

30th Anniversary 1982 - 2012

SOUTH WEST COUNSELLING INC



**ANNUAL REPORT
2011 - 2012**

Our Partners

South West Counselling would like to thank the Department of Child Protection and Lotterywest. Without these valuable partners we would not be able to provide the services we do to the communities of the South West region.



Government of **Western Australia**
Department for **Child Protection**



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30 Years of Counselling in the South West

The early years

Mobile Counselling commenced on 9 January 1982 with the establishment of the first Board of Management in Perth. The initial Board comprised:

Malcolm Levinson; Chairman
Di Levinson; Secretary
Don Bouse; Treasurer
Dr. Denis Ladbroke; Board Member
Rev. David Lewis; Board Member
Eversley Ruth; Board Member
David Shearer; Board Member

On 29 May 1982 George and Willi Smith set out from Perth to work in townships across Western Australia as the first field workers for **Mobile Counselling**. Their office and home was a 3-tonne Mitsubishi truck modified for this purpose.

By 30 June 1984 forty separate communities had been visited and evaluations commenced as to the need for rural counselling. Alternative forms of outreach were also commenced, such as in February 1983 using the pioneering strategy *Counselling by Correspondence*.

The original Objects of Association (from the Articles of Association) were:

"to provide counselling welfare and charitable facilities and services for the relief of suffering distress and poverty and to meet the needs of and provide help for individuals requiring support and assistance in the community generally and without restriction particularly in remote areas by means of staff accommodated in mobile living facilities".

Mobile Counselling quickly outgrew the capacity of the Smith's to provide services, especially given the need for travel. In 1985 Jean Beck became the first employed counsellor and commenced to serve the towns of Harvey, Boyup Brook, Waroona and Collie. Jean later left **Mobile Counselling** to commence as Manager of the new Bunbury office of Marriage Guidance Council, now known as Relationships Australia. After retirement Jean returned to **South West Counselling Inc. (SWCI)** as the organisation is now known as a Board Member and is still a current Board Member.

In 1986 Jenny Monson was commissioned by the Board of Management to carry out an evaluation of the program. The major part of the study focused on client satisfaction to determine how best the organisation could be developed. This led to premises being leased in Busselton to become the new operational centre for the organisation. After a period of being employed as a counsellor Jenny was appointed as the first Director of Services. Jenny was instrumental in the successful submission to Lotterywest that led to the granting in perpetuity of the current premise at 122

Adelaide Street in Busselton. Whilst Lotterywest maintains a caveat on the property, the building is otherwise available for the service as needed. Under Jenny Monson's direction the agency was a finalist in four sections of the Community Services Industry Awards, including the major award for the category 'Support of remote and rural communities'.

In 1994 **Mobile Counselling** adopted the new name of **South West Counselling Inc.**

Over time the need for more and more counsellors arose to service more and more towns in the South West. The continuing success of SWCI in obtaining grants from the Department of Child Protection and Department for Communities meant that a large number of counsellors who worked for the agency over time are now well known names in Western Australia. These counsellors include Val Coventry, Bart Welten and Terri Reilly. Terri is currently the CEO of Relationships Australia in Western Australia. Bart was employed as a counsellor in Manjimup and, having an artistic flair, was responsible for designing the SWCI logo. The copyright on the logo was assigned by Bart to the agency and his generosity is acknowledged. The logo is the registered trade mark of SWCI.



This year celebrates SWCI's 30 years of continuous service to the community, and George Smith's legacy of "Possibilities" continues to bring changes and options to the communities of the South West of Western Australia.

Adapted from SWCI Annual Report 2007-2008

Our Vision Statement

To make a positive difference to the well-being of people in the South West of Western Australia.

Our Mission Statement

To provide quality services in Counselling and related areas and to advocate for the community in these fields.

