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YEAR 2020

# ANNUAL REPORT 2020

REPORT BY REBEKAH WORTHINGTON



HEDLAND

well women's  
CENTRE





# A WORD FROM THE CHAIR

Due to recent Board changes at the Hedland Well Women's Centre, I was nominated as Chairperson. Having previously filled this role, I was able to guide the centre.

2020 has been a year of change. The need to offer our services and facilitate continued support to the community during the COVID-19 pandemic proved to be a creative challenge. The Hedland Well Women's Centre took this on board and delivered in a variety of ways including;

- Morning Mindfulness sessions where staff shared a variety of coping mechanisms
- Counselling appointments by phone or Zoom
- Dietetic education and workshops delivered virtually
- Virtual access to the clinic for support on maintaining good physical and mental health

This allowed the community to participate, join in and seek support when needed. As restrictions eased we were gradually allowed to meet, in limited numbers, face to face and this was amazing. We have been remarkably fortunate in Port Hedland to have weathered the storm so to speak, relatively unscathed and this in many ways is due to the wonderful community.

The Centre has introduced some exciting new programs and continues with programs that are appreciated by the community. The Cancer Support Group is newly developed and is going from strength to strength offering support to families in need. We are recognised throughout WA for the great work we do in this area.

Who knows what 2021 will bring us. However, with the support of our CEO, and all the Staff and Board, know that you are in good hands and help is available when and if needed.

**LEAINE CORNELL**  
**CHAIRPERSON**



*"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 which was International Women's Year. The grant was used to establish the Gwen Ellery Women's Centre, located in the South Hedland Library building.

Over the years the Hedland Well Women's Centre (HWWC) has continued to grow and prosper in response to community needs. HWWC success is due to committed staff and board, secure funding, a supportive community and an unchallenged reputation.

HWWC is a unique service in the North West of WA providing women a health service based on a social model of health. A space that is non-judgmental, non-discriminatory, accessible and affordable to women.

In 2015 the current building was extended thanks to a BHP community partnership. Although this was a welcomed upgrade, the size of this building increasingly struggles to cater for the current level of activity at the Centre.

This has been identified within the current strategic plan and the future will include a feasibility study to review options around increasing the Well Women's Centre foot print and community scope long term

*"The increase in services  
has resulted in building  
restraints "*

## 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.

HWWC sits in a unique and opportune position with a mix of private and public funding thanks to the ongoing and successful partnership with BHP.

2020 has seen us in the second year of a three year BHP partnership the sum of \$2,355,384 this was an increase again on previous partnerships enabling the scope of HWWC services to reach the community further. This has enabled the service to address many of the unique issues faced by families in the North West.

This new agreement has enabled vital services such as Counselling and Dietetic to continue. In addition the partnership is enabling the organisation to focus on its governance and work towards accreditation standards and conduct the feasibility study to consider long term sustainability of services into the future.

Under this partnership will also come a focus on building the opportunity for local aboriginal women to have a voice regarding the services provided by the Centre through the formation of a reference group.



## CENTRE &amp; STAFF FOCUS

2020 has been like no other we have ever seen or known. To say it has been a rollercoaster feels understated because this was a ride we never expected to take. But like anything in life it has had its ups and downs as well as its sideways and backways. During the COVID-19 response it felt like the world was moving so quickly and the work required to respond to change and a new direction was mammoth.

So much work was happening behind the scenes to ensure our services continued and our number one priority was maintained. The priority of our clients and our community of women and families. We were adamant during this time we would continue to provide the safety and the support that we always do.

At the time it felt like we were moving so slow in comparison to the rest of the world, but looking back at the year that was and what my team has achieved, is nothing short of amazing. As most of our services were taken online the reach of HWWC gained new audiences.

Our Counselling services continue to be our most utilised and valued service increasing by 19% in the 2019/2020 Financial Year.

*"We have built a virtual community and have been able to provide the quality of services we always have ."*

As a result of a hugely successful Pink Pilbara Breakfast in 2019, the Cancer Support Service was introduced. This enables support to not only to the cancer group facilitated in house, but also outside this with financial, emotional, and advocacy support for cancer clients and their families. We are proud to be able to fill a gap in this space that is so needed and previously missing.

Our support for mothers and bubs has continued throughout this year with our babyhood group meeting virtually. This demographic has enabled us to form a focus group and hear first hand the needs of mothers and families. As a result another gap is now being filled by our service with the provision of a piloted program in Lactation.

