

# Annual Report 2018



**yourtown**  
let's create brighter futures

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Cover: **yourtown** Kingston Transition to Work (TtW) participant Ricky Lallu with TtW Senior Employment Consultant Nat Waihape.

## 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.



# 01

## Our town, your town

**yourtown** is a charity with services young people can access to find jobs, learn skills, become great parents and live safe happy lives.

Since 1961, we've been tackling the issues impacting young people in Australia. Today, these include mental health and unemployment, and taking on issues like domestic and family violence.

We take the time to listen, understand and encourage young people to find their place. Our aim is to be part of the solution by delivering services that get results.

With our work predominately funded by the community, it's together and by association that we give young people choices and the chance of a brighter future.



RIGHT: **yourtown** Adelaide Work Enterprises worker Tiffany Baxter.

# Chair and CEO's message

## In service of the Mission – striving for excellence

There can be no perfect science when it comes to delivering services, however we can and do aspire to excellence.

### Aspiring to excellence

Our focus continues to be on ensuring that the programs and services we deliver to children, young people and families are relevant, welcoming and inclusive, and most importantly deliver results.

Developing Program Theory models for all of our services this year has enabled us to ensure that we are clear on what impacts we are seeking from our programs, what skillsets our staff require, and what intervention models we need to achieve those goals.

That aspiration to excellence is also evident in the way in which our Values are brought to life. Our peer-to-peer recognition program – Living the Values Awards – has seen **yournown** colleagues nominating their peers for truly inspiring work and not just one-off events. They demonstrate time and time again heartfelt compassion and perseverance by never giving up and always respecting those around them.

The importance of living the Values was also front and centre in the responses received in our bi-annual staff engagement survey. We know that our Values are seen as not only something very important to us as an organisation, but also important on an individual basis with many staff referencing their personal alignment to the Values. That of course brings high expectation and we are committed to excellence in what we provide to others, but also in what we expect from each other.

### Preparing for the future

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. Achieving adequate financial resources is crucial to creating a sustainable future.

This year we achieved a very strong financial result and our surplus means that in the coming 12 months we can introduce new programs aimed at supporting young people who are long-term unemployed, extend our WebChat capacity offered by Kids Helpline and introduce a new early childhood development program in Northern Adelaide. We are also able to develop new Service Models that will enable us to increase the capacity at our young parents' homelessness refuge in Sydney. This will reduce the waiting list for this much needed service and help minimise the trauma of homelessness experienced by children and infants.

### Giving voice

In addition to our direct service delivery, advocacy remains a key priority for us, giving voice to those who may not otherwise be heard. We were proud to have the opportunity to respond and present our recommendations and views at both a National and State level on matters such as youth suicide and cyberbullying, and present our Position Statements on preventing youth suicide and tackling long-term youth unemployment to the community.



The learnings we take from our tens of thousands of connections with young people each year are also critical in developing new initiatives. This, and our work with a number of Universities and other research partners, is at the forefront of developing insights that inform new **yourtown** practices and services, and contributes to national debate on key issues affecting children and young people.

Being part of 'community' is at the heart of **yourtown**. It is a privilege to be in a position to support and be a voice for children and young people in every community across Australia.

### Creating brighter futures together

We never take for granted that our work is made possible by the community and once again this year we have seen strong support for our Art Unions, from corporate supporters and through our fundraising programs.

There is no doubt that winning a Prize Home is life changing but for our supporters, contributing to changing others' lives is a strong motivator. Ultimately it really is a Win Win, creating brighter futures not just for the winner but the many thousands of young people we work with each year.

Our thanks and appreciation is also extended to our corporate partners and supporters, those who donate through our appeals, the employers who provide job opportunities to our young job seekers, those who attend our events, the Government agencies we work with and all the many communities that engage with us.

Of course our Mission would not be possible without the dedication of our staff. Their enthusiasm and belief in what they do ensures that we are indeed creating brighter futures.

We hope you enjoy reviewing this year's Annual Report. We look forward to sharing with you the progress of our new initiatives and we thank you for your ongoing support.

Gerry Lambert  
Chair of the Board

Tracy Adams  
CEO



# In service of our Mission

**yourtown** is committed to being a practical example of the Lasallian Charism. This year we were pleased to welcome guests from across the Lasallian District of Australia, New Zealand, Pakistan and Papua New Guinea to share knowledge and insights.

## Affiliation honours our CEO

In 2018, **yourtown** CEO Tracy Adams was Affiliated to the Institute of the Brothers of the Christian Schools in recognition of her tireless and dedicated work over more than 28 years.

Affiliation is rare and is reserved for those, who by their active participation, show a deep understanding of and long-term commitment to the Lasallian spirit. Not only do they work with the Brothers, but they illustrate the capacity to lead others to a deeper appreciation of Lasallian Values. To quote those Brothers who spoke to Tracy's Affiliation Citation:

“Tracy walks the talk and models and champions **yourtown** Values authentically linked to the Lasallian Values of faith, zeal, brother/sister relationships and concern for the poor. She continues to make an exceptional contribution to the Lasallian Mission.”

BELOW: Brother Visitor Br David Hawke fsc with CEO Tracy Adams.





ABOVE: Lasallian Leaders at **yourtown's** Child, Youth and Family Centre at Deception Bay, Queensland.

## Leading by learning

We welcomed 60 Lasallian Leaders from across the District of Australia, New Zealand, Pakistan and Papua New Guinea for the annual Leaders Conference. **yourtown** leaders, De La Salle school staff, Lasallian Mission Council Directors, District Councillors and the Lasallian Mission Services Team delegates came together to learn, share and explore opportunities for furthering their works and the Lasallian Mission.

The conference included visits to **yourtown's** Milton, Kingston and Deception Bay sites followed by workshops on issues such as child safe and child friendly workplaces; suicide and self-harm prevention; Kids Helpline counselling; and the safety of young people online.

## Sharing in the Mission

In 2017, we were pleased to welcome Lasallian volunteers Will Peters and Josh Cant as Youth Mentors in **yourtown's** Transition to Work and Work Enterprises programs in Sydney. Working alongside qualified **yourtown** trainers, Youth Workers and Case Managers, they helped support young people to achieve their goals.

"Will and Josh contributed greatly to our services with their enthusiasm for the Mission and by supporting and enabling young people to realise their potential. Within just two months of being with us they were both nominated for our Living the Values Award." Tracy Adams, CEO

RIGHT: Josh Cant, CEO Tracy Adams, Will Peters and **yourtown** Youth Worker David Le.





# Our Values

The way we go about achieving our goals is just as important as reaching them.

Our Values are derived from the Lasallian Charism and, along with our Mission and Vision, are the foundation of **yourtown**.



## Brother and Sister to all

We value each other and everyone we meet.



## Innovation and Resourcefulness

We're not afraid to try new things.



## Perseverance in Service

We never give up.



## Professionalism

We stand for quality and lead by example.



## Faith and Zeal

We do everything with energy and commitment.

# Ways we work

At the heart of who we are is how we respond to the needs of young people.

We respect diversity and are inclusive of all people irrespective of their culture, gender, sexuality, values, beliefs and experiences.



## Respect

We respect others by listening and being honest.



## Excellence

We strive for excellence in what we do.



## Creativity

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

## Reconciliation Action Plan

March 2017 - December 2018





# Who we helped and how

**yourtown** received close to **200,000** contacts from those reaching out for help in 2017-18.

These included:

**180,177**

supported by

**Counselling and Support** via Kids Helpline's 24/7 service for children and young people in Australia, Kids Helpline @ School, Parentline for parents and carers, and face-to-face support.

**709**

supported by

**Family and Community services** that help young families learn positive parenting and strengthen connections with the community.

**314**

supported by

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

**17,438**

supported by

**Job Training and Employment services** that give young people extra life choices and get them jobs.

**249**

supported by

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

**202**

supported by

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

Estimate based on available data. Contact numbers for Kids Helpline and Parentline may include contacts by the same individual more than once. Participation numbers for our other services are usually per individual only, although individuals may have contact with the service more than once or access more than one service.