We will achieve this by:

Delivering services in areas of:

- Counselling Services
- Community Education and
- Community Leadership



Board Members and Staff

2011/2012



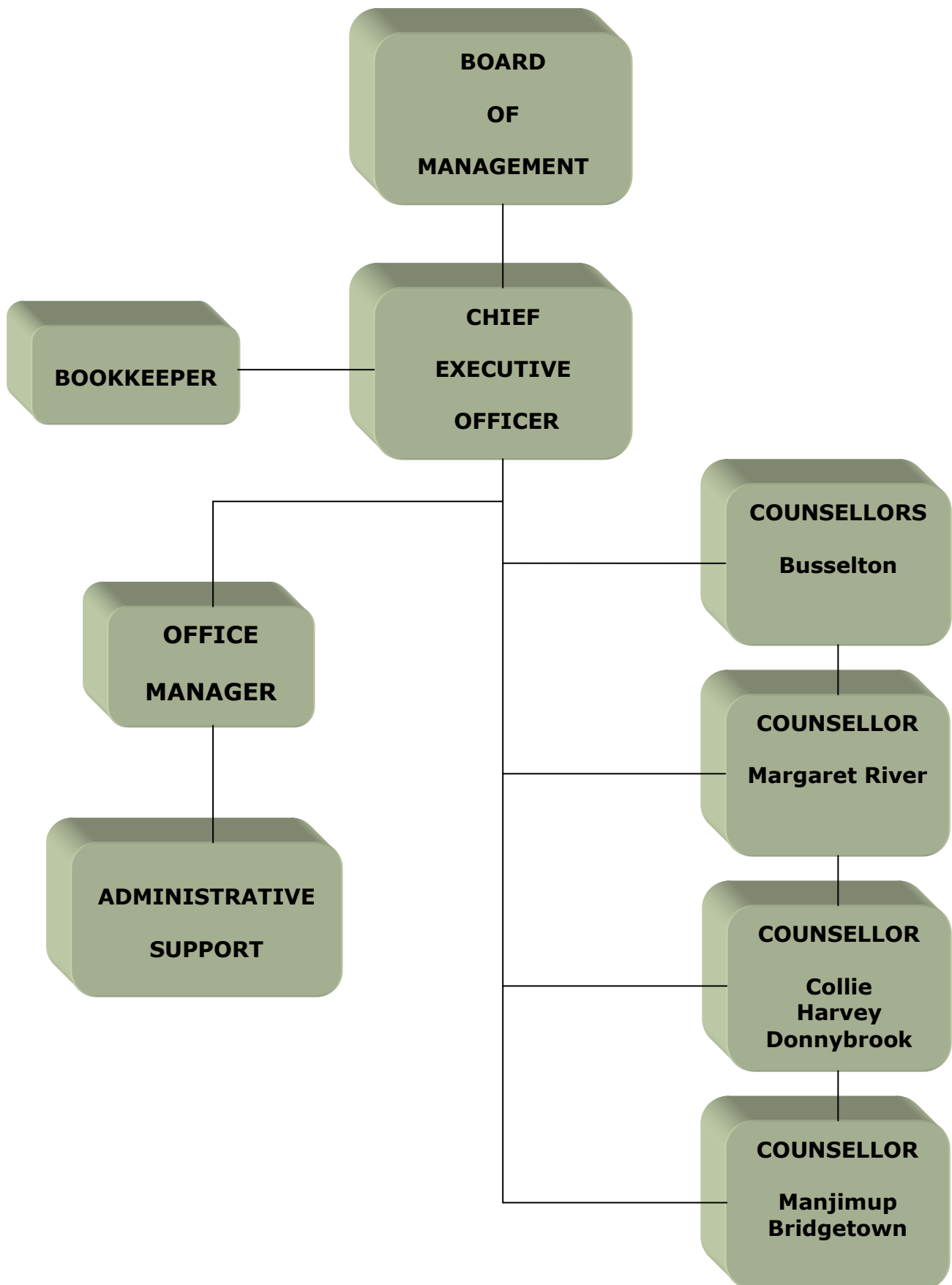
Board Members

Jo Fazakerley	Chairperson
Di Ingram	Vice-Chairperson
Jean Beck	Secretary
Peter Moore	Treasurer
David Shearer	Member
Helen McCarthy	Member
Helen Crain	Member
Jennie Parrin	Member
Tim Martin	Member - Resigned
Robin Taylor	Member – Resigned

Staff Members

Chief Executive Officer	Shane Dirou - Resigned
	Karen Sommerville
Office Manager	Kaye Ryan
Administrative Support	Bev Atkinson
Bookkeeper/Admin Support	Sonia Higgins
Counsellors	Melanie Jane
	Susannah Pope
	Debbie George
	Judy Smal
	Tim Mearns
	Lindi Judge
	Kerrie Veitch
	Marian Gregory - Resigned
Student	Carolyn Packard

Organisational Structure



Chairperson's Report

This is my first report as Chair of the South West Counselling Inc Board (the Board), having been appointed to the Board in February 2012. In writing this I am sincerely appreciative and indebted to Diane Ingram as Acting Chair of the Board for her wise counsel and guidance as well as to all other Board members for their dedication, insight and contribution during the past year and indeed the previous years. Working together, members of the Board bring a rich history of the founding philosophies of South West Counselling Inc (SWCI), in depth knowledge and understanding of professional clinical and counselling service needs and standards, as well as training and education needs to Board discussions. This is augmented by valuable and valued legal and accounting experience as well as contextual knowledge and insight of the South West region and community needs to guide the Board in making effective and responsible decisions.

