



LAUNCH  
COLLECTIVE



COLLECTIVE STENGTH  
DIVERSE JOURNEYS  
PERSONAL GROWTH

# Launch Collective

*Therapists*

Natalie Rinehart©

[www.launchcollective.com.au](http://www.launchcollective.com.au)



# What is the Vision for Launch Collective 2026?

✓ Launch Collective is a community of practice of therapists and others who focus on the wellbeing of young people (12-30 years). It specialises in working with young people including counselling techniques, workshop-like activities, coaching and take-home challenges.

✓ Launch Collective is fiercely inclusive of minority groups including First Nations people, Neurodivergent, LGBTQI+, Disabled, Culturally and Linguistically Diverse people and anyone else that feels like they struggle to find places they belong.

✓ Our approach is collaborative, recognising young people as the experts in their own lives. Our role is to support them as they navigate their growth journey—because it truly takes a village.

✓ We also create inclusive in-person and online spaces where young people can connect through activities such as DnD, tabletop gaming, trivia, skill-building workshops, art sessions, fitness classes, and study groups—strengthening social connections and fostering personal development and new skills.

✓ Launch Collective brings together groups of all kinds to combat loneliness, build purpose, and encourage growth. Included are programs for young people, parent support groups, independent therapists, schools, and other youth-focused organisations or practitioners.

**Interested?** Contact Natalie Rinehart at [info@launchcollective.com.au](mailto:info@launchcollective.com.au)

# Who is founder, Natalie Rinehart?

Young Person & Family Counsellor/Life Coach, Author & Columnist

B.A.Sci(Psych); Grad.Dip.App.Psych; Cert Developmental, Learning & Behavioural Disorders- Children and Adolescents

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My approach is through a combination of solution-focused, cognitive-behavioural and narrative therapies alongside life coaching. It's not just about exploring feelings but how to interpret them and manage them. It's about setting goals for where each individual is at and where they would like to get to. Clients get to drive where we go with me as the navigator and upskiller. My style is more informal with multiple activities outside of normal counselling including whiteboarding, drawing, ball throwing, basketball, dog hugs, stretching, my pool table, anything that keeps people connected whilst we do the mind work.

I have extensive work and personal experience with the fabulous neurodivergent mind, about 80% of my clients. Clients diagnosed with Autism (including Pathological Demand Avoidance profiles), ADHD, Dyslexia and other conditions very much benefit from my style. Those facing more common mental health challenges also respond very well. Multiple pediatricians refer their clients to me because of my unusual approach. My wait list is too long, and I don't market myself- ergo my dream of setting up Launch Collective! I want to share what I have developed so our young people can benefit, and therapists and others can connect. I want to build something great with like-minded people.

Key topics Natalie works with clients on:

- ADHD
- Anger management
- Anxiety
- Autism
- Assertiveness training/communication
- Body image
- Boundary setting
- Bullying
- Career and education exploration
- Coping skills
- Depression
- Diagnoses education
- Eating Disorders
- Executive functioning
- Family conflict
- Family and parent support
- Grief and loss
- Goal setting
- Lifestyle management
- Mainstreaming at school or work (neurodivergent)
- Motivation
- Pathological demand avoidance Problem solving
- Rejection sensitivity
- Self-esteem
- Sexuality and gender identity
- Social and friendship
- Stress management
- Study skills
- Time management



# Market Case for Launch Collective

## Market Need

- 1 in 4 young Australians (16–24) experience mental health problems each year
- Services often not tailored to youth or neurodivergent needs
- Loneliness epidemic — rising isolation and disconnection
- Therapists under pressure, lacking youth-specific training

## Target Markets

- Primary — Young People (12–30): therapy, coaching, community spaces
- Secondary — Therapists: youth-focused training, referrals, peer support
- Tertiary — Partners: schools, universities, parent groups, community orgs

## Market Size

- Multi-billion-dollar Australian mental health sector
- Youth services = fastest-growing segment
- 85,000+ mental health professionals = strong demand for training

## Competitive Advantage

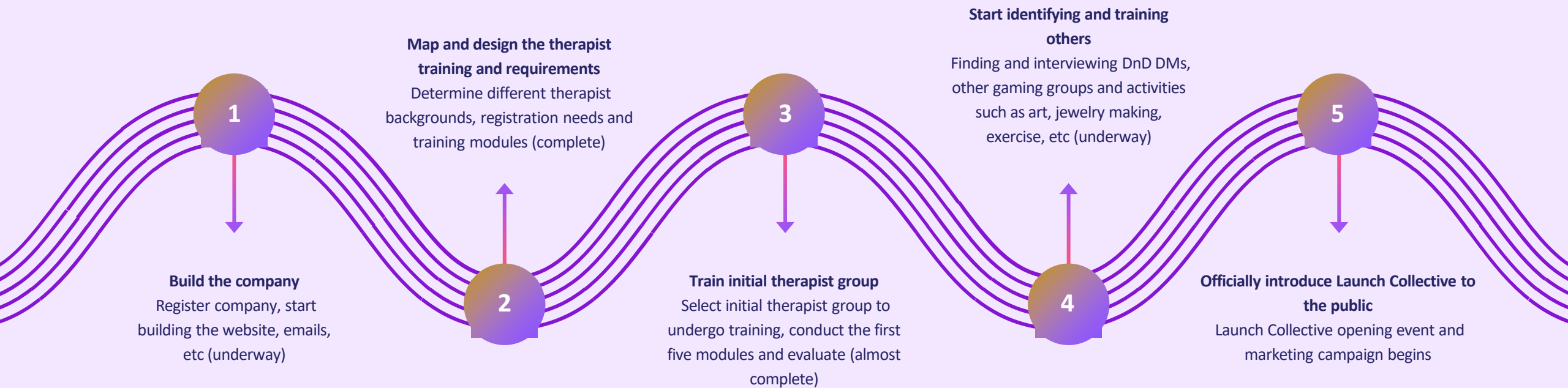
- Dual model: youth wellbeing + therapist training
- Community connection spaces (DnD, art, fitness, study groups)
- Inclusivity embedded (First Nations, LGBTQIA+, neurodivergent, CALD, disabled)
- Collective network for therapists: referrals, support, collaboration

