



# 29th Annual Report

2014/15



Picture Courtesy Dave Rankine, Bathurst City Life Newspaper

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## Our Mission

*Central West Women's Health Centre provides a unique, holistic, women-centred preventative and treatment approach to health and well-being.*

*This approach aims to empower women and children from all cultures to make informed choices throughout their lives.*

### We achieve this by:

- *providing a trauma specialist service with a variety of approaches*
- *educating women and children*
- *providing a safe place for women and children to access services*
- *advocating for and supporting women from a feminist perspective*

*Our early intervention, prevention and treatment approaches assist with reducing future health costs by addressing the many underlying issues that lead to adverse mental and physical health conditions if not treated appropriately.*

*Feminism is concerned with (among other things) equality of opportunity, equality of education, the right to choose freely if and when to have children, welfare rights and access to affordable and appropriate health care. Feminism is also concerned with women who suffer double disadvantage as a result of their low socio economic status, or women from diverse cultural backgrounds, women with disabilities, lesbians and other disadvantaged groups of women.*

CWWHC Policy & Procedures A:  
Organisational Overview

## Our Values

- *Dignity - we treat all people in a way that is respectful of their diversity and as valued individuals.*
- *Compassion - in our interactions with people, we strive to be kind and empathic.*
- *Optimism - the unwavering belief in the positive potential inherent in people and society.*

## Our Funding

Funding source	Percentage of total funding	2014/15 Income
NSW Ministry of Health (WLHD)	62%	\$226,500
NSW Family & Community Services	28%	\$100,138
Centre Generated	10%	\$36,541
<b>TOTAL</b>		<b>\$363,179</b>

## Our Services

*The services we offered at the Centre this year are listed on the right.*

*One of the major undertakings for 2014/15 was a 'marketing makeover' for the Centre. We engaged marketing consultants Annabelle Hillsdon and Karyn Taylor, who also worked with Sarah Goss, and Riversigns. The result was a new logo design, new signage outside the Centre and the delivery of new services to our clients using **face book** and **mail chimp** broadcasts. Work commenced on a new website which won't be operational until the next financial year.*

*We also implemented the use of **Survey Monkey** to assist us with consumer and community engagement. The survey feedback resulted in implementing **three new workshops** to meet the needs of women in our community. The new workshops delivered: "**Mindfulness for Women**", "**Exploring Loss in Life**", and "**Living Well with Chronic Illness**".*

*We were able to enhance our services with **visiting psychologist, Nicole Johnson**, commencing one day a week at the Centre.*

*We generally have lengthy waitlists for both of our counselling services and our general practice service.*

*We added a new component to our Health Promotion Worker's role as a partnership with the Blue Mountains Women's Health & Resource Centre. They auspice the **Woman's Domestic Violence Court Advocacy Service** and have a presence at Bathurst Court House each Monday. Our worker is rostered to attend one Monday a month to assist this very busy and vital service for our community.*

*We provided staff as **guest speakers** for the Arthritis Support Group, Dementia Carer Support Group, Bathurst Women's & Children's Refuge (Wattle Tree House), and conducted a workshop for Blue Mountains Women's Health & Resource Centre staff - "**Reflecting on our Practice**".*

### Services offered 2014/15:

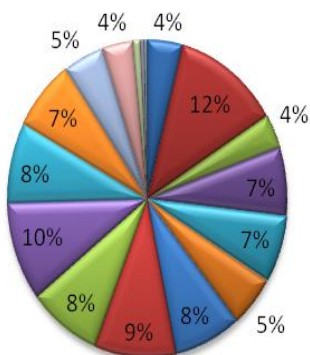
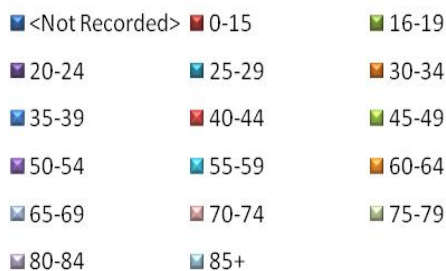
- Women's specific general practice
- Generalist counsellor
- Child, adolescent trauma counsellor
- Psychologist
- Massage therapist
- Yoga
- Women's walking group
- "**Mothers & Daughters - Puberty Matters**"
- "**Midlife Metamorphosis - Menopause, mood & more**"
- "**Out of the Dark - A Family Violence Support Program for Women**"
- "**REACH - for women with mood disorder**"
- "**Quest for Life - "Self-Care Matters"**"
- "**Mindfulness**"
- "**Bringing up Great Kids**"
- "**Exploring Loss in Life**"
- "**Living Well with Chronic Illness**"

