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WHO WE ARE

OUR TOWN, YOUR TOWN

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

Since 1961, **yourtown** has been 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 responded to the needs of tens of thousands of children, young people and families who reached out for help.

We teach essential work and life skills, and provide opportunities to gain valuable experience 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, 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 2020 Annual Report.

In the past financial year we've delivered another record year of growth despite the challenging circumstances of the COVID-19 pandemic.

As we celebrate our achievements and look to the future, I'd like to acknowledge the people that got us here. Our people continue to be our strength.

At **yourtown** the health, safety and wellbeing of our staff and those who turn to us during this pandemic has been paramount.

Despite the unpredictable nature of the pandemic, our people stepped up and quickly adopted measures to keep our operations running safely and to support the increased demand on our services.

Our relentless focus on our priority areas has enabled us to meet the challenges of the crisis from a position of strength and resilience.

yourtown wouldn't be in such a positive financial position without our generous supporters and the additional investment of both federal and state governments to assist **yourtown** and Kids Helpline manage the increased demands on our services these past twelve months.

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



Tracy Adams
Chief Executive Officer

Whilst this year has been like no other, **yourtown** reached some important milestones within this reporting period.

While the COVID-19 pandemic continues to wreak disruption across the nation, **yourtown** has provided the resources to address the escalating demand on our services which has been critical to children and young people in these uncertain times.

Our fundamental services have been enhanced through community funding support through higher than average Art Union draw ticket sales, and additional government funding to allow us to offer greater accessibility to our services.

I can report that the impact of the pandemic on operations, earnings, and the outlook to continue to safeguard children and young people has not been compromised.

We are encouraged by **yourtown's** increasing profile over the past year, however we will continue to seek government, corporate and philanthropic support to leverage our ability to provide increased responses to children and young people.

yourtown continues to experience an increased demand for the many services we provide and we don't expect to see a decline any time soon.

In fact, as Australia rebuilds, the need for our counselling and support services will only continue, and we will be there anytime, for any reason.

OUR VALUES



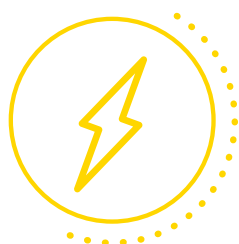
Brother and Sister to all

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 in ways that get amazing results.

THE LASALLIAN 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.

The Lasallian Mission has a long history of concern for the poor, taking inspiration from the central teachings of the Founder, St John Baptist de La Salle.

Many of our greatest achievements have been earned in the crucible of education – the future of human education remains as relevant today as it was over 300 years ago.

With seventeenth century origins, John Baptist 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 canonised as a saint.

The lessons learned from the life of St John Baptist de La Salle translates to how we answer the needs of young people regardless of their religion, race or gender.

“We continue to champion our **Lasallian Values** of Faith, Zeal, Brother/Sister relationships and concern for the poor.”

Tracy Adams

yourtown Chief Executive Officer

“We really enjoyed working with the families and we felt a real sense of fulfilment as **we were making a difference** to their lives and really helping them out.”

Georgia Brown and Amy Hancock – Lasallian Youth Volunteers

yourtown Deception Bay welcomed Lasallian youth volunteers Georgia Brown and Amy Hancock to Queensland as part of their mission to work in the community to help those in need.

yourtown's Young Parents program at Deception Bay Queensland, supports young parents under 25 years of age who have children five years and under to learn parenting skills and to enjoy positive interactions with their children through developmental play sessions.



OUR COVID-19 RESPONSE

The pandemic has been a crisis of mental health and an economic challenge to the community.

yourtown's flexibility to adapt in the face of challenging circumstances meant the continuity of all service programs and the continuation of all virtual counselling and support services to children and young people since March 2020.

We have continued to support children and young people 24 hours a day seven days a week, and rose to the challenge of an increase in demand. The early months of March and April 2020 saw a sharp spike of 40% for mental health counselling with Kids Helpline registering one call every minute.

The pandemic forced an abrupt dislocation of how our staff work, however with a "what can we do" attitude from our team, we were able to navigate a 'new way' forward.

Our plan was not just about providing comforting support at record levels of counselling services, it's also been about the process of boosting

parent and family services, family refuges, education and re-engagement and Aboriginal and Torres Strait Islander Peoples employment and wellbeing initiatives.

Resilience and consciously evolving the way we coped with disruption and business dislocation resulted in all staff remaining in their positions with no loss of employment across our workforce.

Our ability to maintain all of our services and programs has been beneficial to the community.

“In a world of uncertainty, a **resilient organisation** will stay ahead of the curve and come out the other side stronger and **ready for the next chapter.**”

Tracy Adams
yourtown Chief Executive Officer



WHAT DID WE DO?

We provided support to 18,676 children, young people and families through our face-to-face services, in addition we responded to 234,236 contacts through our counselling and support virtual services.

- 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 residential services that give families therapeutic 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

234,236 responses

Counselling & Support (Virtual Services) via Kids Helpline 24/7 service for Australia's children and young people, Kids Helpline @ School, Parentline, Circles and Niggle.



15,983 participants

Employment Services that give young people extra life choices and get them jobs through jobactive, Transition to Work, your job your way, Smart Skilled & Hired, Skilling Queenslanders for Work, ParentsNext and VTEC.



198 participants

Social Enterprises enable paid jobs for young people in areas such as construction, landscaping and asset maintenance to assist transitioning to open employment.



2,495 participants

Child & Family Services Parenting, early childhood development, child mental health, education engagement, residential services for young families and families experiencing domestic violence, alcohol and other drugs program to support young people in correctional centres, programs specifically to assist Aboriginal and Torres Strait Islander Young Peoples.



CORPORATE PARTNERS

We have a strong history of successful corporate partnerships with a range of high-profile organisations.

yourtown is enormously grateful for the generous and collaborative relationships we enjoy with our corporate partners who continued to engage with us throughout the year.

Through the support of both Optus and Bupa, Kids Helpline @ School was delivered free to primary school students across Australia, providing early intervention and prevention virtual sessions across a range of popular subject topics.



