

YEAR 2019

# ANNUAL REPORT 2019

REPORT BY REBEKAH WORTHINGTON

HEDLAND

well women's  
CENTRE





# A WORD FROM THE CHAIR

Another year has come and gone and how quickly too. The past year has been a busy and exciting year for the Board, following on from our rebrand the year before. As an organisation, we worked through and developed a new strategic plan mapping out our proposed development and expansion for the future. I would like to thank the board members and Bek our CEO and her staff, for all the hard work that was put into the development. Membership has been steadily increasing during the last 12 months. Activities and programs are supported strongly and many are now having waiting lists. This is the result of having a such an enthusiastic CEO and staff, and hardworking Board.

I have had to take the difficult decision to step down from the Chairperson role and the Board, due to personal reasons. I wish the new Board all the best success for next year and beyond. I thank all the Board members who served during the 2019 for their hard work and dedication to the role.

Being a Board member is an exciting challenge in a positive way, and is a rewarding experience for all who choose to do so. Once again, thank you and good luck for 2020 onwards.



**RHONDA COFFEY**  
CHAIRPERSON



HEDLAND  
well women's  
CENTRE



*"Connecting,  
empowering and  
advocating for  
women in a safe  
place"*

## CEO REPORT

### REBEKAH WORTHINGTON

#### WELL WOMEN'S HISTORY

In the 1970's a very active group of Hedland women lobbied successfully for Federal funding to establish a Women's Health Service in Port Hedland. A grant of \$53,000 was awarded in 1976, International Women's Year and was used to establish the Gwen Ellery Women's Centre, located in the South Hedland Library building.

Over the years the centre has continued to grow and prosper due to committed staff and a supportive Board of Management. The Centre is a unique service in the North West of WA which provides a women's health service based on a social model of health that is non-judgmental, non-discriminatory, accessible and affordable to women.

The demand for the services offered by the Well Women's Centre has grown over the years to the point that the Centre outgrew its original facilities. In 2006 the service moved into the current purpose built Centre owned by the Town of Port Hedland. We have a peppercorn lease in place until 2020, in exchange for ceding the Gwen Ellery Women's Centre to the Council. In 2015 the current building was extended thanks to a BHP partnership. The size of this building increasingly struggles to cater for the current level of activity at the centre.

*"The demand for the  
services offered by the  
Well Women's Centre has  
grown and continues to  
show an increase."*



## FUNDING

Core Organisational funding for the Hedland Well Women's Centre is provided under contract from the Western Australian Department of Health Women & Newborn Health Network. The network aims to improve the quality, safety, accessibility and continuity of care and services for all women and newborns in Western Australia.

This funding works in alignment with the state Women's Health Policy and shares the vision to provide a strategic, coordinated and gender-responsive approach by the WA health system. It ensures that appropriate services are accessible to optimise the health, safety and wellbeing of women and girls in WA.

Hedland Well Women's Centre sits in a unique and opportune position with a mix of private and public funding thanks to the ongoing and successful partnership with BHP.

In 2019 a new partnership was signed to the sum of \$2,355,384 over 3 years. This agreement was an increase on previous contracts with some exciting and new strategic visions for the Port Hedland Community

Under the partnership with BHP, the centre is able to increase the scope of services that address many of the unique issues faced by families in the North West. The Home Away From Home Program continues to operate providing vital connections for community members.





## CENTRE &amp; STAFF FOCUS

This financial year there was a total of 8568 face to face engagements across all services of the centre. This was a 17% increase on last year. The total of online engagements is where we saw a significant impact with engagements almost doubling. This has been a result of a number of factors such as a new website and communications strategy. This is, as we work towards creating opportunities for women to connect not just within the centre walls. Recognising the changing times we live in we wish to continue providing support and connection whilst addressing isolation in new and innovative ways.

The centre has also seen a significant increase in engagement with Aboriginal women. Engagement in counselling services has significantly seen an increase in this service being accessed. This is also a result of effectively working with specific women groups to establish how the centre can be more supportive to the needs of all women.