## Opportunity

- Fill gaps in youth-specific therapy & community support
- Train therapists in inclusive, innovative methods
- Controlled growth model
- Build partnerships with schools, unis, youth organisations
- Access government & philanthropic funding streams



# Launch Collective Early Stages



# Why therapists want to be a part of Launch Collective

Access to training on specific tools that have been developed and refined that are demonstrating proven resonance and breakthrough with young people

Ongoing group mentoring and collaboration

Advertising for your private practice

Access to other therapists from a range of mental health backgrounds and experiences

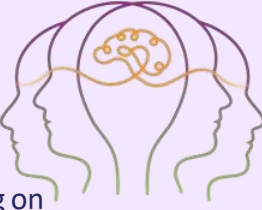
Personal support from other private practicing Mental Health professionals regarding running a business

Support to set up and run activities for your clients

Opportunity to be part of new initiatives across Launch Collective working with other youth orientated groups such as schools, sporting clubs, etc



# Therapist Training



Therapist training happens over a 5-day period which may be all in a row or staggered over different days, depending on each group's need. Training sessions will have limited numbers so we can ensure we give opportunities to practice and role-play together.

In becoming a valued member of the Launch Collective, you invest in each training module. It is not intended that these replace your existing methods and specialties with which you currently support your clients. These aspire to compliment your existing toolbox.

	Topics		Description
Day 1	Launch Collective Overview Neurodivergence- Overview Autism (including profiles) Deep Dive	ADHD Deep Dive Executive Functioning Supporting ND YP and Families	6 hrs:10am-4pm 1 hour for breaks and networking
Day 2	Life Map Anxiety Rejection Sensitivity	Trauma Depression- People and Purpose Suicide and Self Harm Safety Planning	6 hrs:10am-4pm 1 hour for breaks and networking
Day 3	Self- Esteem Shoulds Perfectionism Mistakes vs Consequences	Rumination Body Image Gender and Sexuality	6 hrs:10am-4pm 1 hour for breaks and networking
Day 4	Anger Management Friendship and Social Setting Boundaries	Impact Assessment Family Sessions	6 hrs:10am-4pm 1 hour for breaks and networking
Day 5	Goal Setting Problem Solving Study Skills	VCE War Plan Work: Resume, Applications and Interviews Launch Collective Certification	6 hrs:10am-4pm 1 hour for breaks and networking



# Therapist Eligibility

## All therapists must:

- Be in private practice or working for a nfp like a school or university.
- Have access to their own space with whiteboard or online methods for client visuals
- Have registration with their governing body
- Have a Working With Children's Check and Police Check
- Have Professional Indemnity and Public Liability insurance
- Sign code of conduct for all Launch Collective therapists
- Be neuro-affirming and queer ally
- Participate in the Launch Collective training modules

## Completion of one or more:

- Bachelor of Psychology / Psychological Science
- Honors, Masters or Doctor of Psychology
- Bachelor or Masters of Social Work
- Diploma, Bachelor, Grad Dip or Masters of Counselling
- Master of Mental Health Nursing / Nurse Practitioner
- Certificate IV or Diploma in Mental Health
- Certificate IV in Alcohol and Other Drugs (AOD)
- Accredited Life Coach course (e.g. Certificate IV in Life Coaching Practice)
- Other courses considered alongside previous experience.



# Costs for participating therapists

**Interested?**

Contact Natalie Rinehart at

[Natalie@launchcollective.com.au](mailto:Natalie@launchcollective.com.au)

Item	Investment	Total
<b>One Off</b>		
Training	5 days plus tools @ \$300/day	\$1,500
<b>Recurring</b>		
Monthly group mentoring and collaboration sessions (1.5 hrs)	10 sessions annually @ \$75/ session	\$750
Subscription to the Launch Collective platform, website and advertising	Monthly subscription @ \$100	\$1,200



# What is next if you are interested?

1. Reach out! Let's set up a google meet to see if we are a good fit.
2. Send an email to [info@launchcollective.com.au](mailto:info@launchcollective.com.au) with a copy of your resume or complete the form on our website.
3. If it's a good fit, lets get training underway and find you a group to start with.
4. Get your imagination firing- what else can you bring to the Collective that may be your special skills or area.



***The most difficult thing is the decision to act,  
the rest is merely tenacity.***

Amelia Earhart



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