## Our Clients

Central West Women's Health Centre uses the Women's Health NSW's statistical database. The database captures client demographics, the range of services and referrals provided, including up to 150 presenting issues.

In 2014/15 a total of 16,814 presenting issues and 3,421 client contacts were recorded by staff providing direct services to clients.

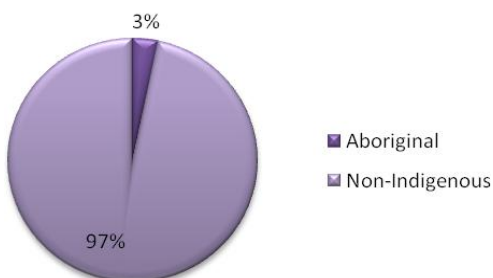
### Client Age Range



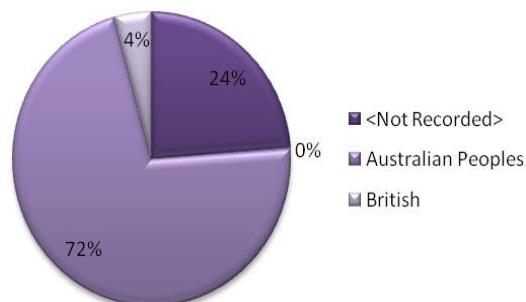
The age range most accessing our services is 0-15 (12%) which would be weighted by our Child, Adolescent Trauma Service which specifically services the age range 0-18 years. This is followed by 50-54 (10%).

**3% of clients identified as Aboriginal.**

### Indigenous Status

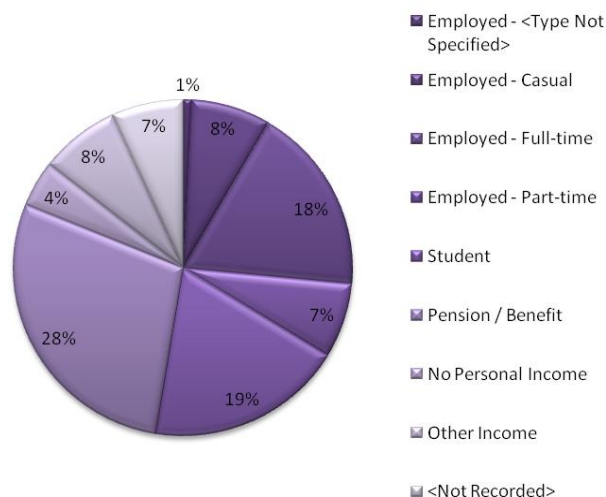


### Client Ethnicity



72% of clients identify their ethnicity as Australian, 24 % British.

### Client Employment & Financial Status



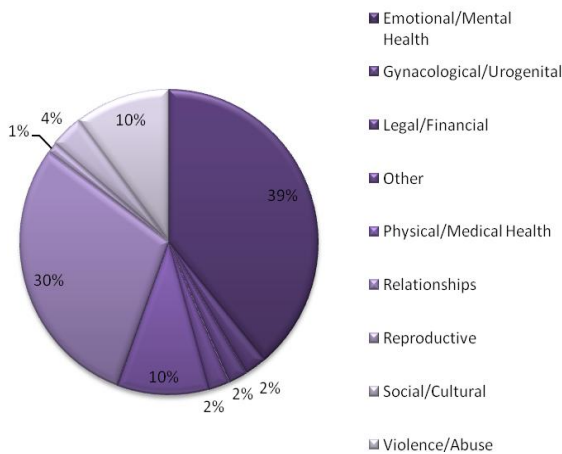
Clients on a pension/benefit make up the greatest number of clients (28%) accessing our service. This is followed by students (19%) and women working full-time (18%).

