

# 2019

## annual report

collaboration | commitment | advocacy





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## WHO WE ARE

### OUR TOWN, YOUR TOWN

At **yourtown** our town is your town.

Since 1961, **yourtown** has been changing lives by tackling the issues impacting the lives of young people in Australia. Today, these include mental health and unemployment, and issues like domestic and family violence.

We take the time to listen, understand and encourage young people to find their place. Last financial year we provided 189,157 contacts as well as providing individual support to 17,914 children, young people and families reaching out for help.

We teach essential work and life skills, and provide opportunities to gain valuable experience and to achieve positive long term outcomes.

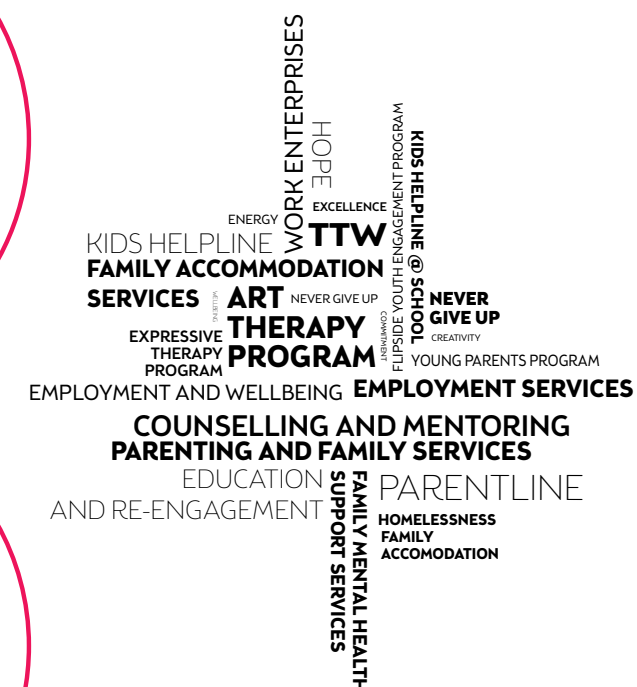
Without the support of our Art Union ticket buyers, generous organisations, individual donors, advocates and those who have left us bequests this year, many of our services would not exist.

### OUR VISION

Young lives transformed, communities strengthened.

### OUR MISSION

To enable young people, especially those who are marginalised and without voice, to improve their quality of life.



## MESSAGE FROM OUR BOARD CHAIR AND CEO



**Peter Ffrench**  
Chair of the Board

Welcome to our 2018/19 Annual Report.

At **yourtown** our aim is to create brighter futures for young people to improve their quality of life. Everyone at **yourtown** can be pleased with our progress towards that end over the past year.

We have increased our reach, with the launch of new programs like your job your way and the Early Childhood Development Program, renewed our approach for others like San Miguel Family Centre, and expanded our footprint in areas where young people are most disadvantaged.

The number of our generous supporters has grown, our engagement with stakeholders has been enhanced resulting in more funding and new partnerships, and our financial position remains strong. This positions us well to invest in and leverage those things most critical to our success – our people, our brand, our partnerships and our supporter base.

We continue to build on the confidence our supporters and the community have in us.

This report provides an opportunity to share our achievements and aspirations, and by doing so showcase our commitment to achieving our Mission.

Our focus remains on ensuring our services continue to meet the needs of young people. This means making sure our programs remain relevant and effective, that we engage meaningfully, and give voice through advocacy.

I am privileged to serve as Chair and would like to acknowledge the efforts of my fellow directors. I would particularly like to thank Gerry Lambert for his dedicated service over the past nine years. Gerry served as Chair of **yourtown** with distinction for two years and he retires from the Board next year.

On behalf of the **yourtown** Board, I would like to express our deep appreciation for the incredible commitment shown by the management and staff of **yourtown** and to all those who believe like we do that creating brighter futures is something worth committing to.



**Tracy Adams**  
Chief Executive Officer

I am pleased to report the past financial year has been one of our busiest yet and we have endeavoured to capture as much of that activity as possible in this report.

At **yourtown**, we are committed to safeguarding children and young people. We achieve this through counselling and support, education and engagement services, job training and employment, family and community services, through the provision of refuge and sanctuary to young parents and their children and those escaping domestic and family violence as well as services specifically for Aboriginal and Torres Strait Islander Young Peoples.

We have a responsibility to ensure our work with those who turn to us is of the highest standard and that we treat each person as an individual with individual needs.

You will see through this report the numbers of children, young people and parents who were supported by our services. However, it is important to reflect on what lives beyond the numbers: the individuals who persevere despite significant hardship and challenge, those seeking to find their place through employment and those who are doing all they can to make sure their children are safe.

Beyond the numbers is also the staff of **yourtown** who come to this work with great passion for the Mission, and who in partnership with those who turn to us create great human value at the individual and community level.

In addition to our direct service work, we continued to make great progress with our advocacy by providing a national voice for young people to ensure they are valued, their human rights respected, and their needs and issues acknowledged in social policy.

We are responsive to change. One challenge this year has been to ensure greater accessibility to our services and we continue to develop resources that make a real difference.

Collaborative decision-making has been at the heart of our success throughout 2018/19. From government agency alignment, through to successful partnerships with universities, educators and communities, it's been a year that reflects much of what **yourtown** aims to represent – courage, belief and commitment to creating brighter futures for young people across Australia.

To our supporters, stakeholders and all of those who have engaged with our organisation over the past 12 months, thank you.

## OUR VALUES



### Brother and Sister to all

We value each other and everyone we meet.



### Perseverance in Service

We never give up.



### Faith and Zeal

We do everything with energy and commitment.



### Innovation and Resourcefulness

We're not afraid to try new things.



### Professionalism

We stand for quality and lead by example.

## WAYS WE WORK



### Respect

We respect each other by listening and being honest.



### Excellence

We strive for excellence in what we do.



### Creativity

We're creative, working ways that get amazing results.

advocacy



## THE MISSION LIVES ON

**yourtown** is an inclusive faith-based organisation, committed to being a practical example of the Lasallian Charism of courage, tenacity, compassion, love and respect. We are committed to servicing young people in need regardless of their religion, race or gender.

### Our History

With seventeenth century origins, John Baptiste de la Salle founded the mission in France in 1679, spending his life teaching poor children in parish charity schools. His endeavours were recognised on 15 May 1900 when he was canonized as a saint. Across the world many Lasallian Brothers and Sisters work in schools, universities, childcare centres and in social work.

The Lasallian family comprises approximately 4,000 Brothers and Sisters who help run 1,000 education centres in 79 countries with close to one million students, together with 90,000 teachers and many Lay associates.

### Lasallian Tercentenary Celebrations

This year was an important one in the Lasallian calendar as it is the Tercentenary year – 300 years since the death of the Founder, St John Baptiste de la Salle. Lasallians all around the world marked this important year with celebrations of his life and legacy across more than 80 countries.

### Leading by learning

**yourtown** leaders attended a rewarding formation program on “Living Lasallian Values: Creating Value for the Mission” in early June.

Br John Cantwell and Amanda Proulx delivered an insightful program to **yourtown** leaders to further acknowledge the Lasallian Mission in supporting the needs of young people through works of charity, education and hope.

The thought-provoking, hands-on program allowed participants to confront the fact that being true to the mission includes a willingness to be disruptive, to challenge and to let go of what we know.

At the core of the program was a keynote presentation by Ms Tracy Adams, CEO, relating to the World Congress of Lasallian Education held 14-16 March 2019. Ms Adams spoke on “future-proofing” **yourtown's** culture so that the Mission, Values and Lasallian Charism live on.



“**We’re passionate** about challenging conventional wisdom to **create new ways** to deliver the Lasallian Mission to **yourtown**. We continue to champion our links to the **Lasallian Values** of Faith, Zeal, Brother/Sister relationships and concern for the poor.”

Tracy Adams, Chief Executive Officer **yourtown**

“It is not enough to be Lasallian in name, we must **be Lasallian in deed and action**. It is from seeing what it means to be Lasallian that people seek to find their place, **to contribute** to the true nature of the Mission.”

Tracy Adams, Chief Executive Officer **yourtown**

### World Congress of Lasallian Education 2019: Tracy Adams’ Keynote Address

The World Congress of Lasallian Education took place 14-16 March, 2019, at Universidad La Salle in Mexico City. Themed “Lasallian Education for the 21st Century,” the international program was aimed at Lasallian educators from all levels (elementary, secondary, tertiary). It provided an opportunity for presentations and discussions around the future of “human” education and to share reflections and best practices.

Tracy Adams, CEO of **yourtown**, provided a keynote address on Day Two of the conference under the title of “Mission critical for a critical mission”.

Tracy has been involved in the Lasallian Charism for almost 30 years. Her keynote address focused on Lasallian

Characteristics – what she believes is necessary for those engaged in Lasallian works to consider in themselves, in leaders and in those who must be prepared for leadership in the future, as well as the role of women in the Mission. Tracy also posed questions about Institute structures and how they may need to evolve to ensure they remain relevant to works and the needs of today and tomorrow at local and international levels.

“I believe that we must not allow ourselves to become so enamoured by our heritage, our tradition, our Founder, for as compelling and remarkable as they are, that we do not open our minds and our hearts to what we must do now as critical partners of a critical mission, more so today than ever before.”





## WHAT DID WE DO?

We provided 189,157 contacts as well as providing individual support to 17,914 children, young people and families through:

- Counselling and mentoring (Kids Helpline, Parentline, face-to-face counselling and mentoring)
- Parent and family services (young parent programs, community and family mental health programs)
- Family refuges that give families temporary homes and/or domestic and family violence support
- Education and re-engagement services
- Training and employment services
- Aboriginal and Torres Strait Islander Peoples employment and wellbeing initiatives

### KEY SERVICE ACTIVITIES



**189,157 contacts**

**Counselling and Support** via Kids Helpline's 24/7 service for Australia's children and young people, Kids Helpline @ School, Parentline.



**660 participants**

**Family and Community** services that help young families learn positive parenting and community mental health programs.



**402 participants**

**Child Mental Health and Development programs** – Starfish & Early Childhood Development programs.



**392 participants**

**Education and Engagement** services that support young people to remain in school and offer other positive pathways.

**15,362 participants**

**Employment** programs that give young people extra life choices and get them jobs through jobactive, Transition to Work, your job your way and Smart Skilled & Hired.



