

SOUTH WEST COUNSELLING INC.

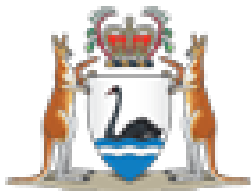
ANNUAL REPORT



2018 - 2019

Our Partners

South West Counselling would like to thank the Government of Western Australia Department of Communities, Lotterywest and WA Primary Health Alliance for their support during 2018/19. Without these valuable partners we would be unable to provide the valuable services we do to the communities of the South West region.



Government of Western Australia
Department of Communities



WAPHA **phn**
WA Primary Health Alliance COUNTRY WA
An Australian Government Initiative



Our Purpose & Values

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To enhance the wellbeing and safety of individuals, families and children in the South West Region of Western Australia.

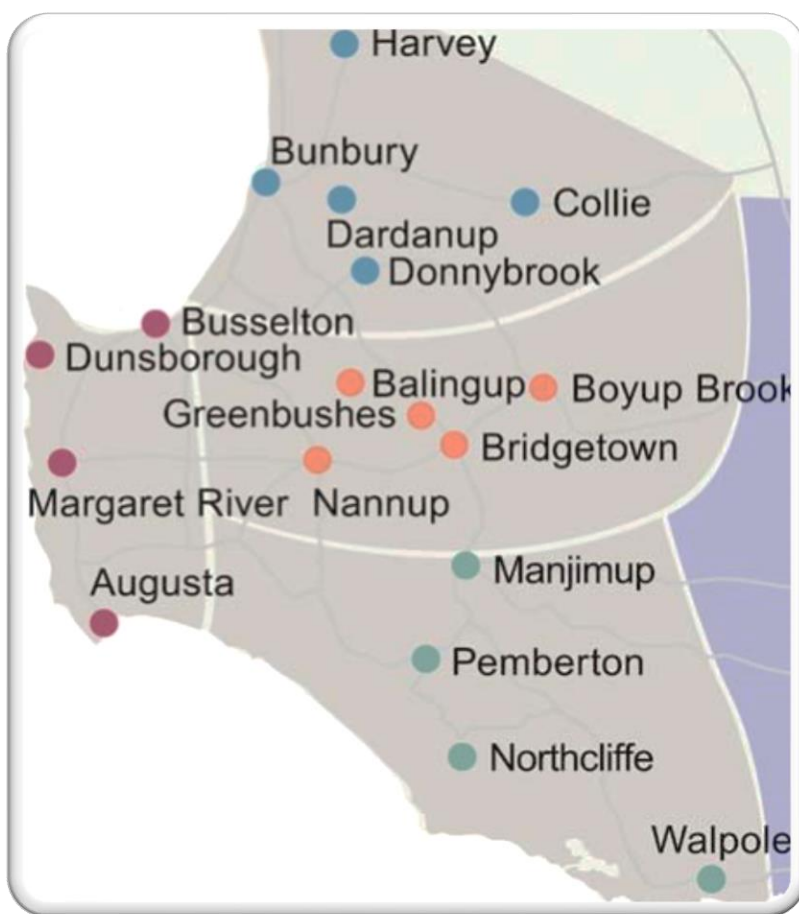
VALUES

Client Focus
Respect
Honesty & Transparency
Confidentiality
Inclusiveness
Self-Responsibility
Professional Excellence

Service Area

Now in our 37th year South West Counselling (SWCI) continues to be an integral community services organisation in the South West. We have a reputation for excellence in service delivery and a dedication to providing quality, confidential, accessible and affordable counselling and related services to communities across this extensive region of approximately 23,000kms.

Offices are currently based in Busselton, Margaret River and Bridgetown with locations reviewed periodically to ensure they continue to provide maximum benefit to local populations.



Human Resources

SWCI is governed by a committed and highly competent Board which places significant emphasis on good governance and sound financial practices.