21% of clients identified as having a disability, with physical rating the highest (35%), followed by psychiatric (30%).

## OUR CLIENTS

### Presenting Issue

Clients may present with more than one issue at the same appointment. Total presenting issues 16,814



**Emotional/mental health concerns** (includes the following three highest sub-categories self esteem, emotional trauma, anxiety/panic disorders) were the highest presenting issues (39%), followed by **relationships issues** (includes the following three highest sub-categories relationships, family issues, childhood issues) rating the next highest (30%).



Mindfulness Group

### How Clients Heard About the Centre

The greatest majority of clients (new or returning) heard about the centre from a friend, associate, or relative. This highlights that 'word of mouth' is still the greatest advertisement for our organisation.

### New Clients

How Heard	Percentage of Total
Not Specified	13%
Centre Flyer	6%
Friend/ Associate/ Relative	41%
Newspaper/ Magazine	3%
Other	7%
Professional/ Organisation	24%
Website - other	1%
Website - ours	4%
Website - WH NSW	1%
<b>TOTAL</b>	<b>100%</b>

### Returning Clients

How Heard	Percentage of Total
Not Specified	8%
Centre Flyer	4%
Friend/ Associate/ Relative	43%
Newspaper/ Magazine	6%
Other	13%
Professional/ Organisation	24%
Website - ours	1%
Website - WH NSW	1%
<b>TOTAL</b>	<b>100%</b>



## National & NSW Health Priorities

*All services delivered at the Centre as part of our NSW Ministry of Health funding fit under the health priorities for the National and NSW Health Framework for Women's Health 2013, as listed in the below table.*

Health Priority	Services Centre Offers to Meet Health Priorities
Supporting healthy lifestyles, including nutrition & physical activity	<ul style="list-style-type: none"> <li>• Walking group</li> <li>• Yoga classes</li> <li>• Health promotion activities</li> <li>• Massage therapist</li> <li>• Face book posts</li> </ul>
Promoting awareness of the risks of chronic disease	<ul style="list-style-type: none"> <li>• Health promotion activities</li> <li>• 'Living Well with Chronic Illness' workshop</li> <li>• Face book posts</li> </ul>
Promoting good mental health & social wellbeing	<ul style="list-style-type: none"> <li>• Generalist counselling</li> <li>• CAT counselling</li> <li>• Psychologist</li> <li>• General practice</li> <li>• 'REACH - for women with mood disorder' program</li> <li>• 'Mindfulness' program</li> <li>• 'Exploring Loss in Life' workshop</li> <li>• 'Quest for Life Self Care Matters' workshop</li> <li>• Health promotion activities</li> <li>• Walking group</li> <li>• Face book posts</li> </ul>
Providing reproductive & sexual health prevention, screening, treatment, education & providing women with options for managing fertility	<ul style="list-style-type: none"> <li>• General practice</li> <li>• 'Mothers &amp; Daughters - Puberty Matters' program</li> <li>• 'Midlife Metamorphosis - menopause, mood &amp; more' program</li> <li>• Health promotion activities</li> <li>• Face book posts</li> </ul>
Improving responses to sexual, domestic & family violence against women	<ul style="list-style-type: none"> <li>• Generalist counselling</li> <li>• CAT counselling</li> <li>• 'Out of the Dark - Family Violence Support Program for Women'</li> <li>• Participation in Women's Domestic Violence Court Advocacy Service (WDVCAS), Bathurst Court</li> <li>• Participation in Bathurst Family Violence Awareness Group</li> <li>• Participation in Family Law Pathways Network</li> <li>• Health promotion activities</li> <li>• Face book posts</li> </ul>
Providing support for women with disability & women with caring responsibilities	<ul style="list-style-type: none"> <li>• Generalist counselling</li> <li>• Health promotion activities</li> <li>• Face book posts</li> </ul>

