



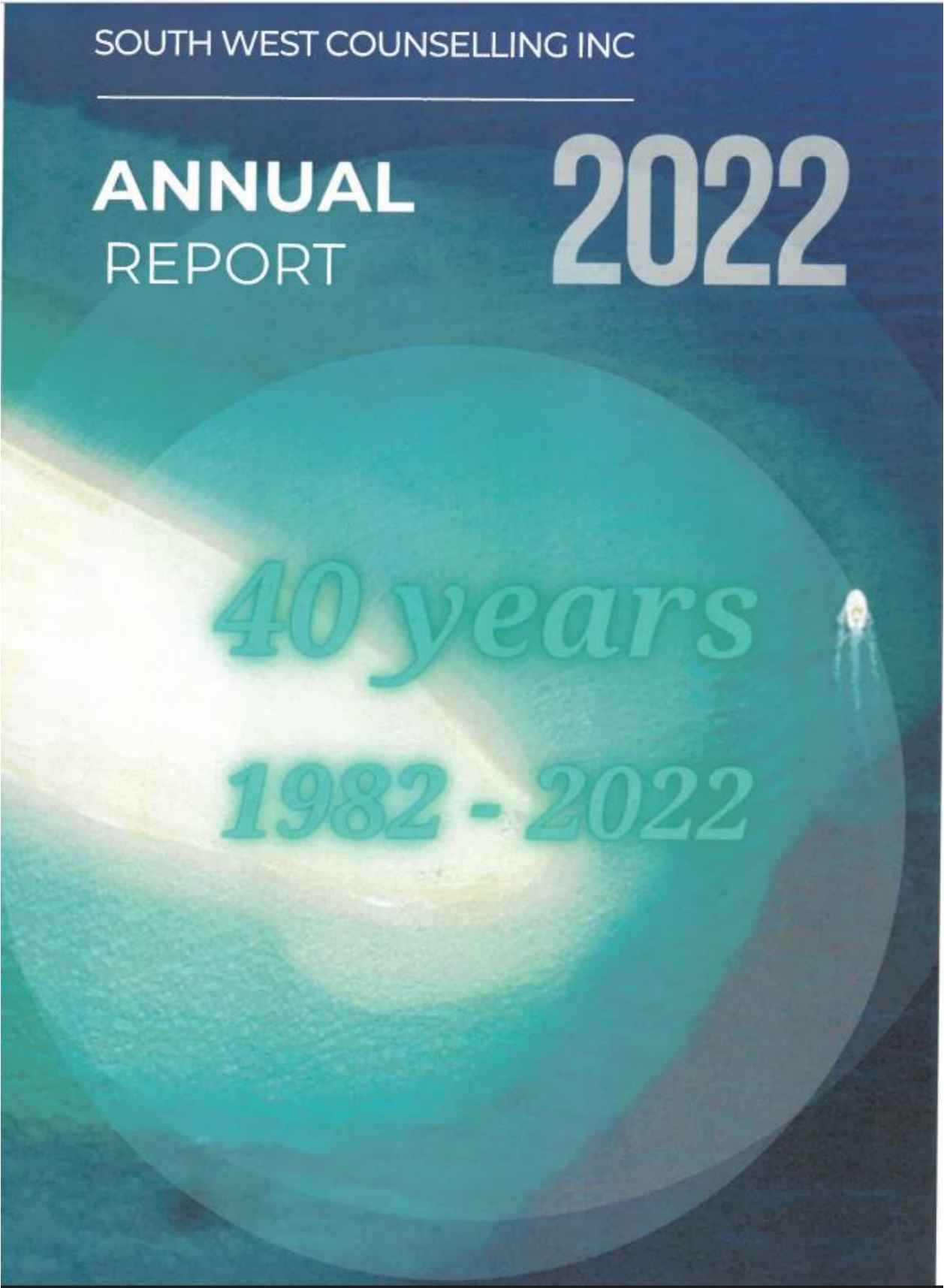
SOUTH WEST COUNSELLING INC

ANNUAL
REPORT

2022

40 years

1982 - 2022





South West Counselling

A community based not for
profit organisation dedicated to
providing quality, confidential
and affordable counselling,
psychology and related services
to the South West community



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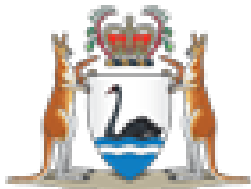
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Our Supporters

South West Counselling thanks the Government of Western Australia, Department of Communities, and Lotterywest for their support during 2020/21. We also acknowledge the Dunsborough Naturaliste Branch of Red Cross who have supported us with a renovation project this year, and to Busselton Geographe Rotary Club who assisted us in revitalising the Child Therapy Room. Without these 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**