**541 participants**

**Job Training** services that support young people to skill-up providing on-the-job experience and skills for life.



**217 participants**

**Accommodation Services** that support families facing homelessness and/or domestic and family violence.



**250 participants**

Services specifically for **Aboriginal and Torres Strait Islander Young Peoples** that create job options and education opportunities.



**90 participants**

**Youthful Offenders Programs** provide group work support to young prisoners, particularly focussing on addressing alcohol and drug misuse as well as preparing these participants to independently live in the community.



“Where some see social challenges, **we see opportunities.**

It's about **providing a real difference** to young lives that they can believe in.”

## CORPORATE PARTNERS

We are enormously grateful for the generous and collaborative relationships we enjoy with our supporters who continued to engage with us throughout the year.

Support from our Corporate Partners and the Community has been most generous, from individuals, to families, from small businesses to large corporations, we are grateful for the generous contributions to help create positive and significant differences in the lives of young people throughout Australia.

### OPTUS

#### Optus

We are proud to be celebrating our 20th year in partnership with Optus.

Through the support of Optus Digital Thumbprint with Kids Helpline, 399 sessions were held across 151 schools with a total of 12,344 primary school students participating. This financial year saw a 36.18% increase in sessions over the past financial year with a 27.90% increase in student participants.



#### BUA

Bupa supports Wellbeing @ School.

Wellbeing @ School is an early intervention and prevention program free to all primary schools Australia-wide. It promotes student mental health literacy, coping strategies and help-seeking behaviours. During the year 512 sessions were held across 214 schools with a total of 15,561 primary school participants.

Through the support of our corporate partners Optus and Bupa we can protect many more primary school children through early education and by encouraging help-seeking.



#### First National Real Estate – new Partnership 2019

This year we announced a new Corporate Partnership with First National Real Estate (FNRE).

Foundation chairman, David Lovell said, “First National Real Estate is proud to help children and young people access the confidential guidance and support they need to cope with problems like mental health, bullying, depression, homelessness or any issue they are dealing with. Kids Helpline aligns perfectly with First National's ‘we put you first philosophy’, because it puts the families that live in our members’ communities first.”

Each member office has a Kids Helpline promotional kit to help raise brand awareness and fundraising.



#### FGX

FGX partnered with Kids Helpline in 2014.

Circles is a world first, purpose-built counsellor moderated mental health and emotional wellbeing social platform that's safe, free and private for young people. It encourages peer-to-peer support and delivers expert group counselling supported by professional Kids Helpline counsellors 24/7. To date, Circles has provided support to 466 young people in Australia with the latest evaluation data showing significant reductions in depression, anxiety and stress symptoms among participants.

Interest in this platform was evidenced through Kids Helpline being invited to present Circles at the ‘Rising to the Challenge’ symposium, organised by Orygen, the national centre for excellence in youth mental health. Dr Andrew Campbell spoke at CYPSY 24, the 24th Annual CyberPsychology, CyberTherapy & Social Networking held in Virginia, USA.

“**yourtown** takes a **strategic approach** to working with our corporate partners to ensure that there is **shared value.**”



## OUR SERVICES

**yourtown's** qualified support team works with young people to offer practical help.

Each of our services is informed by a Program Theory that outlines the outcome we are aiming to achieve and what's needed to realise that impact.

SERVICES	YOUNG PEOPLE
Communities for Children	1136 registered
Domestic and Family Violence Service	84
Flexible Learning Options	189
jobactive	12,090
Kids Helpline	379,827 attempts
	761,591 unique website visitors
Circles	847
Parentline	9,265 attempts
	66,205 unique website visitors
ParentsNext	337
Practice	3,486 supervision sessions
San Miguel Family Centre	205
Skilling Queenslanders for Work	305
Smart Skilled & Hired	490
Enterprises	199
Starfish	302
Transition to Work	2,654
Work for the Dole	144
Young Parents Program	81 families
your job your way	128
Indigenous Programs	222
Youth Engagement Program	219
Youthful Offenders Program	36
Early Childhood Development Program	35 children (27 families)

“Let's give young people the **skills** they need to choose the **future** they want.”

commitment



## WHERE WE WORK

Our service locations are prioritised to areas of high socio-economic disadvantage<sup>1</sup>. This includes places where high numbers of young people are unemployed, are without qualifications or in low-skilled occupations, and/or are living in single parent households.

**yourtown** has 51 service centres in 41 locations across New South Wales, Queensland, South Australia and Tasmania. Our business centre is in Milton, Queensland.

Kids Helpline is a national service.

Parentline operates across Queensland and the Northern Territory.

Our Domestic and Family Violence Refuge is at an undisclosed location.

<sup>1</sup> **yourtown** disadvantage index informed by data that includes the Australian Bureau of Statistics (ABS) Relative Socio-Economic Disadvantage (IRSD) and Education and Occupation (IEO) Indexes.

New South Wales	Queensland	South Australia
Blacktown	Beenleigh	Balaklava
Campbelltown	Browns Plains	Clare
Cessnock	Caboolture	Elizabeth
Claymore	Capalaba	Enfield
Fairfield	Deception Bay	Kadina
Ingleburn	Inala	Kapunda
Maitland	Ipswich	Kilkenny
Mt Druitt	Kingston	Nuriootpa
Muswellbrook	Kippa-Ring	Peterborough
North Richmond	Milton	Port Pirie
St Marys	Mount Gravatt	Salisbury
	Victoria Point	Smithfield
	Woodridge	
Tasmania		
Bridgewater		
Burnie		
Devonport		
Glenorchy		
Launceston		



Appointment of Paul Quilliam as **yourtown** Tasmania State Manager to develop our services and relationships



“Providing services in areas of **high social disadvantage** is about offering hope, engagement, and **opportunity**.”

**\$5.5 M**  
**Funding**  
**Over 4 years**



In March 2019, NSW State Premier Gladys Berejiklian announced funding for Kids Helpline to establish a service based in Sydney.



"While we take heart that we had 290,144 attempts for contact, we will continue to strive to expand our services even further to continue to protect children and young people across Australia.

Our ongoing challenge is to raise funds to not only sustain these service levels, but to grow them further to fill the enormous gap of unmet need.

Underwritten by a combination of public and private funding, Kids Helpline still lacks adequate government funding support.

In the 2018-19 financial year it was 80% funded by the **yourtown** Art Union, donations and corporate support. Federal and State Governments funded 20%.

We call for change to government funding to substantially increase Kids Helpline funding levels to match the current community-generated revenue."

Tracy Adams  
CEO **yourtown**

## KIDS HELPLINE IN FOCUS

### Keeping kids safe

Kids Helpline is Australia's only free, national 24/7 confidential support and counselling service specifically for children and young people aged 5 to 25. It offers counselling support via phone, email and real-time WebChat.

Kids Helpline is staffed by a professional workforce with all counsellors holding a tertiary qualification.

Children and young people contact Kids Helpline about a diverse range of issues, no matter how big or small the problem. Contacts range from everyday topics such as family, friends and school to more serious issues of child abuse, bullying, mental health issues, drug and alcohol use, self-injury and suicide.

### We offer:

- One-off counselling and crisis support
- Information and referral
- Ongoing counselling and case management

We work with child protection authorities in every state and territory to inform social policy and help keep children and young people safe. This financial year, more than 1,680 contacts to Kids Helpline resulted in emergency care actions (Duty of Care) that in some cases saved lives.

### Counselling and support

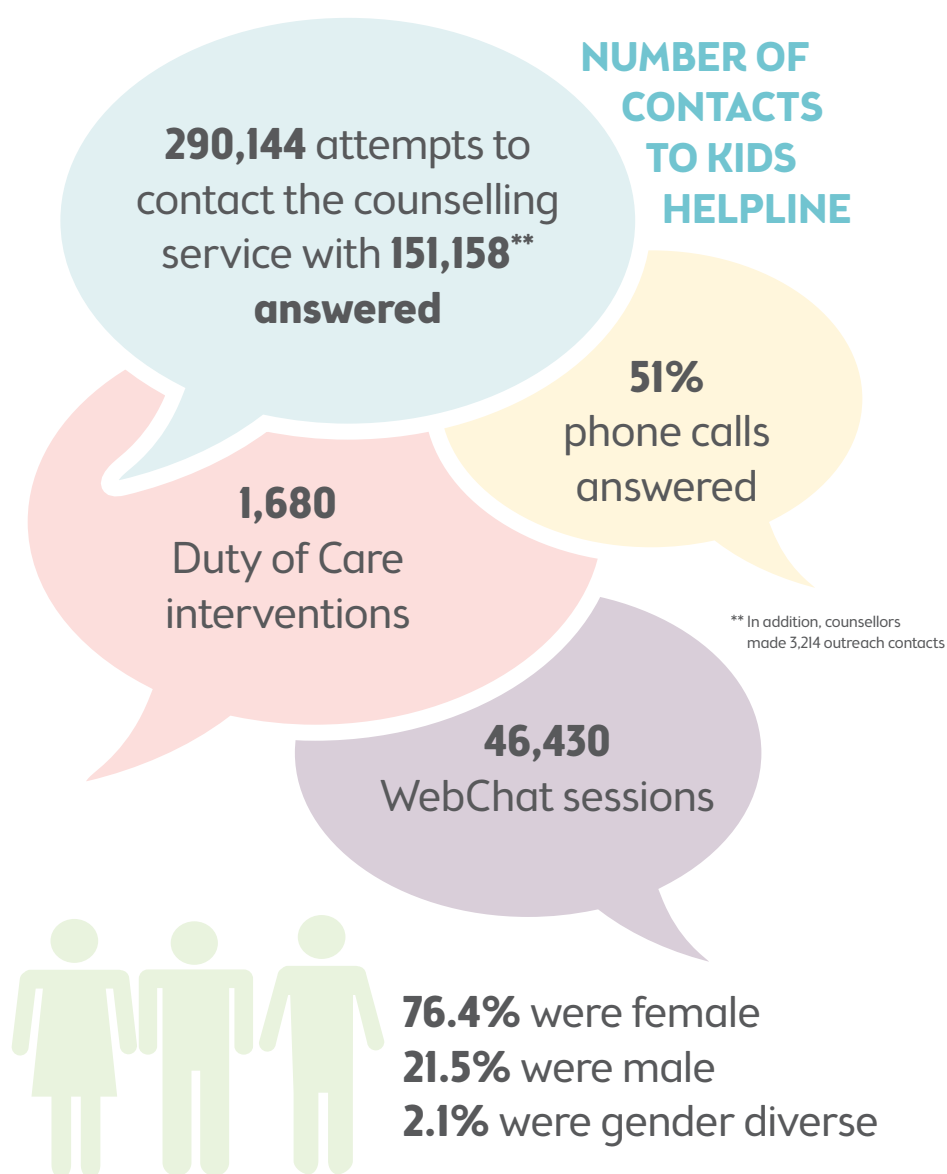
Intervening early when children and young people are experiencing difficulties can make all the difference and in some cases save lives. We take the time to listen, understand and encourage young people to find their place and do everything we can to keep them safe.