Wellbeing @ School supported by Bupa engaged with metropolitan, regional and rural Australia reaching 16,587 students across 198 schools.

In collaboration with Kids Helpline @ School, Bupa developed the Chatter Box cards for students to take home after their Wellbeing @ School session to encourage kids to connect with their families.



Future Generation Global is a listed company that donates part of its assets to mental health and youth charities.

Since 2014 Future Generation has supported the development of expanding Kids Helpline Circles from focussed counselling groups to a wider peer-counsellor led community.

My Circle is a purpose-built, scalable social network providing young people choice and control over their mental health support. It is particularly aimed at those who may not otherwise seek help, with an easy pathway to clinically guided peer-to-peer support and online group mental health counselling with a qualified Kids Helpline counsellor.

OPTUS

Optus Digital Thumbprint with Kids Helpline has reached 11,444 students over the past year via virtual classroom sessions to 151 schools.

Looking back even further over the course of Optus' seven-year partnership with the Kids Helpline @ School program, Optus has provided 46,788 students with cyber-safety and other digital related information.



First National Real Estate supports Kids Helpline 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.



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	641 registered
Domestic and Family Violence Service	114
Flexible Learning Options	251
jobactive	11,277
Kids Helpline	433,600 attempts 1,767,432 website visitors
Circles	14,093
Parentline	9,447 attempts 83,629 website visitors
ParentsNext	377
San Miguel	109 (parents and infants)
Skilling Queenslanders for Work	240
Smart Skilled & Hired	650
Enterprises	198
Starfish	252
Transition to Work	3,591
Work for the Dole	61
Young Parents Program	131 families
your job your way	159
Indigenous Programs	225
Youth Engagement Program	190
Youthful Offenders Program	162
Early Childhood Development Program	46 children (39 families)
Mind4Kids	266
Art Workshops	134
Expressive Therapy	49

4,562 job placements in FY2020

Social Enterprises celebrates 20 year anniversary

The Hon. Shannon Fentiman MP officially commemorated **yourtown's** Social Enterprises 20 year anniversary in March 2020.

yourtown Social Enterprises employs a blended workforce where qualified tradespeople and industry experienced staff work alongside young people who need training to find work.

From the first fencing crew of four young people 20 years ago, **yourtown** has since expanded to employ up to 80 young people in their social enterprises every day across four states.

We acknowledge the significant support from our many customers including QBuild, with whom we continue to build fences 20 years on.

Employers are looking for people who have the right personal attributes and understanding of workplaces. **yourtown's** Social Enterprises provides not only training and experience but also personal support.



WHERE WE WORK

Our service locations are prioritised to areas of high socio-economic disadvantage¹. 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 53 service centres in 42 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.

¹ **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
Ingleburn
Maitland
Mt Druitt
North
Richmond
St Marys

Tasmania

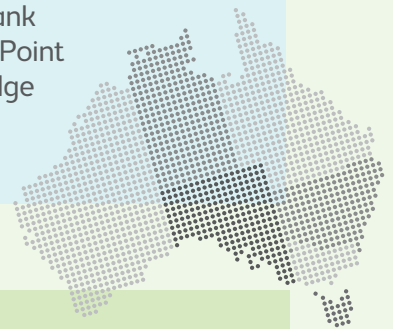
Bridgewater
Burnie
Devonport
Glenorchy
Launceston

Queensland

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

South Australia

Balaklava
Clare
Elizabeth
Enfield
Kadina
Kapunda
Kilkenny
Nuriootpa
Peterborough
Port Pirie
Salisbury
Smithfield



KIDS HELPLINE COUNSELLING CENTRE OPENS IN SYDNEY

The April opening of the Kids Helpline Counselling Centre in Western Sydney was driven by the demand on our services from children and young people within New South Wales who lead the nation with over 30% of the national contacts to Kids Helpline.

Funding secured from the New South Wales Government led to the establishment of the new Counselling Centre in Sydney, whilst additional funding from the Federal Government allowed Kids Helpline to employ 25 professional counsellors and supervisor resources initially.

The increased staffing of Kids Helpline could not come at a better time with the community impacted by firstly bushfires and then COVID-19. Kids Helpline Blacktown provides young people across New South Wales greater access to telephone and WebChat counselling support.

Australia's governments continued to recognise the essential role played by Kids Helpline in the emotional and mental health wellbeing of children and young people. The Federal Government, New South Wales and Victorian State Governments provided much needed increased financial support. This has enabled us to respond to many more children and young people contacting the service.



KIDS HELPLINE IN FOCUS

Keeping kids safe

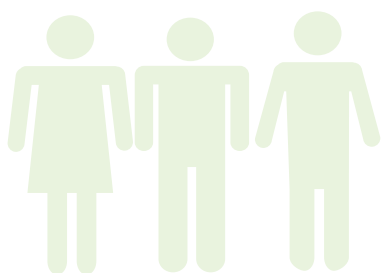
Kids Helpline is Australia's only free, national 24/7 confidential support and counselling service specifically for children and young people aged five to 25. It offers counselling support via phone, email, real-time WebChat and My Circle, and information resources via our website.

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.



Kids Helpline registered one contact **every 73 seconds**



75.9% were female
21.6% were male
2.5% were gender diverse

We offer:

- One-off counselling and crisis support
- Information and referral
- Ongoing counselling and case management
- Peer-to-peer support through My Circle

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 2,000 contacts to Kids Helpline resulted in emergency care actions (Duty of Care) that in many cases saved lives.

Counselling and support

Intervening early when children and young people are experiencing difficulties can make all the difference and in many 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.