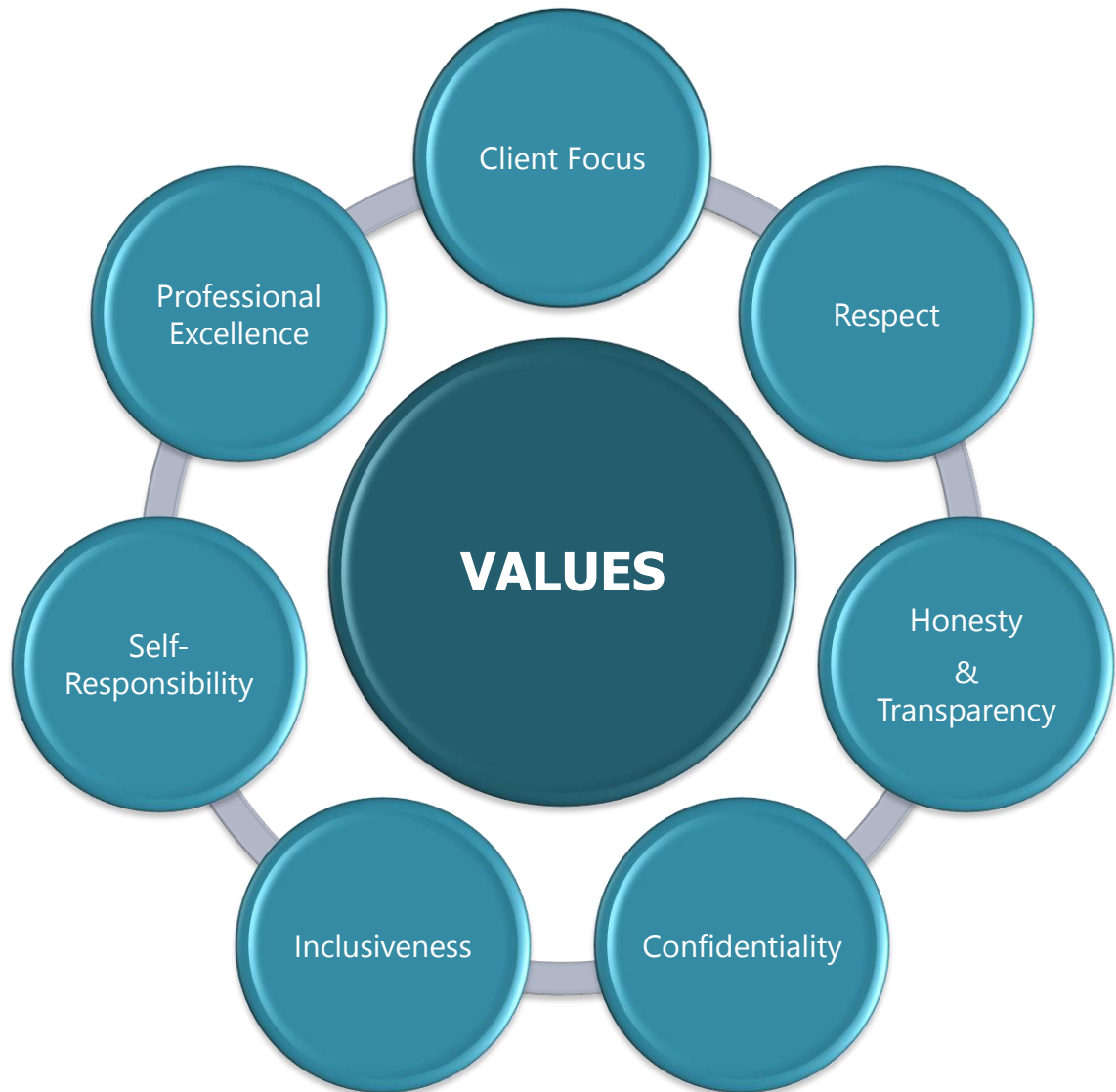


lotterywest
supported

 **Australian
Red Cross**

Our Purpose

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



Chairperson's Report

Writing this report has made me think, as many of you probably are also – where has this year gone? Time seems to be going very quickly!

Hopefully we have left the worst of Covid behind us, and we can continue to get back on an even keel, both as individuals and as an organisation. It must also be said that it is very much our CEO Karen Sommerville's endeavors, and her excellent staff, that have enabled the organisation to get through the toughest of situations that could be visited on any community and society. Covid presented a myriad of situations that were previously unknown. Karen, and her exceptional Service Coordinator Bev Atkinson and her staff, managed to get through the difficulties and challenges and, as a Board, we acknowledged and supported them every step of the way.

As a Board, our work to keep a consistent level of support for not only of Karen and her team, but also to consolidate previous work done has remained a high priority, whilst still focusing on supporting the increased demand on the organisation, due to Covid or otherwise. We have met all of those challenges with excellent planning and commitment to success. Once again this reflects the importance of maintaining a strong financial foundation to support sustainable services.