**NSW Health Goal**  
**"to deliver services and foster environments in NSW which help women to meet their physical, social and economic potential, by increasing opportunities for women to be healthy at every stage in their lives and preventing avoidable detrimental health outcomes such as chronic disease."**

NSW Health Framework for Women's Health 2013

**To view our achievements for each of the above health priorities please see the sections below, 'performance & quality' and 'service statistics & reports'.**

## Working Partnerships

*Solid, working relationships with partner organisations is one of the keys to the success of the Centre. Below we acknowledge the working partners who assist with actual delivery of our services primarily through providing direct service delivery to clients, co-facilitation for our group programs, or support through free advertising.*



Henry Ford

Organisation	Working Partner
Bathurst City Life Newspaper	Dave Rankine & team
Bathurst Community Health Centre	Lisa Collins
"	Louise Linke
"	Lynette Turner
Bathurst Community Interagency	John Kellett & members
Bathurst Family Relationship Centre	Glenys Schultz
Bathurst Family Support Service	Annarelle Channing
Blue Mountains Women's Health Centre	Women's Domestic Violence Court Advocacy Service
Carcoar Medical Centre	Dr Tamara Ford & her team
Clinical Psychologist/Sex Therapist	Dr Sandra Pertot
Massage Therapist	Kirsty Lewins
Naturopath	Lisa Darke
Psychologist	Nicole Johnson
Quest for Life Foundation	Margie Braunstein
Radio 2BS Gold & B-Rock FM; Radio 2MCE	Various team members
TAFE (Student Placement)	Ann-marie Brittain
Western Advocate Newspaper	Eve Capper & team
Women's Health Nurse (casual)	Lee Hagan
Yoga Instructor	Tracey Carpenter

*We also wish to acknowledge the following people or organisations:*

- **ClubGrants (Bathurst Regional Council, Bathurst RSL & Panthers Bathurst) for providing funding to cover the cost of childcare for our clients.**
- **Spotless (contracted via WLHD) for the provision of cleaning and maintenance services.**
- **NSW Ministry of Health & Western Local Health District for their continued support through providing our premises & annual fire safety training.**

- **Annabelle Hillsdon, Karyn Taylor, Sarah Goss, and Riversigns for assisting us with our 'marketing makeover' with logo, signage, face book, mail chimp and website (new website won't go live until late 2015).**
- **Western Women's Health Consortium (Blacktown, Blue Mountains, Cumberland & Penrith Women's Health Centres) for our valuable collaborative work to form this Consortium in preparation for future tendering processes.**
- **Member for Bathurst Electorate, Paul Toole, for his representations to the NSW Minister for Health regarding Women's Health funding.**
- **NSW State Labour Candidate Bathurst, Cassandra Coleman, for her advocacy regarding Women's Health funding.**

*Our team also participates in the following local groups/networks:*

*Bathurst Community Interagency, Family Law Pathways Network, Bathurst Joint Investigation Response Team Local Management Group, Cooperative Legal Service Delivery, Bathurst Youth Network, Bathurst Child & Family Network, Bathurst Multicultural Reference Group, Bathurst Family Violence Awareness Group, Western Region Australian Psychological Society, Central West Facilitators.*

*Other events we partnered in included:*

*Bathurst's Big Banter Forum, Youth Week Chill Tunes & Time, International Women's Day, White Ribbon Day, 16 Days of Activism to Stop Violence Against Women.*



## Our Effectiveness

The Centre is committed to delivering the highest quality of service with all areas of service provision being monitored regularly. Every aspect of our service has a full evaluation summary available - please visit our website [cwwhc.org.au](http://cwwhc.org.au) to view your area of interest.