The last twelve months have seen a period of consolidation and sustainability for SWCI. There is now a much greater emphasis on having good governance in place as well as placing the organisation on a sound financial and sustainable footing. All of which are needed in preparing SWCI to be competitive under the new Western Australian Government's *Delivering Community Services in Partnership Policy*.

To improve the quality of governance, corporate governance procedures were reviewed and in October 2011 *Guidelines for Corporate Governance* were adopted by the Board. These Guidelines follow the recommendations in the ASX Corporate Governance Council's Manual *ASX Corporate Governance Principles & Recommendations 2nd edition*, whilst being cognisant of the parameters of SWCI's Constitution. In April 2012 the Board also gave consideration to a Board Annual Planning Calendar. A working party of Helen Crain, Helen McCarthy and Jean Beck was appointed at the December meeting to continue the work started by Helen McCarthy on SWCI's Policies & Procedures.

In December 2011 a new Chief Executive Officer was appointed, following the resignation of Shane Dirou. Karen Sommerville has brought new thinking, extensive knowledge and experience in managing not-for-profit community services to SWCI. She has worked effectively with the staff to build a strong and dedicated team as well as reviewing work practices and procedures to improve accountability and consistency of service delivery across the organisation and increase staff productivity and effectiveness. Karen has also worked diligently with Board Member Peter Moore to put SWCI on a sound financial basis, bringing the 2011-2012 budget in on target as well as drafting a realistic and sustainable budget for the forthcoming 2012-2013 financial year.

During the year, Board members Tim Martin and Robin Taylor resigned. Robin resigned for family reasons in September and Tim in February 2012. In June 2012 Jean Beck and Diane Ingram advised of their intention to resign from the Board effective at the Annual General Meeting in October 2012. Both Jean and Diane have been much valued members of the Board and their leadership and professional advice has been appreciated over many years.

Turning to the future, SWCI is entering a new phase in the manner in which it delivers counselling services. This is being driven in part by the State Government's public

sector reform to drive a partnership approach between public authorities and the not-for-profit community sector, as well as changes in the way in which services can be delivered through the use of communications technologies, changing demographics and needs of the South West community and greater competition in the not-for-profit sector. Based on principles of trust, collaboration, accountability and effective and sustainable service delivery, the new State Government policy direction for community services delivery is outcomes based with an emphasis on sustainable service delivery and a greater level of partnership to deliver better value for money and meet desired community outcomes. As SWCI moves forward in this policy environment it is inevitable that new partnerships will be formed with other community and not-for-profit organisations to deliver sustainable services across the South West. In this context it will be important for SWCI to honour its commitment to its founding principles and values whilst balancing these with the need for creative and innovative thinking for future service delivery in a world of changing technologies and customer needs.

Sustainable service delivery is dependent on the ability of an organisation to attract, develop and retain quality staff. So most importantly, I wish to sincerely acknowledge and thank all of the staff for their dedication, persistence and professionalism over the last year. Their commitment to the organisation and personal contribution, in sometimes difficult circumstances, has enabled SWCI to continue to make a positive difference to the well-being of people in South West of Western Australia.

In concluding, I wish to express my appreciation of the contribution of each and every Board member in their stewardship, and of the new Chief Executive Officer in her diligence in rebuilding the organisation and developing its staff. The past has presented difficulties that are being overcome; the future will most possibly present more challenges. However, all obstacles, drawbacks and challenges, as well as changing environments, can be turned into tomorrow's opportunities. With the experience, dedication, positive outlook and breadth of expertise of the staff and Board, I am confident of an optimistic and positive future for South West Counselling Inc.



Jo Fazakerley
Chairperson

Chief Executive Officer's Report

I would like to firstly take this opportunity to congratulate all Board members and staff, past and present, on achieving 30 years of the provision of counselling services to communities in the South West Region of Western Australia. I am privileged to now be a part of this South West institution.