We have done this by providing a variety of therapies such as narrative therapy, cognitive behaviour therapy, vicarious trauma as well as a variety of other modalities with two counsellors.

*"We wish to continue providing support and connection in new and innovative ways."*

The other areas we have seen growth is within attendance in our Home Away From Home Program. This program is specifically designed to address isolation through a social model of health. This service includes our monthly morning teas and our cuppa and a chat support service.

## SUMMARY

Last year we saw steady growth and this year we have continued to see the same as we continue working towards achieving good outcomes for women in health and wellbeing.

We were honoured to be named Best Medium Organisation and Best Overall Organisation in last year's Pilbara for Purpose Community Service and Excellence Awards. This is a testament to the passion and dedication of the team and board to seeing positive results for women.

We look forward to another successful year ahead.



# STATISTICS

- Total service engagements include all services across the centre. From drop in service to health services and community engagements.

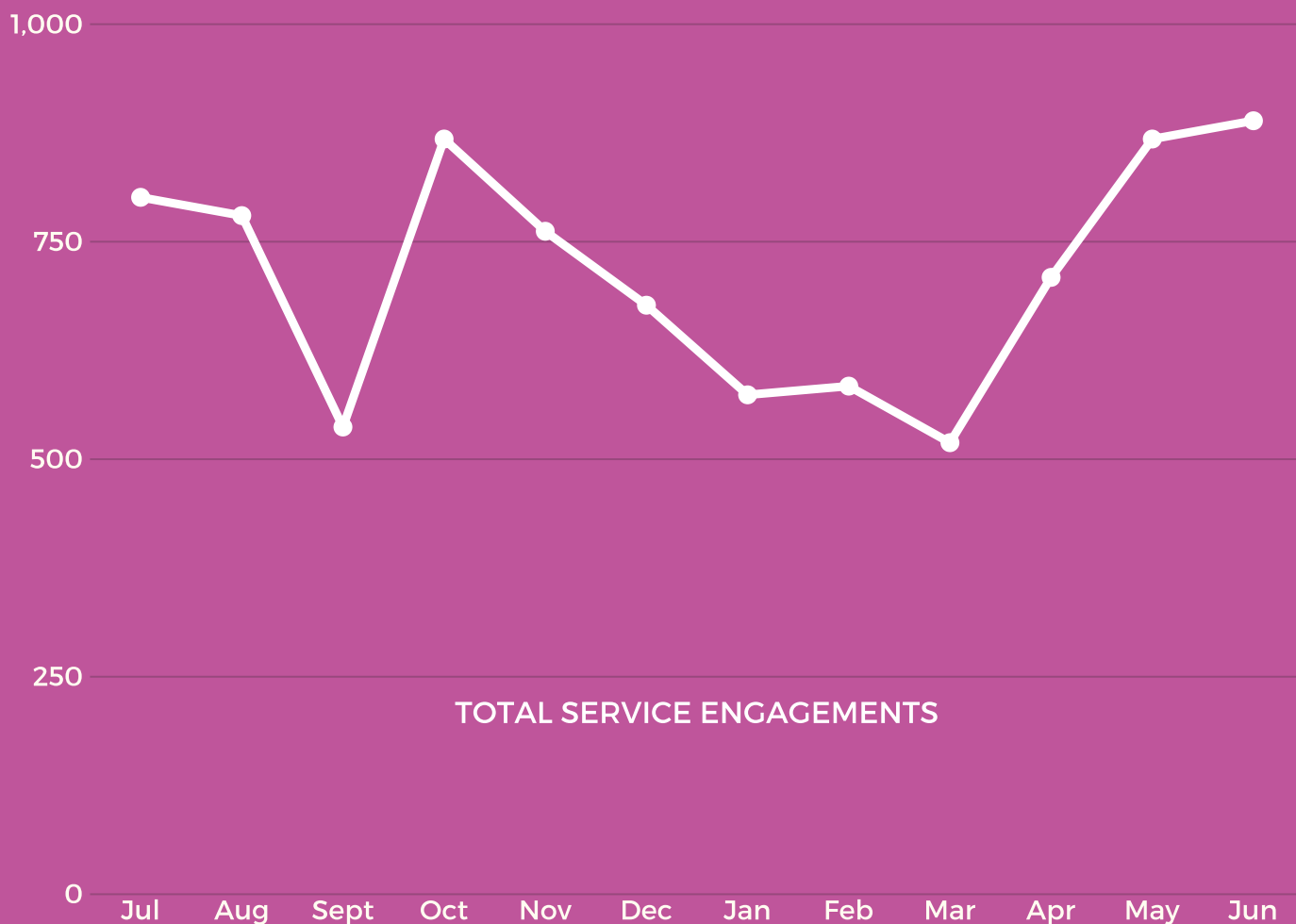
TOTAL 8568

- Home Away From Home Program includes our drop in centre, cuppa and chat support, monthly morning tea and social sun downer events.

- Counselling services saw increase in Aboriginal women engagement. Raising from 10% in 2017-2018 to 35% this financial year.

- Online engagements have increased 49% this financial year.

- Engagement with youth has increased as we focus on young women programs.