Through this financial year one of the biggest developments was our virtual environment. We have built a community online and are able to provide the quality of services we always have. Interestingly this was always in the strategic direction for the Centre.



## CENTRE &amp; STAFF FOCUS cont....

Our plan was to be able to provide our services and reach those women who could not always access the Centre. Thanks to COVID-19 we have progressed this plan up and we can now provide this level of care and service. This will most certainly continue into the new financial year.

A large focus on service delivery and meeting the needs of the community during unprecedented times, has meant some gaps exist within the organisation that will need to be a main focus moving forward.

Recent years has seen so much change within operation, increase in services, new services provided, new positions created and changes within staff and Board. As a result this has left the organisation behind with policy development and updates. Many internal procedures have required development and review.

Financial year 2019/2020 has been a year of response and react, with little time for proactive approaches. This will become the focus of the new financial year as we take time to reset and improve the quality of the works we currently carry out.

*"We have been in a reactive response and will shift the focus on future planning and building on a strong foundation."*

## SUMMARY

The achievements of the Centre within this financial year are outstanding. The fact that we have responded to community needs and continued to provide quality services, as well as seeing an increase in engagements all throughout the challenges of 2020, is something we are extremely proud of.

We have cemented our team ethos and leadership and continue to work towards a progressive and supportive workplace. It has been because of this approach and focus throughout this year that we have seen the success we have.

The next financial year will see the organisation turn the big 30 with many exciting plans to come.



# FINANCIAL HIGHLIGHTS

Financial Year 2019/20 has seen a continued improvement in the Hedland Well Women's Centre financial position. The net asset position has increased to \$706,000 as at 30 June 2020. Operating costs have increased in line with planned investment into our operations, still well within our funding availability per annum with reserves maintained for future capital growth.

The audited financial statements of the Hedland Well Women's Centre Inc. are provided with this report and were found to have no misstatements or exceptions. This is the third year that the Centre has engaged Not For Profit Accounting Specialists (NFPAS) to complete the audit.

While the Centre was not immune from the economic effects of the pandemic response, with the assistance of Job Keeper the Centre was able to continue to offer many of our face to face services and the unique circumstances were used enhance our online offerings.

The Centre saw continued partnerships with the Women and Newborn Health Network and BHP, along with another successful year fundraising for Cancer Support through our Pink Pilbara Breakfast.

The Centre has a number of other funding partners and it will be important to continue to nurture those relationships and grow and evaluate other new opportunities.

It is an exciting development that the Centre has been in preparation during financial year 2019/20 to launch its first 'fee-for-service' program, this is the result of meeting a demand within our community while also developing sustainable program models. Of course, this model will not be relevant to all our programs however this pilot will be a test case to provide a wider range and more specialised services to our local community from FY21 onwards.

We continue to progress refining our financial processes with the CEO, Board and Accounting Partners to provide transparency, accountability and opportunities for improvements as we continually monitor our operations. Financial year 2020/21 will see the Centre bring more bookkeeping tasks inhouse to further refine and develop our finance processes.

As we look to the new financial year and the opportunities and challenges ahead, the entire Board will need to continue to provide wrap around services for the financial management of the Centre as we move through our evaluation and growth plans which have been set down through strategic planning.