Government funding is a consistent theme that is always apparent within an organisation. Whilst the type of service we provide is always an on-going challenge, the organisation has upheld the quality of the agency over time. Our funding contract extension was granted by the Department of Communities with the 3-year variation to the Service Agreement commencing on the 1st April 2021. This provides assurance to SWCI that we can continue to provide services to the Southwest community.

Again, it is important to state that during the year the Board has consistently highlighted the importance of having robust and consistently high-quality internal practices, processes and outcomes. The Chair meets with Karen once a month to discuss any issues that may arise and is on hand for further support if needed. The Board's monthly meetings are always highly productive. The Board consists of Jennie Parrin, Steve Carr, Arvind Pillay, Libby Mettam, Michael Brown, Jo Richards, Tess Martin and Gloria Ross as Chairperson. With backgrounds in finance and insurance, family law, management, community service management, education, senior public service, and politics the organisation is constantly indebted to each of these inspiring members who have brought a wealth of interests and skills to Board discussions during its monthly meetings. It is heartening to note that all Board members have indicated their willingness to renominate at the Annual General Meeting, providing a level of stability for the organisation.

Karen instigated a Strategic Planning session that was attended by several Board members and all staff, including administration. This encouraged and demonstrated the positive ways in which the organisation is working for the benefit of all, clients, staff, and management alike. The feedback was very positive, and Karen will take on board ideas that will enhance the organisation.

Karen has worked tirelessly and effectively with the staff to build a strong and dedicated team, improve productivity and accountability, and deliver consistency of service across the organisation. It is envisaged this will continue as we move forward.

*Gloria Ross
Chair SWCI Board*



***Board & Staff members attended
a Strategic Planning session
during 2022.***



*There is immense power when a group of people with similar interests gets together to work towards the same goals
~ Idowu Koyenikan*

Chief Executive Officer's Report

Surviving 40 years in community services is not an easy accomplishment, and in SWCI achieving this milestone during 2022 it provides testament to the tenacity of Bill and Willi Smith when setting off in their van in the 1980s. This couple, along with the board members, executives, counselling and service staff, and numerous volunteers since that time have helped ensure the longevity of the organisation, and the esteem it holds across the South West region.

An integral aspect of our work over these 40-years has been respecting every person who has entered our doors, regardless of what it is that brings them to us. Reminding people of their value and assisting them to gain a sense of dignity and purpose, even when they appear to be experiencing overwhelming life events, can have a remarkable effect on peoples' lives. During 2021/2022 there were 716 individual clients who attended SWCI, 462 of these being new clients to the service.

As I've reported in past years the demand on our services continues to grow, with a seemingly never-ending waitlist paying testament to this. COVID-19 has certainly had an impact on the number of people wanting to access support for general anxiety, health anxiety and relationship issues. While we consistently review our client management strategies, the reality is that we are under-resourced to manage the demand, as is the situation with most community services. Irrespective of these challenges however, we remain committed to supporting as many people as we can.

There is also no doubt the increasing population across the region has had, and will continue to have, an impact on services in the coming years. Data released from the ABS 2021 census indicates a sharp increase in population for some locations in the South West. Examples of these are the 36% and 43% increases in population in Busselton and Margaret River respectively since 2011. Unfortunately, our funding from the Department of Communities has not increased at a level to help manage this demand. With the support of our Board member Libby Mettam MLA, the Mental Health Commission were approached in relation to funding, especially as many of our clients have mild to medium mental health issues, however this proved an unsuccessful endeavour.

I suppose the most troubling aspect of a lengthy waitlist is when children and young people cannot be accommodated into counselling as quickly as we would like. Requests for children/young people's counselling has increased by 63% on the comparable period in 2021. Counsellors report that these increasing numbers of children/young people are often presenting with additional complexities such as learning challenges, autism, significant mental health indicators, like suicidal ideation, high levels of anxiety or trauma, and a history of family and domestic violence. We are therefore extremely fortunate to have 4 exceptional counsellors who work tirelessly with

children/young people. Thank you Renate, Jill, Annie and Shantell for your dedication in improving the lives of this cohort of clients, as well as the individual adult clients and couples you support.

As we are all aware homelessness and lack of available and/or affordable housing is also a significant issue within the community. Within our client group we witness the challenges presented for women on their ability to leave abusive relationships when there are no alternative housing options. Our social worker and counsellors work with women to support them in maintaining their, and their children's safety, while still residing with the perpetrator of the abuse. It is not unusual for the social worker to have numerous contacts throughout a week to monitor safety. Grace, thank you, you do an amazing job, and we look forward to your return from maternity leave in 2023.

This past year has also witnessed much more contact with the Family Court of WA with subpoenas issued for client case notes, and with complex Family Court orders in place around children's counselling. Our Clinical Coordinator has responsibility for the case-management of these client groups and does this remarkably well, as well as managing her own client caseload. Thank you, Liz for your continuous support.

