

# Annual Report

# 23

*"An inclusive community  
launch pad providing health and  
support services for women"*





*Hedland Well Women's Centre provides programs and services to support women in Hedland. Aiming to improve women's health and wellbeing in all aspects of their lives, HWWC is often referred to as a 'Home Away from Home'.*



*Hedland Well Women's Centre acknowledges the Kariyarra people as the Traditional Owners of the land on which we operate. We pay our respects to elders, past, present, and emerging, and extend this respect to all Aboriginal and Torres Strait Islander peoples.*

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CENTRE





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# ORGANISATION OVERVIEW



The Hedland Well Women's Centre's (HWWC) Mission is to provide a comprehensive health and support launchpad connecting women to services that meet their evolving needs. Improve the health and wellbeing of women by providing accessible and inclusive services with a key focus on health promotion activities. Our legacy of connecting women strengthens the social fabric of our community.

Incorporated in 1991, the Hedland Well Women's Centre is a community based, not for profit organisation funded by the Women and Newborn Health Centre, a part of the WA Government Health Department. HWWC is also supported under a BHP Community Partnership and Pilbara Minerals partnership agreement. The Centre operates on a social model of health providing a wide range of services for the women of Hedland and their families.

*Our programs and services are delivered in line with the below pillars*





*Organisation Overview cont.*

## *Our Vision*

*"An inclusive community launch pad providing health and support services for women"*

Our objectives are to deliver health promotion activities and programs that increase awareness of and improve the ability for women to have control over physical and mental diseases that impact their health and to deliver health promotion and other services within the framework of the Social Model of Health based on five goals; address the broader determinants of health, reduce social inequities, empower individuals and communities, act to enable access to health care and involve intersectoral collaboration.



## **Social Model of Health**

A conceptual framework within which improvements in health and well-being are achieved by directing effort towards addressing the social, economic and environmental determinants of health.

This model is based upon the belief that health gains are achievable only when social, economic, and environmental determinants are addressed.





## CHAIRPERSON REPORT

### JACINTA BEHREND CHAIRPERSON

The 2023/2024 financial year has been a period of significant growth and innovation for the Hedland Well Women's Centre, with a promising outlook for the future. The dedication and passion of the Centre staff is the backbone of all the Centre has achieved and I am so proud of everything they do for our community. It's hard work, but it's incredibly rewarding.

Thank you to our members and life members for your support and engagement with the Centre.

To the Board Members who have given their time, skills and energy to the Hedland Well Women's Centre, your contributions are recognised and appreciated. Our Deputy Chairperson Abby Carter, Secretary Amanda Sweet and Board Members Janine Cox, Claire Sobolewski, Kristie Bell, Charina Townsend and Syafrina Hamid.

It is also important to acknowledge the retired Board Members whom have contributed to the success of the Centre; previous Chairperson Chantel Cullen, and Board Members Rachel Grace and Breoni Sorenson.

This financial year we welcomed our new CEO Kianna Barker. Kianna hit the ground running, bringing renewed enthusiasm and drive to the team at the Centre, working closely with the Board to create the new strategic plan and build relationships with our stakeholders.

Kianna has embraced her role of CEO and I look forward to continuing to work with her on the strategic goals for the Hedland Well Women's Centre.

Highlights for this financial year include: The Board and CEO working diligently on creating a new strategic plan for the Hedland Well Women's Centre. The new strategic plan aims to reflect the current programs and services offered by the Centre while also looking to the future for growth and repositioning to respond to the needs of the community. I am excited to share our new vision, mission and values with the wider community of Hedland as we continue to promote and support the health and wellbeing of women in Hedland. Rollout of the new strategic plan will happen FY2024/2025.

Our funding partners play a pivotal role ensuring we can deliver on our commitments to our clients, members and the community. We are proud to continue to partner with the Women and Newborn Health Service via the North Metro Health Service, and BHP for our primary service and program delivery.

The annual Pink Pilbara Breakfast was an incredible event raising a record amount of \$115,000 in 2023, for cancer support and prevention services. To everyone who sponsored, donated or attended the event, I thank you for your generosity. The staff once again did an amazing job of planning and coordinating the event, with the 2024 event shaping up to be even better.

The staff of the Hedland Well Women's Centre embody community spirit and it was amazing to see this recognised through nominations in the Pilbara for Purpose Community Awards and Port Hedland Chamber of Commerce and Industry Awards. Our staff are ambassadors for the Hedland Well Women's Centre and these nominations show that the community also sees the incredible work they do.





## CEO REPORT

**KIANNA BARKER**

**CHIEF EXECUTIVE OFFICER**

I'm delighted to have joined the Hedland Well Women's Centre as CEO in August 2023. Having called Hedland home since 2011, working regionally across preventative health, I'm excited to join this wonderful organisation continuing the legacy and work of so many who have come before for the Port Hedland community on Kariyarra country.

I was fortunate enough to receive a handover from Robyn Zadow who stepped in as interim CEO and provided a wealth of knowledge and wisdom.

This year, Chantel Cullen continued to provide leadership and support in her role as Chairperson followed by Jacinta Behrend, who seamlessly transitioned from Treasurer to Chairperson. Remarkably, Jacinta oversaw both positions, for a period. The generosity, skill, innovative vision and tenacity of our Board is inspiring and it's because of volunteers like Chantel, Jacinta and the rest of the Board Members that HWWC continues its significant legacy and continued commitment to providing an excellent health service to our community.

We are very lucky to have such skilled, passionate, and dedicated people leading our organisation and their contribution can simply not be overstated.

I am thankful for the opportunity to work with numerous inspiring and thoughtful leaders, whom I admire greatly.

The team of staff here at HWWC are extraordinary. Every day I am humbled by the care, professionalism, and passion they show to every aspect of providing exceptional services for our community. Together with our remarkable team of volunteers who step in to support programs often at short notice, the strength in collective community action nurtures and grows this safe and supportive space for women in our community.