“Every day around **380 attempted contacts** across Australia to Kids Helpline **go unanswered.**”

In November 2018, Kids Helpline increased the opening hours for WebChat to 24/7. This has resulted in an additional 3,108 attempts and 1,723 successful contacts with children and young people (up to and including 30 June 2019).

In addition to this, Kids Helpline increased the number of counsellors who were available to respond to WebChat contacts across the full span of hours.



# advocacy

## NEW MILESTONE NOVEMBER 2018

**8 millionth**  
response for help  
answered by  
Kids Helpline

**8**  
MILLION

## 5 MOST COMMON REASONS CHILDREN AND YOUNG PEOPLE SOUGHT HELP IN FY2018\*

1. Mental health	26%
2. Emotional wellbeing	21%
3. Family relationships	18%
4. Suicide-related	15%
5. Friend/peer relationships	10%

\* 72,170 Kids Helpline counselling contacts

“**Rising demand** and a lack of funding are leaving **children's needs unmet**”



## A SAFE PLACE

Helping children by supporting their parents is the primary focus of the San Miguel Family Centre in Sydney's outer west.

San Miguel is one of a handful of specialist accommodation services available to assist families.

Families at San Miguel are offered not only accommodation but specialist child and infant support, expressive therapy to help children overcome possible trauma, life skills development and links to employment, health, legal, medical and other specialist services. They are also supported in their transition to safe, affordable accommodation.

### Young parents find sanctuary

This year, 40 families with 67 children were provided accommodation.

Over the past twelve months San Miguel has cemented and further established its service provision of providing intensive early intervention family support and accommodation to vulnerable and at risk young families.

### Progress

San Miguel supported 3 families to have their children restored to their care

- Our treehouse intensive support program was piloted
- Young families gained independent housing through private rentals
- Increased group programs offered on site
- 100% engagement in training workshops
- San Miguel is formally recognised by Family and Community Services as a facility that supports young people to safely parent their children



### "Arriving at San Miguel Family Centre was the best day of my life!"

Helping children by supporting their parents is the focus of San Miguel Family Centre.

Young parents are particularly vulnerable to experiencing homelessness. Just providing a roof over their heads will never be enough. San Miguel actively contributes to keeping children safe by offering a range of programs and support to young parents to help them navigate the difficult times of raising a family. Any solution for young parents must include an assessment of the complexity of situations faced by young parents, combined with safe accommodation, therapeutic case management, practical skills development and training.

San Miguel Family Centre protects babies like Kasey\* while Carly\* benefitted from the programs to broaden her future prospects.

Now 19 and living self-sufficiently with her little girl, Carly told us, "The best thing of all about San Miguel was that I wasn't on my own. The staff are fantastic, they taught me all these parenting tips and tricks, and helped me learn all those life skills I'd missed out on growing up."

\*Names changed for privacy reasons

## RESPONDING TO NEED

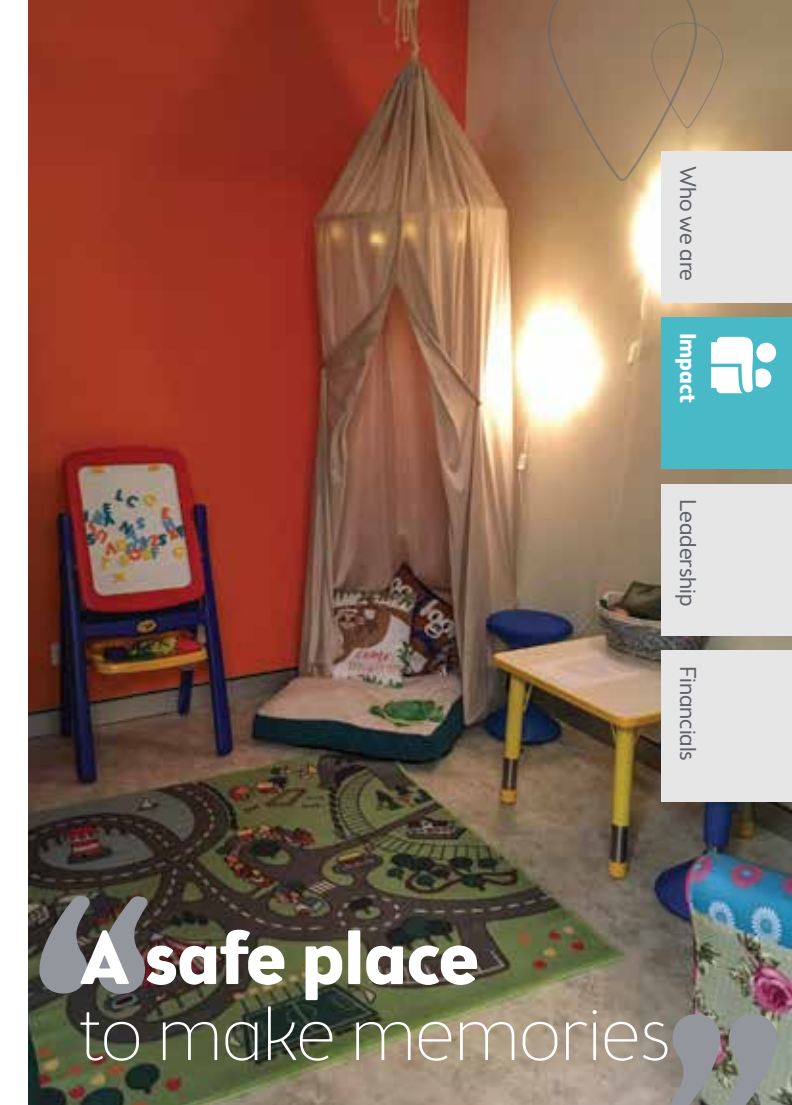
Launched high impact program in Adelaide.

This year **yourtown** launched a new Early Childhood Development Program in South Australia aimed at increasing child development and wellbeing outcomes for vulnerable pre-school-aged children.

We work to give preschool-aged children the best start in life by using prevention and early intervention approaches to create healthy families, and create strong, child-friendly communities.

This includes working with parents to better understand their child's barriers to reaching social development milestones, how to help them thrive at school, collaborative case management and support, and in-home help where needed.

This program will help set children up for the possibility of a life-long love of education, creating for them greater success and opportunities. The program is voluntary and free to parents and their kids.



"A safe place to make memories"

"We pledge to **support parents, families and communities** with keeping children safe, while promoting the importance of **children's safety** and wellbeing."

collaboration



Previous Luxury Prize Home winner Jennifer O'Dowd continues to support **yourtown**, by contributing hand-knitted winter goodies to the young babies at San Miguel Family Centre and **yourtown's** Domestic and Family Violence Refuge.

### Glugor Young Parents Program celebrates

**yourtown** has cause to celebrate with expanded facilities and the addition of a new purpose-built counselling building to support the community at the enhanced Deception Bay Child, Youth & Family Centre.

Staff and clients this year celebrated the 15-year milestone of the Glugor Young Parents Program for parents/carers aged up to 25 years with children aged 0-5 years, residing in Deception Bay and surrounds.

Significantly positive results have been reported of **yourtown's** Expressive Therapies program which helps children who have experienced trauma find their voice; helping them build resiliency through art, music and play.





## STRENGTHENING FAMILIES AND COMMUNITIES



“Children are our **most precious resource**, and it is up to all of us to make sure every child grows up in a **safe and connected community** with access to the support they need to reach their full potential.”

### Connecting with schools

Thanks to the support of Optus and Bupa we connect with primary school classrooms nationally about key issues affecting children in Australia.

Since its launch in 2013, Optus Digital Thumbprint with Kids Helpline has seen over 45,000 primary school students participate in sessions focused on digital citizenship. The program enables teachers to invite Kids Helpline counsellors into their classrooms via video conferencing technology to discuss a range of evidence-informed topics relating to online safety and positive digital citizenship.

Optus Digital Thumbprint with Kids Helpline was a Commonwealth eSafety Commission certified program delivered to more than 12,000 primary school students across the country in 2018/19. This scheme is soon to be replaced by the trusted “eSafety Provider” Certification.

Bupa supports Wellbeing @ School, an early intervention and prevention program free to all primary schools Australia-wide. It promotes student mental health literacy, coping strategies and help-seeking behaviours. During this financial year we were able to reach 15,561 students in 204 primary schools. Topics include bullying, resilience, friendships and mental wellbeing.

The new Kids Helpline @ High School program launched in July 2018 in Central and North Queensland High Schools to focus on increasing mental health literacy, coping and resilience skills of high school aged young people.

Kids Helpline @ High School held 77 sessions with 3,895 participants.

The Kids Helpline @ High School program is funded by the Australian Government through Northern Queensland Primary Health Network (NQPHN) to complement existing mental health services for young people and aligns with the Australian Government’s preferred model of prevention and early intervention in schools.

### Empowering parents

Parentline provides a confidential phone and online service providing professional counselling and support to parents and carers in Queensland and the Northern Territory.

It provides phone and online counselling, information and referrals, working one-on-one with parents to enhance the safety and wellbeing of children, with a focus on parents and carers of children aged 0-8 years.

Our phones are open every day from 8am-10pm, while WebChat is available every day from 8am-9pm.

Parentline funding has been extended by the Queensland Government for the next 3 years, with the Northern Territory Government extending funding for the next 5 years.

**In 2018/19, Parentline received over 9,000 contacts for support.**

**In 2018/19, Parentline expanded WebChat to 7 days a week and saw more than 500% increase in demand.**

### Safe haven

#### Domestic and Family Violence

Last year **yourtown’s** Domestic and Family Violence Service supported 84 mothers and young children (including sons aged up to 18 years).

Many women and children at the refuge live with unresolved and complex trauma, compounded and reinforced over time by domestic and family violence.