# 29%

*Increase in support given  
through a  
cuppa and a chat*

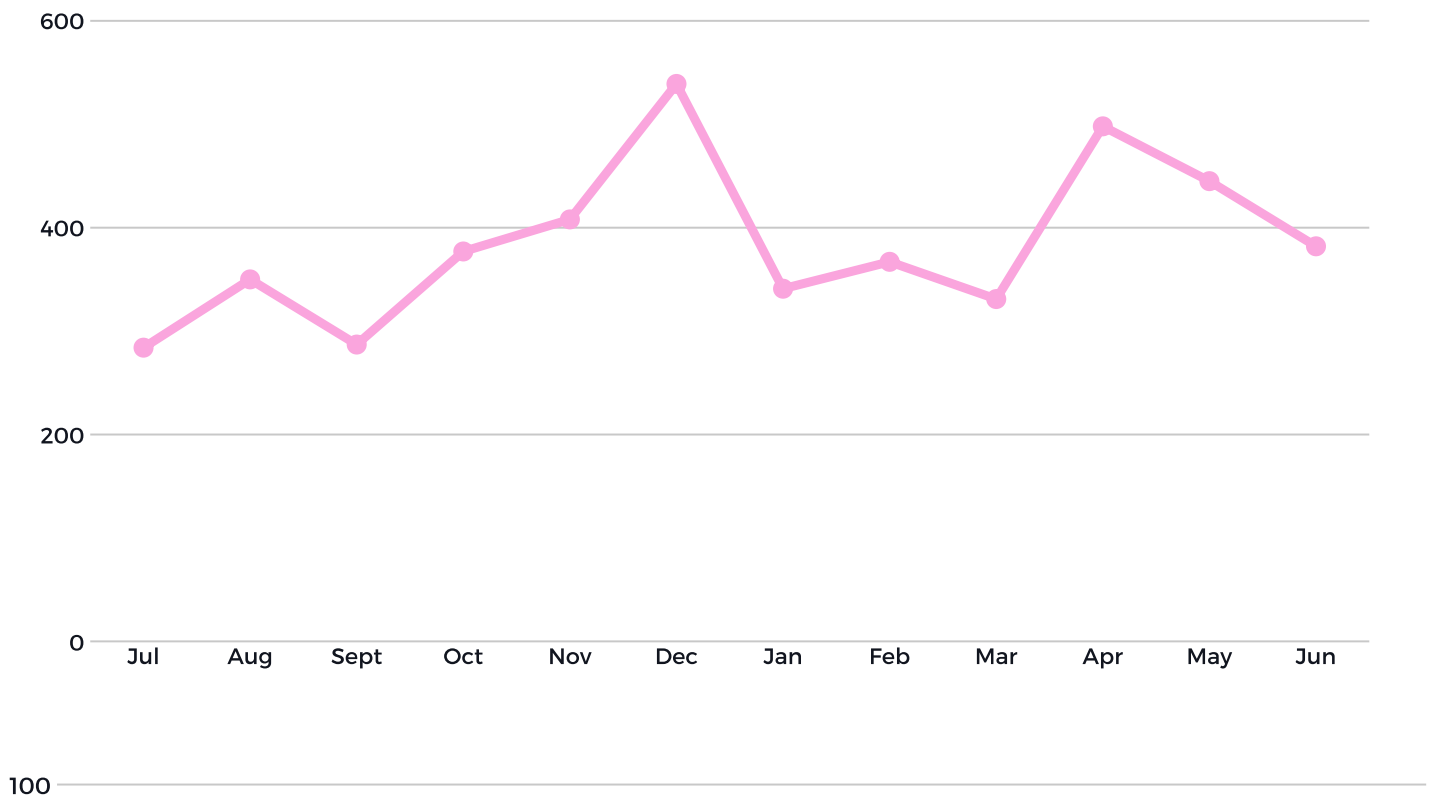
# 28%

*Increase in clinic  
appointments conducted  
with women*

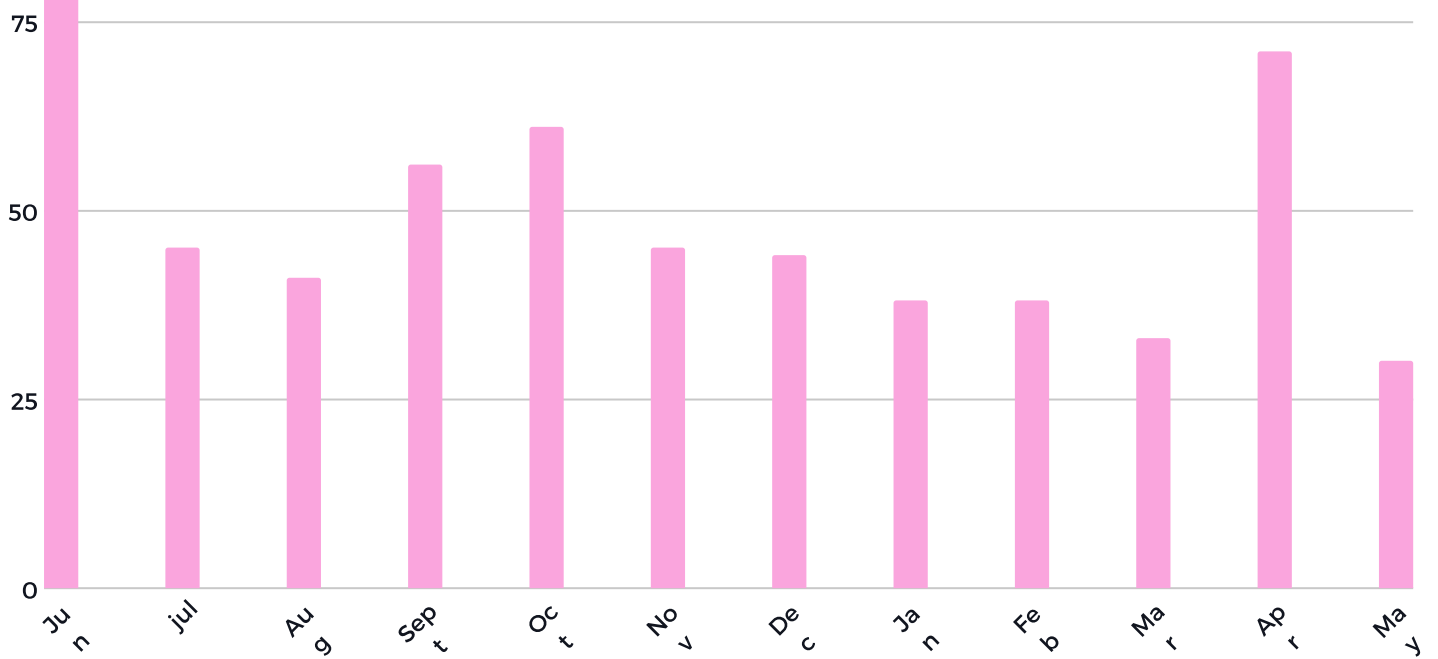
# 27%

*Increase in health education  
provided to the community*

## HOME AWAY FROM HOME



## COUNSELLING APPOINTMENTS





# \$38K

*Raised at our Inaugural  
Pink Pilbara Breakfast  
All for Pilbara families affected  
by cancer*