We have seen over the last several years the agility to pivot our service delivery to ensure our clients and community continue to see a range of innovative programs responsive to community needs. This past year has been no exception, seeing critical service delivery partnership and planning to address gaps in community need, as well as reviewing existing services to sustainably increase availability and access to mental health services. We've recruited another experienced practitioner who has an established connection to the Hedland community joining our counselling service and Pilbara Minerals has come onboard to support the Centre's Mental Health and Wellbeing services.

*"The strength in collective community action nurtures and grows this safe and supportive space for women in our community."*

# CEO REPORT CONT.

**KIANNA BARKER**  
**CHIEF EXECUTIVE OFFICER**

Our long-standing principal partner BHP has committed to supporting innovative opportunities via telehealth, supporting the Centre to review and install information technology upgrades including advanced cyber security programming, internet upgrades, telehealth equipment and software.

North Metro Health Service has completed a review to identify HWWC as a preferred service provider and committed to a further 12-month contract roll over, followed by a further five-year funding agreement.

In 2023 the Centre won Pilbara for Purpose Community Awards 'People's Choice Organisation' and 'Outstanding Demonstration of Primary Healthcare Collaboration and Partnership for Improved Healthcare and Wellbeing in the Pilbara'. This year we have found our Health Promotion Manager Karen a finalist in Port Hedland Chamber of Commerce and Industry 'Employee of the Year' category. Our Advocacy and Cancer Support Worker, Anthea and the Centre are finalists in this year's Pilbara for Purpose Community Service Excellence Awards for 'Aboriginal and Torres Strait Islander Future Leader' and 'Connecting Community's Medium Organisation' award.



This is recognition of the work each of our staff do daily. It is because of the people who work in social service and their belief in the legacy and values of Hedland Well Women's Centre that we are able to do the work we do. Without the skills, experience and commitment of our staff, we would be unable to deliver our vision.

While there are many unique challenges we face as a community, change is a certainty we can count on. Opportunities for excellence, to embrace change and find solutions focused on improvement and continuous quality improvement are abundant and inspiring. It is with a vision of innovation and a willingness to align both community needs and funding priorities that we will continue to provide advanced place-based opportunities within our service that continue to see growth and high client satisfaction. Together with the Board's strategic initiatives and the team's strong health and community experience we will continue the growth and potential of HWWC into the future.

As a service our vision aligns to prevention, early intervention and holistic healthcare. We have four pillars that our programs and services operate within, these are Clinical Services, Health Promotion, Home Away From Home and Mental Health and Wellbeing Services. The Centre continues to provide an impactful service, continuing its legacy with a bright, innovative future, while securing its future to continue delivering high quality services to support the Hedland Community.



# FINANCIAL REPORT

The financial position of Hedland Well Women's Centre remains robust, reflecting a net asset increase of \$226,890 from the previous financial year.

An annual audit was conducted by Australian Audit and complies with relevant Accounting Standards, including Australian Equivalents to International Financial Reporting Standards. The auditor was satisfied with the integrity of financial management and record keeping by the Hedland Well Women's Centre and their accountants (Hedland Accounting and Finance).

A 2023 highlight was that the Pink Pilbara Breakfast raised a record breaking \$115,000 for our cancer support and prevention programs.



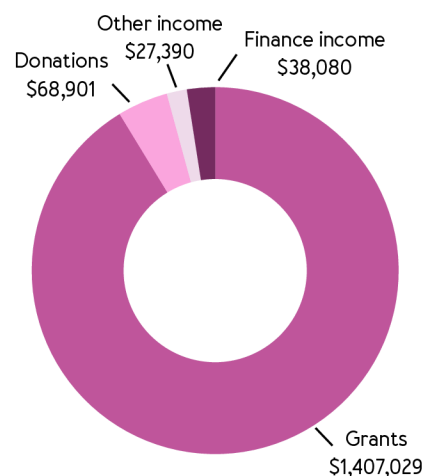
## Expenditure:

Administration includes: (administration, other expenses)

Operations includes: (depreciation and amortisation, consulting fees, rent, Centre equipment)

Personnel includes: (employee expenses, Board expenses, sub-contractors)

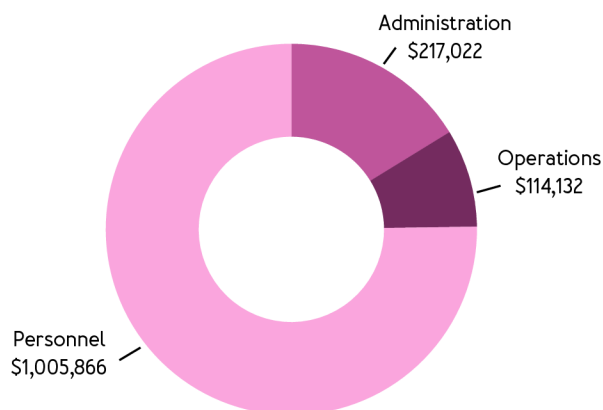
## INCOME



Total income for financial year was \$1,541,400.

Grants continue to be primary source of funding at 91%. Sources of grants include government and industry partners.

## EXPENDITURE



Total expenditure for financial year was \$1,337,020.

Personnel are the biggest expense for Centre operations at 75%.



# CLINICAL SERVICES

## NURSING SERVICES

This year, nurses Jess and Taren have continued to see increasing numbers in all areas including screening and health checks. We have introduced a Diabetic Wellness check, mainly concentrating on foot health, to support the high risk and prevalence of diabetes. The provision of afterhours appointments on a weekly basis has continued and works well, providing increased access for additional clients to attend after work. It is pleasing to see referrals from local GPs and the Hedland Health Campus to increase collaboration across services particularly for Cervical screenings.