Families in our refuge participate in an individually tailored program within a strengths-based and trauma informed framework. We work one-on-one with women to deal with the issues that prevent families moving forward.

advocacy

## EMPLOYMENT STORIES

**yourtown** South Australia Enterprise Manager Matt Coates said the revitalisation of the Vietnamese Catholic Community project in Pooraka created a great opportunity for **yourtown** to supply all the new pews required. With the work spanning over 10 months it was by far the largest one off contract undertaken through the **yourtown** workshop in Port Pirie.

Our work enterprise initiatives are aimed at giving unemployed young people on-the-job training and paid work opportunities, providing casual labourers with valuable experience to help them secure permanent employment.

It’s projects like this that create jobs and support the local economy. That’s what **yourtown** is committed to, not just here in South Australia but right across Australia.

While we have previously undertaken a variety of external renovation projects, this was our biggest manufacturing job handled through our Port Pirie workshop.

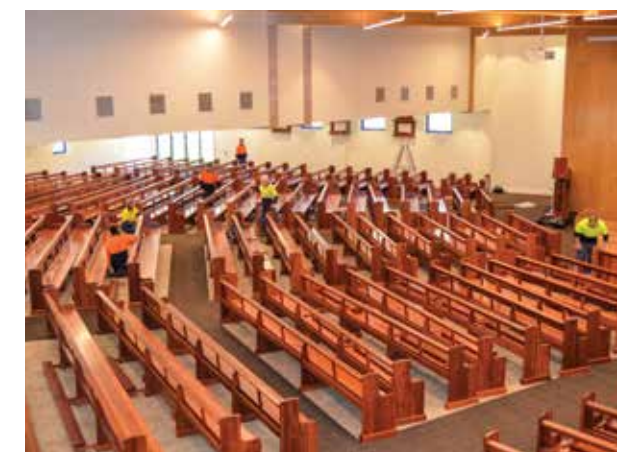
The manufacturing process involved 9.5 kms of jarrah timber and over 250 litres of varnish to create 132 pews and 12 screens ranging from 1.5m to 7.6m in length. The pews were tailored to fit perfectly inside the community church.

The project operated under the supervision of site supervisor Glen Woodman and provided work for over 20 local casual labourers across the life of the project. Our Social Enterprise program targets young people aged between 17 and 25.

“We made sure that quality was a priority to ensure the new seats withstand the test of time.

“It was a big job, which was challenging at times, but it has created a great opportunity for young people in our community.”

“In a town with a **youth unemployment** rate of about 18%, projects like this help **give young people opportunities**.”



### TANIA, 23



Tania has come a long way since leaving high school in New Zealand, to try her chances with a new life in Australia.

“I pretty much moved to Australia because I was kicked out of home, but arriving in a new country can be very daunting, and for the first two weeks I found myself living in an alleyway nearby to **yourtown** Ipswich.

“I was at a very low point in my life facing some pretty tough obstacles in looking for a job. With no friends or family to call upon, life was a bit bleak, so when a **yourtown** Youth Worker offered me accommodation I jumped at the offer,” Tania said.

**yourtown** helped Tania access accommodation, job training and employment services. Tania joined a 20-week traineeship in Construction Services, and her love of the outdoors was reignited.

“I was supported by **yourtown** for over five months. They worked with me to explore career options and training pathways, as well as helping me to be reliable as a future employee.

“**yourtown** connected me with a job placement at Brisbane City Council as a Trainee Labourer earlier this year.

“Securing that traineeship has really boosted my confidence. I feel I’m in a great spot now, having workplace security, learning new experiences and meeting new people, it’s such a good feeling.

“My role at Brisbane City Council is terrific. It’s a good group and every day is different. I’ve gained social and teamwork skills, and learned how to use new tools, I also really enjoy being outdoors every day.

“Upon completion of the traineeship, I will also have a nationally recognised qualification!”

“**Tania is keen** and works hard, does a great job and **has a great outlook on life**. I am happy that she has found a terrific work placement.”

Mark – **yourtown** Trainer





“I gained interest in things **I thought I would never do**, but the best part was working with experienced trainers.”

## JOB TRAINING AND EMPLOYMENT

Young people are facing complex challenges when looking for a job, including a lack of vocational and non-vocational skills. **yourtown** gives young people skills and experience through training that is responsive, tailored and intensive – designed to address barriers to employment to help them break the cycle of unemployment.

### Getting a job and keeping it

Our service locations are prioritised to areas of high socio-economic disadvantage in New South Wales, Queensland, South Australia and Tasmania. We specialise in working with young job seekers who are at the highest risk of long-term unemployment, including early school leavers, young Aboriginal and Torres Strait Islander Peoples, young offenders/ex-prisoners, those from culturally or linguistically diverse backgrounds, and single parents from jobless families.

### jobactive

**yourtown** jobactive is delivered across 26 sites in Australia in partnership with MAX Solutions, which helped 6,334 young people aged up to 29 years, and achieved 3,484 employment placements during the financial year.

In 2018/19, 6,334 young people started jobactive with over 3,484 placed in jobs.

“**yourtown trains young people** who have been unemployed for protracted periods of time **to become valuable to employers.**”

### Transition to Work (TtW)

Transition to Work (TtW) provides intensive support to improve the work readiness of unemployed early school leavers who are at high risk of long-term unemployment. Delivered across 12 sites, the program is designed to support young people who have not finished Year 12. TtW provides an alternative to employment services (jobactive) for young people and provides an individually tailored approach to gaining skills and experience for entering the workforce.

In 2018/19, 1594 young people started TtW with over 1,083 finding jobs or gone on to further education.

### your job your way

your job your way commenced as a demonstration pilot program in July 2018 in Elizabeth (SA) and Caboolture (QLD). In January 2019 an additional pilot program was rolled out in Burnie and Devonport (TAS).

This program provided intensive support and assistance to 128 long-term unemployed young people. The Tasmania pilot program for the long-term unemployed was supported by the Try, Test and Learn Fund – an initiative of the Australian Government Department of Social Services with **yourtown** funding the Elizabeth and Caboolture pilots.

In 2018/19, 128 young people started your job your way achieving 66 employment placements and 57 positive employment outcomes.

In New South Wales and Queensland **yourtown** delivers employment and training programs funded by the respective State Governments – Smart, Skilled and Hired Youth Employment Program in Western Sydney, and Skilling Queenslanders for Work in South East Queensland.

In 2018/19 these programs assisted 490 and 305 young people respectively.

## ABORIGINAL AND TORRES STRAIT ISLANDER PEOPLES SUPPORT

**yourtown** provides Indigenous employment and mentoring programs that create community engagement and job opportunities.

### Creating vocational pathways

Many employers want to expand their Aboriginal and Torres Strait Islander workforce but sometimes have difficulty connecting with jobseekers who are job ready. That's where **yourtown** steps in.

In partnership with the Federal Government, **yourtown's** Vocational Training and Employment Centre (VTEC) provides tailored pre-employment training, personal mentoring and job placement for Aboriginal and Torres Strait Islander peoples.

30 x 4 week employment outcomes  
15 x 13 week employment outcomes  
12 x 26 week employment outcomes

We work with employers to identify their labour needs, secure placement opportunities and provide practical work preparation programs to help Aboriginal and Torres Strait Islander Peoples meet those needs. Ongoing personal support and mentoring is available to employees and we also work with employers to aid their cultural understanding.

### Indigenous mentoring aids engagement

Through the Indigenous Youth Engagement and Training (IYET) program we work with Indigenous students aged 15-18 years who are identified at high risk of leaving school early to re-engage in learning and complete their formal education.

86 had completions including educational outcomes.

Our Indigenous mentors work with young people to access the right supports to remain engaged in school. This can include building cultural education and connection into learning activities or help transitioning to the next phase of learning, through formal education, further training or skills development to prepare for work.

Indigenous senior school students can also take part in our School-Based Traineeships program designed to help them secure and complete school-based apprenticeships and traineeships, and make a successful transition from school to work.

50 Indigenous senior school students reached the 6 month outcome.

By reducing early school leaving and improving attendance, attainment and completion rates among Indigenous students, we aim to increase the number of young Indigenous people who successfully transition from school to work.

These programs are run in South East Queensland and are funded by the Federal Government. VTEC is based on the GenerationOne model.

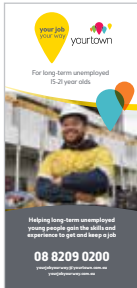


# HIGHLIGHTS 2018 - 2019



## JULY

your job your way long-term unemployment solution pilot launch in Elizabeth (South Australia) & Caboolture (Queensland)



## SEPTEMBER

Our CEO Tracy Adams was appointed as a member of the Queensland Premier's Anti-Cyberbullying Taskforce as one of 16 experts who contributed to a state-wide framework to counter bullying, harassment and violence amongst young people. A report delivered 29 recommendations to address cyberbullying through community wide collaboration

Our Head of Strategy and Research John Dalglish and QUT presented at the EABCT congress in Sofia, Bulgaria on improving cognitive behavioural therapy

## NOVEMBER

8 millionth response to Kids Helpline

yourtown provided feedback into the Human Rights Bill 2018 that includes many rights that are of notable importance to children and young people

July 2018

August 2018

September 2018

October 2018

November 2018

December 2018

## AUGUST

Policy submission to The Employment Services Expert Advisory Panel relating to the next generation of employment services

## OCTOBER

Policy submission to the Queensland Productivity Commission into imprisonment and recidivism

## DECEMBER

Luxury Prize Home on the Gold Coast, styled by Darren Palmer, sells out and sets a new ticket sales record



## JANUARY

your job your way expanded into Burnie and Devonport, Tasmania

New build Luxury Prize Home in the Gold Coast Hinterland provided landscaping and other learning opportunities for yourtown Social Enterprise trainees



## MARCH

Kids Helpline counsellor on national TV panel advocating for National Day of Action against Bullying and Violence

New corporate partner First National Real Estate announced



## MAY

Advocated for increased Government support for Kids Helpline with substantial media coverage achieving awareness of funding shortfall through 335 media outlets across the nation

January 2019

February 2019

March 2019

April 2019

May 2019

June 2019

## FEBRUARY

yourtown's Tracy Adams and Tracey Gillinder gave evidence at the Senate's inquiry into fundraising, highlighting the challenges national charities encounter when operating countrywide

## APRIL

Announced yourtown's Innovate Reconciliation Action Plan which focuses on developing and strengthening relationships with Aboriginal and Torres Strait Islander Peoples, engaging staff and stakeholders in reconciliation, developing and piloting innovative strategies to empower Aboriginal and Torres Strait Islander Peoples

New Early Childhood Development Program for vulnerable kids launched in Elizabeth (SA)

## JUNE

Total Value of Media Coverage FY2018 over \$30M. Reach of media coverage 1,805,126,346

2018-2019 visits to Kids Helpline and Parentline websites up 51.39% to 1,249,476 from 825,363 in 2017-2018



# advocacy

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## ADVOCACY

**yourtown** provides a national voice for young people to ensure they are valued, their human rights respected, and their needs and issues acknowledged in social policy.