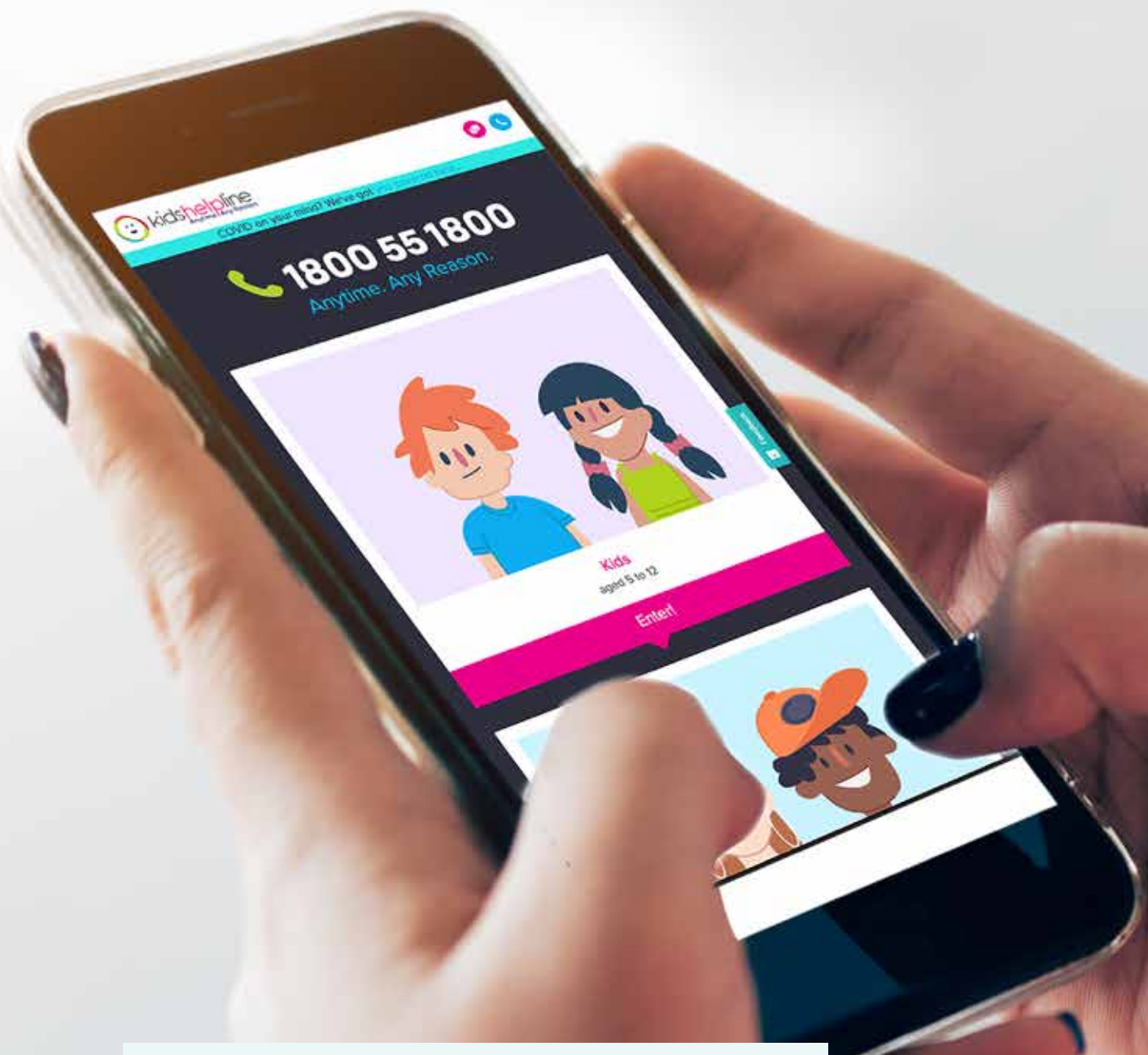
NUMBER OF CONTACTS TO KIDS HELPLINE

433,605 attempts to contact the counselling service.

** In addition, counsellors made 3,214 outreach contacts

2,137 Duty of Care interventions

53,023 WebChat sessions
An increase of over 10,000



5 MOST COMMON REASONS CHILDREN AND YOUNG PEOPLE SOUGHT HELP IN FY2020*

1. Mental health concerns	21,441	27.3%
2. Emotional wellbeing	18,038	23.0%
3. Family relationship issues	14,915	19.0%
4. Suicide-related concerns	11,246	14.3%
5. Friend/peer relationships	7,101	9.0%

*78,485 Kids Helpline counselling contacts

SAN MIGUEL

San Miguel is a child-centred family residential service in New South Wales providing intensive, individualised support to vulnerable young parents and their children.

San Miguel's holistic model of intensive long-term support aims to fill a key gap in the child protection system by simultaneously addressing homelessness, parenting, independent living skills, and child safety.

Many of our young parents have grown up in out-of-home care, some had already lost children to state care and some were at risk of losing children to care.

San Miguel prevents family breakdown by facilitating parent-child reunification where possible.

Over the past 12 months, San Miguel supported 49 families with 60 children, many of these families were highly vulnerable and involved with Department of Communities and Justice during their stay at San Miguel.

Due to a gap in the service system, San Miguel has piloted a restoration program named Bringing Families Back Together. This program illustrates **yourtown's** ability and willingness to respond.

The San Miguel residential service was developed, and is independently operated by **yourtown**. In 2019/20, **yourtown** began a \$2,280,000 capital works project to increase site capacity, including the installation of an additional cottage, renovation of existing cottages, activity centre and administration areas.

Upgrades to CCTV, lighting, sewage, and water were also key outcomes over the past 12 months.





EARLY CHILDHOOD DEVELOPMENT GETS A BOOST

Through the support of a generous donor, the expansion of the Early Childhood Development Program was rolled out in Bridgewater Tasmania this year, aimed at increasing child development and wellbeing outcomes for vulnerable preschool-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.

OFFERING SHELTER TO WOMEN AND CHILDREN

Women and children escaping domestic and family violence are often traumatised and feel unsafe at the time they enter **yourtown's** Domestic and Family Violence Refuge.

Our service offers supported emergency accommodation for up to 12 weeks, with a specialised team ready to provide women and children a safe and welcoming environment.

We collaborate with mothers to create opportunities to rebuild self-esteem through individually tailored programs within a strengths-based and trauma-informed framework.

Referrals to **yourtown** accommodation is made through a specialist domestic violence or sexual assault service.

Last year we supported 114 mothers and their young children (including sons aged up to 18 years).



STRENGTHENING FAMILIES AND COMMUNITIES

Connecting with primary 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 reached 11,444 primary school students from 151 schools.