Thanks to Dr Linda Dinshaw from Port Hedland Medical Centre for continuing to provide support overseeing pathology results and following up with patients. We continue to get enquires for contraceptive support for Implanon insertion or removal and we are working to address gaps in service delivery locally to support our clients with access to high quality healthcare.



## NINTIRRI CENTRE - TOM PRICE

Our MOU with Nintirri Centre has continued this year with our nurse visiting Tom Price quarterly to provide Women's Health Services, particularly cervical screening (CST). Our support has extended to the inclusion of presentations on self-collect CSTs, mums and bubs group support and a menopause presentation. This year support was also provided to Paraburdoo and Wakathuni community in partnership with Nintirri's existing service provision.

## PHYSIOTHERAPY

Pilbara Therapy Services has continued to provide monthly physiotherapy services to HWWC to support clients impacted by cancer, particularly pre and post operation, supporting their rehabilitation. This includes home visits as appropriate to reduce transport barriers. We continue to see high levels of engagement with minimal cancellations and non-attendances. Further information about this service can be found under Cancer Support Services section.

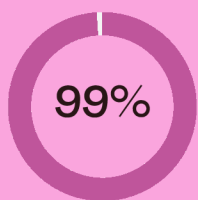
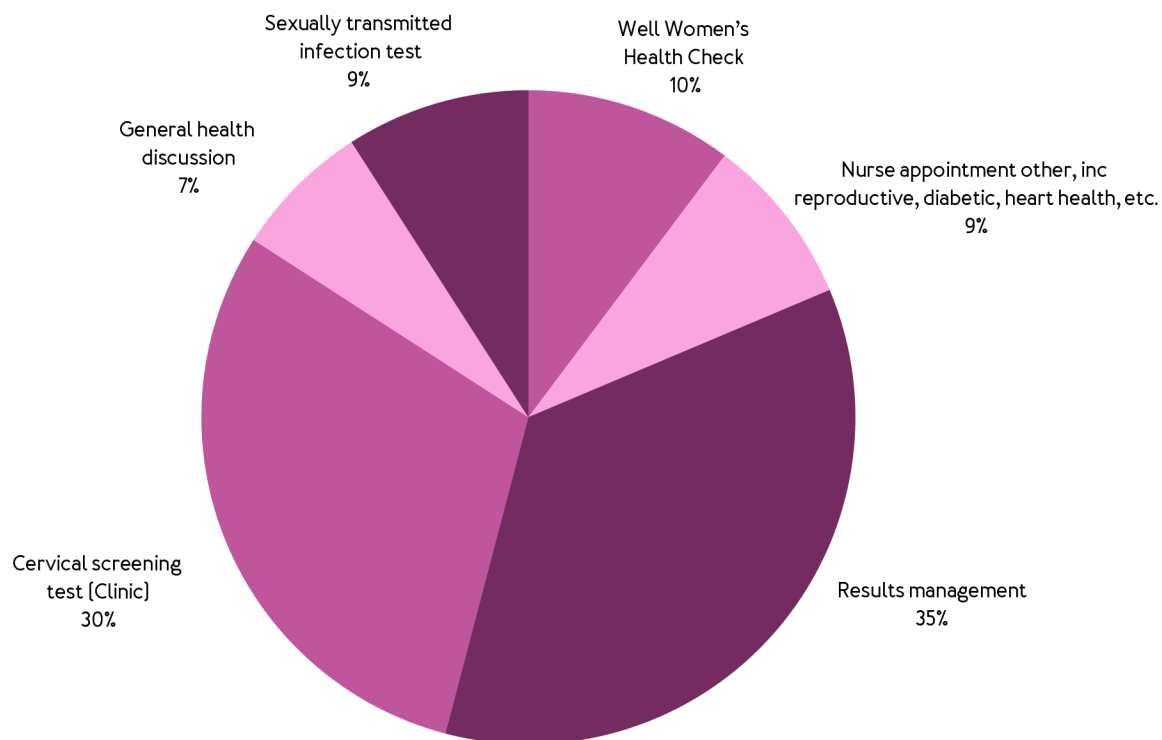




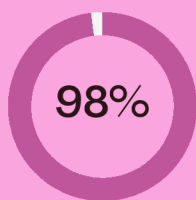
# SERVICE STATISTICS

TOTAL NURSING SERVICES DELIVERED: 869

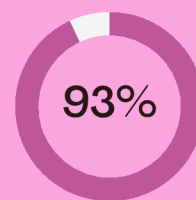
BREAKDOWN OF NURSING APPOINTMENTS 1/07/2023 TO 30/06/2024



Of women surveyed said that they were treated respectfully.



Of women surveyed said that they would recommend this service to others.



Of women surveyed said that the support they received has increased their knowledge and skills to address their health challenges.





## WOMEN'S HEALTH CLINIC CLIENT FEEDBACK

"I received amazing service on arrival, throughout and after my service. I highly recommend the Well Women's Centre and appreciate the follow up as I would not have reached out to schedule the required visit in. Thank you."

"Nurse was very knowledgeable, understanding and detailed. She provided further support avenues for diabetic care and prepped me for my GP appointment."

"The appointment was great. I felt completely welcomed and comfortable and felt good about checking in on my health."

"The staff are extremely helpful and kind, who support women to access services that are needed. I am reassured by the availability and quality of care provided."

"Everyone at the women's centre is always so very welcoming, friendly and professional, providing an invaluable service. Thank you all very much."

"Lovely staff and a real safe place for women. The woman who opened the door was amazing and so was nurse Taren."



# HEALTH PROMOTION

## PROGRAMS, EVENTS, WORKSHOPS AND CAMPAIGNS

This year Karen has continued to lead and champion our preventative health services as Health Promotion Manager.