Board Members

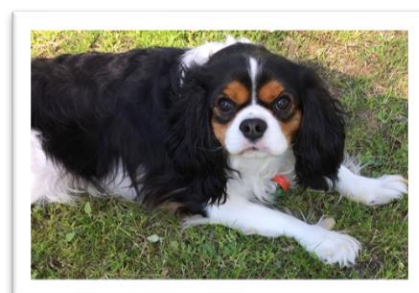
<i>Chairperson</i>	Jo Fazakerley
<i>Deputy Chairperson</i>	Jennie Parrin
<i>Secretary</i>	Arvind Pillay
<i>Treasurer</i>	Joanne Hill
<i>Member</i>	Steve Carr
<i>Member</i>	Libby Mettam
<i>Member</i>	Gloria Ross
<i>Resignations</i>	Paul Needham; Jo Richards; Helen Crain



During the year we had four staff members resign to take up new opportunities. We wished Kaye, Lindi, Amy and Bonnie much success for their future endeavours. As a result, we have added new members to our team and their qualifications and experience have added value to the organisation. We also acknowledge our students and volunteers who have provided us with such valuable support throughout the year.

<i>Chief Executive Officer</i>	Karen Sommerville
<i>Practice Manager</i>	Bev Atkinson
<i>Administration</i>	Alex Baxendale
<i>Bookkeeper</i>	Vanessa Gibsone
<i>Business Development</i>	Shantell McClenaughan
<i>Clinical Coordinator</i>	Debbie George
<i>Clinical Staff</i>	Susannah Pope Anna Christian Liz Thomson Renate Best Jill Brighton
<i>SAGA Group Facilitators</i>	Jaz Menegola; Sam Overton
<i>Students</i>	Bonnie Clark
<i>Volunteers</i>	Annie West; Debbie Mastaglia; Joanne Shugg

Our Therapy Dog Harry



Environmental Commitment

All at SWCI recognise our responsibility to the environment, beyond legal and regulatory requirements, and we are committed to reducing our environmental impact. Accordingly, we have a Policy devoted to the organisation's environmental accountability.

This Policy commits us to:

- ✧ Comply with relevant regulatory requirements
- ✧ Continually improve and monitor our environmental performance
- ✧ Continually improve and reduce our environmental impact
- ✧ Incorporate environmental factors into organisational decisions
- ✧ Increase employee awareness

We continually strive to improve our environmental performance as an integral part of our organisational strategy and operating methods, and we also encourage clients, suppliers and other stakeholders to do the same.

Some of the ways in which we have maintained and/or reduced our environmental footprint over the past year have included the following:

- ✧ Service brochures, business and appointment cards are now printed on recyclable paper
- ✧ All light globes in the Busselton office are led light globes
- ✧ Lights and electrical equipment switched off when not in use
- ✧ Heating and cooling systems are adjusted with energy consumption in mind
- ✧ Ordering of environmentally friendly and efficient products when possible
- ✧ Reusing and recycling whatever possible
- ✧ Cleaning materials are environmentally friendly
- ✧ Keeping a compost bin
- ✧ No use of plastic bags or bin liners
- ✧ All client information is online - no paper client files
- ✧ Shopping locally when feasible
- ✧ No printing of documents for Board meetings – use of electronic equipment only
- ✧ Use of reusable coffee pods

We also have two team members who have responsibility for the implementation of the Environmental Policy to ensure continued accountability.



Chairperson's Report

It is with satisfaction that I write this report with much more certainty about the future of South West Counselling Inc. (SWCI) than this time last year.

After considerable delay the Department advised early in the year that our funding, although capped at the previous amount, was to be extended for a further two years until March 2021. This gave the Board, as well as our excellent staff, some certainty as to the future. It has also provided the window of opportunity to plan for a sustainable future, one that is less dependent on government funding.

Secondly the Board enlisted the assistance of a consultant to put in place strategies to further develop the 'Fee for service' arm of the organisation. The resultant Business Plan and Growth Strategy 2019 – 2021, as endorsed by the Board, charts the way forward in terms of actions and timeframes. As a first and important step the Board approved the appointment of a Business Development Officer to identify new business opportunities for the 'Fee for service' arm.

We have also separated the budget into two parts to give the Board greater scrutiny of the 'Not for profit' and 'Fee for service' streams and are working on marketing material to promote the latter. A unit costing schedule has been developed to better understand the variable and fixed expenses and income that make up the two parts of the budget, as well as the total cost and performance of both services.

Whilst the Board has not lessened the value which SWCI places and will place in the future on delivering the counselling services funded by the WA Government, the following have confirmed that the Board has chosen the right direction for the organisation:

- ✧ SWCI has been successful in obtaining a number of Employee Assistance Program contracts for local government and the private sector. This reinforces the development of the 'Fee for service' stream as a permanent and significant service delivery component; and
- ✧ A recent successful and enlightening meeting with the new Contract Manager from the Department of Communities has further qualified our funded target audience. This has enabled the Board to rethink some aspects of future service delivery in regard to WA Government contracts.