**TREASURER**  
**ROBYN ZADOW**



# STATISTICS

524

Clients accessed  
health professional  
consults

195+

Programs & Events

1569

Appointments

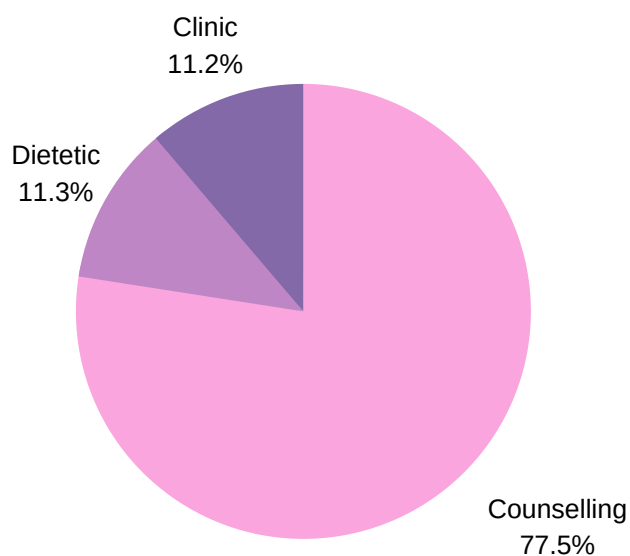
2502+

Women attended  
programs or events

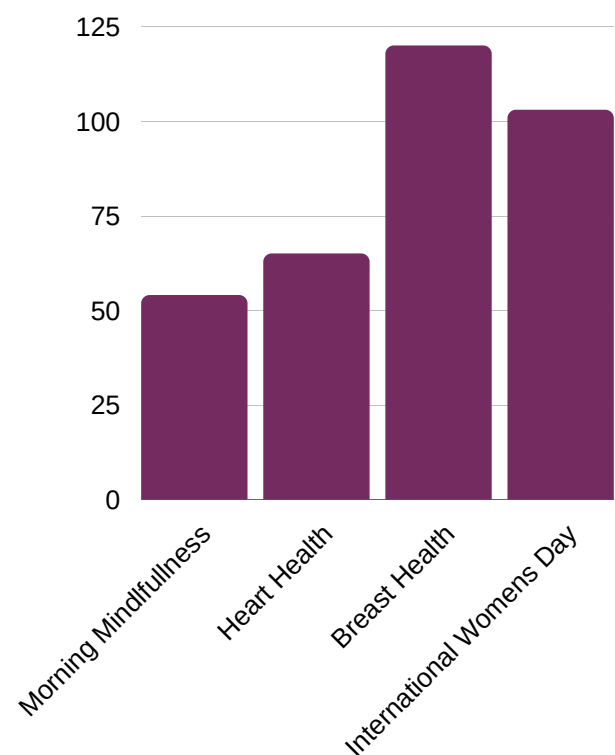
52%

of Clients had 2 appointments or more

Distribution of services

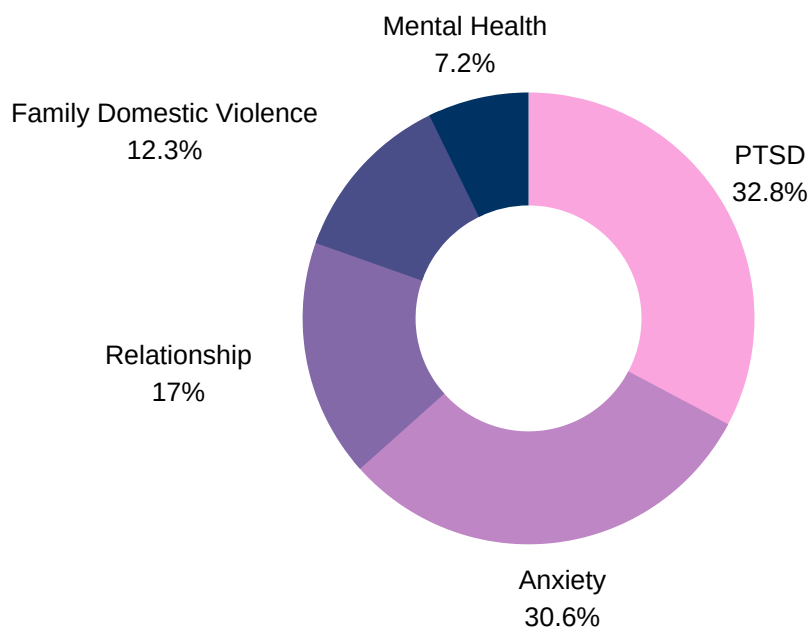
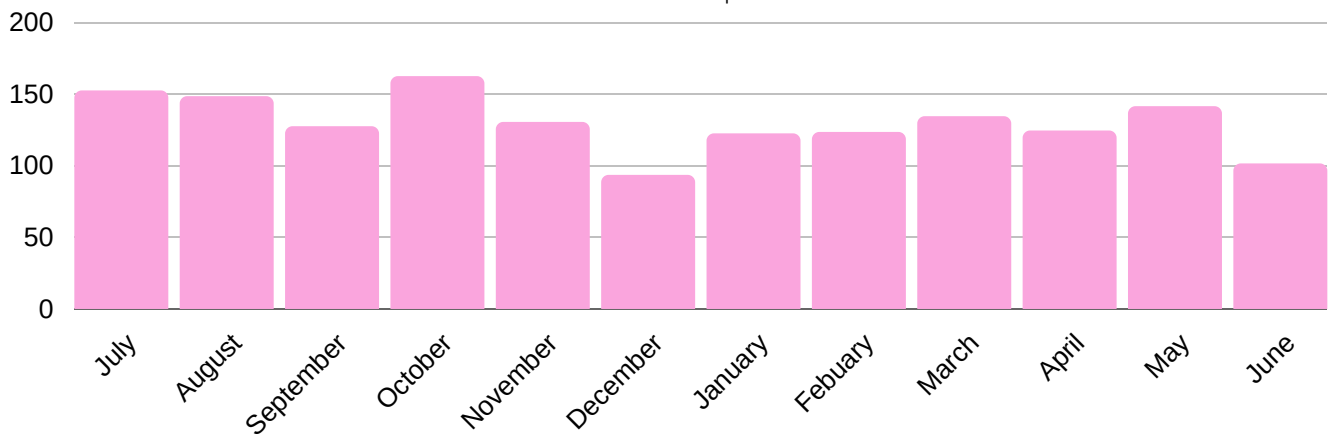