The Health Promotion team focused on strengthening strong relationships with key stakeholders to deliver client informed, evidence-based education, maintaining relevance and informativeness. Key health promotion topics were chosen to align with and strengthen national campaigns and the Western Australian Health Promotion Strategic Framework. Programs and events were designed to be engaging, coupled with an empowering message about modifiable behaviours to prevent or minimise the impact of disease.

The Women's Health Week Theme for 2023 was 'Grow your knowledge' – focused on supporting women to make informed decisions about their health with evidence-based information that was easy to understand. We collaborated with Wirraka Maya (AMS) to deliver health information at their Women's Health Week morning tea focused on self-care to local Aboriginal and Torres Strait Islander women. The conversations with these women were invaluable in building rapport and sharing information about HWWC services. The week was completed with the annual Pink Pilbara Breakfast which raised an unprecedented \$115,000 dollars for women's cancer services.

Health Promotion initiatives included:

- Stalls at community events
- Workshops and WoW events
- Community outreach education sessions
- Educational displays, radio and digital campaigns.

There were over 100 individual initiatives delivered across these formats in the 2023/2024 FY covering topics impacting women's health from a social model of health lens including: mental health, breast cancer, postnatal depression, family domestic violence, healthy relationships, period poverty, menopause, exercise, metabolic health, nutrition, ovarian cancer, sexual health, menstrual health, heart health and many more. Of note was the second Tricky Tucker program delivered to mums with young children and the Food Sensations for Adults program. These programs, delivered in collaboration with Care for Hedland, WACHS and Bloodwood Tree, utilised cost-effective ingredients available via Bloodwood's mini mart. Sessions provided easy and healthy recipes that were cooked together with nutrition information, from WACHS dietitian, and assisted women to create healthy meals for their families. This program was timely during a period of increased cost of living along with an increased demand of requests to support services for financial and food aid.



# HEALTH PROMOTION

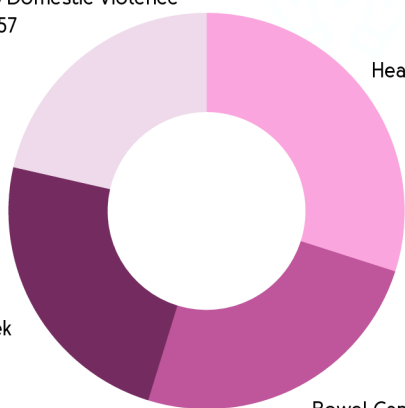
## DIGITAL CAMPAIGNS HAD THE FOLLOWING REACH;

Hedland Says No to Domestic Violence  
457

Heart Week  
638

National Volunteer Week  
507

Bowel Cancer Awareness Month  
529



These campaigns were strengthened by delivering local and national disease prevention messages in collaboration with local health services via face-to-face events. Events included pop up sessions and activities delivered at local locations, addressing topics such as:



*Breast cancer awareness*



*Sexual health*



*Heart disease*



*Smoking cessation*



*Diabetes awareness*



*Women's health checks and screenings*



*Perinatal mental health*



*Bowel cancer screenings*

This has seen increased engagement in nurse screenings and attendances of other HWWC services and programs.





# WOW

## WOMEN ON WELLNESS

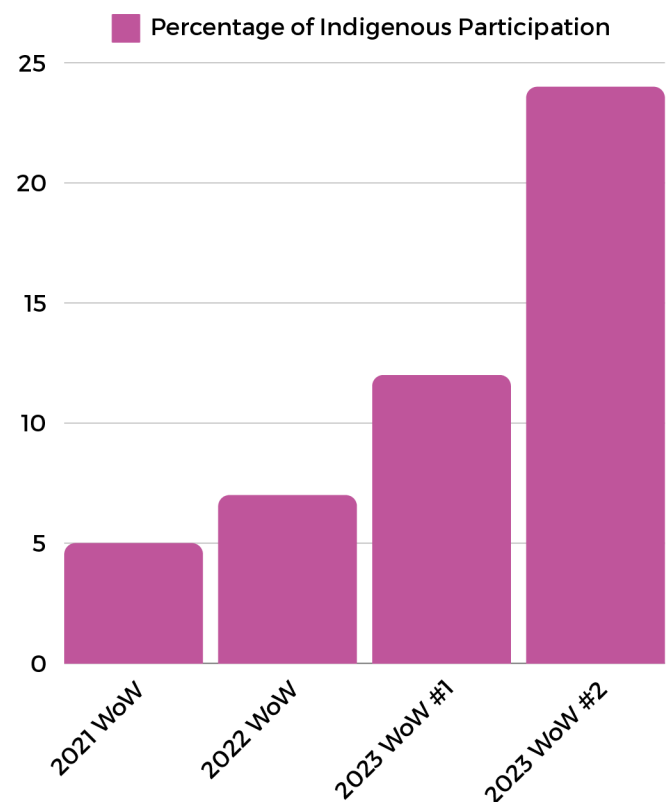
WoW - Women on Wellness - has a long history with the Centre, having run for 21 years. Traditionally, this was held as a week of engaging events which promote health and wellbeing. 2023 saw the culmination of a year long codesign process with Ashburton Aboriginal Corporation to deliver more culturally safe and relevant WoW Weeks. This process included a long consultation period followed by codesign of the WoW program and marketing. WoW 2 2023 included Aboriginal and Torres Strait islander facilitators, had events in culturally safe spaces, and topics relevant to the women involved in the codesign process.

The final event took place at Ashburton Aboriginal Corporation and included a keynote speech from Nyamal woman Christie Haynes as well as a creative project led by Spinifex Hill artist Ruby Djikarra and a chat from local naturopath Teneeka Hill.



*“The Well Women’s Centre is amazing, as are their staff.”*

This was accompanied by a kangaroo tail stew. The event was well attended, poignant and a great example of community led projects. We saw an increase in engagement with Indigenous women from 5% to 24% compared to previous years with over a quarter of the participants identifying as Aboriginal and Torres Strait Islander. The important learnings from this process continue to inform all Health Promotion activities.