The past financial year has once again been one of significant change for South West Counselling Inc (SWCI) with CEO/Director, Shane Dirou resigning his position in November 2011. This saw the Board of Management once again engage in a recruitment process to select a new CEO with the outcome being my appointment and subsequent commencement at SWCI on 3 January 2012.

During my first six months I have spent a considerable amount of time getting acquainted with staff and establishing collaborative working relationships. I have also spent time developing an understanding of the day-to-day administrative operations and therapeutic service delivery within the organisation. This exploration was all undertaken within the framework of the SWCI Vision and Mission Statements, as this was pivotal in ensuring the unique character of the organisation was understood and respected in any changes undertaken. In reviewing work practices and procedures there were immediate changes made to the client appointment bookings and client file management processes to ensure we were operating within best practice. There will continue to be internal reorganisation that will help ensure a consistency of service delivery across the organisation.

A productive working relationship has also been established with SWCI's Board of Management and its Chairperson and I look forward to these relationships continuing to strengthen into the future.

During the 2011/2012 financial year SWCI was funded by the Department of Child Protection (DCP) to deliver counselling services to individuals and families throughout the South West region. On the expiration of the previous Service Agreement with DCP on the 31 March 2012 a new Agreement was signed and commenced on 1 April 2012. This contract will ensure program funding until at least the 30 September 2014.

This new funding agreement has provided SWCI an opportunity to now focus on ensuring that all organisational governance and work processes are further enhanced to support SWCI being more competitive in the not-for-profit sector. This is a critical aspect in the organisation's immediate future, particularly due to the WA Government's newly implemented Delivering Community Services in Partnership Policy.

As well as considerable individual counselling sessions a Women's Support Group was also offered to clients of SWCI during the year. This group was well attended and evaluations from participants indicated positive feedback for the facilitators and the organisation. The successful outcomes from this group will see further groups being offered by SWCI during the coming year.

SWCI has also continued to provide Employee Assistance Program (EAP) counselling to agencies and individuals across the South West during the past financial year.

There were two staff members who resigned from SWCI during the past year. As

previously mentioned Shane Dirou left SWCI in November 2011 to return to Perth and Marion Gregory in late 2011 to pursue private practice. I would like to sincerely thank these former staff members for their valuable contribution to SWCI and to the staff and clients they supported throughout their time with the organisation.

Lindi Judge commenced a short-term contract as children's counsellor to replace Susannah Pope during her extended leave.

SWCI has also been fortunate to have a volunteer counsellor, Kerrie Veitch, and Carolyn Packard, Master of Social Science (Counselling & Psychotherapy) student with us for one day per week respectively during this year. Their presence in the Busselton office has been valued by other staff and clients.

SWCI has maintained its commitment to staff Professional Development with administrative and counselling staff engaging in workshops and training opportunities throughout the past year. Clinical staff also continue to engage in internal and external supervision to support their therapeutic practice. Administrative staff also engages at a minimum in monthly internal supervision. SWCI's Professional Development and Supervision Policies are based on the organisation's commitment to the development of clinical excellence.

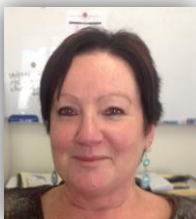
Whilst I have experienced a very busy six months during the 2011/12 period it has been a rewarding time. My experience has highlighted that the priority for SWCI staff is ensuring the best outcomes for clients accessing services. Client and stakeholder feedback also provides testimony to this and additionally to the high esteem SWCI is held throughout the South West region.

I would like to acknowledge and thank Kaye, Sonia, Bev, Melanie, Deb, Susannah, Judy, Tim, Lindi, Kerrie and Carolyn for their unconditional support and their absolute dedication to SWCI and its clients.

Gratitude is also expressed to the Board of Management and for their support through the year.

The work we undertake at SWCI is not always easy as it exposes us all to the hurt experienced by the many clients who access our services. It is however our belief in the inherent worth of every individual and their capacity for change that encourages us to continue to provide this invaluable service to the communities of the South West Region of Western Australia.

Let us all work together in the coming year to build on what is already a well-established foundation and continue in our efforts to empower and support all clients who walk through our doors.