BELOW: **yourtown** CEO Tracy Adams and the Malu Kiai Mura Baui Company dance troop at the RAP launch.



## **yourtown** Launches Reconciliation Action Plan

This year we launched our Reconciliation Action Plan (RAP) developed by staff from across our organisation and dedicated to embedding the spirit of reconciliation into everything we do.

Our RAP is an embodiment of how we live our key Value 'Brother and Sister to all', demonstrating our commitment to ensuring this Value is evidenced in how we contribute to improved economic and social wellbeing, and listen to and walk beside Aboriginal and Torres Strait Islander peoples.

Importantly, our RAP includes practical actions by which we will maximise opportunities for reconciliation and continue our learning of the rich histories which are a vital part of this nation's story.

# 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 are in low-skilled occupations, and/or are living in single parent households.

**yourtown** has 49 service centres in 37 locations across New South Wales, Queensland, South Australia and Tasmania. Our business centre is in Milton, Queensland.



**yourtown** service centres



Kids Helpline is a **national** service.

**parentline**

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

Blacktown  
Campbelltown  
Cessnock  
Claymore  
Fairfield  
Ingleburn  
Maitland  
Mt Druitt  
Muswellbrook  
North Richmond  
St Marys

## Queensland

Beenleigh  
Browns Plains  
Caboolture  
Capalaba  
Deception Bay  
Inala  
Ipswich  
Kingston  
Kippa-Ring  
Milton  
Mount Gravatt  
Victoria Point  
Woodridge

## South Australia

Elizabeth  
Enfield  
Kadina  
Kilkenny  
Port Pirie  
Salisbury  
Smithfield

## Tasmania

Bridgewater  
Burnie  
Devonport  
Glenorchy  
Launceston



# Our services

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

We use the practice wisdom of our staff and research evidence to decide on which activities to deliver to achieve the best outcomes. Program evaluations enable us to measure outcomes and community impacts as well as further our knowledge of activities and interventions. Ultimately, it's about constantly evolving our services to keep young people at the centre of what we do.

**“To deliver services that make a real difference to young lives we need to be clear about the outcomes we’re aiming for to know where we’re going.”**

**Tracy Adams, CEO**

## National

Kids Helpline  
Kids Helpline @ School  
Kids Helpline Circles

## New South Wales

Employment Services (jobactive)  
Young Parents Homelessness Family Accommodation  
(San Miguel Family Centre)  
Smart Skilled and Hired (Youth Employment Program)  
Transition to Work  
Work (social) Enterprises

## Northern Territory

Parentline

## South Australia

Driver Training Program  
Employment Services (jobactive)  
Flipside Flexible Learning Options Program  
ParentsNext  
Transition to Work  
Work (social) Enterprises  
Work for the Dole  
Young Parents Program – Penrose

## Tasmania

Employment Services (jobactive)  
Work (social) Enterprises

## Queensland

Accredited and Non Accredited Training  
Administration and Research Centre  
Art Workshops  
Communities for Children Program  
Driver Training Program  
Employment Services (jobactive)  
Family Mental Health Support Services (Starfish)  
First Start Traineeships  
Get Set for Work  
Indigenous Youth Engagement and Transitions Program (IYET)  
Parentline  
School Based Traineeships (SBT)  
Transition to Work  
Vocational Training and Employment Centre (VTEC)  
Work (social) Enterprises  
Work for the Dole  
Work Skills Traineeships  
Young Parents Program – Glugor  
Youth Engagement Program  
Youthful Offenders Program  
Youth Skills Program

## Confidential Location

Domestic and Family Violence Refuge

# 02

## Funding and sustainability

In the 2017-18 financial year, **yourtown** contributed more than \$50 million to providing crucial services for young people across Australia and more than \$1 million was allocated to advocating for positive systemic change.

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.

### Revenue

This year our Revenue increased to \$101M, the first time we have achieved a revenue in excess of \$100M. We also reported our largest ever surplus at \$6.5M. This is almost double the surplus achieved in 2016-17 and is primarily the result of our commitment to strong financial governance and our strategic priority of organisational sustainability.

We have worked hard to achieve a surplus that will enable us to innovate and optimise virtual services as well as extend and expand our services in communities identified as experiencing significant disadvantage.

In the coming year we will introduce new programs aimed at supporting young people who are long-term unemployed, extend the WebChat hours offered by Kids Helpline, increase the capacity of our young parents' homelessness centre in Sydney and introduce a new early childhood development program in Northern Adelaide.

### Fundraising

**yourtown** received \$3.6M in donations through its campaigns from community and corporate fundraising activities (not including the Art Union), which means 81% of these funds go directly to the services we provide.

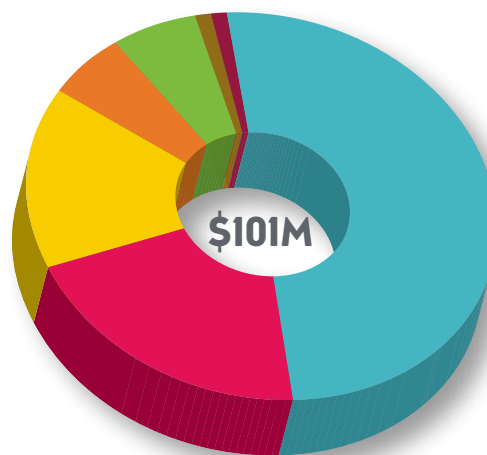
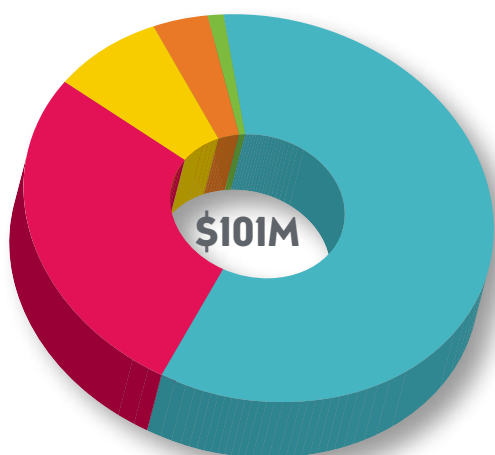
This year we ran 10 high-end luxury house and five prestige car Art Unions in line with government regulation and professional principles and standards of fundraising practice.

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 \$25M with \$19.5M contributing to services for young people.

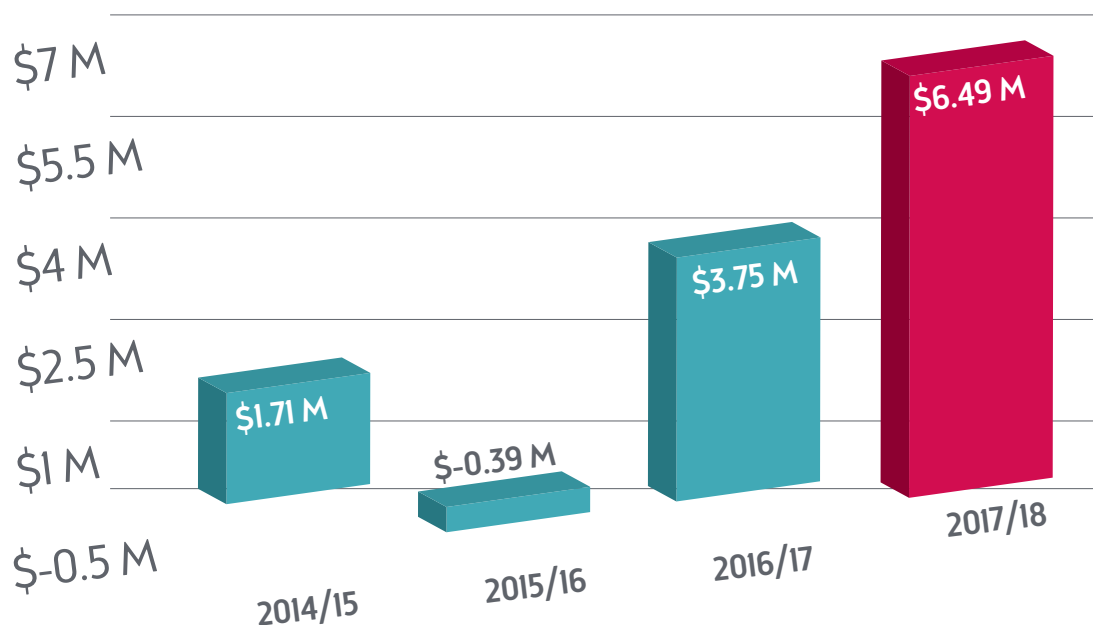
### Planning for the future

In the coming years, we hope to increase charitable donations and partnerships that advance our Mission, while continually growing Art Union revenue. Creating opportunities for surplus funds means we can invest in communities for the long-term and undertake systemic planning with communities that build independence, and help young people reach their full potential.