*“They are very inclusive of the whole community.”*

# WOW CONT.



WoW event feedback informed HWWC that Women were interested in events held throughout the year at various times both in and out of work hours to support greater engagement and accessibility. This feedback saw the launch of WoW Events for 2024, launching with an ovaries and aerobics session in collaboration with local physiotherapist Brittany from Elevation Health, and the Town of Port Hedland. This was followed by an amazing collaboration with TOPH to co-present Lucy Peach's menstrual education live performance.



*“Lots of information and comfortable environment.”*



*“Well informed, a great cultural event.”*

The HWWC team had a stall in the foyer and spoke to women of various ages on the nurse services available at the Well Women's Centre, menstrual products and period tracking. WoW events also brought the amazing Kerryn and Mari from the hit ABC miniseries Strong Women to Hedland, with the support of the Junction Co. to deliver an outdoor cinema event on the topic of exercise and mental wellbeing. Access to inspiring women empowers the local community and was made possible thanks to the generous support of our principal partner BHP, and event partners Fortescue, Roy Hill, Horizon Power and many community collaborators.





# HOME AWAY FROM HOME

Home Away from Home is our foundation pillar that has woven through the years, underpinning many of the Centre's ongoing programs. Some of these programs include Cancer Peer Support Group, Community Morning Tea, Creative Connections, and Mums with Bumps and Bubs. These programs promote connection and support messaging such as Mentally Healthy WA's Act Belong Commit campaign to increase mental health and wellbeing of which the HWWC is a community partner.

## COMMUNITY MORNING TEA

This year HWWC hosted bimonthly community morning teas on the first Wednesday of every second month 10am-12pm. This initiative offers a welcoming space for community members and service providers to connect, share information, and discuss upcoming activities within the community. When people are new to town this is a great platform for creating connection and reducing social isolation. We aimed to include educational presentations on topics relevant to women's health and local services, supporting greater connection to locally available services and collaborative networks. Health messages that were linked to these included; breast cancer awareness, 16 days in WA, ovarian cancer, heart health, women's health checks and local sporting and social groups.



## CREATIVE CONNECTIONS

This group meets on a Tuesday morning from 9.30-11.30am during the school term at the Centre. Activities undertaken by the group are varied and include a mix of facilitated workshops, materials supplied by the Centre or people bringing their own projects that they are working on. Creative Connections is designed to connect women to one another, using craft as the platform for Centre and wider community connection.

Evidence demonstrates that working on creative projects support women into a flow state which can have positive impacts on mental wellbeing. There is always plenty of conversation, cuppas and some morning tea creating a perfect environment for connection and sharing of skills and peer support. From time to time an external agency will come along to provide a workshop with the group. This year we have been fortunate to work with the Junction Co. who have supported workshops, creating projects such as tassel wreaths, hand stitched yoyos and the favourite hand stitched and embroidered felt teddies for donation to local services supporting vulnerable children.





## HOME AWAY FROM HOME

### MUMS WITH BUMPS AND BUMBS

Mums with Bumps and Bubs is a wonderful group of ladies who come together with their babies (sometimes their mothers or mother-in-laws attend too), to connect, form friendships and a support network. They enjoy lots of interaction and fellowship, as well as share stories of their challenges. Many of the mums catch up outside our group with other mums from this group. Quite often, the session will turn into an impromptu education session with the HWWC nurse, health promotion team and mums who all share their knowledge with the group. A couple of guest speakers have attended these sessions which has been greatly appreciated by the group including a WACHS child health nurse via video conference, Relationships Australia counsellors, Wanslea and a sleep specialist. This year baby first aid was requested by the group and was delivered as a WoW event over a two week period, improving mothers' confidence in responding to an emergency.

Mums with Bumps and Bubs creates a supportive environment where mothers can share their experiences, discuss their concerns, and connect with others in similar life stages.

Mums with Bumps and Bubs is one of our most consistently attended programs and accounted for almost 20 percent of engagements with 285 women participating in the group this year. The highest attended session saw 22 mums and bubs all coming together on a given morning. Numbers fluctuate due to the age of the baby, with six months being the maximum age.





# HOME AWAY FROM HOME

## COOKING UP A STORM

Cooking Up a Storm continues to be a long standing, popular program run each month at the Centre with Pilbara Community Legal Service. This program celebrates the rich and diverse culture and cuisine of a different country each month. Participants from across the globe, all living in Port Hedland, come together to share information and stories over the international language of food and culture. With 14% of our HAFH clients identifying as migrants, this program continues to be a valued and supportive environment connecting women to our services and the wider community.



## COMPLIMENTARY SUPPORT SYSTEMS

There are a number of community groups that operate from the HWWC building. These include:

- Crochet Club Hedland
- Patchwork and Quilters group
- Hedland Books and Bites Book Club
- Pregnancy and post-partum education
- Women's Legal Service
- Work development program
- Child health checks



## CUPPA AND A CHAT

Cuppa and a Chat is available for women at any time to drop in, connect and talk to someone over a cuppa. This service is often used by women who are socially isolated, needing information, connection and emotional regulation or women who need a safe place to breast feed or are new to town. Cuppa and a Chat is part of the fabric of HWWC supporting women during challenging times, allowing clients to link in with various Centre programs, services or external referrals to support connection, empowerment and positive outcomes for the client. Women who are facing financial crisis or period poverty are given care packs which are donated items from local stakeholders and Share the Dignity program. Drop-in clients most often wanted to speak to someone or have a cuppa and chat, seeking information or a referral or care package with 10% being in a state of crisis. Almost all referrals were made to HWWC services or external services just through this program.