We did this by:

- Making submissions, giving evidence or attending collaborative taskforces, round table or working group meetings in relation to existing or public policies
- Generating public debate through interactions with the media
- Distributing information on, analysing, or comparing data as they relate to **yourtown's** Mission and purpose
- Published conference papers and research on current or proposed laws, government policies or practices
- Directly engaging with young people through Kids Helpline polls/surveys

### Tackling long-term youth unemployment

This year we continued to tackle long-term youth unemployment with evidence-based modelling.

**yourtown** was invited to give evidence at the Senate's inquiry into the appropriateness and effectiveness of the objectives, design, implementation and evaluation of jobactive.

Our aim continues to be to significantly reduce the number of long-term unemployed young people on welfare benefits for life by rolling out accessible employment programs nationally.

### Speaking up for unemployed parents

As a provider of the ParentsNext program during its trial in Elizabeth and as a current provider of ParentsNext in Mid-North South Australia, **yourtown** also responded to the Senate's inquiry into its trial and wider roll-out and were invited to give evidence at a public hearing.

Notably, **yourtown** called for an increase of the age of a parent's youngest child which determined their compulsory attendance of the program (from 6 months to 1 year), the provision of an employment fund to support the varied needs of all parents in the program and a review of the use of the Targeted Compliance Framework in this program.

16  
public policy  
submissions

22  
social policy forums  
or government  
presentations

## Strategic intent

To be a recognised national leader in supporting young people through client-centred, high impact programs, and effective advocacy



Kids Helpline plays an important part in facilitating and encouraging sector-wide relationships through a number of key partnerships.

The Commonwealth Department of Health provides funding for Kids Helpline to respond to increasing demand from children and young people in relation to mental health concerns, including suicide and self-harm. Through this partnership, Kids Helpline has played a key role in the consultation and development of the Head to Health website and ongoing collaboration in relation to the certification process for digital mental health services.

We also have a key partnership with the Office of the eSafety Commission through the delivery of the eSafety Online Counselling Service – a funded initiative for the provision of support and counselling for young people experiencing concerns arising from their online environment. Early 2019 heralded the 10 year anniversary of this service (previously funded through the ACMA Cybersmart Initiative) and demonstrated **yourtown's** commitment to the ongoing support of children and young people in relation to the impacts from emerging technologies.



Funding support from the Queensland Department of Child Safety, Youth and Women and the Western Australian Department of Communities assists Kids Helpline to provide ongoing support to vulnerable children and young people in those states and forms part of **yourtown's** overall commitment to support and enhance the safety and wellbeing of children and young people.

Through our partnerships with the Queensland Department of Early Childhood, Education and Care and Territory Families we are able to support parents and carers in Queensland and the Northern Territory through our Parentline Service. This also provides opportunities for collaboration with the early childhood sector to provide an after-hours safety net for parents and carers to access those services.

### Kids Helpline participated in the following:

• As a founding member of the National Online and Telephone Support Services (NOTSS) Group we have continued to play a leadership role in the sector. The group aims to facilitate a regular coming together of national providers, with the aim of strengthening relationships, sharing knowledge, and harnessing the collective capacity of the group to promote growth and development within the online health sector. Membership includes leading sector providers including Kids Helpline, Beyond Blue, QLife, BlueKnot, ReachOut Australia, Butterfly Foundation, Sands, Canteen, SANE Australia, eHeadspace, This Way Up, Grief Line, Turning Point, Lifeline, Mindspot, Catholic Care, On The Line and PANDA

• Technology and Wellbeing Roundtable - an alliance of industry, research, non-profit and government organisations that view technology as an enabler of children and young people. The Roundtable is convened to promote—to all sectors of the community—the positive impact that technology can have on the lives of children and young people

• eSafety and Mental Health Group. The aim of the Steering Group is to harness the collective resources of the member organisations to support individuals, schools and communities to combat cyberbullying, support online wellbeing, and promote helping strategies for individuals at-risk of harm from online interactions

• Queensland Child Protection Week Committee

• The Australian Centre to Counter Child Exploitation (ACCCE)

• Queensland Alliance for Mental Health (QAMH)

• Orygen, The National Centre of Excellence in Youth Mental Health, National Symposium Rising to the Challenge: Creating mental health services for young people with complex needs

• Taskforce Argos

• Their Futures Matter New South Wales

• QLD Premier's Cyberbullying Taskforce



## RESEARCH AND INNOVATION

Our Strategy and Research team has gained a reputation for excellence in conducting insightful research on contemporary issues faced by young people, and providing influential evaluations on programs aimed at assisting young people and their families.

“**Innovation is a mindset.** It is a way of thinking and doing that **nurtures** collaboration, creative **confidence** and lateral thinking.”

**yourtown** collects and interprets meaningful data about the children and young people who use our services to create new, innovative and effective supports that empower our service delivery to the community.

**yourtown** continues to lead the way on research, working in close collaboration across government, universities and many other stakeholders, ensuring our rigorous data collection is used effectively to inform research, advocacy projects and key organisational publications.

### Circles

Circles is a world first, purpose-built counsellor moderated mental health and emotional wellbeing social media platform that is safe, free and private for young people. It encourages peer-to-peer support and delivers expert group counselling supported by professional Kids Helpline counsellors 24/7.

Developed in partnership with The University of Sydney Cyberpsychology Research Group with support by the Future Generation Investment Company (FGX), Circles has had 847 referrals to the social media platform over the past financial year.

Kids Helpline senior researcher Brian Collyer and University of Sydney research partner, Dr Andrew Campbell, presented to an audience of leading youth mental health clinicians and Primary Health Network representatives on how Circles can help them to respond to the issues faced by children and young people at a local level.

Circles was also presented to academics and service providers at the 24th Annual CyberPsychology, CyberTherapy and Social Networking Conference in Virginia, USA, and at the National Suicide Prevention Conference in Melbourne where Dr Campbell and Mr Collyer highlighted how Circles can be applied to suicide prevention and intervention.

Kids Helpline has also recently engaged the services of experts at the Black Dog Institute to develop an anxiety and depression program to be delivered through Circles.

### niggle App by Kids Helpline

This project constitutes an ongoing collaboration between QUT and **yourtown** to support young people aged 13-25 to self-manage across a variety of issues. The past 12 months saw a significant development on the project, with all paper prototypes of design concepts previously co-developed by the research team (including Kids Helpline and QUT researchers and psychologists, QUT designers and developers) and young people, implemented into the digital prototype version of the App.

The digital prototype was trialled in a Randomised Controlled Trial (RCT) with 699 Kids Helpline clients. The trial highlighted the collaboration between the two institutions, as it showcased the seamless flow between participant recruitment (Kids Helpline) and participant/trial management (QUT).

The App provides links to self-help resources via text, video and podcasts. It offers self-administered test surveys for common emotional health concerns (anxiety, depression), capability for diaries and monitoring self-managed positive steps or actions towards improvement and empowerment and the capacity to store self-ratings of mood and severity of concern over time for self-monitoring of progress.

“The **possibilities** for Circles are very exciting.”

Brian Collyer, Senior Researcher **yourtown**



### Fresh ideas on youth unemployment

The Youth Employment Study Project is a three-year, NHMRC funded project involving the University of Melbourne, **yourtown**, other not-for-profits and disability employment service providers.

This is an important step in getting better outcomes for many people challenged by long-term unemployment.

The project is a longitudinal study and the overall aim is to investigate links between mental health and employment in young people aged 15-25 years. We have identified that mental health concerns are a significant impediment for young people in obtaining and maintaining employment. Consequently, by investigating this issue we expect that evidence-informed responses to support young unemployed people will be developed and implemented in the future.

### USQ-led research project awarded \$5 million in Federal Government funding

Thousands of young people experiencing a mental illness will soon have greater access to quality care and treatments through a five-year USQ research project.

Developed in partnership with support agencies, including **yourtown**, West Moreton Hospital Health Service, Darling Downs West Moreton Primary Health Network, Education Queensland, Aftercare and Children's Health Queensland Hospital and Health Service, the development of an online platform will give young people direct access to tailored mental health information and support.

The project team also included researchers from Griffith University, The University of Queensland, Queensland University of Technology, Federation University and The Australian National University.

### The Parent Access to Support and Services (PASS)

A recommendation out of the 2018 Parentline Assessment Report, PASS has been initiated to better understand the contemporary help-seeking behaviours and support needs of parents in Australia and carers of young children (0-8 years) to optimise service delivery.

The findings of this research has been integrated into the development of a closed Parentline counsellor-facilitated Facebook group currently being piloted in Deception Bay Queensland.

We hope that following a review of the initial pilot study, this initiative could be expanded to other areas. It would support face-to-face services to develop a service community and manage service waitlists.

Furthermore, the PASS research has provided data to guide the strategic direction of **yourtown's** family services, including the development of the new Early Childhood Development Program.