### Our operating surplus/deficit



Our detailed Annual Financial Report 2018 can be accessed from our website.

# 03

## Board and governance

Our governance is driven by a commitment to continuous improvement and accountability led by our Board of Directors and managed by our Chief Executive Officer and Executive Team.

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

Our Strategic Framework sets out our objectives and goals across four key areas:

- Client Services and Programs
- Organisational Positioning
- Organisational Development
- Organisational Sustainability

We maintain quality certifications and our practices align with or exceed industry standards. Certifications include the ISO9001:2015 Quality Management Systems Standard for governance and corporate functions to manage and support services for children, young people and their families.

Our Board of Directors meets eight times a year reviewing strategic recommendations, management accounts and detailed reports about our performance. The Board is also informed by the Audit and Risk Management Committee and Board Advisory Committee that each meets a minimum of three times a year.

Our Strategic Framework can be accessed at [yourtown.com.au](https://yourtown.com.au)





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're responsible for the overall business, management and direction of **yourtown**.

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

### Gerry Lambert

BOARD CHAIR

BCOMM (HONS), GAICD

APPOINTED FEBRUARY 2011, CHAIR 2016

Gerry is an experienced company director with both listed and unlisted entities. He has over 25 years' experience as a senior corporate executive with expertise in the financial, strategic, systems/compliance, management and human resources areas of companies in the mining, building and property development industries. Gerry is a past non executive director of two ASX listed companies, Villa World Limited and CuDeco Limited, and was the General Manager/Chief Financial Officer, Executive Director of Villa World Limited from 2000 to 2005. Gerry is also an advisory board chair of two private companies and is the proprietor of a mentoring consulting business.



Gerry Lambert – Chair

## Peter Ffrench

CHAIR OF AUDIT AND RISK MANAGEMENT COMMITTEE  
BSOCWK, GRADDIPBUS, FAICD, FAMI  
APPOINTED FEBRUARY 2011

Peter is a business advisor to leading Australian businesses, specialising in business strategy, executive coaching and organisational development. He has over 25 years' senior executive experience in general management, marketing and strategy in leading national companies across a diverse range of industries. He has held general management positions in FMCG, health, utilities and energy industries in both the public and private sector.

Peter is a Fellow of both the Australian Institute of Company Directors and Australian Marketing Institute.

## John (Jack) Firman

CHAIR OF STRATEGY ADVISORY COMMITTEE  
BE (CIVIL)  
APPOINTED FEBRUARY 2013

Jack has a long association with **yourtown** having been the General Manager of the BoysTown Lotteries from 1997-1999 and its Chief Executive Officer (CEO) from 2004-2008. Other business appointments have included CEO of the Metropolitan Ambulance Services, CEO of the Port of Melbourne Authority and various executive appointments with Melbourne Water. He has extensive experience in corporate governance, executive management and financial reporting.

## Dr Margaret Brechman-Toussaint

BA HONS (PSYCHOLOGY), PHD (CLIN), MAPS, M CCP  
APPOINTED MARCH 2013

Margaret has held senior positions in the university, government and non-government sectors and played a critical role in developing and implementing innovative, early intervention and prevention initiatives that promote the health and wellbeing of vulnerable children. She has extensive expertise in strategic policy and research, inclusive governance frameworks, the development of collaborative partnership agreements, and contract negotiation, and the management of multi-site placed-based initiatives for successful implementation of evidence-based programs and innovative models of service delivery.

## Kristan Conlon

CHAIR OF BOARD ADVISORY COMMITTEE  
BA/LLB, MAICD  
APPOINTED JUNE 2013

Kristan is a partner of a leading independent Australian law firm with a background in property and corporate advisory. She advises property developers, government and government-owned corporations, major landlords and tenants, listed corporations and private clients in a vast array of transactions. She has presented at a variety of legal conferences in the property and commercial sectors, including the Property Council of Australia. Kristan's memberships include Queensland Law Society, Australian Institute of Company Directors, Property Council of Australia and Urban Development Institute of Australia.

## Br Kenneth Ormerod, fsc

BA, DIPTEACH, MA (THEOLOGY)  
APPOINTED APRIL 2014

An educator since 1972, Br Ken has been the Principal of the De La Salle College Cronulla (NSW), St Bede's College Mentone (VIC) and Oakhill College Castle Hill (NSW). He was a Foundation member of the **yourtown** Board and the Board of St Michael's College Henley Beach (SA).

## Loki Ball

LLB (UTS), MAICD  
APPOINTED NOVEMBER 2015

Loki is an experienced Manager in KPMG Australia's market-leading human and social services consulting practice, where he is engaged as a key adviser to governments, not-for-profits and private providers. Loki has a strong background in policy and law reform to support vulnerable children, youth and families, and prior to joining KPMG he worked as an advisor for three years to Australia's National Children's Commissioner. Loki has practical experience in organisational governance, risk management and strategic planning, and is a Member of the Australian Institute of Company Directors. Loki brings a strong analytical approach to problem-solving and policy issues based on his legal training, experience working with the machinery of government, and deep understanding about the issues vulnerable people face. Loki has applied skills in research methods, policy analysis and reviews, stakeholder management and facilitating consultations.

## Maria Corpuz

BSC (ENG), MASTERSC (COMP SCI), PHD (CANDIDATE)  
APPOINTED NOVEMBER 2015

Maria is an information security and cybersecurity management consultant providing advisory services on IT strategic policy and corporate risk management in various sectors. She has over 20 years of IT experience performing strategic roles and delivering programs in the fields of information security and cybersecurity management, IT strategic planning and enterprise architecture in government, and provided expert advice to researchers in higher education. Maria is a recognised industry expert, frequently asked to speak globally about IT policies and frameworks, ICT risk management and business continuity management. She is also an academic researcher and has published papers on strategic information security policies and corporate risk management cited in current research literature and adopted in case studies.

## Ben Naparstek

BA (ENGLISH, FIRST CLASS), LLB (HONS), GAICD  
APPOINTED NOVEMBER 2015

Ben is Director of Audible Originals, overseeing all original Australian documentaries, dramas and series for Amazon's audio entertainment division. Previously he was Director - Digital & Content at communications marketing firm Edelman, leading the Australian office's team of videographers, designers, UX experts, social curators, paid media specialists, programmers and producers, and Head of Online at SBS, leading the overall strategy for the SBS digital network. He's also been editor-in-chief of Good Weekend magazine for the Sydney Morning Herald and The Age; and Editor of national current affairs magazine, The Monthly.