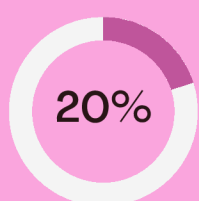
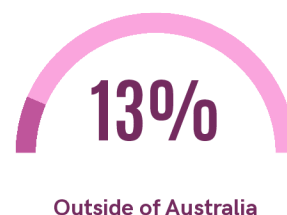
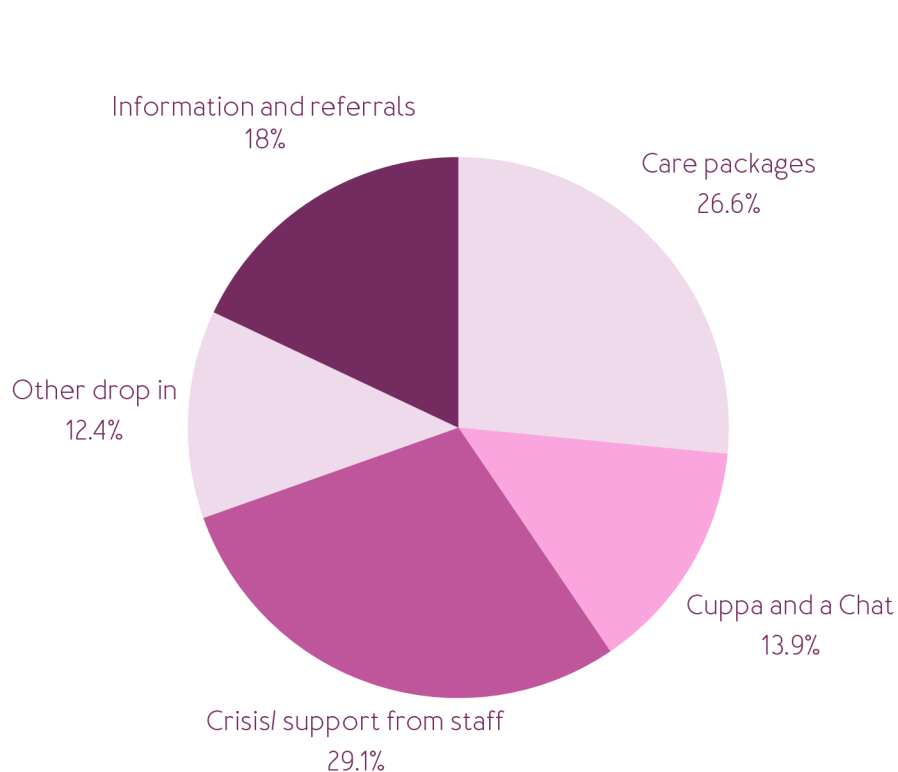
83 women dropped into the Centre for a Cuppa and a Chat.

# HOME AWAY FROM HOME STATISTICS

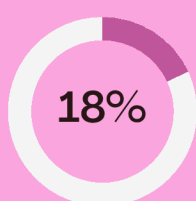
TOTAL NUMBER OF HOME AWAY FROM HOME CLIENTS: 1585

TOTAL NUMBER OF CAPTURED DROP-IN CLIENTS: 595

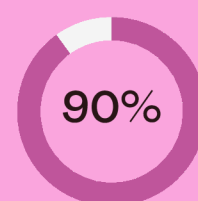
BREAKDOWN OF SERVICES DELIVERED TO DROP-IN'S  
1/07/2023 TO 30/06/2024



WoW had the highest attendance rate for the Home Away from Home program with 311 engagements.



Mums with Bumps and Bubs had the second highest attendance rate for the Home Away from Home program with 285 engagements.



Of women surveyed reported that participating in the Home Away from Home program has helped them develop social connections within the community.





## HOME AWAY FROM HOME PARTICIPANT FEEDBACK

*“Creative Connections is run perfectly for my needs.”*

*“All staff are very friendly and accommodating. They are super helpful and always make us feel welcome.”*  
- Mums with Bumps and Bubs participant

*“You are definitely a great resource for the public.”*

*“Having a nurse (and mother) run the event meant professional advice for questions asked.”*  
- Mums with Bumps and Bubs participant

*“Get active at any fitness/skill level and connect with new people in the community.”*

*“It was perfect & beyond my expectations.”*

*“These events are so great for people to try something new.”*

*“I don’t think there’s much room for improvement as the Centre is very well run.”*



## MENTAL HEALTH AND WELLBEING SUPPORT

### *INFORMATION, REFERRAL AND ADVOCACY SUPPORT SERVICES*

The Advocacy Support Services provide a safe space for women in the community, to share their challenges and goals and find emotional and social support. The Advocacy Support Service may often begin with a Cuppa and a Chat, which is part of the Home Away from Home pillar. A Cuppa and a Chat is all about welcoming women experiencing isolation or other issues who need information and guidance to services and programs in the Centre and in the community, to expand their social circle and gain knowledge of the community. The Cuppa and a Chat is also for women who just want some respite and to talk to someone over a cup of coffee.

Whilst this is not a crisis service, it serves to introduce women to the free nurse and counselling services offered within the HWWC, as well as to a range of programs conducted within the Centre to decrease social isolation.

Based on the identified challenges or goals, clients are connected to external service providers. As the Centre is a space exclusive for women, it makes it a safe place for women to visit and feel comfortable.

In October 2023, the HWWC and Women's Legal Service WA partnered to deliver legal assistance to woman in the Pilbara in the areas of family violence, family law, protection and care and criminal injuries compensation combined with social work support to ensure a holistic response. This was made possible by BHP and Pilbara Minerals collaborative funding.

The service has offered free legal clinics that give women timely access to legal and social support information. This service has supported the region and particularly women in Hedland by allowing greater access via another avenue for women to these services locally and via telehealth.

We saw clients who engaged with the service receive legal and social support that helped their confidence grow. This often results in further engagement across the Centre's services, including attending activities that enhance social connection.