Delivering community services in today's environment is a challenging task. It requires motivation and commitment to the provision of quality services to clients from their very first contact with us. Our Service Coordinator, along with Client Services staff, are well-recognised by our client group and stakeholders as providing exceptional service. Thank you, Bev, Renae and Sharn. You are the hub of the organisation, and nothing would happen without your dedication and hard work.

I would also like to acknowledge my appreciation for the support and guidance of all Board members, particularly our Chair Gloria Ross, who meets and checks in with me on a regular basis. I am grateful to you all for this support. Thank you, Gloria, Jennie, Steve, Arvind, Libby, Michael, Jodie and Tess.

When you read through this Annual Report you will see I've endeavoured to include as many photos as I could find of past board members and staff. In reading this I hope you reminisce on your time spent at SWCI; in whatever capacity it may have been. In addition, you will also witness many of our achievements over the years.

Finally, my heartfelt thanks to our clients, who trust us in sharing some of the most intimate details of their lives, we are extremely privileged to support you.



Debbie Mastaglia from Rotary Club of Busselton Geographe Bay presenting a donation to Bev & Grace for refurbishment of the Child Therapy Room.

*Karen Sommerville
CEO*



40 Years of Service Provision



Mobile Counselling commenced on **9 January 1982** with the establishment of the first Board of Management in Perth.

The initial Board comprised:

Malcolm Levinson	<i>Chairman</i>
Di Levinson	<i>Secretary</i>
Don Bouse	<i>Treasurer</i>
Dr. Denis Ladbrook	<i>Member</i>
Rev. David Lewis	<i>Member</i>
Eversley Ruth	<i>Member</i>
David Shearer	<i>Member</i>



*Willi Smith (left); Dr Denis Ladbrook (back left)
David Shearer (front right)
Jo Fazakerley; Jean Beck; Helen Crain; Helen McCarthy.*

On the 29th 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 which had been modified for this purpose.

By the 30th June 1984 40 separate communities had been visited and evaluations commenced on the need for rural counselling. Alternative forms of outreach were also initiated; 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 employed by Mobile Counselling.

In **1986** Jenny Monson was commissioned by the Board of Management to carry out an evaluation of the program. A 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 maintained a caveat on the property, the building was otherwise available for the service as needed. In 2020 Lotterywest removed this caveat resulting in SWCI now having complete ownership of the property.



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 name **South West Counselling Inc. (SWCI)**. A new logo was designed by a SWCI counsellor, Bart Welton, who generously assigned the copyright of the logo to the organisation.

Since its inception SWCI has been committed to diversity and inclusion and as a demonstration of this incorporated an additional organisational logo in **2014**.

In **2018** it was decided to combine the two logos and the current SWCI logo was realised.



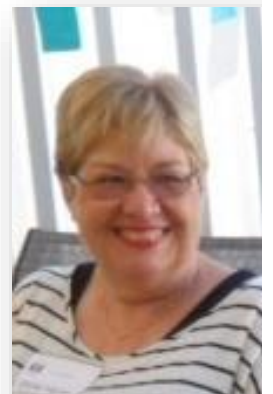
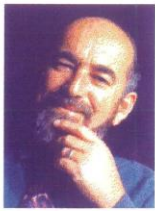
Since the inception of Mobile Counselling and its transition to SWCI there have been many changes in Board members, staff and service and funding models. The organisation however continues to place significant emphasis on good governance and sound financial practices to ensure the long-term sustainability of the organisation. Future business drivers identified in strategic planning and endorsed by the Board include the ability to differentiate and reinvigorate our services, maximise benefits for the wellbeing of the South West community, meet new and latent demands, innovate, diversify and expand the scope of SWCI services.

SWCI has also continued to receive recognition for its work in the community and has been fortunate to receive the following acknowledgements over the past few years.

Year	Category
2014	Small Organisation
2016	Medium Organisation
2016	Outstanding Commitment to Citizen Empowerment
2018	Regional Organisation
2018	Business Excellence Awards – Nominated in 5 categories
2019	Business Excellence Awards – Winner Excellence in Not for Profit
2021	Business Excellence Awards – Winner Judges Choice



Acknowledging the many changes that have occurred at SWCI over the past 40 years, and the numerous people who have been a part of the organisation over this time (some shown below), there is little doubt that the current Board of Directors, CEO and staffing group will continue in its endeavour to fulfil the mandate of its founders now, and into the future.





Jo Fazakerley, Denis Ladbrook and Karen Sommerville celebrate 30 years of South West Counselling.



Environmental Commitment

All at SWCI recognise our responsibility to the environment, beyond legal and regulatory requirements. We are committed to reducing our environmental impact. Accordingly, SWCI has an Environmental Policy devoted to the organisation's environmental accountability. This policy is reviewed on an annual basis.

The Policy commits SWCI to:

- Comply with relevant regulatory requirements.
- Continual improvement and monitoring of our environmental performance.
- Continual improvement and reduction of the organisation's environmental impact.
- Incorporation of environmental factors into organisational decisions.
- Increasing employee awareness.