Bupa supported Wellbeing @ School, reaching 16,587 primary school students in 198 primary schools with 528 sessions.

In response to the COVID-19 pandemic, a new subject “Strategies for Coping” was introduced in late April with the first session run on 7 May.

While schools were closing and there was uncertainty around remote learning, the Kids Helpline @ School team were busy adapting the program to allow for delivery to students participating in remote learning in Term 2, and developed new content to ensure they could continue to support young people right across the country during this challenging time.

Connecting with high schools

Kids Helpline @ High School is a service dedicated to increasing mental health literacy, coping and resilience skills of high school aged young people.

Kids Helpline @ High School held 82 sessions with 3,839 participants from 19 school communities.

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. The program aligns with the Australian Government’s preferred model of prevention and early intervention in schools.

Free cyberbullying training for parents

Parentline introduced free online training and eResources aimed at adults with children or young people at risk of, or who are already the target of cyberbullying this year.



Empowering parents

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

It provides counselling support, 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 of age.

In 2019/20, Parentline received over 9,000 attempts for support and 166,620 web page views

Last year 83,629 users accessed Parentline’s website to gain information and self-help tools.

Parentline received over 2,000 calls from parents and carers struggling during the pandemic.

BUILDING OPPORTUNITIES FOR WOMEN IN CONSTRUCTION

Strong female role models inspired Abbey Ruhle to pursue a career in construction as part of **yourtown's** 12 month Enterprise Traineeship program.

Trainer Ligi Tuuga-Stevenson has been mentoring **yourtown's** enterprise trainees for the past 18 months. Her aim is to share her passion for helping to develop trade skills and grow the ranks of female participation in the construction industry.

Ligi has been an integral part of the women in construction project in collaboration with QBuild.

Enterprise traineeships are aimed at giving unemployed young women and men on-the-job

training and paid work opportunities, supporting gender equality on building sites with hands-on experience in fence building.

Through the women in construction project a lot of young, ambitious women have been identified as keen to join a dynamic work environment such as the construction industry.

“We are very proud of our long relationship with **yourtown** who provide young people to QBuild for fencing, landscaping and maintenance.”

Brenden Pfeffer
QBuild | Building Policy and Asset Management



LEFT TO RIGHT:
Ligi Tuuga-Stevenson
and Abbey Ruhle

“It gave me confidence to keep trying.”

Jarrold was having a hard time getting a job and was finding things were tough. He came to **yourtown** and connected with the Social Enterprise team to learn new skills to increase his chances of full time employment.

He was supported by **yourtown** every step of the way. The training and support changed his life, from being long-term unemployed with no future prospects to securing a permanent job as a powder-coater at a local workplace.



LEFT TO RIGHT:
Jarrod Clayton and
Nathan Cash, Alspec

“We’ve experienced years of great workplace placements from those participating in **yourtown** Social Enterprises. This is a testament to what these training programs can do for the local jobs market.”

Nathan Cash – Leading Hand, Alspec

JOB TRAINING AND EMPLOYMENT

Young people face 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 11,277 young people aged up to 29 years, and achieved 2,750 employment placements during the financial year.

- In 2019/20, 11,277 young people started jobactive with over 2,750 placed into jobs.



LEFT TO RIGHT:
Jackson Vize
and Tim Mayer

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 2019/20, 3,591 young people started TtW with over 1,368 finding jobs or going 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 159 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 2019/20, 159 young people started in your job your way achieving 106 employment placements.

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 2019/20 these programs assisted 136 and 168 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.

34 job employment commencements.

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 as high risk of leaving school early, to re-engage in learning and complete their formal education.

130 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.

19 Indigenous senior school students reached the six 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.

HIGHLIGHTS 2019 – 2020



JULY

Launched **yourtown 2.0** – delivering **yourtown PLUS** employment services virtually to over 4,000 young people across our network.

Pivoting from a face-to-face to a virtual service when the pandemic hit.

SEPTEMBER

Policy submission to the Department of Communications and Art relating to the Online Safety Charter.

OCTOBER

- ♥ Niggle App officially launched at Queensland University of Technology.
- ♥ San Miguel – 40 year milestone.
- ♥ **yourtown** client and staff member gave evidence in a public hearing of the inquiry into the adequacy of Newstart.

July 2019

August 2019

September 2019

October 2019

November 2019

December 2019

AUGUST

Truth 'n' Loot Game Talk campaign was a new way of reaching an audience across the Twitch gaming platform.

Streamers were encouraged to reach out to Kids Helpline, "Anytime, Any Reason", because talking really does help!

Results

- 26 million impressions with over 6,000 unique chats.

The campaign activation was run in August and September 2019 and post promotion continued throughout October to December 2019.

NOVEMBER

Pyjama Drive launched for Mums & Bubs at **yourtown** refuge.

DECEMBER

Luxury Prize Home at Palm Beach, sets a new ticket sales record.

Win Absolute Beachfront + \$50K GOLD BULLION

FIRST PRIZE \$3.5 MILLION

LIMITED TO ONLY 600,000 TICKETS

DON'T MISS OUT Last 2 Christmas Draws Sold Out Early!

ORDER NOW! yourtown.com.au | 1800 555 019

yourtown



JANUARY

- ♥ Policy submission for the review of senior secondary pathways into work, further education and training.
- ♥ **yourtown** responded to the Productivity Commission's draft report on mental health.

MARCH

- ♥ 40% spike in demand to Kids Helpline due to COVID-19.
- ♥ Social Enterprises celebrates 20 years.

MAY

- ♥ Bupa Foundation Funding enabling the expansion of My Circle social network.
- ♥ **yourtown** responded to the Senate Inquiry into COVID-19.

January
2020

February
2020

March
2020

April
2020

May
2020

June
2020

FEBRUARY

Appointment of dedicated Parentline Cyberbullying Consultant, Jennifer Howard, funded by QLD Government.

APRIL

- ♥ Kids Helpline NSW Counselling Centre opens.
- ♥ Kids Helpline registers one call or contact every 60 seconds.

