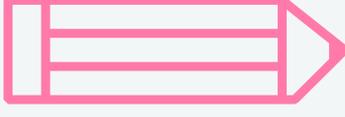
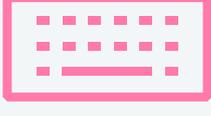


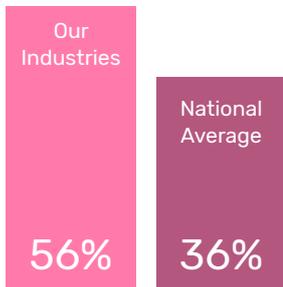
MENTALLY  
HEALTHY  2018 
A  STUDY   INTO
THE  CREATIVE 
MEDIA   &
  MARKETING 
INDUSTRY  BY 
NEVER  NOT 
CREATIVE  UNLTD
&  EVERYMIND 

Background

In 2018, *Never Not Creative*, *UnLtd* and *Everymind* conducted the first major study into the mental health and wellbeing of the media, marketing and creative industries in Australia. The purpose of the study is to bring transparency to the mental health issues affecting individuals in our industries and their attitudes towards mental health.

The study ran during August and September with over 1,800 participants. **66%** of respondents were women and nearly half of the sample were aged between 25 and 34. **82%** lived in capital cities and nearly half worked in an organisation with 50 employees or more. **18%** had children and **77%** hold university level or postgraduate degrees.

Our Mental Health



Mild to Severe Symptoms of Depression

The study used the Depression, Anxiety and Stress Scale (DASS) to identify symptoms of depression and anxiety. Compared to the national data from 2015,¹ the proportion of participants from our industries that showed scores falling within the 'at-risk categories' is higher, with **20%** more participants showing mild to severe symptoms of depression, and **29%** more showing symptoms of anxiety compared to national data. Nearly one in five of us showed severe or extremely severe symptoms of depression, compared to **12%** in the national average.

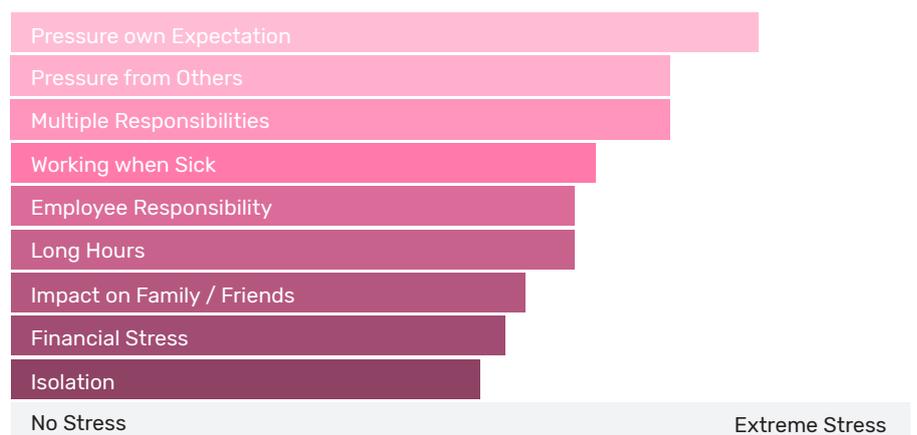
Whilst the stress and anxiety levels are very similar across the industries, the creative industry showed higher levels of depression with **61%** of creative industry showing symptoms of depression compared to **53%** in marketing and **46%** in media.

Associated Factors

Looking at the factors associated, job satisfaction was identified as important to employee mental health, with those more satisfied less likely to show symptoms of depression or anxiety. Specifically, variety of tasks, learning new things and not doing the same things over and over and having decision authority on when and how you work were found to have a positive impact on employee mental health.

Stress was a key contributor that may impact on mental health with **57%** of employees showing symptoms of stress and **18%** showing signs of severe or extremely severe stress. In terms of what were considered the key work stressors, the pressure employees put on themselves, the pressure from others and having multiple responsibilities were perceived most stressful.

Stressors



Causes Cont.



Almost half the industry are working more than the average 8hr/Day.



1 in 3 are working on a weekend more than once a month.

Attitudes Towards Mental Health

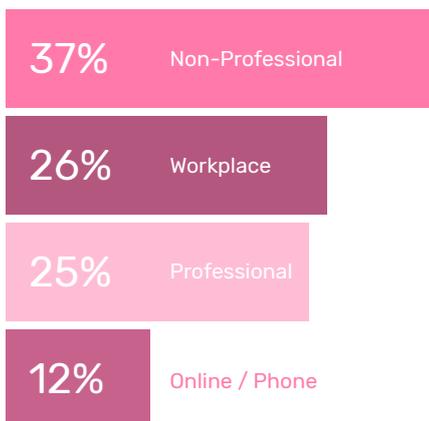


89% of us willing to work closely with someone with depression.



29% of employees would tell someone in their workplace if they had been diagnosed with depression.

Becoming More Mentally Healthy



Sources of Help Sought

Nearly half of the employees within the industries works more than eight hours a day and a third of us are working weekends at least once a month. Our eagerness to please and not let others down has also resulted in **75%** of us working whilst not physically or mentally well within the preceding 4 weeks.

Another key indicator of depression and anxiety was the amount of social connections. Higher social connections and frequency of seeing them resulted in lower depression scores.

The study also looked at mental health literacy and attitudes towards mental health issues. As an industry, we are literate about mental health issues – **52%** correctly identified the survey case study as depression. We are also very understanding and supportive with **89%** of us willing to work closely with someone with depression. However, only **29%** of us would tell someone in our workplace if we had been diagnosed with depression.

The perceived stigma also increased with age – whilst only **26%** of those aged 17-24 felt an individual with mental health issues would be treated poorly in our industries, the number increased to **48%** amongst those aged 45-54.

Based on the findings of the study, there are certain key areas that employers and employees in the media, marketing and creative industries can focus on to improve their mental health. Job satisfaction is a key indicator of mental health and is arguably a more comfortable conversation topic than mental health.

Having a wider social network, lower stress levels and not working whilst unwell also showed clear positive impact on individual's mental health.

With only a third of companies currently offering mental health support, and there not being any major relation between support offered and symptoms of depression and anxiety, there is room to improve the existing programs.

Of the participants, as many people had sought help from their workplace as from a professional so it's important that organisations are prepared to provide support.

Going forward, the preferred method of support was identified as face to face (e.g. seeing a GP or Psychologist), followed by online, app and direct manager.

Survey by

Never Not Creative

Never Not Creative / nevernotcreative.org

Never Not Creative is a community for creatives to address the challenges they face as both individuals and businesses. From mental health and wellbeing to setting and improving standards and conditions for creative individuals and businesses to thrive, our hope is to improve outcomes for all involved in the creative industry.



Everymind / everymind.org.au

Everymind is a leading national Institute dedicated to reducing mental ill-health, reducing suicide and improving wellbeing. **Everymind** was established 25 years ago and is recognised for the design and delivery of world-leading prevention programs and research – including ground-breaking work with the media, education, workplaces, families and communities.

UnLtd:

UnLtd / unltd.org.au

UnLtd is a social purpose organisation connecting the media, marketing and creative industries with charities helping children and young people at risk. Our purpose is to ensure every young Australian has the opportunity to fulfil their potential.

Endorsed by



STREAM¹IME