SWCI also strives to improve environmental performance as an integral part of organisational strategy and operating methods, and encourages clients, suppliers, and other stakeholders to do the same.

In addition, a team member has responsibility for the implementation of the Environmental Policy to ensure continued accountability.

Practices the organisation has adopted to reduce and/or its environmental footprint over the past year have included the following:

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



Human Resources



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

<i>Chairperson</i>	Gloria Ross
<i>Deputy Chair</i>	Jennie Parrin
<i>Secretary</i>	Arvind Pillay
<i>Treasurer</i>	Steve Carr
<i>Member</i>	Libby Mettam
<i>Member</i>	Michael Brown
<i>Member</i>	Jo Richards
<i>Member</i>	Tess Martin

<i>Chief Executive</i>	Karen Sommerville
<i>Service Coord</i>	Bev Atkinson
<i>Clinical Coord/ Counsellor</i>	Liz Thomson
<i>Exec Asst/ Counsellor</i>	Shantell McClenaughan
<i>Client Services/ Bookkeeper</i>	Renae Denness
<i>Client Services</i>	Sharn Thompson
<i>Social Worker</i>	Grace Brennan
<i>Counsellors</i>	Renate Best
	Jill Brighton
	Annie West
<i>Students</i>	Adariya Kusangaya
	Julie Miller
<i>Client Support</i>	Harry



Since the last annual report Kane Parsons has moved on to new opportunities. We wish Kane success in his new endeavours.





Grace Brennan is on maternity leave after having a baby girl, Georjie. Grace plans to return to her Social Worker role at SWCI during 2023.



Service Area

Now in its 40th year SWCI continues to be an integral community service organisation in the South West. We have a reputation for excellence in service delivery and for providing quality, confidential, accessible, and affordable counselling and related services to communities across this extensive region.

Offices are currently based in Busselton, Margaret River and Dunsborough with locations reviewed periodically to ensure they continue to provide maximum benefit to local populations. All services are available by face-to-face, zoom or phone contact.



Service Provision

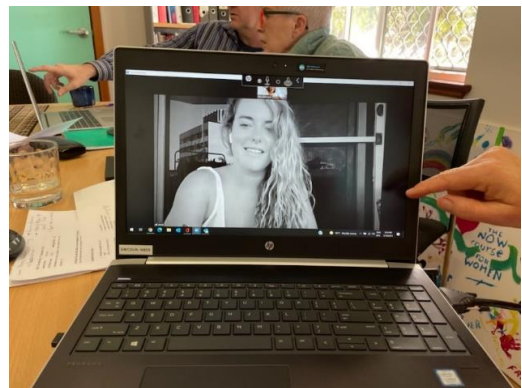
SWCI continues to see clients from a wide geographical area in the South West of Western Australia. Counselling interventions, advocacy, and other supports are provided to individuals, couples, and families, including specialised counselling for children and young people.



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

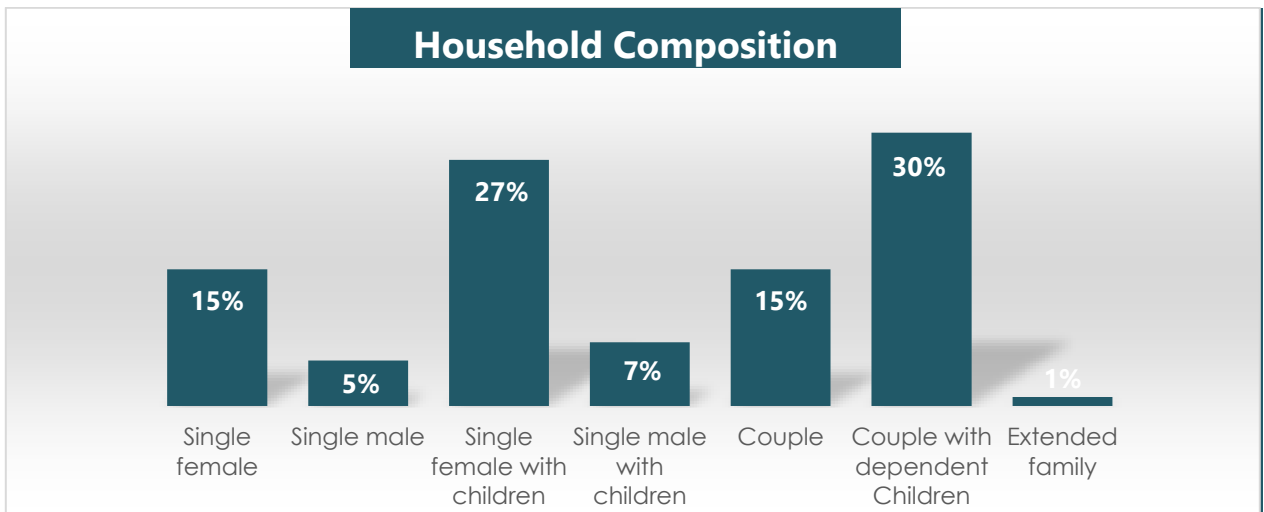
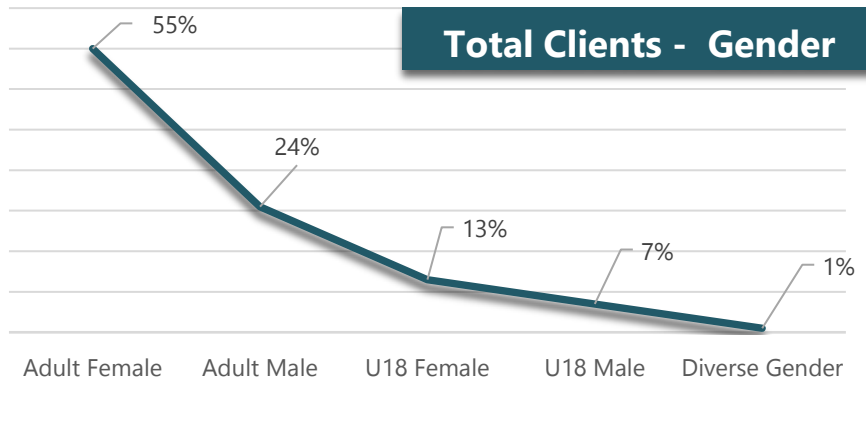
We believe there are several reasons clients return or refer others to SWCI:

- Partnership – a client approach that is based on mutual trust & respect
- Depth of knowledge of local regions.
- Appreciation of client needs.
- Subject matter expertise and experience.
- Affordable counselling.
- Regional & rural locations.
- Options of zoom, phone or face-to-face counselling contact.
- Social Worker support.





1 July 2021 – 30 th June 2022	Clients
Total clients	716
New Clients	462
Total clients aged under 18 years	148
Clients presenting with depression/anxiety	300
Clients attending due to family separation	118
Clients reporting beneficial outcomes from counselling	95%
Hours of Client advocacy	96





Service Provision	No of Clients*
Self-esteem/personal growth/life skills	236
Depression/anxiety/stress	200
Health/Life stage issues	194
Child/Parent relationships	188
Grief	146
Couple relationships (not domestic violence)	141
Family separation	118
Other relationship issues	111
Parenting skills	104
Trauma/critical incident debriefing	90
Family violence issues	85
Anger management issues	82
Work related issues	73
Alcohol/other drugs	72
Parent/adolescent conflict	50
Other assault/abuse issues (past or present)	43
Fathering skills	29
Sexual abuse/assault	23
Psychiatric issues	19
Self-harm	18
Suicide prevention	17
Sexuality issues	16

**Clients regularly attend counselling with multiple issues.*



Service Activities



Community Engagement

- Busselton Chamber of Commerce
- Chamber of Commerce Perth
- Busselton-Dunsborough Volunteer Centre
- Busselton Jetty
- Margaret River Busselton Tourism Association
- City of Busselton
- Waratah
- Tuart House
- Busselton Police
- Department of Communities
- Open Arms
- Red Cross Naturalist Chapter
- UWA McCusker Centre
- Busselton Senior High School
- CCI Business Excellence Awards
- Busselton Jetty AGM
- Lotterywest Grant Information Clinic
- Radiance Southwest Launch
- Radiance South West documentary launch event
- Sector Partnerships Team Update DoC Webinar
- Man Walk documentary screening: Conversations beyond the road
- Attendance at Naturalist Chapter Red Cross Biggest Morning Tea fundraiser for cancer
- Australian Counselling Association Chapter meetings
- Capes Region White Ribbon Day event
- WACOSS Webinar Community Sector Workforce Preparedness for COVID-19 No. 1 & 2.
- City of Busselton Youth Network meeting









Regular Meetings

- Vasse Human Services Alliance
- Augusta Margaret River Community Health Network
- Margaret River Community Network
- Mental Health Professionals Network
- Holistic Health Network
- Cape to Cape Network
- Cape to Cape Early Years Network
- Radiance South West Network
- Mindfulness Margaret River Group
- Alliance Against Depression
- Capes Region White Ribbon Committee
- Suicide Prevention Action Group

To ensure best practice in service delivery and good governance Board members and staff also participate in regular meetings.