JUNE

- ♥ Total Value of media coverage FY2019 reached \$62M, double the value from last financial year.
- ♥ 2019-2020 visits to Kids Helpline and Parentline websites up nearly 60%.
- ♥ COVID-19 submission to Senate Select Committee.





LEADERSHIP

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.

Working towards our Mission of enabling young people, especially those who are marginalised and without voice, to improve their quality of life.

We did this by:

- Making submissions, giving evidence or attending collaborative taskforces, round table or working group meetings in relation to existing or new social policies
- Generating public debate through interactions with the media
- Distributing information on, analysing, or comprising data as related 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 surveys, focus groups and workshops

yourtown advocated strongly on a number of key issues impacting children and young people during 2019-2020. These submissions to government and related agencies outlined solutions to long term youth unemployment, the need for increased financial support by government to unemployed young people to increase their capability to find employment and how to improve responses to young people impacted by mental health. Other submissions provided analysis concerning the implementation of responsibilities in Australia to protect children as outlined in the Convention on the Rights of the Child.

Youth Participation

This year we developed our National Youth Participation Charter, Safeguarding Guidelines and Strategy, outlining three levels of participation: Youth Participation Activities, Youth Advisory Groups and the Lived Experience Network. Through this approach, young people with varying capacity and interests are enabled to participate in having a voice on important issues and shared decision-making. Members of our Youth Advisory Groups have worked on awareness campaigns such as, designing a Reconciliation T-Shirt and promoting the RAP Barometer and Transgender Awareness Day. Our Lived Experience Advocates have conducted monthly Let's Talk Forums and Q & A Panels addressing relevant policy makers and service providers and sharing their unique perspectives for the improvement of youth services in the future.

16

Public policy submissions
and other consultation
mechanisms, ie.
organisational surveys

22

Social policy forums or
government presentations



END OF AN ERA

John Dalglish, Head of Strategy and Research with **yourtown** since 2000 retired this year.



Renowned as an authority in leading advocacy, research and evaluation about issues that impact young people, John has dedicated his working life to giving a voice to children and young people.

John was a significant part of **yourtown** over the past 20 years with advocacy work focused on improving the lives of disadvantaged young people and their families to help shape social reform.

His work with advocating for young people brought with it the responsibility of leveraging his knowledge of their experiences to share to

governments and key stakeholders to bring about systemic change.

As an advocate for the sector, John identified the key areas on which **yourtown** was to focus if we are to effectively support the mental health needs of children and young people, and help prevent and reduce the social and economic costs of unmet and escalating mental health needs.

We applaud John's lifetime of advocacy for children and young people across his career.

RESEARCH AND INNOVATION

Our Advocacy and Research team has gained a reputation 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.

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 work in close collaboration across government, universities and many other stakeholders, ensuring our rigorous evidence-based data collection is used effectively to inform research, advocacy projects and key organisational publications.

My Circle

My Circle is a world-first, evidence-based, national social networking platform for group counselling of 13-25 year-old young people at risk of suicide, self-harm and other emotional health issues. The innovation of this project is the purpose built, mental health social networking platform that is safe, free and private for young people. It delivers expert group counselling support by Kids Helpline counsellors 24/7, which complements existing individual counselling from Kids Helpline.

My Circle is a secure, purpose-built social networking platform where young people can anonymously connect with and support their

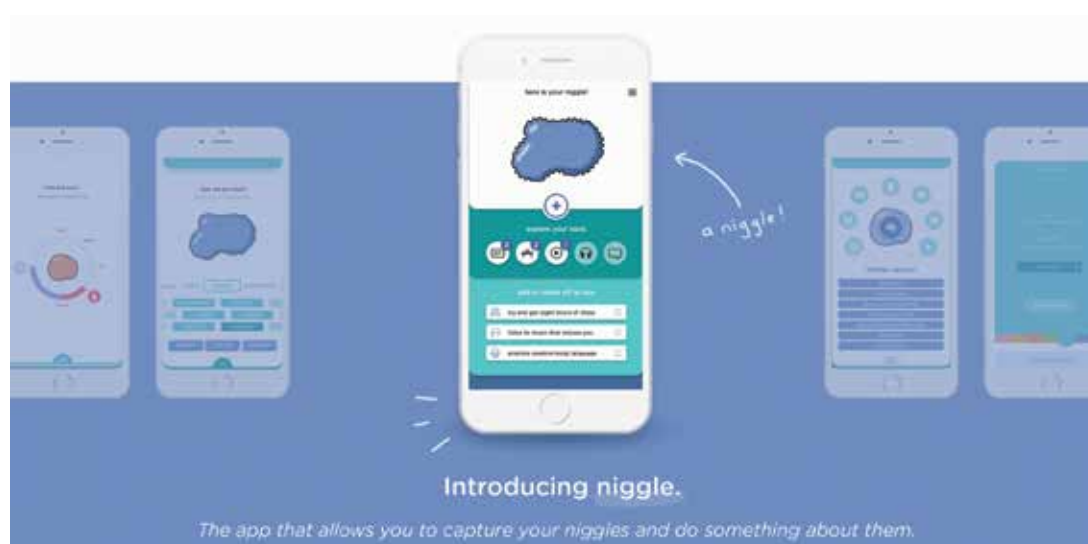
peers, and engage in group counselling. Unlike other social media platforms, it's guided by qualified Kids Helpline counsellors and designed to promote young people's safety and wellbeing.

Niggle App

The Niggle by Kids Helpline app is the result of ongoing collaboration between **yourtown** and QUT researchers. It was formally launched in October 2019 with a video address by Australian Minister for Health, the Hon. Greg Hunt.

Niggle provides users with resources targeted to their niggles, supporting them on a journey from feeling unwell to wellbeing. Co-designed with young people, the app also includes psychological scales and mood trackers to help young people identify and track their niggle journey. When a Niggle indicates the young person may be at risk of harm, they are encouraged to access the Kids Helpline counselling service. The app can be used independently and in conjunction with Kids Helpline counselling services.

Since its publication on the Apple and Android app stores in November 2019, Niggle has been downloaded by 8,237 users and used a total of 18,261 times.