During the year the Board has consistently highlighted the importance of having robust and quality internal practices, processes and overall outcomes. It has continued to maintain an oversight role, providing strategic policy and business direction, reviewing and monitoring risk, financial and operational performance and accountability. I am indebted to the knowledge, energy and commitment given by Board members throughout the year. Jennie Parrin continued as Deputy Chair and has ably stepped into my position at times when I have been unavailable or overseas. Steve Carr, Arvind Pillay and Libby Mettam remained as members. For personal reasons

Jodie Richards resigned early in the year, and the Board welcomed two new members, Gloria Ross and Joanne Hill. With backgrounds in finance and insurance, family law, management, community service management, senior public service and politics, each of these inspiring members have brought a wealth of interests and skills to Board discussions during its monthly meetings.

Finally, I wish to sincerely acknowledge and thank Karen Sommerville and all of her staff for their dedication, persistence and professionalism over the last year, as well as their enthusiasm and eagerness to embrace the new future direction of the Strategic Plan. Our staff continued to deliver highly professional counselling services to support the people of the South West of Western Australia, who are presenting with ever increasing complex issues. This has again been recognised by SWCI being a Finalist in the Busselton Chamber of Commerce Business Awards in both 2018 and 2019. I look forward to continuing to work with Board members, Karen and staff in the year to come.



Jo Fazakerley
Chairperson

Chief Executive Officer's Report

Now in its 37th year SWCI has continued to provide counselling and related services to the Western Australian community. During 2018/2019 we have also maintained the organisation's purpose *to enhance the wellbeing and safety of individuals, families and children in the South West Region of Western Australia.*

Of most significance through the year was the advice received from the Department of Communities that our Service Agreement was to be extended to the 31st March 2021. This was very welcome news! It also had a significant impact on staff members as it provided them future tenure with the organisation.

The annual recurrent funding we receive from the Department of Communities enables SWCI to provide a low-cost counselling service to families, children and individuals to prevent children and young people from needing care and protection.

In March this year we engaged a consultant to work with the Board and staff to explore the future direction of the organisation. After this engagement we were presented with the final report, *SWCI: Future Directions*. This report validated the need for a fee-for-service arm to the organisation to help ensure the future sustainability of SWCI. The recommendations from the report were amalgamated into the *SWCI: Strategic Plan 2019-2021* and the *SWCI: Business Plan & Growth Strategy 2019-2021*.

Further to these organisational documents an implementation plan has also been developed which informs the work of our new Business Development Officer, Shantell. All staff are committed in their support of the organisation's fee-for-service arm and are working with Shantell and myself to implement initiatives.

As reported last year we were fortunate to receive a grant from Lotterywest to update our IT hardware and software. I am happy to say all IT equipment has now been upgraded and this has had a considerable impact on our day-to-day activities and has certainly lessened the frustration of working with outdated and unreliable technology.

As can be seen in the *Service Provision* for 2018/19 a total of 786 clients attended for counselling and related services and while women continue to dominate in presentations, men retain significant representation. Depression, anxiety, stress and self-esteem issues continue to dominate as presenting issues with clients. Additionally, family and domestic violence, substance misuse and the consequence of family separation have also had high representation.

As mentioned each year client presentations are becoming increasingly complex and with a number of people attending SWCI there is a need to remind them of their value in this world and to assist them to gain a sense of dignity and purpose. This can be challenging when they feel they are experiencing overwhelming life events. People may also question their very existence. In addition, many clients present with difficult and entrenched behaviours, and life-situations that are generational in nature. Without our dedicated, professional and skilled staff we would not be

able to continue our work to make a positive contribution and difference to the lives of our clients and the broader South West community.

The Sexuality and Gender Acceptance (SAGA) Group commenced late last year. This group is held weekly during school terms in Busselton and has provided an environment for young LGBTIQ people to meet like young people, without fear of judgement. Group facilitators provide a forum that is social in nature, however also an opportunity for discussion and education. Participant, parent and stakeholder feedback indicates appreciation and relief that there is somewhere for young people to meet together in safety.