# collaboration

Who we are

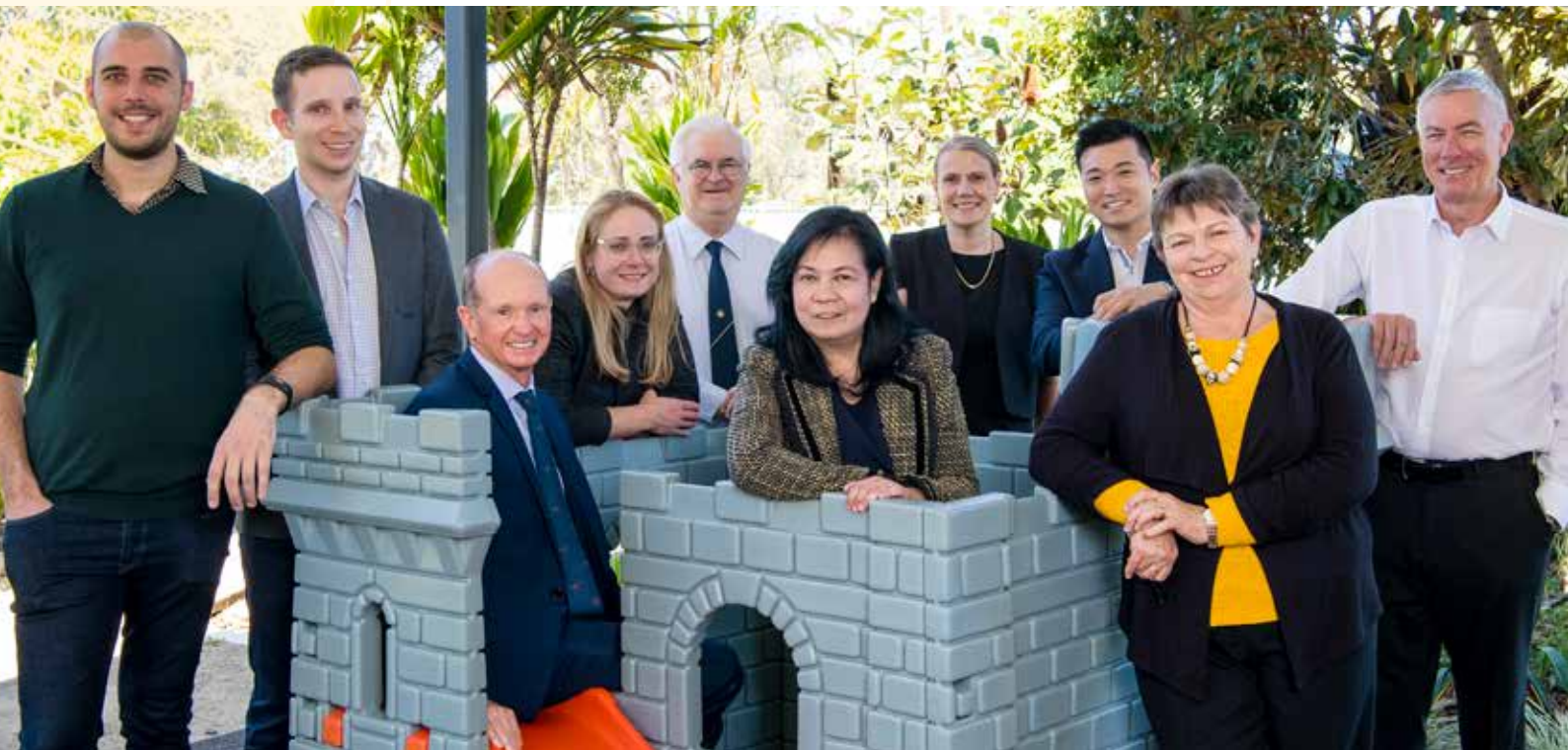
Impact

Leadership

Financials







LEFT TO RIGHT: Loki Ball, Ben Naparstek, Peter Ffrench, Kristan Conlon, Br Kenneth Ormerod fsc, Maria Corpuz, Kristina Freire, Chris Shioya, Dr Margaret Brechman-Toussaint and Gerry Lambert. Absent: Jack Firman.

# OUR BOARD

**yourtown** Board members are experts in various fields. Together they are responsible for the overall business, management and direction of **yourtown**.

The Board's most important role is safeguarding the trust that young people, donors, corporate partners and government place in **yourtown** to create brighter futures.

**Peter Ffrench**  
**BOARD CHAIR**  
 BSOCWK, GRADDIPBUS, FAICD, FAMI  
**Chair of Audit and Risk Management Committee**  
 APPOINTED FEBRUARY 2011

**Gerry Lambert**  
**BOARD DEPUTY CHAIR**  
 BCOMM (HONS), ACA, GAICD  
**Chair Audit and Risk Committee**  
 APPOINTED FEBRUARY 2011, ELECTED CHAIR 2016

**Loki Ball**  
 LLB (UTS), MACD  
**Chair of Board Advisory Committee**  
 APPOINTED NOVEMBER 2015

**Dr Margaret Brechman-Toussaint**  
 BA HONS (PSYCHOLOGY), PHD (CLIN), MAPS, MCCP  
 APPOINTED MARCH 2013

**Kristan Conlon**  
 BA/LLB, (Hons), MAICD  
 APPOINTED JUNE 2013

The Board is committed to our Mission and Values and best practice in governance, accountability and transparency. All members are volunteers and receive no remuneration for their service.

**Br Kenneth Ormerod, fsc**  
 BA, DIPTEACH, MA (THEOLOGY)  
 APPOINTED APRIL 2014

**Maria Corpuz**  
 BSC (ENG), MASTERS (COMP SCI), PHD (CANDIDATE)  
 APPOINTED NOVEMBER 2015

**Chris Shioya**  
 BA(Hons), MBA, PhD  
 APPOINTED OCTOBER 2017

**Kristina Freire**  
 BComm, GAICD, ACA  
 APPOINTED DECEMBER 2017

**Ben Naparstek**  
 BA (English, First Class), LLB (Hons), GAICD  
 APPOINTED NOVEMBER 2015  
 RESIGNED APRIL 2019.

**John (Jack) Firman**  
 BE (Civil)  
 APPOINTED FEBRUARY 2013  
 RESIGNED 2018

# OUR EXECUTIVE TEAM

The CEO and Executive Team are responsible for the day-to-day management of all **yourtown** operations. They develop, implement and monitor activities to ensure our work practices embody our organisational values and are transforming young lives and strengthening communities.



Tracy Adams CEO



Geoff Walshaw CFO & COMPANY SECRETARY



Cara Benoit HEAD OF PEOPLE & CULTURE



John Dalgleish HEAD OF STRATEGY & RESEARCH



Brendan Bourke HEAD OF CLIENT SERVICES



Tracey Gillinder HEAD OF MARKETING & FUNDRAISING

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commitment



## OUR PEOPLE

We value our people as **yourtown's** greatest asset. Our dedicated and passionate staff and volunteers work hard to create positive change in the lives of young people and their families.

The calibre and expertise of our people, flexible workplace culture, and opportunities for career growth through our scale of enterprise remains very attractive to our employees.

We understand that it is crucial to attract and maintain new competence for the future and continued our emphasis on this during the year.

### Living the Values

At **yourtown** it is important that our commitment to our Values can be seen and felt through our own actions.

18 staff members, nominated by their peers, received Living **yourtown** Values Awards for going above and beyond in demonstrating the Values.

### Staff investment

Staff participated in 13,629 hours of training this year in order to update their skills in delivery of services or to support the organisation. Key training areas included domestic and family violence, suicide prevention, anger management, cultural competency, Lasallian heritage, organisational development, working with trauma and social media and cultural awareness.

12 staff were recipients of financial awards under our Educational Assistance Program towards educational activities undertaken of their own volition. These included courses across a variety of disciplines including: Social Work, Clinical Psychology, Research, Youth Work, Human Services, Business Administration and Child and Family interventions.



Cara Benoit  
Head Of People  
and Culture

“The capability of our people and our culture are key drivers of our success, which is why we focus on implementing people programs that attract and retain the best talent and **make yourtown a great place to work.**”

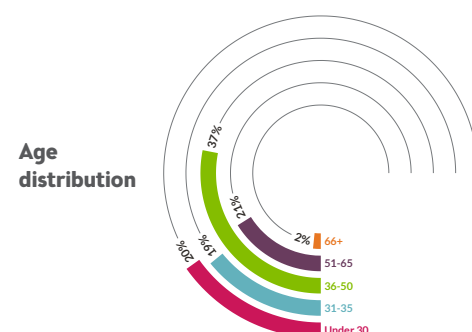
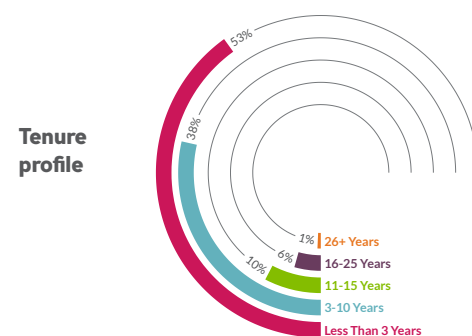
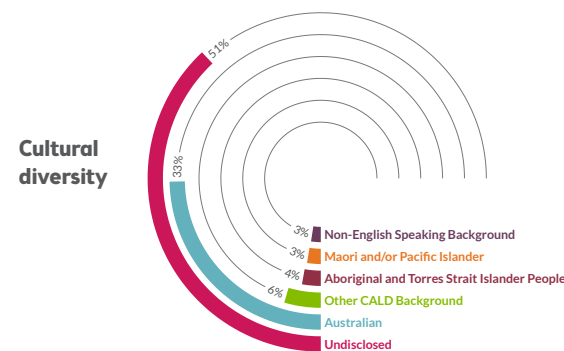
### Volunteers

As well as the approximate 30 volunteers who support our services in South East Queensland, Port Pirie and Western Sydney, this year we also had the privilege to host four Lasallian Volunteers (two in Western Sydney and two in Deception Bay, QLD) from international Lasallian schools taking a gap year to volunteer their services in furthering the Mission.

### Milestones

This financial year two employees celebrated 20 years of service, six celebrated 15 years and thirteen celebrated 10 years of service to **yourtown**.

### Staff diversity and profile



## GOVERNANCE

**yourtown** is a registered charity under Australian charities legislation and a public company limited by guarantee under corporations law.

**yourtown** is endorsed as a deductible gift recipient and tax concession charity.

Our Strategic Framework sets out our objectives and goals ensuring our programs and services meet the needs of young people.

The foundations for our strategic framework have been developed across two streams:

- Community Services and Programs
- People, Positioning and Performance

Each stream is focused on how we work externally (outside) and internally (inside), and includes clear objectives and performance measures that form the basis of our reporting.

Our mission requires us to be bold, to set high standards, and at all times keep the wellbeing of children, young people and families as our priority.

“We must continually **challenge ourselves**, to ensure what we do is **relevant and effective.**”

## RECONCILIATION ACTION PLAN

**yourtown** is dedicated to connecting our communities for all Australians. At **yourtown**, our vision for reconciliation is to see our work enhance and encourage meaningful engagement, understanding and connection between Aboriginal and Torres Strait Islander communities and broader Australian society.