## COUNSELLING

This year mental health support services offered at HWWC included psychology and counselling services. All appointments are available for women at no charge and were offered in person with psychology on Wednesdays (until the end of April) and telehealth for counselling on Tuesdays initially, then increasing to Mondays, Thursdays and Fridays.

Counselling services offered at HWWC ensure a confidential and emotionally safe platform to support clients in exploring their mental health distress, providing a range of therapeutic modalities ensuring evidence-based interventions, tailored to suit the needs of the individual. The mental health services provided by HWWC ensure appropriate support to women of Hedland who may experience a range of mental health issues such as isolation, limited community engagement, withdrawal from natural support networks including family and friends, difficulties in living in regional and remote locations along with managing change in environment, change in family/household dynamics and possibly experience mental health difficulties for the first time such as heightened stress, situational crises, anxiety and depression.

With the increasing demand for mental health support in the Pilbara region, HWWC is committed to providing essential, sustainable mental health services to support the well-being of women in Hedland. Pilbara Minerals Limited joined the Centre to provide funding to support to our mental health services as a community investment partner. This partnership aims to support sustainable local mental health services, reducing waitlists and increasing available appointments for Hedland women.

97%

Of women surveyed said that they were treated respectfully.

91%

Of women surveyed said that they would recommend this service to others.

88%

Of women surveyed rated the services as "excellent".

85%

Of women surveyed said that the service has helped them to better manage their mental health and wellbeing.



240

2023-2024 FY occasions of service  
In person counselling appointments



272

2023-2024 FY occasions of service  
telehealth counselling appointments



## LIFE COACHING

Life coaching at HWWC is a free and accessible service to support and guide women to make positive and meaningful change in their lives. Life coaching assists clients to identify the areas of their life that they would like to see change, set inspiring goals and create an action plan to help move them from where they are to where they want to be.

This year, the service has supported women to set and achieve goals in a wide variety of areas including;

- health & wellbeing
- work / life balance
- creativity
- mindset, fun & joy
- self-care
- personal/self development & growth,
- confidence
- life direction / purpose
- career and
- finances.

### WORKSHOP PARTICIPANT FEEDBACK

*"LEILA MADE ME FEEL WELCOME AND COMFORTABLE WHICH I AM NOT ALWAYS, ESPECIALLY REGARDING MY OWN EMOTIONS / FEELINGS. SO THANK YOU".*

*"IT WAS ABSOLUTELY LOVELY, WE COULD HAVE DONE DEFINITELY [MORE HOURS]!! SO INTO IT!!!"*

*"LEILA MADE US FEEL VERY WELCOME, RELAXED, CALM, HEARD AND STEERED THE EVENT IN A GENTLE AND FIRM WAY TO BENEFIT ONLY US."*

*"GAVE AWESOME INFORMATION AND WAS VERY PROFESSIONAL WHILE BEING RELATABLE."*

*"Welcoming, relaxed, intelligent yet approachable, providing us with a new way of thinking to help us achieve a happy fulfilling life."*

Referrals have been successful in linking and connecting clients into other services within the organisation, creating a holistic and wrap around approach to client care. Referrals across services have seen Counsellors refer clients, creating space for the counselling service to take on new clients and referral from life coaching to counselling, advocacy, and cancer services.

The life coaching service has seen exponential growth this year, increasing the engagement from one-on-one client sessions to include two WoW Event workshops. In July 2023, and June 2024, our life coach facilitated two, half-day clarity and vision boarding workshops to help women gain a clearer understanding of their personal goals.

We look forward to expanding the life coaching service further and offering group coaching programs later this year. The programs will be delivered to groups of women experiencing similar challenges and who share a collective goal.



"Leila has been pivotal in helping me learn boundaries and clear communication skills. I have learnt how to set goals in a realistic and suitable time frame. I will definitely be continuing on this journey."

"This has been an incredible service that has helped me in so many ways. It has given me so many fundamental hints and tips as well as daily habits to implement in my daily life. It gave me tools to increase my awareness around self care, a positive mindset and helped me to understand there are deeper underlying things that need to be addressed and processed to be able to be the best version of myself."

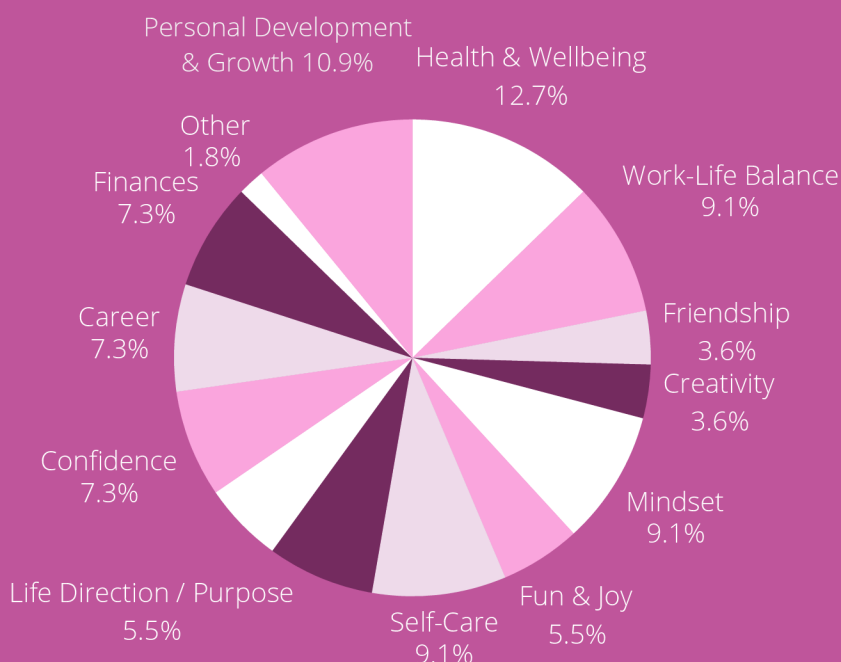
"I've come a long way from the beginning. There has been a big shift in me and my mindset and I can't stress enough how much this has helped my confidence."