There is no doubt that the delivery of community services in today's challenging economic environment is not an easy task. It requires stringent financial management, dedicated staff and a willingness to engage in collaborative partnerships with both the public, corporate and private sectors. It also requires a dedication and commitment to SWCI and its clients. I am proud to say this loyalty has been displayed by Board members, staff and volunteers in abundance throughout this year and as the CEO of the organisation I am proud of our achievements.

Over the past year we farewelled two long-term staff members, Kaye Ryan and Lindi Judge. Kaye had completed 14 years with SWCI and Lindi 7 years. While we were sad to lose these remarkable women, we were also aware they were moving on to new opportunities and wished them well. Amy Dyer and Bonnie Clark also moved on to new ventures.

Finally, I would like to acknowledge my appreciation for the support and guidance of all Board members. I wish to also thank our Board Chair Jo Fazakerley for her unwavering support throughout the year and her willingness to share her knowledge, skills and experience to enhance and sustain SWCI. Sincere thanks are also expressed to all staff members and our fabulous volunteers. We really do make a remarkable team. Throughout this past year your dedication and support has been appreciated and motivated me to be the best I can be for SWCI.

I also hope you like our new logo ... shown on the front of this report.



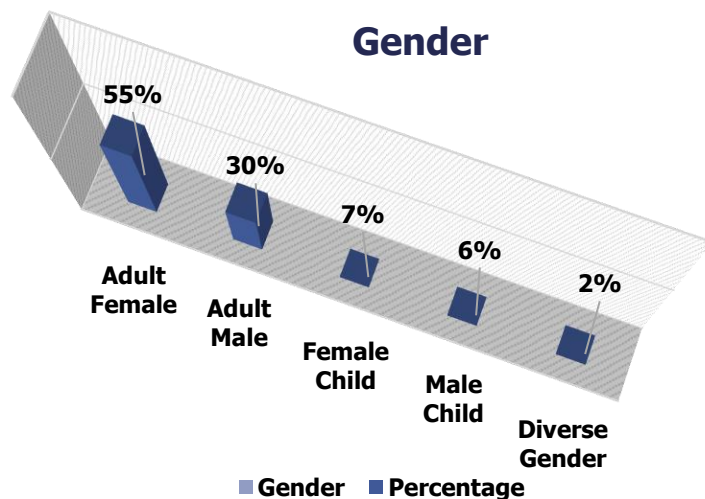
Karen Sommerville
Chief Executive Officer

Service Provision

2018 – 2019

Our counselling clients are people from the South West region who access therapeutic support to manage the challenges impacting on their lives. Our clients include adults, young people and children.

During this period men's attendance at counselling represented 30% of total clients, however in analysing adult clients only men represented **37%**. This statistic is continually acknowledged by our funding body as a notable achievement.



786 clients

116 clients aged under 18 years

138 clients referred from EAP providers

45 hours of Advocacy provided

96% of clients report beneficial outcomes

Client referrals come from a variety of sources including GPs, government departments, schools, community service agencies, workplaces and most importantly, self-referrals. It is estimated that 60% of clients access SWCI because of previous contact, or at the suggestion of a friend or colleague.

We believe there are several reasons clients return or refer others to us. We strive to demonstrate innovation and forward thinking and also believe our success is based on the following:

- ✧ Partnership – a client approach that is based on mutual trust and respect
- ✧ Depth of knowledge of local regions
- ✧ Appreciation of client needs
- ✧ Subject matter expertise and experience
- ✧ Well documented policy & procedures
- ✧ Low-cost counselling
- ✧ Regional & rural locations

Notable Outcomes

The organisation was happy to receive advice in November 2018 that our Service Agreement with the Department of Communities was being extended until the 31st March 2021. This provided the impetus for the Board of Management and CEO to continue its focus on consolidation for growth and renewal.

A consultant was engaged in early 2019 to undertake a review of the organisation's current services and to identify opportunities for future service delivery. The consultant's final report *SWCI: Future Directions* was accepted by the Board. The *SWCI Strategic Plan 2019-2021* was amended to include the actions recommended in the report.

