's success in attracting in-kind and pro bono support continued to grow. Our foundation partners SenateSHJ generously gave approximately \$140,000 across expert consultation and overheads, our creative partners at whiteGREY gave us \$180,000 (incl. \$10,000 of hard costs) through *The Hope Narratives* project, and thanks to their relationship with the media conglomerate Mindshare, gave us \$519,000 of in-kind advertising space across outdoor, print, digital and radio.

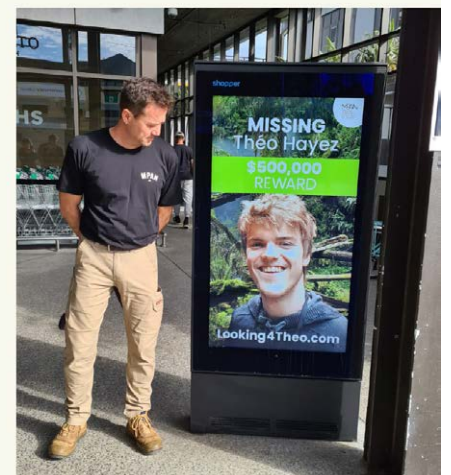
From designing the *Custom Casey* fundraising collateral to the assets for *The Hope Narratives*, *Matty* and our Giving Tuesday fundraising campaign (and so much more!) our Creative Director gave MPAN over 100 hours of her time throughout 2022, equating to more than \$10,000.

The families that travelled to attend our May workshop were treated to 1-2 nights of accommodation (including breakfast) at the iconic Hotel Windsor, to a value of approximately \$3,000.



**In summary, MPAN generated around \$850,000 worth of valuable assistance for both the organisation and those we support.**

'It's an exhausting torture'

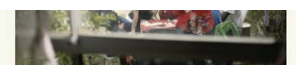


145 Australians go missing every single day

We're bringing this issue outside of police posters and movie plots



We're here for progress

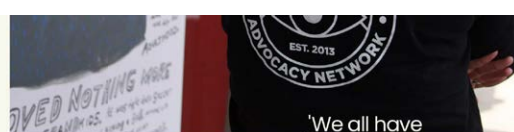


'A genius way to spark the conversation'



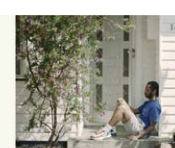
'A powerful exploration of what it's like to live with unending not-knowing'

- Dr Pauline Boss, ambiguous loss pioneer



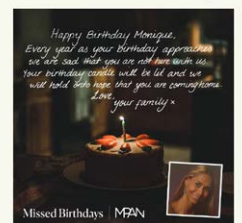
'We all have the capacity

to support this cause'



Standard grief counselling doesn't work

'It's the hardest day



of our year'

# Finances

Regular donors are the lifeblood of MPAN. This year, we welcomed a few more monthly donors (now totalling \$1,975/month across 15 individuals) and recognised many familiar names through our fundraising appeals. Some names were new and notable, like Mark Tedeschi AM KC, who made donations in memory of those whose cases he has represented as a barrister.

Since learning about MPAN through an ABC Radio interview, Mike Gregg has been a standout donor; starting with an annual donation of \$10,000 in 2019 it has steadily grown to a contribution of \$25,000 this financial year. We've also been thrilled to gain the support of barrister and author Dr John Tarrant, who first learned of MPAN from last year's Missing Persons Week feature in the Australian Financial Review. His substantial weekly donations (guaranteed until the end of 2023) make an immeasurable difference.

Encouraged by our wonderful new staff member Mel, MPAN had a record four fundraising appeals throughout the year.



Again, we joined the torrent of End of Financial Year call for donations, and the EDM, video message and Facebook fundraiser led to about \$40,000 (near identical to 2021's EOFY appeal). Despite Loren's reluctance to ask for donations, especially en masse, it proved to be a welcome interaction for many former donors celebrating the updates and thanking us for 'the reminder'!

Soon after, the concept for *Custom Casey* was born from the enormous fan-base of *Casefile's* anonymous host 'Casey' and inspired by the proliferation of custom video messaging platform Cameo. Loren proposed the idea of 'Casey' donating his time, and critically his voice, throughout National Missing Persons Week to record customised messages for fans. He raised over \$5,000 and it was a whole lot of fun for everyone involved.

Several families in our network very kindly ran physical and online fundraisers throughout the year, via traditional challenges like the Lorne Pier to Pub and modern alternatives like Facebook Birthday appeals. Collectively, almost \$20,000 was raised thanks to the initiative and generosity of those we support.