## Chris Shioya

BA (HONS), MBA, PHD  
APPOINTED OCTOBER 2017

Chris is the Head of APAC Advisory Services, Mulesoft. He has practical experience in the functional areas of marketing, strategy, analytics and corporate finance as well as market research. Previously he was the Head of Strategy, Consumer Insights, Audience Research and Data Analytics for Fox Sports Australia. He worked with the nbn as a Program Manager for the service delivery of the multi-technology mix and was a Management Consultant at Bain and Company. He also worked with the Commission for Human Welfare and Community Action in Berkeley, USA evaluating programs for low-income residents of the City. Chris has an MBA from the London Business School in Marketing and Strategy, and a Financial Economics degree from the University of California, Berkeley.

## Kristina Freire

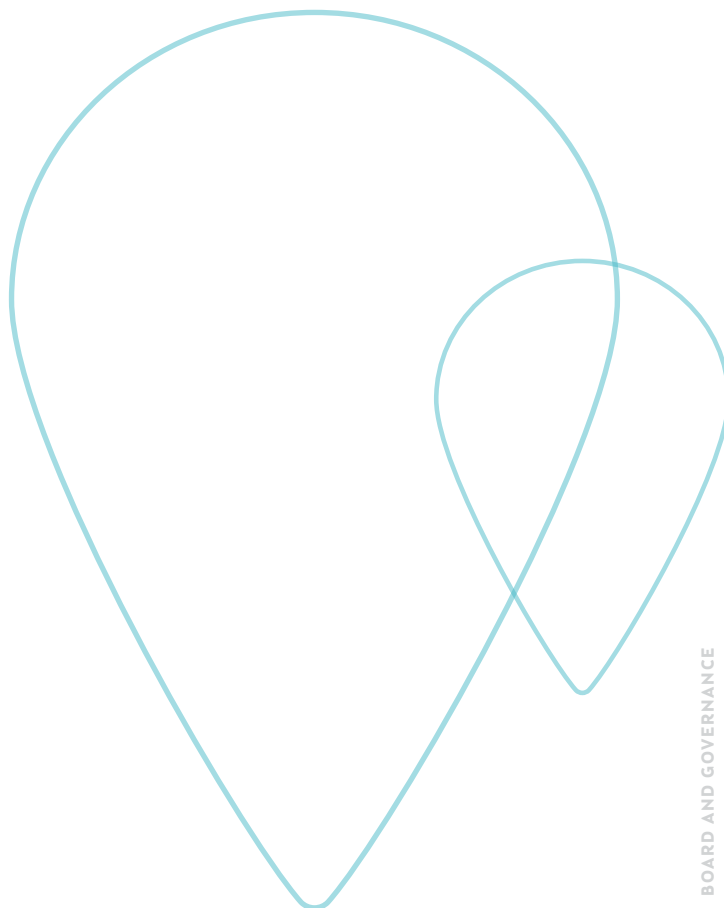
BCOMM, GAICD, ACA  
APPOINTED DECEMBER 2017

Kristina is a Chartered Accountant with over 25 years' experience in both commerce and public practice. Kristina is employed as a Manager with Bray & Associates Chartered Accountants, working out of their Bowral, NSW office. Kristina provides taxation and business advice to a variety of clients including individuals, investors, superannuation funds and small to medium-sized enterprises. Kristina is also Chairman of the BDCU Alliance Bank, a member-owned social enterprise that provides financial products and services via a strategic alliance with Bendigo and Adelaide Bank. Kristina holds a Bachelor of Commerce from the Australian National University, is a member of the Institute of Chartered Accountants and a Graduate of the Australian Institute of Company Directors.

## John Williamson

BA/LLB (ANU), FCSA, FAUSIMM, MAICD  
NOVEMBER 2011-DECEMBER 2017

John has had broad executive, senior management and consulting experience spanning over 30 years in the corporate governance, corporate strategy and commercial arenas. His experience has been gained across several sectors in a wide variety of companies. He is currently an executive director of WEPL, a management consultancy. He is a former director of Governance Institute of Australia.







LEFT TO RIGHT: John Dagleish, Cara Benoit, Tracy Adams, Geoff Walshaw, Tracey Gillinder and Brendan Bourke.

## 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

Tracy has more than 28 years' experience with **yourtown** and was appointed CEO in 2008. In this role, she is responsible for implementing the organisation's strategic direction and ensuring its operations are conducted with the highest standards of integrity and accountability.

Since being appointed to her current position she has directed significant company growth, including an operating budget increase of more than \$40 million, a client increase of more than 100%, a greatly enhanced advocacy platform for those experiencing social exclusion, and an organisational name change. Tracy has frequently addressed Government enquiries into the welfare of Australian youth.

Tracy is an Affiliated Member of the De La Salle Institute, a graduate of the Harvard Business School General Management Program, and a Fellow of the Institute of Managers and Leaders (IML). She holds a number of for profit and non-profit Board positions, and is an executive advisor to the QUT – Executive MBA program.

### Geoff Walshaw

CFO & COMPANY SECRETARY

Geoff joined **yourtown** in 2007 and leads the finance, property, IT and business systems teams. In 2009, he was also appointed **yourtown** Company Secretary. His more than 20 years' experience in financial and management accounting spans the commercial, government and not-for-profit sectors in Australia and the United Kingdom. This includes executive roles with international FMCG companies such as the Gillette Group UK, Mars Confectionery and Walkers Snack Foods as well as the Queensland Government's Corporate Solutions Queensland.

### Cara Benoit

HEAD OF PEOPLE & CULTURE

Cara joined **yourtown** in 2008 and leads the People and Culture team to deliver best practice people management, work health and safety, and workplace cultural initiatives. A Certified Professional member of the Australian Human Resources Institute, she has more than 25 years' experience in both Human Resources and Operational Management positions across a variety of industries within Australia and Asia Pacific. Cara is a Board Director for PeakCare, Queensland's peak body for child protection.

## John Dalgleish

HEAD OF STRATEGY & RESEARCH

John has been with **yourtown** since 2000 and leads advocacy, research and evaluation for the organisation that generates new knowledge about issues impacting young people, and how to effectively respond. He has 11 years' experience as a practitioner in the areas of child protection and juvenile justice, and 26 years' experience in executive management within Government and the not-for-profit sector. John has led teams providing child protection, juvenile justice, disability, out-of-home care, community funding, and social and economic development programs within Aboriginal and Torres Strait Islander communities. A member of several Boards, he is President of the Foundation for Independence Recreation and Social Training (FIRST) and a member of the Social Impact Measurement Network Australia (SIMNA). John is a Partner Investigator in several research projects funded by the Australian Research Council.

## Brendan Bourke

HEAD OF CLIENT SERVICES

Brendan commenced at **yourtown** in 2003 to help establish our employment, education and training programs and their associated regional delivery network. In 2016, Brendan was appointed as our Head of Client Services, leading the implementation and delivery of integrated client services in line with our organisational Strategic Framework. Prior to working with **yourtown**, Brendan spent five years as a senior manager with a major national recruitment agency following 16 years with the Federal Department of Education, Employment and Workplace Relations (DEEWR) in a variety of operational and senior management positions. Brendan has a Graduate Certificate in Business and extensive experience in the training and employment services industry in the private, public and community sectors.

## Tracey Gillinder

HEAD OF MARKETING & FUNDRAISING

Tracey started at **yourtown** in 2013. She leads the development and implementation of all brand management and fundraising growth strategies for the organisation including: corporate partnerships, donor and **yourtown** luxury Art Unions. Her more than 25 years in marketing and communications includes roles at Fairfax Media, Mercedes-Benz (Daimler Chrysler), BMW, MINI, Lamborghini and Cartier. Her memberships have included the Gold Coast Motors Events Co Marketing Communications Committee and Brisbane Lions AFL Marketing Communications Committee. She has also worked with the Uniting HealthCare/ The Wesley Hospital and Research Institute and McDonalds Australia (Ronald McDonald House Charities).



# 04

## 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.

Our work with young people brings with it the responsibility of leveraging our knowledge of their experiences to bring about systemic change.