Most popular programs



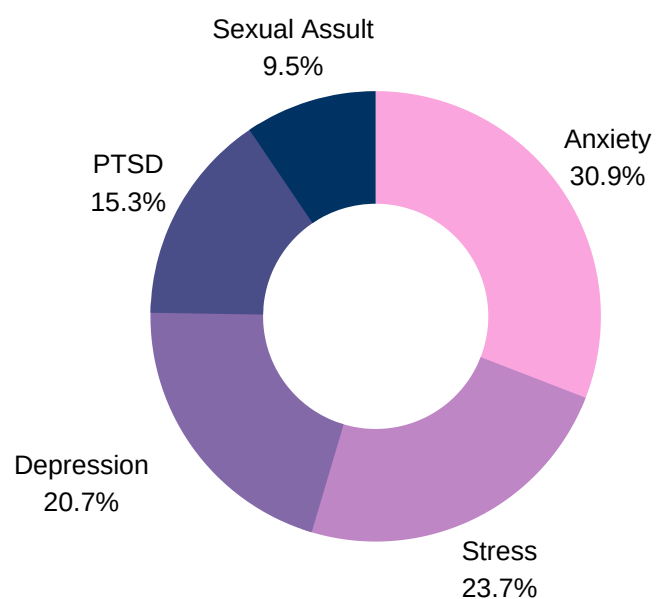
# COUNSELLING DRILL DOWN

Number of clients per month



June - December 2019  
Presenting problems

January - June 2020  
Presenting problems



# 19%

*Increase in provision of  
Counselling*

# 14%

*of clients saw 2 or more health  
practitioners. This represents  
the impact of a wrap around  
approach*

# 75%

*Increase in online engagement  
throughout the COVID period*

# \$46K

*Raised at our second  
Pink Pilbara Breakfast with  
funds staying local and  
supporting local through the  
Cancer Support Service*



# TESTIMONIALS

Such a beautiful welcoming space with so much on offer. Very inspirational.

If you can find a way to improve on perfection please share your knowledge. You were all amazing.

The work you do is amazing, WOW week, it's fantastic. When I tell a friend from Brisbane about your work they are impressed!

They say there is always room for improvement, but I think you do a fantastic job. So well done.

Excellent service, and for the short time that I was in Port Hedland the dietician helped me achieve health goals in the long term.

Such inviting staff and highly commended facility for women. Thank you for providing a safe and educational environment. I am humbled, Thank you.



## STRATEGIC VISION

In 2019 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.

This process established the many strengths the service holds and the areas in which there is opportunity.


Just 2 years into this plan we have been able to 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"*

We have also been able to make 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 were able to take many services online and reach new demographics as identified.

We will continue to focus on professional development for staff and Board and invest in our people as without these amazing women involved in this organisation, HWWC would not be what it is today.


# 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.



## THREE TO FIVE YEARS

HWWC will continue to focus on some large strategic priorities. This will include preparing a five year funding plan to continue exploration of the fee for service and revenue diversity strategies.

We will explore the funding environment to identify sources for the design and construction of a new building.

Our focus will shift to succession planning for the future and cementing the quality of services provided.

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 adding to a strong foundational framework.

A focus will be made to explore and strategise with Women's health networks to ensure the HWWC is placed best to meet the needs of women going forward.

It is an exciting time within women's health and within the HWWC 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.