Karen Sommerville
Chief Executive Officer

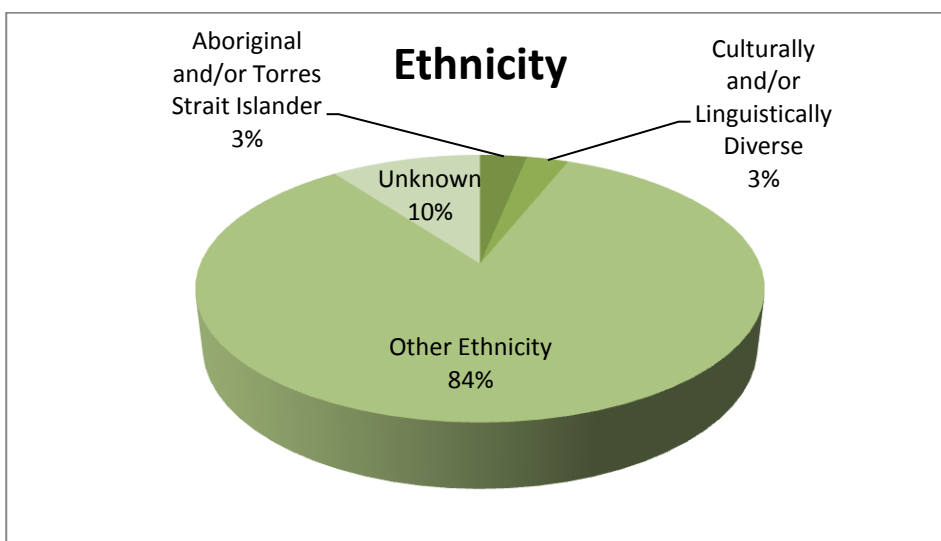
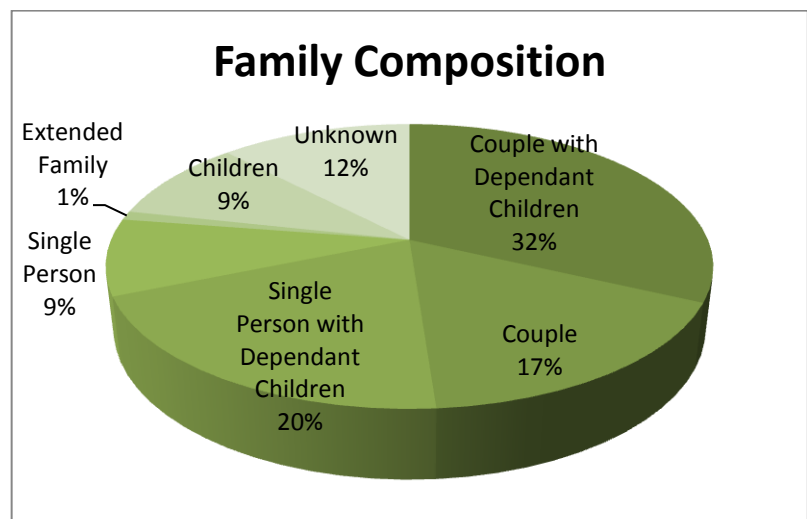
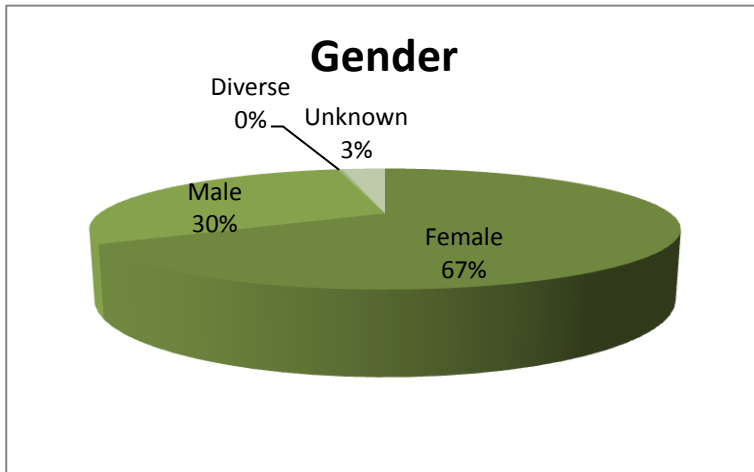
Our Service Area

South West Counselling services a geographical area of 23,970 square kilometres:

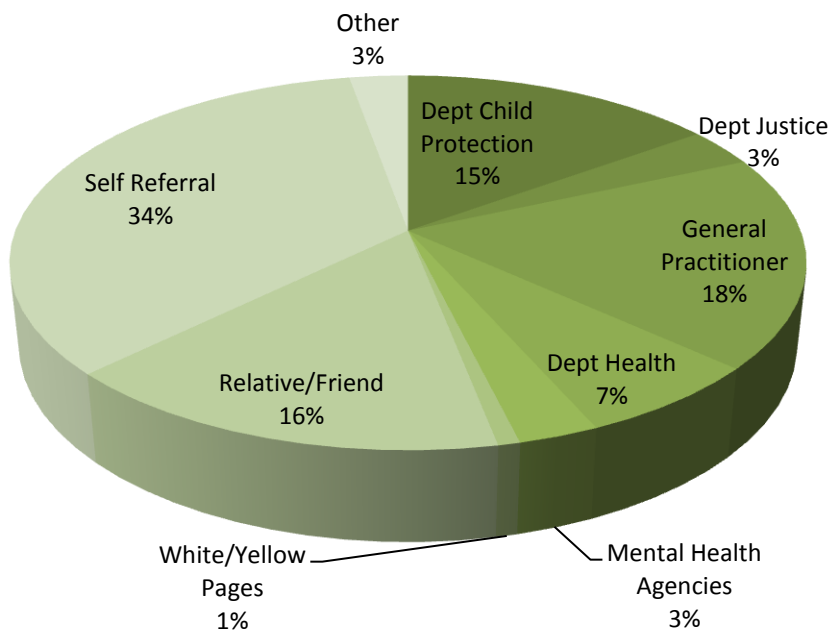


Counselling Statistics

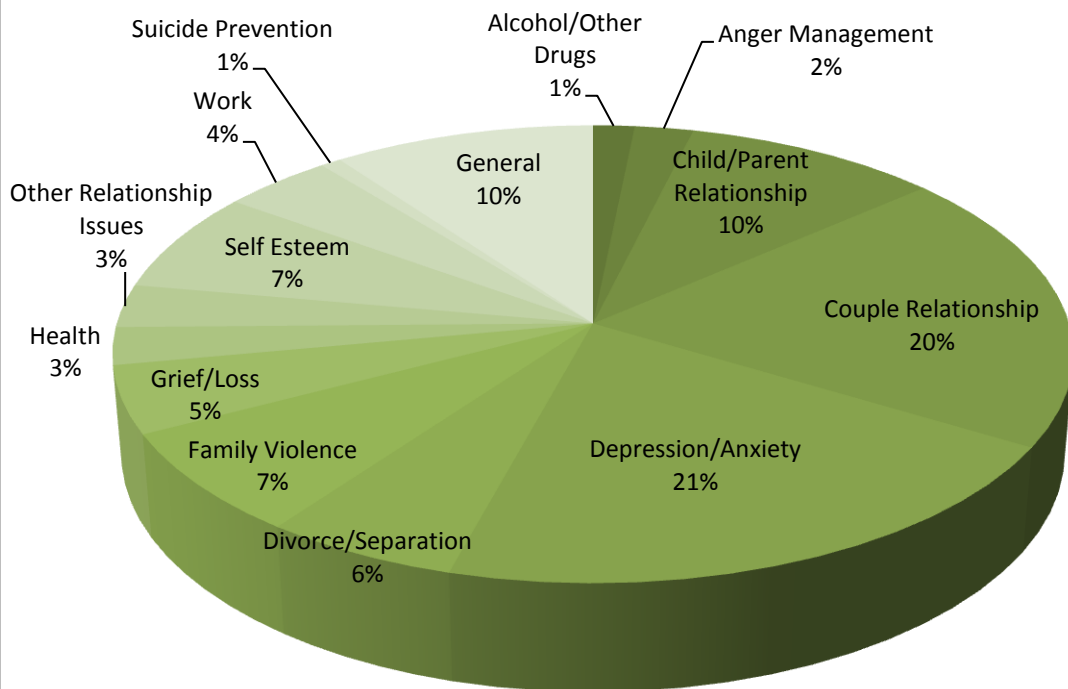
During 2011–2012 **598** clients accessed a total of **1945** counselling sessions.



Source of Referral for New Clients



Area of Counselling



Client Testimonial

This is just a very small thank you for the help you gave me. When I came to you I was in a very dark place and thanks to you I am finding enjoyment in life again. 100 boxes of chocolates still wouldn't show the amount of thanks I truly have. You saved my life and I will forever remember you.

Thank you

Received from counselling client
2012

Staff Team Building Day 2012



Absent from staff photo