Partnership with the Australian Institute for Suicide Research and Prevention

In September 2019, **yourtown** and the Australian Institute for Suicide Research and Prevention were awarded a \$10,000 grant from Griffith University to build a partnership and undertake collaborative research about suicidality amongst children and young people. To date, the team has three journal articles underway: a scoping review of the literature about children and young people's use of helplines; a descriptive analysis of Kids Helpline contacts; and an analysis of changes in the use of Kids Helpline during the period of COVID-19 restrictions. Those articles aim to provide a firm foundation for possible future grant applications to fund research that will inform Kids Helpline's response to children and young people experiencing mental ill health and suicidality.

The Parents Corner Facebook Group, Deception Bay (Queensland), Parentline

The Parents Corner Facebook Group was developed to expand Parentline's suite of services to align with contemporary parent help-seeking. Parent help-seeking research carried out by **yourtown** identified Facebook as a key platform where parents from both low and high socio economic communities go to get parenting information and support. The Parents Corner Facebook Group pilot used a place-based approach (Deception Bay) to engage families into a safe online community to support connections with other families and support services within their community. The Facebook group is moderated by counsellors from Parentline, in addition to weekly input from a Child Health Nurse (Child Health Queensland). There are currently 65 members in the group, with results of the trial due by the end of year.



Cover design: Pathways to the Future
Artist: Paige Wieden

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.

Our Reconciliation Action Plan is a purposeful guide during our ongoing journey of reconciliation.

GOVERNANCE STRUCTURE

yourtown board members are responsible for the overall corporate governance of **yourtown** and the organisation's business strategy.

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

The board is committed to our Mission and Values and best practice in governance, accountability and transparency.

OUR BOARD



Peter Ffrench

BOARD CHAIR
BSocWk, Grad Dip Bus, FAICD, FAMI
APPOINTED FEBRUARY 2011



Kristan Conlon

BOARD DEPUTY CHAIR
BA/LLB, (Hons), MAICD
Chair Board Advisory Committee
APPOINTED JUNE 2013



Dr Margaret Brechman-Toussaint

BA Hons (Psychology), PHD (CLIN), MAPS, MCCP
APPOINTED MARCH 2013



Maria Corpuz

BSc (Engineering), MASTERS (COMP SCI),
PhD Candidate
APPOINTED NOVEMBER 2015



Kristina Freire

BCom, GAICD, ACA
Chair Audit and Risk Management Committee
APPOINTED DECEMBER 2017



Trisha Mok

BCom, BA/LLB, Grad Dip Applied Corporate
Governance
APPOINTED AUGUST 2019



Dr Br Peter Ryan

Dip Teaching, B.Ed, M.Ed, M.Arts, D.Ministry
APPOINTED DECEMBER 2019



Megan Mitchell

BA, Dip.Ed, MA
APPOINTED APRIL 2020



Tracy Adams CEO

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 of transforming young lives and strengthening communities.



Cara Benoit HEAD OF PEOPLE & CULTURE



Geoff Walshaw CFO & COMPANY SECRETARY



Brendan Bourke HEAD OF CLIENT SERVICES



Kathryn Mandla HEAD OF ADVOCACY & RESEARCH



Helen Vahdat CHIEF INFORMATION OFFICER



Tracey Gillinder HEAD OF MARKETING & FUNDRAISING

OUR PEOPLE

We value our people as **yourtown's** greatest asset. Our more than 680 dedicated and passionate staff work hard to create positive change in the lives of young people and their families.

We are committed to investing in our people so they have the right skills and are supported by a healthy workplace culture that is inclusive and collaborative.

Living the Values

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

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

Staff investment

Staff participated in 16,060 hours of training this year in order to update their skills in delivery of services or to support the organisation.

Eleven staff were recipients of financial awards under our Educational Assistance Program for a variety of qualifications (Masters, Graduate

Certificate, Diploma, Certificate) in areas including Social Work, Psychology, Community Services and Property Management.

Achievements

- We established a Kids Helpline Counselling Centre in NSW including a whole new team of counsellors, supervisors and a manager.
- We responded to COVID-19 restrictions by redesigning **yourtown's** induction and training programs for virtual delivery.
- Our staff remained committed to **yourtown's** Mission through the year by continuing operations supported through:
 - implementation of hygiene and social distancing practices
 - remote working technology and practices as required.

All staff continued to be engaged in full operations with all sites remaining open.



Introducing our new executives

Kathryn Mandla commenced as Head of Advocacy and Research with **yourtown** in May 2020 where she leads the advocacy, program and service development and evaluation and research functions.

Helen Vahdat commenced as Chief Information Officer in May 2020 where she manages the identification and implementation of business improvement processes to assist efficiency and productivity of the transformation of information technology at **yourtown**.



EMPLOYEE SURVEY



Culture of Success
(our highest score to date)

OUR TEAM SAID...



yourtown is a truly great
place to work.



Years of Service

<3 years	49%
3 to 10 years	37%
11 to 15 years	8%
16 to 20 years	3%
21 + years	3%

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 2019-2022 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.

MEET EMILIE

Aboriginal and Torres Strait Islander Student of the Year

Emilie Bevan is a proud Yugarapul waman who has wanted to become a healthcare worker from a young age after caring for her Nana. She started working with **yourtown** in 2018, with support through the Indigenous Youth Engagement and Training (IYET) program. In this program Emilie received mentoring and support that allowed her to overcome barriers to attending school and successfully complete a Certificate 2 in Health Support Services.

In 2019, Emilie signed up to **yourtown's** School-Based Traineeships program working with Mater Health at the Royal Brisbane and Women's Hospital, supported by OSAC Apprenticeships and **yourtown** mentor Simon Burr. Through this time Emilie was commended for displaying compassion, trustworthiness, reliability and attention to detail, benefiting from mentoring that assisted her in building productive and effective relationships at school and in the workplace.

A key part of the work with Emilie was the development of cultural knowledge for the school and employer through her traineeship. Her desire to assist others and the importance

of culture in her life meant that while completing her traineeship she became involved in the First Nations Australian Youth Advisory Group (YAG) at **yourtown** Kingston where Emilie is a valued member.