- Board meetings (Board & CEO)
- Team meetings
- Clinical meetings
- Clinical presentations
- Case management meetings
- Meetings with the Clinical Coordinator
- Clinical Supervision with external provider
- Clinical Discussions
- Annual Performance Reviews
- Annual Team Planning Day
- Annual Strategic Planning (Board & staff)



Presentations, Workshops and Groups

- 2 x Family & Domestic Violence presentations to Cert IV students at Southern TAFE
- Early Parent group talks
- Mother-Baby-Nurture Groups
- DAD's Assisting dad's group
- SafeTALK presentations
- Presentation to Red Cross Naturalist Chapter
- AMA Session with Busselton CCI
- Presentations on Mental Health in the Workplace to staff at Busselton Jetty
- Presentation to Busselton Geographe Bay Rotary Club
- Presentation at Greenbushes Community Resource Centre event on Mental Health Matters





Ensuring quality, accessible and professional counselling remains a primary focus of the organisation. To assist in this aim staff participated in the following professional development.

- Lotterywest – Community Investment Framework Webinar
- Touchpoints Community Suicide Prevention Workshop
- Webinar ‘Intersecting system and the needs of families: Family law, child protection and domestic violence
- Webinar ‘How to navigate the NDIS and grow your therapy clinic in WA’
- Acceptance Commitment Therapy – Happiness Trap Training
- Advanced Acceptance Commitment Therapy training
- Trauma 2-day online interactive training
- Eating Disorders Core Skills with NEDC
- Disaster Support Part A with Australian Psychological Society
- Suicide Prevention Training – Roses in the Ocean
- FDV skills update workshop
- 5 modules – Working with Core Beliefs Art and Play Therapy with Children
- ODBC session with Athena/Social Solutions
- Diploma of Counselling units
- 4-day externship in Emotionally Focused therapy for couples
- Trauma Recovery and post-traumatic growth webinar
- Gestalt therapy 2-day training workshop
- Windows through Grief: helping children manage loss
- Therapeutic play for attachment issues
- Tree of Life: Creative art process for children and adults
- Anxiety and creative play
- The new Family Law Court: How will it be different

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Some more memories



South West Counselling chairwoman Jo Fazakerley and acting chief executive Deb George are finalists for the community service excellence award. Picture: Becky Felstead

Service is recognised for strengthening community

A Busselton-based counselling organisation has been nominated for a State award.

South West Counselling will attend the Community Services Excellence Awards in Perth on Tuesday after being named a finalist in the Small Organisation category.

A joint initiative by the Department of Local Government and Communities and the WA Council of Social Service, the biennial awards recognise the sector's role in helping to shape, strengthen and inspire the community.

South West Counselling has been nominated for the first time after delivering counselling services in the region for 32 years.

The organisation has expanded to offer domestic violence support programs for women and men.

Chairwoman Jo Fazakerley said staff had committed a lot of time and energy to turning the organisation around in the past two years and she was proud their work was being recognised.

"This nomination is proof we have got it right," she said.

"The true winners are the people of the South West who have a great community counselling service to assist them."

Service praised for LGBTIQ excellence

SOUTH West Counselling has been named as a finalist in the Regional Organisation category in the state's Community Services Excellence Awards.

The organisation's recent work with LGBTIQ youth helped them earn the finalist placing.

South West Counselling chief executive officer Karen Sommerville said part of their LGBTIQ project included a survey, which showed 90 per cent of LGBTIQ youth experienced bullying of some form.

"Since marriage equality was successfully finalised and the first Pride event in

Busselton, we do feel there has been a positive shift, however, if you are a young person struggling with issues around your sexuality - how do you know where to go for support," she said.

"This project finishes in May, but we are committed to work on this. We want to establish a peer support group for young people and continue to work with Out South West and Spectrum, who help guide us around LGBTIQ issues."

Awards winners will be announced on May 2 at the 2018 Western Australian Council of Social Service conference.

Busselton-Dunsborough Times | South West | Regional WA

Well-prepared aged care

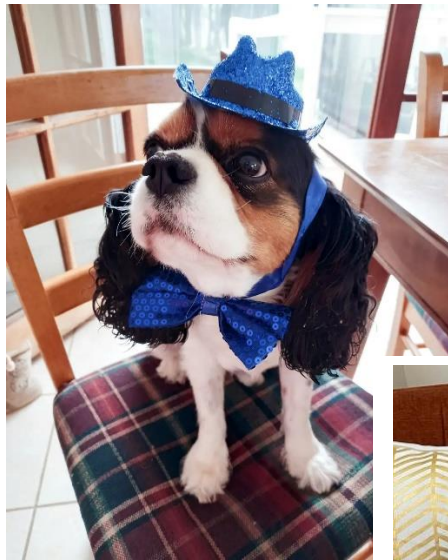
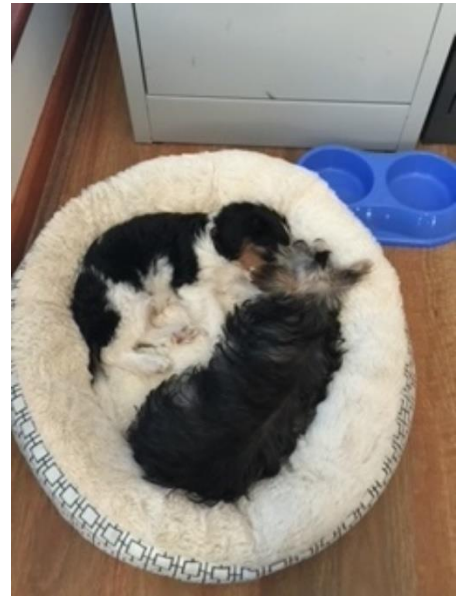
Jackson Lavell-Lee | Busselton Dunsborough Times
Thursday, 19 March 2020 2:23PM