Business planning outcomes achieved during this period include:

- ✧ Implementation of a new finance structure was developed to support two business streams; Not-for-Profit and Fee-for-Service commencing 1st July 2019.
- ✧ 16% of total income was achieved from alternative sources as at the 30th June 2019.
- ✧ SWCI Business Presentation package developed.
- ✧ Increased contracts for EAP service provision.
- ✧ SWCI Marketing Plan reviewed and a Communications Plan created.
- ✧ 14% increase in fee-for-service income.
- ✧ A revision of staff FTE, days and hours of work to maximise resources for 2019/2020.
- ✧ Rationalised outreach locations to ensure accessibility for outlying communities.
- ✧ Evening appointments changed to Tuesday to better suit client needs.
- ✧ Increased and enhanced SWCI human resources.

We were again nominated as a finalist in the 2018 Community Service Excellence Awards (CSEA). This recognition validates our work across the region and is the third consecutive nomination in recent years.

In addition, we were privileged to also be nominated as a finalist in the inaugural Busselton & Dunsborough-Yallingup Chambers of Commerce Business Excellence Awards (BCCI) in 2018, and we have again been nominated in 2019 with the outcome to be known later in the year.

These nominations continue to demonstrate the excellence of our work across the South West region.

Year	Category
2014	CSEA Small Organisation
2016	CSEA Medium Organisation
2016	CSEA Outstanding Commitment to Citizen Empowerment
2018	CSEA Regional Organisation
2018	BCCI Excellence in Not-for-Profit
2019	BCCI Excellence in Not-for-Profit

Community Engagement

Staff participated in a number of community events throughout the year:

- ✧ Busselton Chamber of Commerce After 5 Events
- ✧ Busselton-Dunsborough Volunteer Centre
- ✧ Busselton Jetty
- ✧ Margaret River Busselton Tourism Association
- ✧ City of Busselton
- ✧ Pride Event March 2019
- ✧ APM Busselton
- ✧ National Youth Week Event
- ✧ Wellness & Lifestyle Expo Manjimup
- ✧ Bunbury Domestic Violence Forum
- ✧ Rural Regional & Remote Women's Network Forum
- ✧ Morning tea with Busselton police and Child Protection staff
- ✧ Paint the Cape REaD Egg Launch
- ✧ Margaret River Community Resource Centre Garden Party
- ✧ Busselton Dunsborough-Yallingup Chambers of Commerce Small Business Awards Evening
- ✧ Community drinks with Adele Farina
- ✧ Mental Health Week event at LAMP Busselton
- ✧ Mental Health event at Busselton Youth Precinct
- ✧ White Ribbon Day event
- ✧ Health services mapping exercise Margaret River
- ✧ Connect Groups LGBTIQ Presentation & Resource launch
- ✧ Radiance Annual Pram Walk



Activities

Groups, workshops and information sessions were offered to clients and the broader community: Presentations, workshops and groups provided during the period included:

- ✧ Active Listening Workshop
- ✧ Chronic Pain Support Group
- ✧ Mother Baby Nurture Group
- ✧ Child Anxiety Support Group
- ✧ Sexuality and Gender Awareness (SAGA) Youth Support Group
- ✧ SafeTALK presentation
- ✧ Warren Blackwood School Agency Forum presentation
- ✧ Family & domestic violence talk to Cert IV Community Services students at Southern TAFE
- ✧ White Ribbon presentation at Rotary
- ✧ Gender & Sexuality Awareness presentations
- ✧ Children's Party held at Busselton office for National Children's Week
- ✧ Return Visit for Families to visit the Paint the Cape REaD Egg



Staff Engaged in Regular Community Meetings:

- ✧ FDV Coordinated Response Interagency Group
- ✧ Vasse Human Services Alliance
- ✧ Cape to Cape Youth Interagency Network
- ✧ Margaret River Community Network
- ✧ Mental Health Professionals Network
- ✧ Lower South West Mental Health Partnerships Group
- ✧ Rural Clinical School of WA Local Area Group Meeting
- ✧ White Ribbon Day Committee
- ✧ Holistic Health Network
- ✧ Cape to Cape Early Years Network
- ✧ Radiance Network

Staff also attended:

- ✧ WACOSS Pre-budget submission meetin
- ✧ NDIS provider information session
- ✧ Visit by Commissioner for Children Young People, Colin Pettit
- ✧ Visit by Adele Farina, MLA
- ✧ Visit by Rachael Siewert

Ensuring best practice in service delivery as well as the provision of quality and accessible counselling remains a primary focus of the organisation. To assist in this aim staff participated in:

- ✧ Monthly Team Meetings
- ✧ Monthly Management Meetings (Management team)
- ✧ Monthly Management Meetings with the Clinical Coordinator
- ✧ Monthly Clinical Supervision with external provider
- ✧ Clinical Discussions
- ✧ Peer Supervision
- ✧ Annual Performance Reviews
- ✧ Annual Team Planning Day

Staff members also participated in Professional Development opportunities:

- ✧ Separation and Same-Sex Parented Families Workshop
- ✧ Leadership & Management Workshop
- ✧ South West Perinatal & Infant Mental Health Symposium
- ✧ Local NDIS Community Education workshop
- ✧ Family Pathways Conference
- ✧ SafeTALK T4T
- ✧ Perinatal and Infant Mental Health Workshop
- ✧ Grant and Tender Submission Writing
- ✧ Preventing Youth Violence in your Local Government area
- ✧ Disaster Planning for Organisations
- ✧ South West Health Professionals Network Launch
- ✧ Body Dysmorphia Assessment and Intervention



Counselling ... it basically helped save my life and supported me to reclaim my confidence and independence as well as giving me tools to heal relationships.

Male Client 2019

I now feel I have the tools to move forward with my emotional health and close relationships.

Client Feedback 2019

I see myself as a better person and liking what I see about me.

Client Feedback 2018

Thank you for being there for me whenever I needed it 😊

Child client 2019

SWC is a fantastic well run organisation. Thank you very much for your support.

Parent of child client 2019

Helped me deal with my problems (sic) that I had with my dad and how it made me happy when going to dad's house. It also helped me with my anger and situations I had with others.

Child client 2019

My child feels empowered by being recognised and having access to counselling. I greatly appreciate your contribution to her life and well-being.

Parent of child client 2019

What my child has gained most from her counselling experience is she is now aware that there are facilities out there that can help in times of crisis and people just to listen in all confidence. Thank you.

Parent of child client 2018

Thank you for helping me. You were soooooo helpful. You have made a big difference in my situations. THANK YOU. Ps: Thank you soooo much for the teddy, every time I look at it it reminds me of all the help I got.

Child client 2019



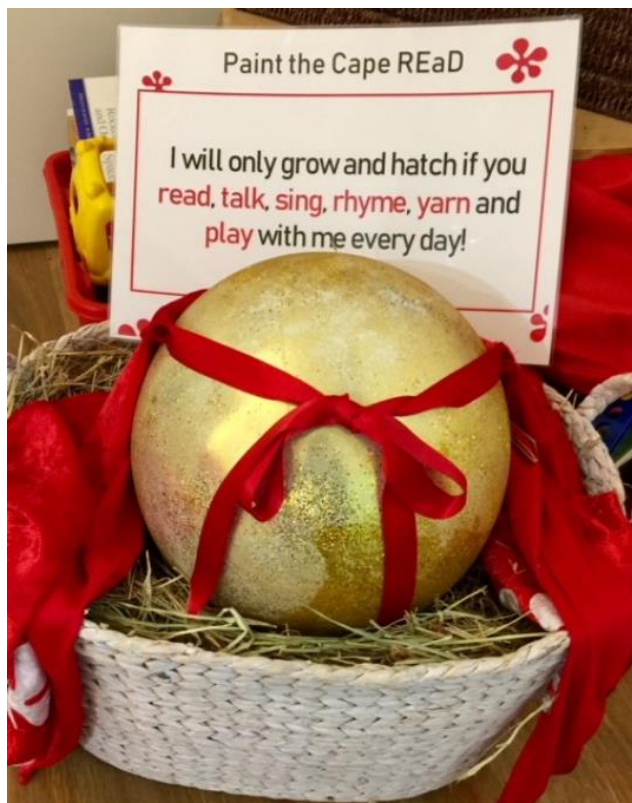
2018/2019

SNAPSHOT



Busselton Pride
March 2019





We had a second visit from the *Paint the Cape REaD* egg prior to it hatching on the 13th October 2018.



Youth Fest Busselton



Finalists *Community Service Excellence Awards* October 2018





Manjimup Wellness Expo

**Board member Steve Carr with CEO Karen Sommerville
& the Hon. Adele Farina MLC after a meeting re our
service provision in the South West.**



After our *Street Library* box sustained some damage Alex took on the task of painting & decorating! 😊