After securing employment with Mater Health and accessing continuing **yourtown** mentoring, Emilie was recently award the Aboriginal and Torres Strait Islander student of the year award for the South East Region at the Queensland Training Awards.





FINANCIAL POSITION AND PERFORMANCE

MEASURING OUR FINANCIAL PERFORMANCE

This Annual Report covers our activities and performance for the period 1 July 2019 to 30 June 2020 aligning to our financial year.

Together we're making a difference

A significant part of **yourtown's** budget relies on commercial and private fundraising predominantly through 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 has increased 20% over the past five years to a record \$109M. Revenue provided by the community either through Art Unions or donations continues to show year-on-year growth.

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

We are proud that we are able to continue to provide exceptional luxury home and prestige car prizes, while still monitoring our costs within strict controls.

Fundraising

yourtown received \$4.9M in donations through its campaigns from community and corporate fundraising activities (not including the Art Unions).

Each year, we conduct 10 luxury home and six prestige Car Art Unions in line with government regulations and professional principles and standards of fundraising practice.

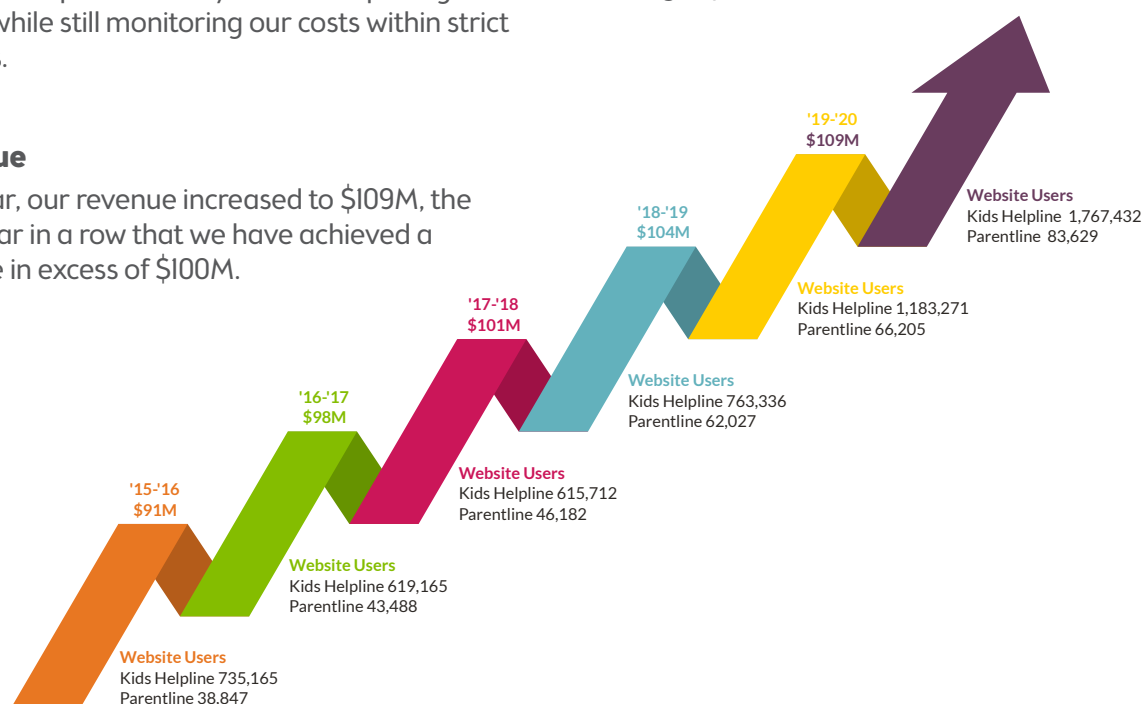
This year, we were pleased to achieve a net income close to \$29M which contributed to the services provided to children and young people.

Planning for the future

The balance sheet reflects a strong positive cash flow from operating activities. In addition our economic outlook is very healthy, with strong working capital and no debt.

Revenue

This year, our revenue increased to \$109M, the third year in a row that we have achieved a revenue in excess of \$100M.



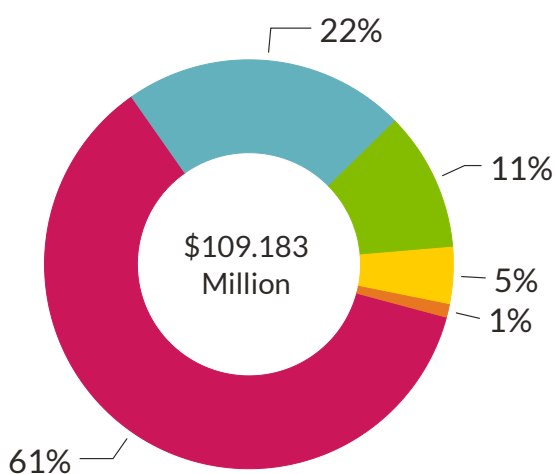
Investment rationale

yourtown prides itself on developing programs to respond to the current and emerging needs of children, young people and families. Many of our programs are self-funded through our direct engagement with the broader community of 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.

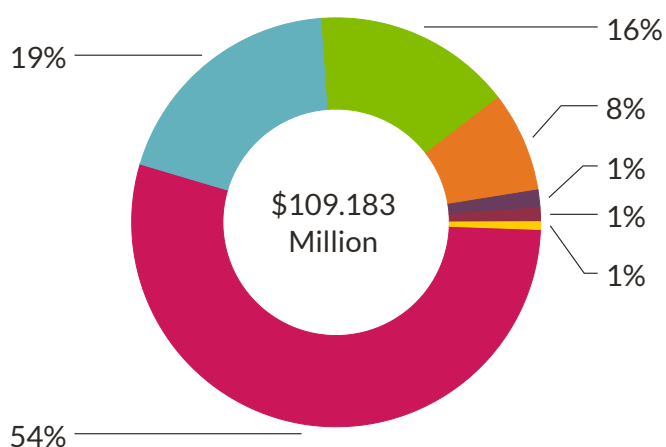
Investment reserves are there to protect against any downturn in funding support or unexpected legislative changes. They ensure that there is no immediate risk to program delivery, our staff and importantly to those we serve.