This year, we launched our Innovate Reconciliation Action Plan with the purpose of embedding the values of Reconciliation into the way we operate. It has an increasing emphasis on community engagement, building and encouraging collaboration, increasing employment and opportunities.



Total  
Community  
Support:  
**\$146,750**

### PROGRESSING OUR COMMUNITY

- 📍 **Indigenous Procurement** – Indigenous organisations or businesses that have provided services to **yourtown**. This includes printing services, marketing supplies, cleaning and maintenance contract, Welcome to Countries, dances and performers, Indigenous artwork and artefacts = \$115,700
- 📍 **Donations to Indigenous Organisations** – Donations to Indigenous sporting teams and community events = \$3,100
- 📍 **Pro Bono Services** – Supporting Indigenous organisations with events, community activities and Murri Court attendance = \$26,250
- 📍 **Cultural Awareness Training** = \$1,700

“Our RAP is a **template for action** and helps us to focus our attention and resources.”



# FINANCIAL POSITION AND PERFORMANCE

## FUNDING & SUSTAINABILITY

This Annual Report covers our activities and performance for the period 1 July 2018 to 30 June 2019, aligning to our financial year.

### Together we're making a difference

In the last year we provided 189,157 contacts as well as providing individual support to 17,914 children, young people and families reaching out for help. **yourtown** contributed more than \$56 million to providing crucial services for young people across Australia and more than \$1.5 million was allocated to advocating for positive systemic change for young people.

Our work is predominantly funded by one of the largest and longest running charitable Art Unions in Australia. We are immensely grateful to our supporters, the investment of our governments and corporate partners and those who give generously via donor, bequest and workplace giving programs.

We continue to manage the funds entrusted to us effectively and efficiently, helping us to direct more of the funds raised to our community programs.

### Revenue

This year, our revenue increased to \$104M, the second year in a row that we have achieved a revenue in excess of \$100M. We also report a surplus of \$823,000 after investing in the expansion of our services in communities identified as experiencing significant disadvantage.

In the coming year we will be introducing additional new programs and expansion of services.

### Fundraising

**yourtown** received \$4.3M in donations through its campaigns from community and corporate fundraising activities (not including the Art Union).

Each year, we run 10 high-end luxury home Art Unions and 6 prestige Car Draws in line with government regulation and professional principles and standards of fundraising practice.

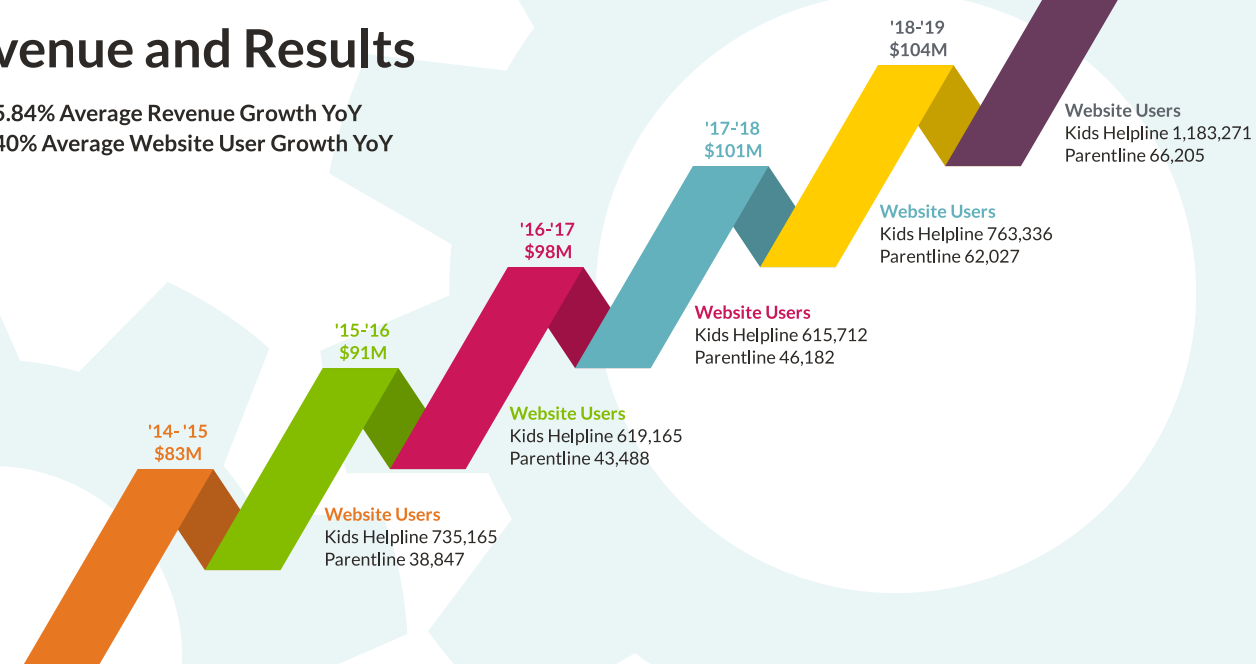
With the increasing cost of purchasing our Prize Home properties, costs associated with running luxury Prize Home Art Unions are higher than other fundraising activities. This year, we were pleased to achieve a net income of \$24M with \$20M contributing to our services for young people.

### Planning for the future

In the coming years, we hope to increase charitable donations and partnerships that advance our Mission, while growing Art Union revenue. Creating opportunities for surplus funds through sponsorships, gifts, donations, bequests and additional corporate partnerships means we can invest in communities for the long-term and undertake systemic planning with communities that build independence, break the cycle of disadvantage and create brighter futures for more young people.

## Revenue and Results

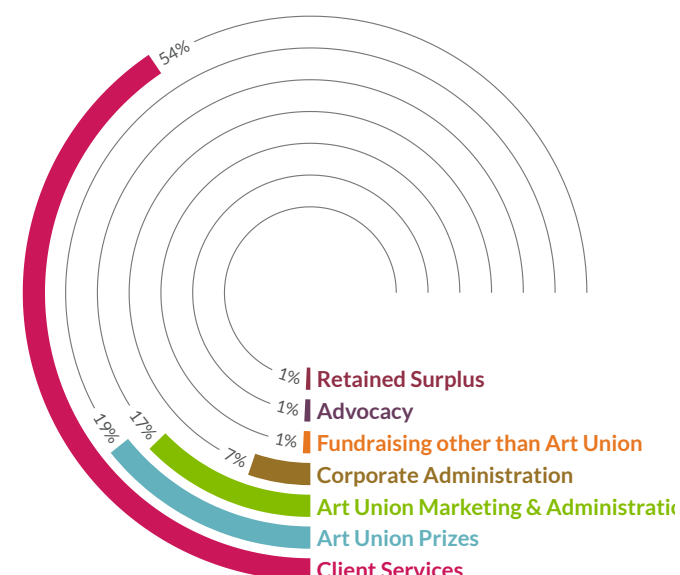
5.84% Average Revenue Growth YoY  
15.40% Average Website User Growth YoY



**“yourtown’s** financial results reflect the success of our **strategic plan**”

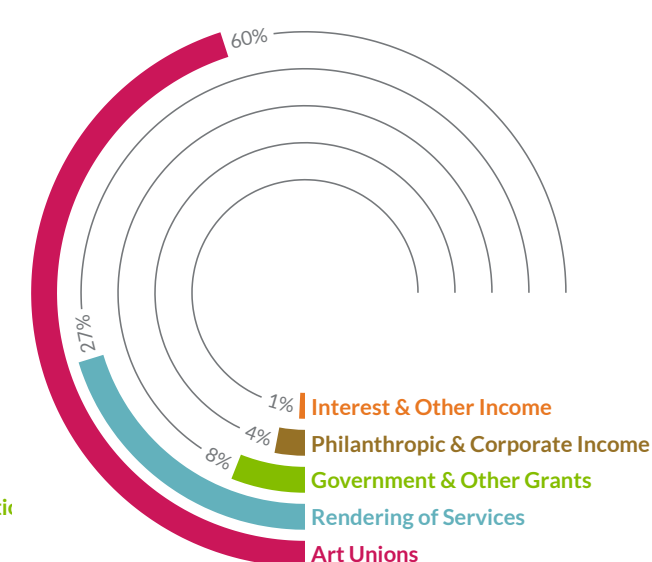
### Total Expenses

\$104M



### Total Revenue

\$104M



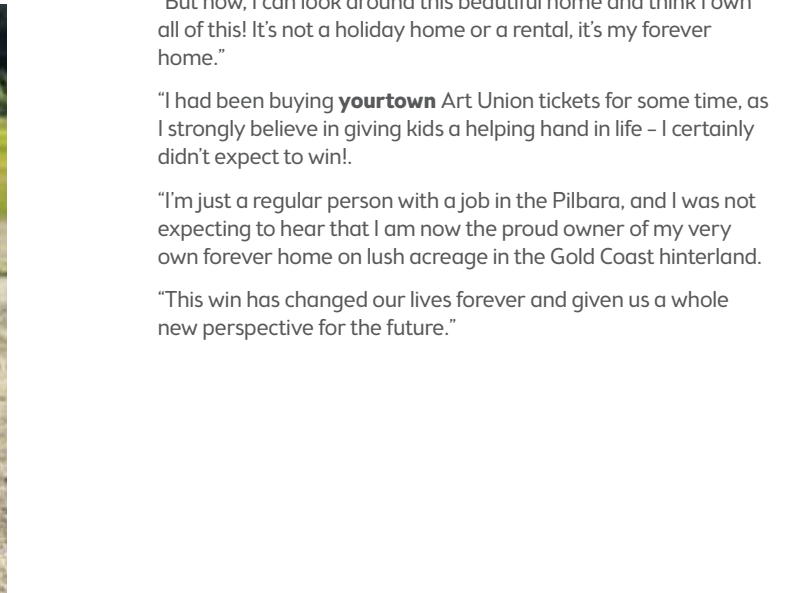
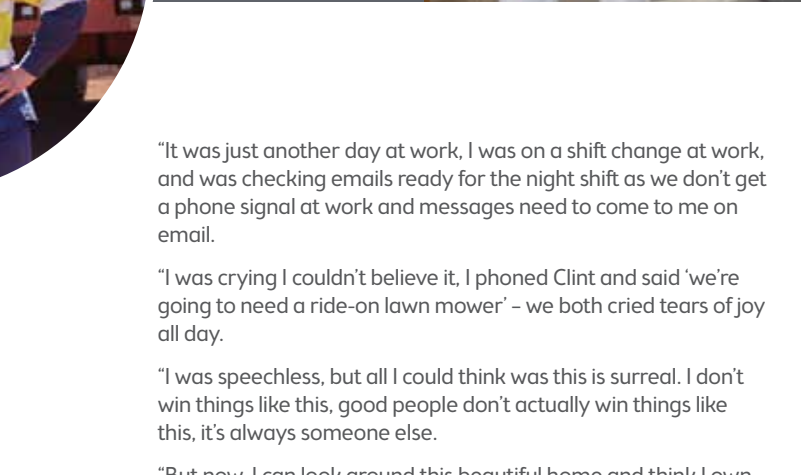
### Investment rationale

**yourtown** prides itself on developing programs to respond to the needs, current and emerging, of children, young people and families. Many of our programs are self-funded through our direct engagement with the broader community, supporters who share our view that all children and young people should have opportunities and aspiration for a bright future.