PINK PILBARA

ESTD



2018

BREAKFAST

# FINANCIAL HIGHLIGHTS

TREASURER  
NICOLE MUSIELAK

FY19 was a year of taking stock and preparing to set the future direction of the Well Women's Centre. The last couple of years has seen an overhaul of our financial processes, engagement of new accountants and this year our financial statements were audited by a new firm of auditors. The audited financial reports for FY19 were found to have no misstatements or exceptions.

All of these actions, overseen and championed by the CEO, have now given the Well Women's Centre better visibility of their financial position and confidence in the accuracy of this information. Changes to the budgeting and reporting process implemented by the CEO will ensure that financial information will be a useful source of information going forward.

This work has been an essential building block to plan for the future and set the direction of the centre for the coming year and many years to come. Engaging consultants this year has also been an important step towards understanding who we are, what we do and what we want to do in the future.

The last few years have been about going back to basics and creating good foundations to build the centre's future on. FY20 should be a year of direction setting, planning and the start of implementing these plans that will see the centre's relevance and reach continue to grow.

The Well Women's Centre is an excellent financial position with net assets of \$655,000. Continuing support from BHP and the Health Department has meant that our financial position has remained constant from last financial year despite the extra investment in our business and planning processes. Operating costs of the centre have remained stable and are at a level to easily support current services with scope for expansion.

It has been a pleasure to see how the centre's financial maturity and capability has grown over the last few years. This may be the end of my time as Treasurer, but I look forward to watching the Well Women's Centre continue to grow and improve for the benefit of the women and families of Port Hedland.







## STRATEGIC VISION

This year the organisation undertook a comprehensive strategic plan review with the assistance of Jamie Robertson from 361 Degrees Strategic Engagement Services.

This was the next steps towards an exciting vision and direction for the organisation.


Through this process it was established the many strengths the service holds and the areas in which there is opportunity.

Over the next 12 months the centre will embark on a service review to identify gaps and explore ways to cater for key demographic groups.

*"The next steps towards an exciting vision and direction for the organisation"*

The next 12 months will also see a shift in communications and marketing as we work towards breaking down some of the barriers and misconception between the community and our services. We will continue to focus on professional development for staff and board as well as developing a financial forecast and explore opportunities for funding to support further construction to the building.


# STRATEGIC OBJECTIVES



Services are professional, appropriate and tailored to meet the needs of women.



Women can connect in a safe and welcoming environment.



Services are delivered in a physical environment that balances the need for privacy and common areas.



The centre is well governed by members and the diversity of the Hedland community is reflected in decision making.





## 3-5 YEARS

Over the next 3-5 years we will broaden our focus to include enhancing referral pathways and to improve access to local services. We will work towards a comprehensive strategy that will support new women and families to town and we will ensure that we include voices of Aboriginal women in the centre's operation.

During this time we hope to secure some funding sources and engage key stakeholders in the design process of a building that caters for future service needs.

This will include dedicated spaces and professional consulting rooms whilst catering for young children and being able to provide a safe and quiet space for drop in and crisis care.

We also will prepare a succession plan for key leadership roles and an organisational workforce development plan that actively up skills and recruits local women.

With this development we will also look to implement an appropriate quality accreditation framework to guide the centre operations.

It is an exciting time within women's health and within the Well Women's organisation. We are committed to aligning and working towards improvements in health for women as identified within our own community and those within the WA Women's Health Strategy and Women's Health Policy.