Here is a snapshot of our effectiveness:

**Generalist counselling clients reported after counselling completion (average 10.10 sessions, over 21.55 weeks) - 86% improvement in level of coping with situation/issue; 83% improvement in their ability to implement necessary changes in life; & 81% increase in the degree to which life has improved.**

**Child, adolescent trauma counselling clients reported after counselling completion (average 22.11 sessions, over 40.61 weeks) - 88.6% improvement in coping since coming to counselling; 80.4% improvement at school since coming to counselling; 79.2% improvement in family since coming to counselling.**

**Evidenced based group programs include "Out of the Dark - a family violence support program for women"; "Mothers & Daughters - Puberty Matters"; Midlife Metamorphosis - menopause, mood & more"; "REACH - for women with mood disorder; "Bringing up Great Kids". Each program has two parts to evaluation - program aims (outcomes) which differ for each program. To view individual program outcomes visit our website [cwwhc.org.au](http://cwwhc.org.au)**

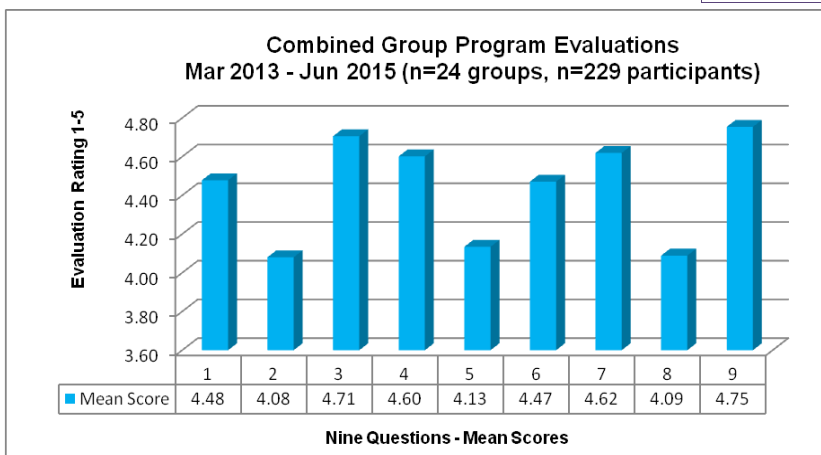
*"I have seen many therapists, Drs, been to many clinics and I have to honestly say that Annele has helped me more than most of the people I've seen. ACT [acceptance & commitment] therapy is working, thank you so much for giving me hope".*

Generalist Counselling Client

The graph to the left combines the evaluation of the nine questions asked for every evidenced based group program.

The table below lists the nine questions asked for each of these programs:

Question Number	Question
1	Appropriateness of group content
2	Degree of comfort discussing feelings & experiences
3	Level of coping with situation/issue
4	Ability to make positive changes in life
5	Degree to which life has improved
6	Overall satisfaction with group experience
7	Likelihood to recommend group to others
8	Degree of connection with others in community
9	Ability to access support in future



**Overall evaluations rated extremely highly ranging from 4.08 (81.6%) to 4.75 (95%) out of 5.**

**PERFORMANCE & QUALITY**

*Visiting practitioner session evaluations - clients are encouraged to complete a simple session evaluation after each session (or in the case of Yoga, at varying intervals during the Yoga terms).*

*The session evaluations ask six questions. To view the evaluation for each service visit our website [cwwhc.org.au](http://cwwhc.org.au)*

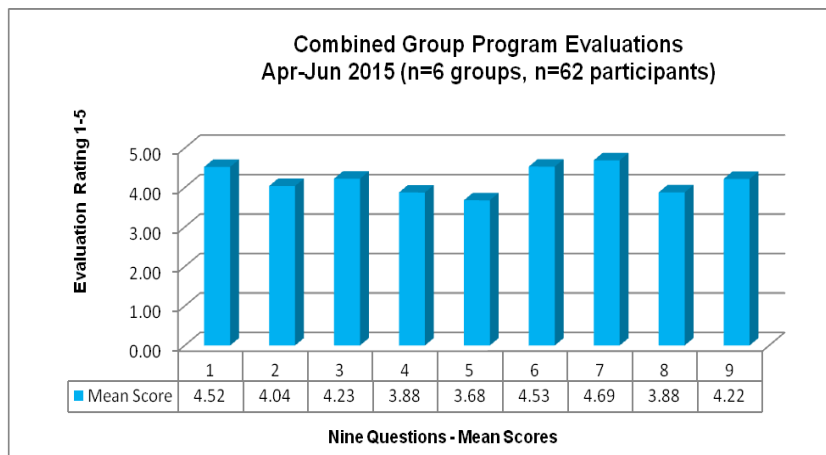
*A summary of the overall satisfaction rating for each practitioner is listed in the below table:*