## NEW LIFE COACHING SERVICE CLIENT FEEDBACK

"Finally, I have gained the ability to envision the full extent of my capabilities and the vast array of opportunities that lie before me in both my personal and professional life."

### The most common areas that women chose to set goals in were...



Women accessing the life coaching service originated from Australia, New Zealand, Philippines, India, Belgium, South Africa and France.

100%

Of women surveyed expressed they would "definitely" recommend the life coaching service to others.

50%

Of the women who accessed the life coaching service were new clients and had not previously utilised the services of HWWC.

# CANCER SUPPORT SERVICES

*[Self-funded]*

The Cancer Support Service is funded by money raised from the Pink Pilbara Breakfast. The Pink Pilbara Breakfast has been an annual fundraising event to support cancer survivors and people impacted by cancer in our local community. The money raised from the 2023 event, was a record amount of \$115,000 which was used to provide a cancer rehabilitation physiotherapist, cancer support services, and to hold cancer support events in 2024. All funds raised are used for direct delivery of services and guided by what clients feedback for what is needed locally.

HWWC provides support and advocacy to women and families affected by cancer and are tailored to suit an individual's needs. Our Advocacy Support employee can work with cancer survivors or carers in navigating the system and referring them to various cancer service providers, locally and statewide.

Services and programs to date include:

- Cancer support staff
- Referral and Advocacy
- Referral to counselling services
- Cancer Rehabilitation Physiotherapy
- Monthly Cancer Support Group lunch
- Peer Support Group with varied workshops including yoga, essential oils, and craft activities to support health and wellbeing

Gaps in regional services have been identified and advocacy is provided through collaboration with Solaris and other specialist providers. Access to women's cancer and rehabilitation physiotherapy has continued to be a priority.



Pilbara Therapy Services in Karratha continue to provide monthly specialist services in Port Hedland to HWWC clients. The Pink Pilbara Breakfast has generously funded this service through to December 2024, enabling us to provide vital support for cancer survivors and their carers.

Cancer support group events held through 2023/2024 have included:

Cancer Support Lunch

- Exploring resilience through mask making activity with Solaris Cancer Care
- Well Women's nutritionist spoke about nutrition and cancer
- Essential oils workshop and how they can help support your emotional wellbeing

Peer Support Group (launched in September 2023). Activities included:

- Crafts such as making dreamcatchers
- Designing calico bags
- Lego and yoga sessions

We saw clients build confidence and connections with each other at group catch ups and take steps to engage in further support services such as the cancer rehabilitation physiotherapy.



# PINK PILBARA BREAKFAST

Presented by



**\$115,000** **\$\$\$**  
DOLLARS  
RAISED



4  
EVENT  
PARTNERS



25  
SPONSORS



64  
DONATED ITEMS

*ALL FUNDS RAISED THROUGH THE  
PINK PILBARA BREAKFAST PROVIDE  
CANCER PREVENTION AND SCREENING  
SERVICES, AS WELL AS SUPPORT SERVICES  
TO CANCER PATIENTS AND THEIR CARERS,  
DELIVERED BY THE  
HEDLAND WELL WOMEN'S CENTRE.*

THANK YOU FOR YOUR SUPPORT HEDLAND!

# Thank you to our amazing Pink Pilbara Breakfast Sponsors

## EVENT PARTNERS

## PLATINUM

**BHP**



**ROY HILL**



## GOLD

## SILVER

## BRONZE



Port Hedland





There is no way to measure how grateful I am to the Team at the Well Women's Centre, for their support, knowledge, available services and genuine level of caring. Last year, we were primary carers for my mum during her cancer surgery and treatments. During an extremely difficult time, Mum and I felt wonderfully supported by the friendly faces and practical services on offer. Mum engaged with the Psychologist for counselling, Physiotherapist for a cancer rehabilitation program, we attended Cancer Support Lunches and various other activities. Your world can become so small and isolating during these times but each and every activity, appointment and conversation provided an intangible lift to all of the family, not just Mum. It made her smile and she could talk openly with women that could relate to the path she was on. Despite living in Hedland my whole life, I didn't know how many services were available at the Well Women's Centre but I'm so immeasurably grateful the team were proactive in sharing them all with us. From the bottom of my heart, thank you!

CANCER SUPPORT AND CANCER  
REHABILITATION PHYSIO SERVICES

## CLIENT FEEDBACK

As a breast cancer survivor this is a very personal subject close to my heart and which I would not be where I am today without the emotional and physical support I have received from Well Women's. I personally am not good at reaching out for help, so taking a step out of my comfort zone and attending a cancer support group one evening was the start of an emotional and healing journey for me. I was welcomed immediately by the ladies at WWC, offered coffee, snacks, enjoyed craft nights, yoga all while still being genuinely interested in my life but at the same time not being intrusive and giving me space to share in my own time. Listening to other women share their stories made me realise the power of sharing is part of the process of healing, something I had hidden away and kept close to my heart. WWC has helped me realise it's okay to reach out for help. I am so grateful for the support I have received from all of the WWC's awesome ladies, Anthea especially... always available for a chat and ready smile and the amazing physio Hannah who has helped me with my post op recovery and upcoming surgery. With Hannah's direction and guidance, I am now 100 per cent ready for my next op. If you are looking for support with your personal cancer journey, don't wait like I did, visit WWC, you will not regret it. I only wish I had done it sooner.

# Hedland Well Women's Centre strives for "An inclusive community launch pad providing health and support services for women."

We aim to deliver health promotion activities and programs  
that increase awareness of and improve the ability for  
women to have control over physical and mental health.

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