### Preventing suicide: a national responsibility

Early intervention – greater access to services – support for families – ensuring there are no wrong doors to accessing help – working together; these are just some of the priorities needed to prevent youth suicide. This year we continued to advocate strongly on this issue, including launching our Position Statement calling on the Australian community to join forces to save young lives. We shared what we have learnt from our research and work with young people, key thought leaders and policy makers nationally, including the New South Wales Government's Inquiry into the Prevention of Youth Suicide, 2017 National Suicide Prevention Conference, and Queensland Family and Child Commission's Research in the Round Forum on Reducing Youth Suicide.

### A leader in the debate on cyberbullying

We influenced national policy debates and strategies about cyberbullying and generated greater awareness of this issue through new research, new practical resources for young people and targeted media campaigns.

In 2018, **yourtown's** CEO Tracy Adams was appointed to the Queensland Premier's Anti-cyberbullying Taskforce as one of

16 experts responsible for developing a framework to address cyberbullying among young people in Queensland.

We also gave evidence at the Senate Inquiry into the adequacy of the Commonwealth Criminal Code and of state and territory criminal laws that capture cyberbullying. The Committee's recommendations echoed our own, which included identifying cyberbullying as a public health issue, the need to improve preventative and early intervention, and create greater public awareness of related criminal offences.

### Seeking justice through family law

Our response to the Australian Law Reform Commission's review of Australia's family court law system included what we had learnt about the challenges, hurdles and emotional distress the system presents to children and women experiencing family separation and violence. Research we undertook with The University of Sydney into young people's experiences of family separation highlighted a crucial need for supports for young people exposed to the family law system and that they must have the opportunity to be heard. The family law system must do no further harm, be inclusive to all – including children and young people, be person-centred, and adopt a preventative approach to justice.



## Other inquiries responded to this year:

- Child Protection Reform Amendment Bill 2017 – 2017
- Strengthening child sexual abuse laws in New South Wales (on sexting) – 2017
- Supporting the retention of Aboriginal and Torres Strait Islander Students to Year 12 and their attainment of a Queensland Certificate of Education – 2017
- Inquiry into support for new parents and babies in New South Wales – 2017
- The National LGBTI Health Alliance's response to the draft National Statement of Principles for Child Safe Organisations – 2018
- National Catholic Safeguarding Standards – 2018
- Inquiry into the Electoral Legislation Amendment (Electoral Funding and Disclosure Reform) Bill 2017 – 2018
- Accessibility and quality of mental health services in rural and remote Australia – 2018

## Tackling long-term youth unemployment

This year we continued to tackle long-term youth unemployment launching our Position Statement that outlines solutions to the issue. Our evidence-based planned model of response champions a new employment program focused on a commitment to collaboration, strength-based individualised

support for young people, targeted employer engagement strategies and intensive 'in-work' mentoring. We plan to fund pilots of the new program in two of Australia's highest areas of youth unemployment in the coming year. The aim is to significantly reduce the number of long-term unemployed young people on welfare benefits for life by rolling out this program nationally.

BELOW: L-R Anne Bourke, **yourtown** Client Services; Tracy Adams, **yourtown** CEO; Dr Salote Scharr, **yourtown** Senior Researcher; Brendan Bourke, **yourtown** Head of Client Services; and Dr Abigail Powell, Centre for Social Impact, University of New South Wales at the launch of the Tackling long-term youth unemployment Position Statement.



# 05

## Research and innovation

We use the experiences of young people and a diverse range of expertise to create new, innovative and effective supports that empower children and young people to positively participate in the community.

### Digital Health CRC partnership

In 2018, **yourtown** became a founding partner in the \$200M Digital Health Cooperative Research Centre (CRC). The CRC brings together a unique, multidisciplinary, collaborative taskforce of research, clinical, industry, government and educational organisations to focus research and development on combining individual and collective expertise with data, information and telecommunication technologies to develop Australia's growing digital health technology and services industry. Through our work with the CRC, we will continue to be at the forefront of digital mental health innovation.

### Youth unemployment and social procurement

Youth unemployment is a significant economic and social health concern yet Australia's largest youth employer, the construction industry, faces skills shortages. We were excited to begin a new collaboration with the University of New South Wales, Brookfield Multiplex, Blacktown City Council and Heyday Group to develop new insights, practical knowledge and tools for the effective use of social procurement in reducing youth unemployment. Funded by the Australian Research Council, we aim to create new approaches to cross-sector collaboration in construction and solutions to youth unemployment.

### Excellence framework for child safe organisations

In partnership with the Community Services Industry Alliance and the Queensland Family and Child Commission, this year we worked on the development of an industry-led excellence framework for creating child safe child friendly organisational cultures in child and family services. The framework is driven by a motivation towards excellence at both the organisational and industry level to ensure the best outcomes for children and young people.

### Industry and Indigenous engagement: Parklands Project

This year we published the first publicly available evaluation of an Indigenous Participation Plan within the Australian construction industry. The evaluation looked at the outcomes, outputs and process learnings from the perspective of six stakeholder groups involved in one of the Gold Coast's most significant urban renewal projects, the Parklands Project. The project was show-cased



at the 2018 Queensland Department of Aboriginal and Torres Strait Islander Partnerships (DATSIP) 'Our Connections Our Futures' Symposium. This ground-breaking research will help organisations replicate the success at Parklands in future First Australians' projects nationally.

## Kids Helpline Circles

Kids Helpline (KHL) Circles is reaching a global audience with our partner The University of Sydney sharing world first 'Circles' insights with leading practitioners and researchers at the 2018 CyberPsychology, Therapy and Social Networking Conference in Canada. Developed in partnership with The University of Sydney Cyberpsychology Research Group and the Future Generation Investment Company (FGX), Kids Helpline Circles is a purpose-built national social networking platform for the group counselling and peer support of at risk 13-25 year old young people.



ABOVE: **yourtown** Board member Kristina Freire, University of Sydney's Dr Andrew Campbell, FGX's Louise Walsh and **yourtown** CEO Tracy Adams at a KHL Circles business leaders event in Sydney.

## Wellbeing Toolkit

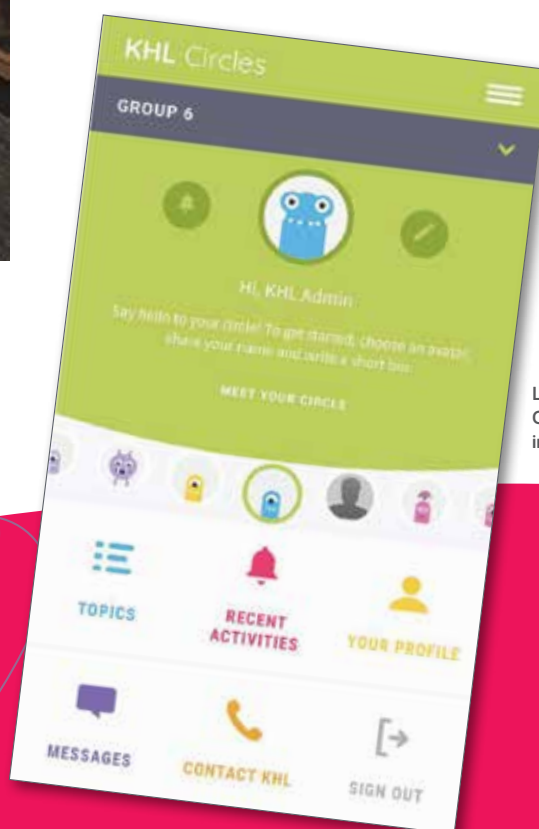
Our continued work with the Queensland University of Technology (QUT) on the creative design and impact of Kids Helpline self-help resources included the creation of a youth-friendly self-help App. The App aims to enhance the effectiveness of and access to Kids Helpline mental health and wellbeing information promoting positive actions and help seeking. It is scheduled to be launched in the coming year. The project is funded by the Australian Research Council.