Visiting practitioner position	Visiting practitioner name	Overall satisfaction rating
VP - General Practitioner	Dr Tamara Ford	97.3 - 98%
VP - Yoga Instructor	Tracey Carpenter	97.8 - 99.1%
VP - Massage Therapist	Kirsty Lewin	97.1 - 97.6%
VP - Psychologist	Nicole Johnson	95.2 - 97.4%

*Health promotion group programs include Living Well with Chronic Illness; Exploring Loss in Life; Mindfulness; Quest for Life Self-Care Matters; Walking Group. Each program (apart from the walking group) has two parts to evaluation - program aims (outcomes) which differ for each program. To view individual program outcomes visit our website [cwwhc.org.au](http://cwwhc.org.au)*

*The graph below combines the evaluation of the questions asked for the health promotion group programs. The questions are the same as for the evidenced based programs (as listed on the previous page) however not all questions are asked for each group.*

*Overall evaluation ratings ranged from 3.68 (73.6%) to 4.69 (93.8%) out of 5.*



*"Why did I wait?! Dr Ford is warm, understanding, down to earth, extremely knowledgeable, caring and makes you feel totally important with your concerns/ailments". "A breath of fresh air to have a Dr really listen & explain things to you - thank you".*  
 General Practice Clients

*Service accreditation - the Centre achieved Certificate level Australian Service Excellence Standards in June 2014 which is valid until March 2017. We continue with quality improvement on a regular basis to maintain these standards.*

*Professional registrations - staff and visiting practitioners maintain professional registrations with Australian Counselling Assoc., NSW Counsellors & Psychotherapists Assoc., Psychotherapy & Counselling Federation of Australia, Australian Register of Counsellors & Psychotherapists, Australian Psychological Society, Massage Australia, Australian Health Practitioner Regulation Agency. In order to maintain these registrations staff are required to attend a minimum amount of professional development and supervision annually.*

## Key Performance Indicators

The below table outlines our NSW Health key performance indicators and results relating directly to client contacts.

Key Performance Indicator	Target	Result
<b>To promote physical, mental &amp; emotional health &amp; well-being for women by providing specialised medical, nursing allied health &amp; complementary health services.</b>		
• # individual occasions of service for medical/nursing consultations	270	288
• # individual occasions of service for allied health & complementary consultations	110	245
• # of Yoga sessions provided	120	140
• # of Yoga participants at sessions	570	661
• # of women's walking group sessions conducted	40	44
• # of walking participants at sessions	240	372
<b>To promote physical, mental &amp; emotional health &amp; well-being for women by providing specialised clinical, counselling, health promotion &amp; education services including domestic violence &amp; sexual assault services.</b>		
• # individual occasions of service for generalist counselling	360	455
• # of evidenced based group programs delivered	10	10
• # of evidenced based group sessions delivered	42	36
• # of clients attended evidenced based group programs	88	102
• # of health promotion/education activities	10	8
• # of participants attending health promotion/education activities	200	155
<b>Advocate for the holistic health &amp; well-being needs of women in the community</b>		
• # of activities	24	96
• # of Face book 'likes' & total 'reach'	180/5000	744/18,806

*"Jem is really nice to me. She listens to everything I say and helps me with everything I tell her. I really like this place so thank you and I can't wait to come back. You are awesome Jem."*

CAT Counselling Client (12 yr old girl)

The below table outlines our NSW Family & Community Services key performance indicators and results for our Child, Adolescent & Trauma Service (CATS).