MPAN's very first fundraising activity was burger chain Grill'd's *Local Matters* program. We won it in 2013, and we've won that \$300 cheque every year since! Now more symbolic than impactful, it's a constant source of affirmation that people understand the need for our work.

The most monumental lump sum MPAN has ever seen land in our bank account to date is from our podcast partner, *Casefile*. Thanks to our 50/50 arrangement, \$106,597 was transferred to MPAN in September. These funds from the *Matty* podcast, that was an all-round success in every

conceivable way, are transformative and will allow us to plan more than 18 months ahead of time (the farthest ever possible).

In October, Mel and a group of friends participated in the Melbourne Half-Marathon, running 21km and raising over \$2,700 for MPAN, cementing her Employee of the Year status in the process!



Having liaised between both the producers and the family for six months, senior SenateSHJ partners successfully encouraged *60 Minutes* to make the kind gesture of donating \$25,000 to MPAN in honour of Théo Hayez after the feature episode aired in October.

Lastly, for the first time, MPAN got involved with the global giving movement Giving Tuesday. Across Facebook and Raisely, through social and EDM correspondence we raised just over \$5,000 whilst creating and generating substantial social media content and traction.

The following financial documents pertain to the 21-22 financial year. Barely halfway through this one, our revenue (thanks to the aforementioned) has almost doubled the total for the 21-22 financial year.

**Like I said, the future looks bright.**



2013



2022

## Balance sheet report

Cash mode

30 Jun 2022

	<b>Total</b>
<b>1-0000 Asset</b>	
<b>1-0001 Banking</b>	
1-1110 Gift Account Acct no 458132371	20.00
1-1120 Operating Acct no447888368	110,799.90
<b>Total Banking</b>	<b>110,819.90</b>
<b>Total Asset</b>	<b>110,819.90</b>
<b>2-0000 Liability</b>	
<b>2-0002 Current Liabilities</b>	
2-2200 GST collected	1,914.94
2-2400 GST paid	(5,681.87)
<b>Total Current Liabilities</b>	<b>(3,766.93)</b>
<b>Total Liability</b>	<b>(3,766.93)</b>
<b>Net Assets</b>	<b>114,586.83</b>
<b>3-0000 Equity</b>	
<b>3-0001 Current Earnings</b>	
3-2000 Current year Surplus or Deficit	22,913.39
<b>Total Current Earnings</b>	<b>22,913.39</b>
<b>3-0002 Retained Earnings</b>	
3-1000 Retained surplus or Accumulated losses	91,663.47
<b>Total Retained Earnings</b>	<b>91,663.47</b>
3-9999 Historical balancing	9.97
<b>Total Equity</b>	<b>114,586.83</b>



Missing Persons Advocacy Network  
 Level 10, 303 Collins Street,  
 Melbourne, VIC, 3000  
 0405102831

## Profit and loss report

Cash mode

01 Jul 2021 - 30 Jun 2022

	<b>Total</b>
<b>4-0000 Income</b>	
4-2010 Donations received	107,955.23
4-4010 Sales of Goods	272.72
<b>Total Income</b>	<b>108,227.95</b>
<b>Gross Profit</b>	<b>108,227.95</b>
<b>6-0000 Expense</b>	
5-0210 Purchases of T-shirts	728.05
5-0220 Ambiguous Loss Counselling	2,665.25
6-0010 Accounting fees	265.82
6-0040 Assets Purchased incl computers less than 5000	117.39
6-0070 Bank charges	26.47
6-0085 Catering for Meetings	229.51
6-0230 Consultancy Fees	500.00
6-0400 Insurance	727.50
6-0480 Meeting expenses	60.65
6-0510 Postage & courier	227.30
6-0520 Printing & stationery	147.40
6-0600 Wages & salaries	69,104.83
6-0607 Superannuation expense	7,000.00
6-0680 Telephone	475.01
6-0710 Travel & accommodation	1,005.40
6-0730 Volunteer Costs	120.91
6-6401 Fundraising	140.14
6-6402 IT	907.74
6-6403 Website	238.79
6-6404 Media	163.63
6-6406 Transport	462.77
<b>Total Expense</b>	<b>85,314.56</b>
<b>Operating Profit</b>	<b>22,913.39</b>
<b>Net Profit</b>	<b>22,913.39</b>



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