## United Nations rights of the child

The United Nations Children's Committee launched a review of Australia's compliance with the Convention on the Rights of the Child. Australia is a signatory party to this Convention. During the year we have been informing both the National Children's Commissioner and the Australian Child Rights Taskforce on the challenges children and young people experience in seeking to exercise their rights under this international treaty. Both the National Children's Commissioner's report and the NGO Alternative report to the UN Children's Committee have been influenced by our contribution.

## New youth participation framework

In 2017, we initiated one of the most comprehensive consultations we have ever undertaken, with 173 **yourtown** staff, 23 client focus groups and 875 surveys of young people giving voice to a Youth Participation Framework for our organisation. Informed by best practice and what people told us about program benefits and challenges, and what methods were known to work best, the resulting framework will inform youth participation strategies for **yourtown** services nationally.



LEFT: Kids Helpline Circles' purpose built interface.



# 06

## How we helped: In focus

### 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.

#### Keeping kids safe

**Kids Helpline** plays a critical role in protecting children and young people across Australia. No matter how big or small the problem, we help young people express themselves, build confidence and live safely.

Kids Helpline is Australia's only free, private and confidential 24/7 phone and online (email and WebChat) counselling service for children and young people aged 5 to 25. Young people contact our professionally qualified counsellors every day of the week, every hour of the day. We offer:

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

Young people contact us about anything, from relationships with friends and family and school worries, through to child abuse, body image, mental health, self-injury and suicide.

We work with child protection authorities in every state and territory to help keep children and young people safe and inform social policy. In 2017, we initiated 2,150 emergency care actions that in some cases literally saved lives.


Our continued partnerships with the Office of the eSafety Commissioner as a referral agency, and with Optus through their support of the Optus Digital Thumbprint with Kids Helpline program, is helping children and young people stay safe online.

#### 5 most common reasons children and young people sought help in 2017\*

- |                         |     |
|-------------------------|-----|
| 1. Mental health        | 26% |
| 2. Family relationships | 18% |
| 3. Emotional wellbeing  | 17% |
| 4. Suicide-related      | 16% |
| 5. Dating and partners  | 10% |

\* 66,368 Kids Helpline counselling contacts

For more information on Kids Helpline, see the KHL Insights Report 2017 at [yourtown.com.au](http://yourtown.com.au).



40% increase in  
the overall number  
of Duty of Care  
interventions  
initiated by  
counsellors from  
2013 to 2017.

## National eSafety

Kids Helpline became an inaugural member of the National eSafety and Mental Health Steering Group in March 2018. Chaired by the National eSafety Commissioner, Australia's leading online safety and mental health organisations along with key government agencies aim to use their collective resources to combat cyberbullying, support online wellbeing and promote help seeking when needed. The group will also inform media and public policy on reporting harmful online behaviour.



Australian Government

Office of the  
**eSafety  
Commissioner**



## Saving lives through innovation

At Kids Helpline (KHL), we are constantly evolving this crucial service to ensure the most vulnerable can always access help. This year this included an updated website and new self-help tools for young people.

### New face for Kids Helpline

The colourful refresh reflects the multiplatform approach now taken by the service, where counselling is no longer limited to a phone call. The Kids Helpline logo literally had a facelift, dropping the landline phone and giving the iconic smile a modern makeover.



### Equipping kids to help each other

Our **new website – [kidshelpline.com.au](http://kidshelpline.com.au)** – now has more personalised navigation, illustrations and content created specifically to equip children, young people and parents to not only help themselves, but get ideas on how to help others. The site has tips and info for Kids, Teens, Young Adults, and Parents and Carers, as well as information for teachers and schools.

In the six months following the new site's November 2017 launch, Kids Helpline saw a 29% increase in time spent on the site, a 47% increase in users and 56% increase in page views.



This year Kids Helpline also launched **comics**

that aim to encourage young people to seek help and empower them to support each other by talking about suicide in a language that speaks to them, friends, and others that may need help.

Written by Kids Helpline counsellors, the comics are for young people aged 13-17. Access these free in digital, print and video formats at **[kidshelpline.com.au/comics](http://kidshelpline.com.au/comics)**



Nickelodeon Australia and Kids Helpline teamed up this year to encourage kids to **Get Real With Your Feels**. The co-designed online quiz asks children about how they are feeling using a SpongeBob game and talks about getting help at Kids Helpline. Not only does it help children identify and understand their feelings but be more willing to open up to family and friends about what's on their mind.

David\*, 16, told KHL Circles that he suffered from depression and anxiety, and that living in a world of conflict he would never be happy again. Other young people told him of their own feelings of isolation, depression and low self-esteem, and that there were ways to manage these challenges – they gave David hope.

\*name changed for privacy





## 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.

**Optus Digital Thumbprint with Kids Helpline**, supported by our long-term partner Optus, is using video technology to connect primary school classrooms with Kids Helpline Counsellors and knowledge that can positively impact digital citizenship, online safety and encourage children to get help.

This year we were excited to announce a new partnership with Bupa. Bupa's support will enable the **Kids Helpline @ School** free early intervention and prevention education program to be extended by funding wellbeing topics that include bullying, resilience, friendships and mental health.

Created in partnership with The University of Sydney Cyberpsychology Research Group and the Future Generation Investment Company (FGX), the **KHL Circles** Counsellor moderated group counselling platform continues to evolve. This year this included doubling group sizes to 20 after discovering that face-to-face group counselling techniques were not as effective for online environments. More young people in the online group meant greater engagement and disclosure.

"KHL Circles works because young people know they are entering a safe space to open up about their experiences, support each other and know they are not alone." Alison\*, KHL Circles Counsellor

**Our other Counselling and Support services include:** Starfish Family Mental Health Program and Youthful Offenders Program.

## Empowering parents

Tailored to meet individual parent and carer needs, **Parentline** provides telephone and online counselling, information and referrals, working one-on-one with parents to enhance the safety and wellbeing of children and young people.

Available across Queensland and the Northern Territory, the seven-day-a-week professional telephone and online service helps parents with issues like parent-child relationships and emotional wellbeing.

All Parentline Counsellors are trained Kids Helpline Counsellors, giving them a unique understanding of issues facing parents and their children.

# Strengthening families and communities

Healthy families are the heart of strong, dynamic communities. Unfortunately, some people in disadvantaged areas often face challenges that tear families apart rather than build them up. We aim to be part of the solution by delivering services that tackle grass-root issues affecting our community.

## Young families and homelessness

Last year our San Miguel Family Centre in North Richmond changed its service model to focus purely on young homeless families – and for good reason.

Each year, 10,000 young parents in Australia require support from specialist homelessness services, making up a huge proportion of young people aged 12-24 experiencing homelessness. Despite this, few services cater to homeless young parents.

Families at San Miguel are offered not only accommodation but specialist child and youth development support, expressive therapy to help children overcome 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.

Families who come to San Miguel often feel disconnected from the community. This year we began trialling shared accommodation to aid independent living and made major renovations to our central activities building to help families connect and access vital support services.

### Our other Family and Community programs include:

Communities for Children, Domestic and Family Violence Refuge, ParentsNext and Young Parents Program. Our ParentsNext program in Elizabeth, South Australia concluded this year to be re-established in mid-north South Australia servicing the Port Pirie and Kadina regions.

## Just providing a roof over heads is not enough

Tragically, many young parents who come to San Miguel have been victims of either chronic sexual abuse or sexual assault, some by members of their own families.

San Miguel Manager Alison Schneidereit recalls a teenage mum who came to the centre after being under the care of the Government for two years due to allegations of sexual abuse by a family member.

“She’d been couch surfing and had had several accommodation placements. Becoming pregnant she was forced to leave her accommodation service because it wasn’t equipped to support young parents. Again she found herself in an unsafe situation. Fortunately, she was able to come to San Miguel,” Ms Schneidereit said.

“Over a nine month period we looked at why she was homeless in the first place, helping her to establish positive healthy relationships, work through past trauma and develop independent living skills. We gave her the support needed to find a way forward.”