Key Performance Indicator	Target	Result
• # individual occasions of service for counselling	468	485
• # of evidenced based group programs delivered	4	2
• # of evidenced based group sessions delivered	48	13
• # of clients attended evidenced based group programs	32	16



Jem Maddox, CAT Counsellor, in Centre Play Room

## Organisational Structure

*Central West Women's Health Centre is an incorporated association and a registered charity regulated by NSW Fair Trading and the Australian Charities and Not-for-profits Commission (ACNC).*

*The organisation is governed by an elected Board of seven members with elections taking place at the annual general meeting each October. Association members elect the Board. Day to day management of the Centre is delegated to the Manager.*

*"Governance goes beyond notions of ethics, responsibility, and accountability. It is an ethos enveloping an organisation, causing everyone to think about not just how, but why they do what they do. This often means tackling the really difficult issues and questions and finding a way through."*

Sally Thomas, Board Matters, June 2015

Board position	Board member name	Date commenced on board
President	Kerry Silverson Marston	02/05/11
Vice President	Jilly Blanch	23/10/12
Secretary	Sylvia Latham	24/10/06
Treasurer	Jane Sisley	28/10/14
Ordinary	Geraldine Sealey	22/10/13
Ordinary	Belinda Head	28/10/14
Ordinary	Maureen Bates-McKay	28/10/14

Staff or visiting practitioner (VP) position	Staff or visiting practitioner name	Date commenced at Centre
Manager	Erica Pitman	02/04/12
Administrator	Heather Bennett	04/07/11
Casual Administration	Renae Lawson	08/10/14
Generalist Counsellor/Group Facilitator	Annele Watt	12/06/12
Child, Adolescent Trauma Counsellor	Jem Maddox	29/10/12
Health Promotion Worker	Maureen Connor	10/11/14
VP - General Practitioner	Dr Tamara Ford	03/07/13
VP - Yoga Instructor	Tracey Carpenter	03/02/14
VP - Massage Therapist	Kirsty Lewin	10/03/11
VP - Psychologist	Nicole Johnson	04/08/14



L to R: Ann-marie Brittain (Health Promotion Worker), Jem Maddox (Child, Adolescent Trauma Counsellor), Erica Pitman (Manager), Heather Bennett (Administrator)

Picture Courtesy Dave Rankine, Bathurst City Life Newspaper

# The Central West Women's Health Centre Inc

Consolidated Balance Sheet  
for the Year Ended 30th June 2015

	2015	2014
	\$	\$
<b>ACCUMULATED FUNDS</b>		
Represented by:		
<b>Current Assets</b>		
Cash At Bank and On Hand	252,496	150,017
Accounts Receivable	894	316
Prepayments	2,703	-
Other Assets	225	225
Total Current Assets	256,318	150,558
<b>Non-Current Assets</b>		
Fixed Assets	-	-
Formation Expenses	78	78
Total Non-Current Assets	78	78
<b>Total Assets</b>	<b>256,396</b>	<b>150,636</b>
<b>Current Liabilities</b>		
Trade Creditors	110	1,236
Provision for Special Projects	-	7,000
Unearned Income	77,400	-
Accrued Expenses	13,004	10,514
GST Liabilities	12,706	(342)
Payroll Liabilities	14,931	15,619
Total Current Liabilities	118,151	34,027
<b>Non-Current Liabilities</b>		
Long Service Leave	11,607	7,226
Total Non-Current Liabilities	11,607	7,226
<b>Total Liabilities</b>	<b>129,758</b>	<b>41,253</b>
<b>Net Assets</b>	<b>126,638</b>	<b>109,383</b>

For a full set of accounts, email: [manager@cwwhc.org.au](mailto:manager@cwwhc.org.au)



CENTRAL WEST  
**Women's  
Health Centre**  
SUPPORT FOR WOMEN & CHILDREN

**Central West Women's Health Centre Inc.**

PO Box 674, Bathurst, NSW 2795

20 William Street, Bathurst, NSW 2795

T: (02) 6331 4133

F: (02) 6332 4310

E: [information@cwwhc.org.au](mailto:information@cwwhc.org.au)

[www.cwwhc.org.au](http://www.cwwhc.org.au)



*Funded by NSW Ministry of Health (WLHD) & NSW Family & Community Services*

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