Counsellor Liz Thompson is providing psychological support in these uncertain times. Credit: Jackson Lavell-Lee/Busselton-Dunsborough Times, Jackson Lavell-Lee



Some of Harry's Instagram & Facebook shots over the years!

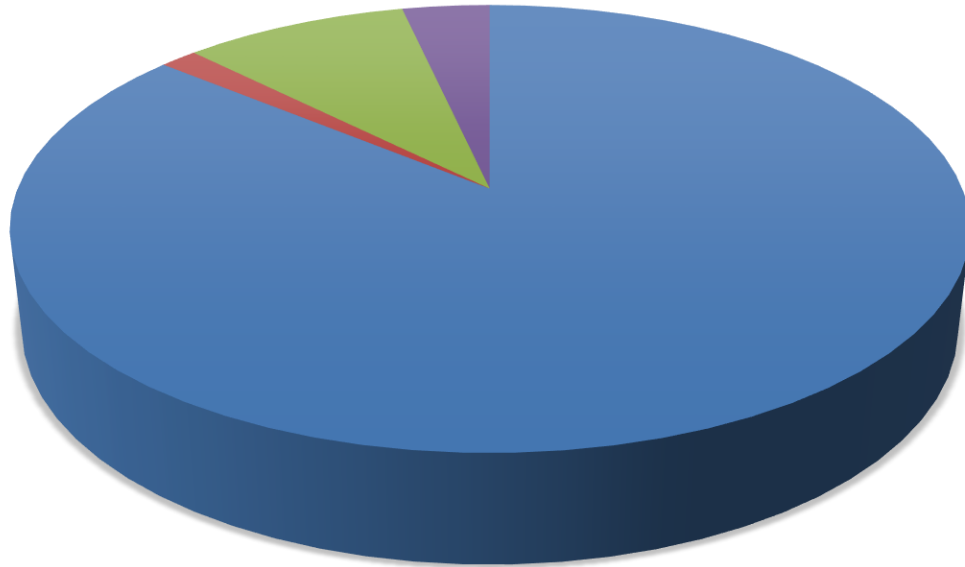


And of course Who can forget Lambie!

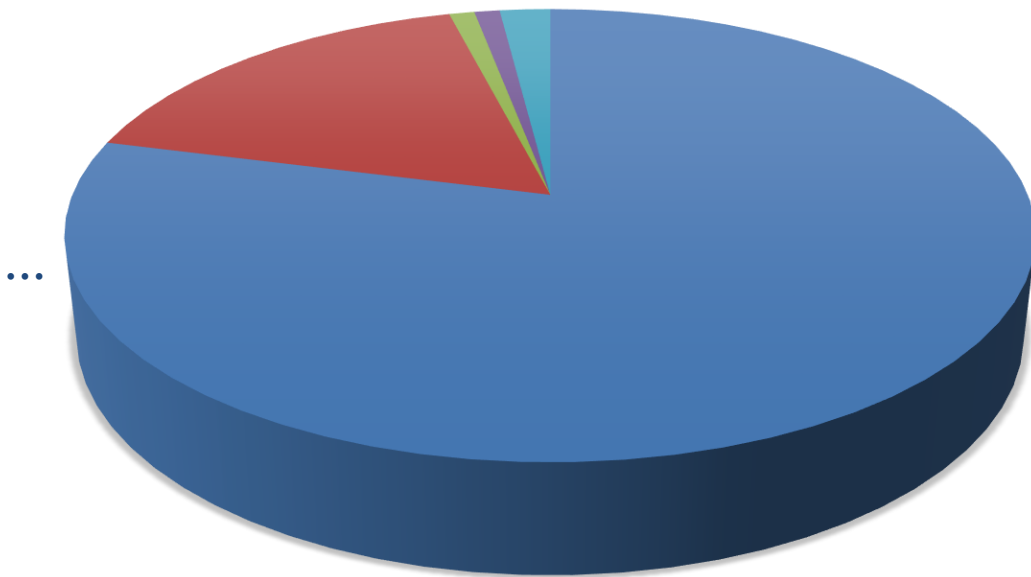




Income for 2021-2022



■ Government Funds ■ Grant Income ■ Counselling Fees ■ Other Income



■ Employee Expenses ■ Operating Expenses ■ Vehicle Expenses ■ Grant Expenses