# Education and engagement

Leaving school early and disengagement can mean reduced opportunities across a lifetime. We work with young people struggling to stay at school and those who've left to understand challenges and support their transition to education or employment.

## Flexible learning

Our **Flexible Learning Options (FLO)** and **Youth Engagement Program (YEP)** work with young people aged 14-17 (FLO) and 12-15 (YEP) who are at risk of leaving school early to help them remain in formal education or get ready for work. YEP also assists young people who have already left school.

In close partnership with schools, local organisations and employers we provide flexible learning options and supports matched to each young person's needs, interests and aspirations. Young people are engaged in activities that build self-esteem,

improve literacy, enhance life and interpersonal skills, while being encouraged to pursue further education and training.

FLO is offered in South Australia, and is funded by the South Australian Government. YEP operates in South East Queensland and is funded by **yourtown**.

**Our other Education and Engagement services include:** Youth Skills program, Driving School and Art Workshop program.

## Finding her voice

Alex, 14, was referred to **yourtown's** FLO program as, what her Mum Suzanne described as a last resort, but also one of the best decisions she's ever made.

School had become a kind of hell for Alex and was the last place she wanted to be. She had been relentlessly bullied for "being different" and struggled with high levels of anxiety, self-harm and other significant mental health issues. She rarely went to school and found interacting with anyone, anywhere almost impossible.

**yourtown** worked with Alex, her Mum, her school and local health services to create a new reality for Alex. We helped her to explore new ways to tackle challenges and connect with the community. Through a youth-based music program she began to literally find her voice, recording "Awakened", an album expressing her innermost thoughts.

Her Mum said the change in Alex has been amazing. She is now happier and looks forward to attending **yourtown** and was even confident enough to look for a job. Just last week she found one.

Next up she plans to look at further study in music and is aspiring to sing with a band.

LEFT: Alex, 14, proudly shows off her new album.





# Job training and employment

Young people face some pretty tough obstacles when looking for a job, including a lack of vocational and non-vocational skills. **yourtown** gives young people the skills and experience that help them break the cycle of unemployment.

## Getting a job and keeping it

**yourtown** has over 15 years' experience helping young people who face significant barriers to find work and keep a job.

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.

This year we assisted more than 17,000 young people through our job training and employment services. We placed more than 5,000 young people into employment through the Federal Government funded jobactive service for which are contracted by MAX Employment to provide youth specialist services. An additional 1,000 young people got jobs or engaged in education through our Transition to Work (TtW) program.

**Transition to Work (TtW)** is just one of our services helping young people transition to the workforce. We work with young people aged 15-21 who have not finished Year 12 to improve their chances of finding and keeping a job.

BELOW: **yourtown** Sydney Work Enterprises worker Caitlyn Gray.

We work with young people to explore career options and training pathways, as well as understand workplace expectations, including communication and reliability. Once in a job, we also provide six months practical support for both the young person and their employer.

TtW operates in South East Queensland, New South Wales and South Australia and is funded by the Federal Government.

## New 'Smart Skilled' jobs program launched

This year we launched the new **Smart Skilled and Hired Youth Employment Program (YEP)** jobs program joining forces with the New South Wales Government and local industry to tackle youth unemployment in Western Sydney.

By connecting with training, mentoring, work experience and other intensive support, the program aims to help long-term unemployed or under-employed 15-24 year-olds not receiving Government payments get the smarts and the skills to get hired.

Commencing in July 2018 it will run for three years and support over 800 young people.

The program is funded by the New South Wales Government.

## Our other Job Training and Employment services include:

Get Set for Work, Work Skills Traineeships and Work (social) Enterprises.







ABOVE: The **yourtown** Smart Skilled and Hired YEP Team at the Werrington Festival, Sydney.  
L-R Dale Williams, Filomena Salelesi, Rebecca Helmore and Frankie Motilal.

“We leave no stone unturned and go where we know we’ll find young people looking for a chance. Getting a job can be tough and some kids have just given up. We let them know they don’t have to.”

**Frankie Motilal, yourtown Smart Skilled and Hired YEP Manager**

## Leaving no stone unturned

Getting out-and-about in communities is a big part of how we ensure we connect with young people who are the hidden unemployed.

Our teams can often be found at shopping centres, and sporting and cultural events seven days a week, eager to talk to young people, their parents and others interested in knowing how we help.

Cameron Roberts, 18, is one of the young people the **yourtown** Smart Skilled and Hired YEP team helped get a job.

“I had no work experience and it was hard to get a foot in the door but **yourtown** helped me with my resume and work ready skills and get the job I’m in now. I’m a junior drafts person and practically jack of all trades for the company and I love it. **yourtown** has been a great stepping stone towards my career,” Cameron said.

# 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 and GenerationOne, **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.

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 employer 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 who are identified at high risk of leaving school early to re-engage in learning and complete their formal education.

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.

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.





ABOVE: Beau Anderson, 17, is kicking goals and looking forward to a bright future.

“I hadn’t had anything like that before that helped me focus on what I needed to do. Since I’ve engaged with **yourtown** I’ve achieved every single goal.”

**Beau Anderson, IYET program participant**

## Kicking goals through IYET

Beau Anderson, 17, is a very impressive young man with a bright future. He’s about to finish Year 12 with flying colours, is doing a school-based traineeship in mechanics with the Logan City Council and will start an apprenticeship with them when school ends. His future study plans include a Certificate in Business Management. In his own words “it’s all smooth sailing”. Sounds great! But it could have all been very different if not for **yourtown’s** IYET program.

Early in 2018 Beau was on the brink of “chucking in school”. It all seemed “too hard”. He was living independently, catching three buses to school, struggling financially and barely scraping by with ‘Ds’ in class. He was one of only two out of 14 mates

that were still going to school. Sadly, he said the stereo-type that “Indigenous kids won’t amount to much” also cast a shadow on his aspirations. Fortunately, **yourtown** was there to make a difference.

“**yourtown** got me to sit down and think about what goals I wanted to do and set for myself. Big thing was my [drivers] licence and I got that pretty easy with **yourtown**. The other thing was my attendance at school,” Beau said.

Beau’s school attendance rate went from 60% to close to 100% and his grades jumped from Ds to Bs. He’s also just learnt he has been nominated by the Logan City Council as a trainee of the year.



# 07

## Our people

**yourtown's** key asset is its people. Our dedicated and passionate staff and volunteers work hard to create positive change in the lives of children, young people and their families.

Our more than 650 staff and volunteers are engaged in jobs that range from counsellors, trainers and other practitioners to accountants, fundraisers and administrators.

### Positioning **yourtown** for the future

This year we undertook our fourth Employee Engagement Survey. It told us that **yourtown** sits in a culture of ambition with 72% of staff saying **yourtown** is a truly great place to work.

Our Values featured in the top three most important things about working at **yourtown**.

### Investment in our people

**yourtown** makes a significant investment into the development of our people with staff participating in 14,365 hours of training this year.

Eleven staff members received financial support towards their ongoing education as part of our Educational Assistance Program. This included Bachelor and Post Graduate level study in counselling, psychology, youth work, social work, business and neuropsychotherapy.

In addition, five employees were selected to participate in the week-long intensive Academy Global Emerging Leaders Program in Sydney.

RIGHT: Congratulations and well deserved recognition to Living the Values Award winner Louise Mitchell (Living the Mission Award) and nominees Michelle Wallbank (Perseverance in Service) and Ashleigh Van Homrigh (Faith and Zeal) celebrating with the Child, Youth and Family Centre team at Deception Bay, Queensland.

### Where we work



### Living our Values

Sixteen staff members received the Living the Values Awards highlighting the great work our staff do.

Three times a year our staff nominate colleagues that have gone above and beyond when demonstrating **yourtown's** Values. A panel comprised of two De La Salle Brothers, our CEO and Head of People and Culture review and select recipients of the awards.