To ensure the sustainability of our programs, such as Kids Helpline and the Domestic and Family Violence Service it is essential that we have adequate financial reserves. Those reserves are there to protect against any downturn in funding support or unexpected legislative changes. They ensure that there is no immediate risk to program delivery, our staff and importantly to those we serve.

The amount held in reserve is reviewed annually to ensure that they are appropriate. The investment of income generated from reserves is also carefully reviewed to ensure that it is performing in line with market expectations and in keeping with the approved risk profile. Returns from investments contribute to the funding of programs and services delivered.





# THE WINNER IS: CHILDREN & YOUNG PEOPLE

**yourtown** is one of Australia's most esteemed fundraising Art Unions, with 16 Art Union Draws per year bringing in \$62 Million in revenue this financial year.

**yourtown** relies heavily on this income stream which forms 60% of all funding for **yourtown** services.

Kids Helpline, one of the vital services funded by income from the Art Unions, acts as a 'safety-net' for children and young people in a broader social support system and has a unique position of being the only 24/7 counselling service available to children and young people. Anytime for any reason.

Art Union revenue also helps young people with services to find jobs, learn skills, become great parents and live safe, happy lives.

**yourtown** Art Unions are a WIN for the ultimate First Prize winner and a WIN for the children and young people we help!

## Dreams do come true!

When Melanie stepped through the front door of her brand new Gold Coast home for the first time she struggled to fight back tears.

Like many of us, Melanie and her fiancé Clint, had dreamed of owning their own home, but the couple was determined to save enough cash to buy a humble home outright with her goal of owning property in the \$300,000 price bracket.

"I'd been worrying about my future, after being involved in a dispute with my bank when the interest rates went up and I lost my home."

Melanie is a hard worker and drives trucks on a mining site in West Australia, where she continues as a fly-in fly-out mines worker.

Perhaps it was fate, or maybe it was just a lucky break, but the windfall couldn't have come at a better time for Melanie and Clint as they have suffered hard and difficult times over quite a few years.

## Work experience for young people

Along with Celebrity interior designer and 'The Block' Judge Darren Palmer and external tradespeople and suppliers, the 2018 Christmas Prize Home gave unemployed young people paid work opportunities through **yourtown's** Social Enterprises.

"It was just another day at work, I was on a shift change at work, and was checking emails ready for the night shift as we don't get a phone signal at work and messages need to come to me on email.

"I was crying I couldn't believe it, I phoned Clint and said 'we're going to need a ride-on lawn mower' – we both cried tears of joy all day.

"I was speechless, but all I could think was this is surreal. I don't win things like this, good people don't actually win things like this, it's always someone else.

"But now, I can look around this beautiful home and think I own all of this! It's not a holiday home or a rental, it's my forever home."

"I had been buying **yourtown** Art Union tickets for some time, as I strongly believe in giving kids a helping hand in life – I certainly didn't expect to win!

"I'm just a regular person with a job in the Pilbara, and I was not expecting to hear that I am now the proud owner of my very own forever home on lush acreage in the Gold Coast hinterland.

"This win has changed our lives forever and given us a whole new perspective for the future."

## PRIZE HOME WINNER GIVES BACK TO THE COMMUNITY

Jennifer won her dream home in stunning Mount Tamborine, when she won First Prize in the **yourtown** Luxury Prize Home in October 2017.

Without hesitation, Jennifer decided to move into her new forever home and quickly forged great friendships.

Joining the local Country Women's Association helped Jennifer settle in, and before long they established a group of keen Gold Coast hinterland knitters who gather every fortnight in her beautiful mountaintop home, knitting garments for babies, young children and mothers.

Jen told us, "I love making knitted baby items, and nothing feels quite as good as giving back and helping others in need".

"Each and every day I am so grateful to **yourtown** for the magnificent prize of a mortgage-free modern luxury home, and I felt the garments our group were knitting would be a nice way to give back to them."

Jennifer's knitting group decided to distribute the cosy comfort of heartfelt hand-knitted clothing to the women and children living at **yourtown's** San Miguel Family Centre and Domestic and Family Violence Accommodation services over winter.



**yourtown's** Domestic & Family Violence Service Manager Karen, described their reaction:

"The women and children love the knitted items! We have one young mother who wears her new beanie every day. She told me, 'Not only does it help me feel warm, but I love that someone knitted it especially for us.' This woman grew up without the care and support from her family and is particularly traumatised that she missed out on a relationship with her own mother due to family violence. Receiving these items made her feel like she is cared about. They symbolise the feeling of being nurtured. The kids that received a beanie also love them. A couple of the children are wearing them every day. One child who is only three years old, points to her head telling staff 'look - pretty'. Thank you Mount Tamborine knitters group for such a wonderful gift. Not only for the items themselves but for the love and care that has gone into knitting these for the families that deserve to feel loved and supported."

## A true WIN-WIN

Through **yourtown's** Work Enterprises program young people were on-site at Melanie's home learning valuable skills by landscaping and fencing the prize property.



## GIFTS, GRANTS, BEQUESTS – A charitable act of kindness

**yourtown** is funded primarily by the community through Art Union ticket purchases which make up 60% of our annual revenue.

The high demand for many of our services, including Kids Helpline, has meant that we need to find ways to extend and expand our reach to the most vulnerable in our communities.

Our partnerships with philanthropists, individuals, businesses, private and corporate partners and people who have left a bequest in their will, hold a special place in our heart as their legacy allows **yourtown** to tackle the issues affecting the lives of young people in Australia.

**yourtown** is committed to always be a responsible custodian of the funds provided by our supporters.

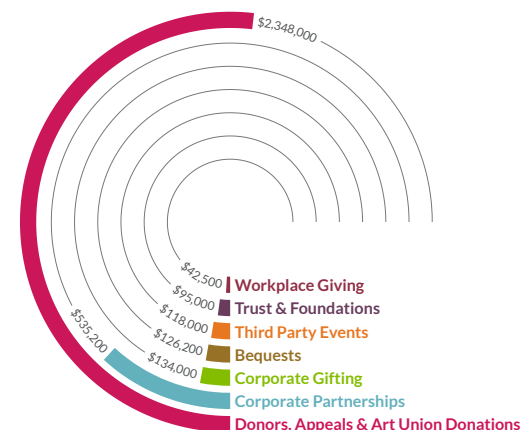
### Thank you to our kind donor

An elderly Queensland gentleman, John, donated \$1 million to **yourtown** this year, in one of the organisation's largest single donations to date.

This significant act of generosity helps **yourtown** to continue to deliver services that get results. These include Kids Helpline, training and employment services for young people, parent education and specialist accommodation for families.

John\*\* is a kind-hearted man who not only gave generously with this donation but has indicated that he has also included a bequest to **yourtown** in his will.

\*\*name changed to protect privacy



### Bequest

We would like to recognise another very generous donor who left **yourtown** his home as a bequest. The home was a gift in a will that has allowed **yourtown** Social Enterprise workers to undertake refurbishments to the property to enable expansion of our Refuge Program.

The home bequest helped create valuable employment and training opportunities throughout the renovation process for many young people.

“A bequest could be **the most important charitable gift** you ever make. A gift that keeps on giving. When we are left a gift in a will **it creates a legacy** that lives on and **will create brighter futures.**”

## CELEBRATE THE WEST

### Celebrities dig deep to support a worthy cause

Prominent supporters from the Western suburbs of Sydney come together each year for the Celebrate The West fundraising lunch to champion their hometown and support the work of San Miguel Family Centre.

We are thankful for the support of our Patron and Master of Ceremonies Bryan Brown AM, fellow patrons The Hon. John Brown AO and Professor Charlie Teo for their continued stewardship of this event and for achieving over \$130,000 to supplement the financials of San Miguel.

Our circle of Champions of the West include Chris Brown, Kate Grenville, Michael Gremmo and Kurtley Beale, supported by entertainer Troy Cassar-Daly, speed painter Brad Blaze and comedian Vince Sorrenti.



“It is a much bigger Western Suburbs now, but I know the same values exist there as when I grew up. We care about each other. When we stop doing that, we’re dead. **San Miguel lies at the heart of the Western Suburbs and I care about San Miguel.** – Bryan Brown AM”

## OTHER COMMUNITY SUPPORTERS

Anglicare SA  
BDO Broad Spectrum  
Centre Against Domestic Abuse  
Centacare Evolve Housing  
Hume Community Housing  
Mission Australia  
NACYS (Northern Area Community & Youth Services – Adelaide)  
Queensland Building and Asset Services  
The Wyatt Trust

### Research partners

Our research partners include:



### GOVERNMENT SUPPORTERS

We thank the Federal, State and Local Councils for their financial and other support.

#### Federal

Department of Employment, Skills, Small and Family Business  
Department of Health  
National Indigenous Australians Agency  
Department of Social Services  
The Office of the eSafety Commissioner

#### New South Wales

Department of Industry  
Department of Families and Child Services

#### Northern Territory

Territory Families

#### Queensland

Department of Child Safety, Youth and Women  
Department of Early Childhood Education and Care  
Department of Employment, Small Business and Training  
Department of Housing and Public Works  
Department of Justice and Attorney-General  
North Queensland Primary Health Network  
Public Trustee of Queensland  
Queensland Corrective Services

#### South Australia

Department for Education  
Renewal SA

#### Western Australia

Department of Communities



“Together and by association  
**yourtown** could not do its work **without the continued support** of the community.”



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**yourtown**  
let's create brighter futures