

Monday 2 December 2024

MPOWER PRO APP REIMAGINES YOUTH MENTAL HEALTH SUPPORT

One Vision Productions (OVP), an Australian not-for-profit organisation dedicated to youth empowerment, will this week launch MPOWER PRO, an innovative mobile app designed to support the mental health and wellbeing of young people aged 13 to 18+.

MPOWER PRO harnesses the power of lived experience, First Nations insights, and mentorship from high-profile figures, including Chris Hemsworth, Eso (of Bliss n Eso) and L-Fresh the Lion.

This unique combination of influences has shaped the app's holistic approach to youth mental health, emphasising self-expression, cultural connection, and positive behavioural change.

The initiative is generously supported by the Newcastle Permanent Charitable Foundation (NPCF), which has provided funding to support the app's first year of operations and 400 scholarships for Indigenous youth and others at risk.

Mark Robertson, Founding Director of One Vision Productions, created MPOWER PRO, drawing on his own experiences of overcoming adversity and years of work in youth mental health.

"Our app thoughtfully blends lived experience with culturally aware frameworks and engaging features like a rap recorder, goal-setting tools, and hundreds of self-development videos from renowned icons," Mark said.

"It's time to rethink our approach in this industry and create an environment where young people feel excited and empowered to engage."

The app offers an impressive suite of features, including mental health resources, emergency support tools, fitness challenges, and gamified wellbeing tasks. Its integrated pocket recording studio encourages users to express themselves creatively through music, fostering emotional regulation and a sense of belonging, particularly for youth in regional New South Wales.

Newcastle Permanent Chief Distribution Officer Paul Juergens said NPCF is proud to support this transformative project.

"Technology plays such a huge part in the lives of young people, so it's important to provide mental health and wellbeing tools in a way that is relevant and accessible to them," he said.

"This initiative aligns with our mission to empower communities and support vulnerable individuals, and we look forward to seeing the impact of this innovative approach."

To celebrate the launch, One Vision Productions will host a public event at the Byron Bay Community Centre in Byron Bay at 6pm, Thursday 5 December.

The celebration will feature live music, a stand-up performance by comedian Akmal, and a mental health panel exploring the intersection of arts and mental health.

Media release

Panelists:

- Mayor Sarah Ndiaye – Byron Shire Council
- Jane Enter – Founder of Mudita Holistic Collective, Psychologist, and Podcaster
- Damon Gameau – Filmmaker, That Sugar Film
- Andy Hamilton – Human Nature Adventure Therapy

To book tickets for this impactful evening, please visit
<https://byron.sales.ticketsearch.com/sales/salesevent/141577>

MPOWER PRO is now available for download on major app platforms, with both a free and subscription version available.

Thanks to NPCF's funding, 400 scholarships will grant Indigenous youth and those at risk access to the app's full suite of features.

For more information about MPOWER PRO and One Vision Productions, please visit
<https://onevisionproductions.com.au>.

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About Newcastle Permanent Charitable Foundation

Newcastle Permanent Charitable Foundation provides more than \$1 million in grants each year to charitable projects aimed at improving the health and social wellbeing of vulnerable people in regional New South Wales. Since its establishment in 2003, the Foundation has provided more than \$26 million to some 550 community initiatives.

About One Vision Productions:

One Vision Productions is a not-for-profit organisation based in Byron Bay, NSW, dedicated to empowering disadvantaged youth across Australia. Through innovative, arts-based multi-literacy programs and workshops, OVP aims to promote mental wellness and build a stronger, more resilient society. (onevisionproductions.com.au)