ABOVE: Kids Helpline Counsellors Judy Carrey and Cassie Thomas creating awareness about how Kids Helpline can help at the Stand Tall for Post Traumatic Stress Family Fun Day.

“At **yourtown** our values are our DNA. The way we go about achieving our goals is just as important as reaching them because that’s how people see how dedicated and passionate we are about changing lives.”

**Cara Benoit, Head of People and Culture**

## yourtown in the community

In addition to our formal advocacy work and everyday activities, our people go above and beyond to create greater community awareness of the issues we are passionate about.

These are just some of the many events our dedicated team took part in this year.

- Western Sydney **yourtown** teams took part in Homelessness Week’s Fusion Sleep In Your Car fundraising event at St Marys Railway Station, Sydney.
- Running the Darkness to Daylight CEO challenge to raise awareness about family and domestic violence were our Head of Client Services, Brendan Bourke along with team members from across our South East Queensland sites.

BELOW: Celebrating Harmony Day are South East Queensland team members Michael Judd, Helena To’o, Br John Pill, Briar Ward and Carla Sargeant.



- Our Western Sydney trainers and trainees did a great job making a stand for Penrith City Council’s White Ribbon Day Twilight River Walk. Walkers were encouraged to write personal messages on the flags about domestic and family violence.
- Kids Helpline Counsellors attended the Stand Tall for Post Traumatic Stress Family Fun Day at the Western Districts Rugby Club in Toowong.
- Harmony Day was celebrated across our sites nationally.



LEFT: **yourtown**’s Matt Rossler and Frankie Motilal at the White Ribbon Day Twilight River Walk.



# 08

## Our supporters: Thank you

We are enormously grateful for the generous and collaborative relationships we enjoy with supporters who engaged with us throughout the year.

Our organisational Strategic Framework focuses on **yourtown's** Vision to transform young lives and strengthen communities, but we could not do the work we do without our supporters.

As an organisation funded predominantly by the community, we are immensely grateful to our Art Union ticket buyers, those who support us through Workplace Giving, donated to our appeals, or invested in the future of our services through substantial gifts and bequests.

This support and that of our Corporate Partners including our major supporters Optus, the Future Generation Investment Company (FGX) and new partner Bupa, are essential to our ability to further evolve and expand our services.

We're always looking for partnerships with organisations and individuals who share our Values, support our work and are keen to collaborate and share knowledge across communities.

We look forward to driving new long-term, mutually beneficial partnerships and growing our supporter base, and as a result, the work we do with young people across Australia.

### A true win win for those in need

Our Art Unions are the main source of funding for **yourtown** services and really are a win win, creating brighter futures for thousands of young people but also 15 prize winners each year. Last year our lucky Prize Home and Prestige Care winners won prizes totalling \$19,868,499.

We continue to offer our supporters 10 chances a year to win a high-end luxury property in coveted locations across Queensland, New South Wales and Victoria. Our five prestige car Art Unions, feature a mix of prestige cars, luxury travel and gold bullion.

The success of our charitable Art Unions continues to grow with last year's Christmas Prize home achieving record sales for the second year running. Our last three Christmas houses have been extra special thanks to the styling of celebrity interior designer and Channel Nine's 'The Block' Judge Darren Palmer.

RIGHT: **yourtown** Work Enterprise trainer Brett Britnell, Enterprise worker Liam Rogerson, Darren Palmer and Enterprise worker Michael Penberthy at **yourtown's** Christmas Prize Home.

**Buying my ticket  
has changed my life  
but I'm glad to think  
I helped others  
in some way  
as well.**

**Winner  
Jennifer O'Dowd**







“It’s a great feeling  
to help people who  
are struggling to do  
something they may  
not have previously  
been able to do.”

**Darren Palmer**



## Homeless family centre gets star makeover

'The Block' judge and celebrity interior designer Darren Palmer donated his design expertise and time to not only make our Christmas prize home extra special, but transform **yourtown's** San Miguel Family Centre's 31 year old activity centre.

Many families who come to San Miguel have never felt part of the community and **yourtown** wanted to give them that opportunity by creating a space that fosters a sense of belonging and connection.

The internal space of the San Miguel activity centre received a much needed facelift to become a vibrant and inviting community hub where families can come together to relax, connect and access vital support services, including the new Expressive Therapy program for children.

Darren also helped us access donations and support from local businesses including Velux, Hafele, Cooks and Freedom Kitchens.

This is Darren's fourth project with **yourtown**, having also worked on the 2015, 2016 and 2017 **yourtown** Christmas Prize Homes.

## Work experience for young people

Along with Darren and external tradespeople and suppliers, the project gave unemployed young people paid work opportunities through **yourtown's** Work Enterprises.

Their work included the kitchen and bathroom refit, concreting and demolition. **yourtown's** Enterprises give young people the skills and paid work experience needed to help them get a job.

TOP LEFT: **yourtown** Work Enterprises worker Chelsea Marriot working on the makeover.

LEFT: San Miguel's 31 year-old community hub underwent a complete makeover and is now vibrant and inviting.

BELOW: Before the makeover.



ABOVE: Celebrate the West Committee Chair Sid Kelly and Darren Palmer.

## Celebrate the West

Funds raised by the community at the 2016 and 2017 annual Celebrate the West fundraising event helped renovate the Centre's community hub as well as fund the introduction of the Expressive Therapy program.

We'd like to thank Celebrate the West patrons Australian actor Bryan Brown AM, John Brown AO, Bishop Kevin Manning DD and Phillip Gould AM, and the fundraising committee led by Sid Kelly for their continued support.



# Investing in the future – striving for excellence

Our Corporate Partners are helping create positive and immeasurable differences in the lives of young people throughout Australia.

## Optus

We are proud to have partnered with Optus for more than 19 years. The support of Optus has helped run a number of Kids Helpline initiatives, drive innovation and use technology to reach more children across Australia. Optus currently supports the Optus Digital Thumbprint with Kids Helpline Program, which enables primary schools to invite Kids Helpline Counsellors into their classroom via video link to talk about digital respect, responsibility and online safety.

**Optus Digital  
Thumbprint**



“Bupa’s support means we can protect many more primary school children through early education and by encouraging help seeking.”

**yourtown** CEO Tracy Adams

## Future Generation Investment Company (FGX)

FGX partnered with Kids Helpline in the KHL Circles project in 2014. KHL Circles is a purpose-built, Counsellor-moderated mental health and emotional wellbeing social network 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. The partnership between Kids Helpline and The University of Sydney Cyberpsychology Research Group will produce new knowledge on the delivery of e-mental health services.



## Bupa

This year we were excited to announce a new partnership with Bupa. Bupa’s support will enable thousands of primary school children to access the Kids Helpline @ School free early intervention and prevention education program covering wellbeing topics that include bullying, resilience, friendships and mental health.

**Wellbeing**

Supported by



Health & Care

RIGHT: Kids Helpline @ School is in classrooms across Australia.









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# Other community supporters

Anglicare SA  
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NSW Brookfield Multiplex  
Mission Australia  
Port Pirie Trotting Club  
The Wyatt Trust  
Wakelin Property Advisory

# Research partners

Our research partners include:



# Government supporters

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

## Federal

Department of Jobs and Small Business  
Department of Health  
Department of the Prime Minister and Cabinet  
Department of Social Services  
The Office of the eSafety Commissioner

## New South Wales

Department of Industry

## Northern Territory

Territory Families

## Queensland

Department of Child Safety, Youth and Women  
Department of Education  
Department of Employment, Small Business and Training  
Department of Housing and Public Works  
Department of Justice and Attorney-General

## South Australia

Department for Education  
Renewal SA

## Western Australia

Department of Communities



Australian Government



Supported by







LEFT TO RIGHT: yourtown Kingston Transition to Work participants Shani Vogt, Stephen Liuia, Ricky Lallu, Shyne Savage and Kory Thomas.

**Contact us:**

07 3368 3399

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