The amount held in reserve is reviewed annually to ensure that it is 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.



Total Revenue

- Art Unions
- Rendering of Services
- Government & Other Grants
- Philanthropic & Corporate Income
- Interest & Other Income



Total Expenses

- Client Services
- Art Union Prizes
- Art Union Marketing & Administration
- Fundraising other than Art Union
- Corporate Administration
- Advocacy
- Retained Surplus



“I never thought we would ever be financially secure. Thank you **yourtown**.”

ART UNIONS BRING IN 60% OF ALL FUNDING

October 11 is a day Kelly will never forget. It's the day she received a life-changing phone call from **yourtown's** Tracey Gillinder advising her she had won first prize in Prize Home Draw 490, valued at a total of \$1.83 million.

“It's a funny situation as I had never purchased a **yourtown** art union ticket before”, said Kelly.

She explained the stroke of good luck for her first time purchase came somewhat as a twist of fate.

“I was sitting waiting for Mick at a hospital appointment and I saw an advertisement of the **yourtown** prize home on a television show, I thought ‘that home looks beautiful, perhaps I should buy some tickets’, and I did on the spur of the moment. I also liked the services that **yourtown** provides like Kids Helpline.

“I was at work when I received the call from Tracey. I actually missed the call and had to call her back – I remember hearing the words ‘Congratulations Kelly, you've won **yourtown's** first prize, a million dollar luxury home in Buderim Queensland’. That was October 11. I will always remember that date, I was totally in shock, in fact I think I remained in a state of shock for quite a few days actually.

“We feel so very lucky! Words can't explain how much this win has meant for my family.”

According to husband Mick, the win has been such an incredible relief. “I feel like I can breathe now, it is such a great feeling to be mortgage-free, and to be able to move from Victoria to Queensland and enjoy this wonderful lifestyle on our doorstep at Buderim.”

Kelly explains that the decision to move up to Queensland wasn't really that hard to make.

“Mick and I had been speaking for quite a little while about moving to Queensland. We'd holidayed up here only a couple of months before I won the home, and that's another reason why I thought I'd buy the tickets because I knew it was just a gorgeous part of the world and I thought I could definitely live there.

“I thought I'd buy tickets with **yourtown** when I saw that beautiful home on TV, never thinking I would actually win, let alone move states with the family to start a new life in Queensland. I can't believe I actually won.

“It was a dream come true.”

The exceptionally grateful winners, Kelly and Mick said the financial security for both of them and for their children is just phenomenal.

“I think **yourtown** do a fantastic job protecting children and young people through Kids Helpline as well as tackling issues like youth unemployment, mental health, and domestic and family violence.”

ANOTHER YEAR AND ANOTHER BEAUTIFUL PRIZE HOME STYLED BY DARREN PALMER

Last year's Christmas Prize Home was a stunning \$3.5M absolute beachfront home located in the heart of Palm Beach on the Gold Coast.

It was styled by none other than celebrity designer, Darren Palmer, boasting a whole-floor apartment featuring three bedrooms each with ensuite and walk-in robes, stone kitchen benchtops, a plush media room and spacious entertaining area.

Darren created a comfortable, relaxed interior without sacrificing the distinguished look that you'd expect to find in a home of this calibre. The relaxed ambience of a beach house meets the opulence of a multi-millionaire lifestyle in a home that captures the very essence of life on the Gold Coast.

Demand for **yourtown** luxury Prize Homes and prestige Car Draws has remained strong during the pandemic, driven by supporters, dreaming of having financial freedom into the future as well as a belief in supporting others.

yourtown Art Unions create brighter futures for young people and 16 lucky winners each year.

Our Art Unions are the main source of funding for **yourtown** services delivered at community and national levels. We are one of the largest and longest running charitable Art Unions in Australia.



LEADING BY EXAMPLE

It was a two-day temp assignment that has lasted 30 years and has seen the work of **yourtown's** Chief Executive Officer Tracy Adams steer one of Australia's largest charity organisations into continued progress.

For Tracy Adams, her role as CEO of **yourtown** is all about supporting those children and young people, who call on **yourtown** and its varied services for help.

"I confess being in a leadership position of an organisation of enthusiastic people who really are wanting to make a difference each and every day is an opportunity of a lifetime, and one I never take for granted," she says.



LEFT TO RIGHT:
Cheryl Ayling,
Tracy Adams and
Rose Giorgio

DONOR ENGAGEMENT

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

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.

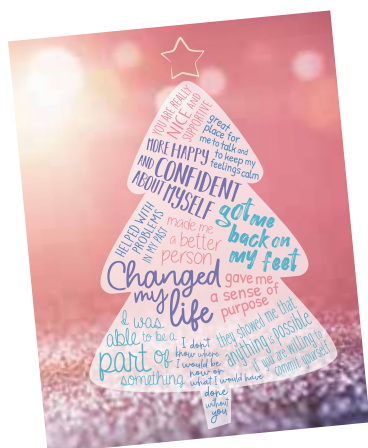
Our partnerships with philanthropists, individuals, businesses, private and corporate partners and people who have left a bequest in their will, hold a special place in our heart as their legacy allows **yourtown** to tackle the issues affecting the lives of young people in Australia.

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

Demand for Art Union tickets higher in COVID-19 quarantine

Everyday Australians hoping to secure financial freedom through buying a ticket in **yourtown's** Art Unions have driven a surge in ticket sales online and through the Contact Centre over the past financial year.

Supporters have also responded well to **yourtown's** charitable Art Unions by adding a donation at the time of ticket purchase, driving a 31% increase in art union donations compared to last financial year.



“On top of the generosity of purchasing Prize Home tickets at Christmas, **we saw a 42.6% increase in donations compared to Christmas 2018.**”

Tracy Adams
yourtown Chief Executive Officer

POPULAR FUNDRAISER EVENT CELEBRATE THE WEST FORCED TO POSTPONE

The COVID-19 pandemic forced the high-profile annual fundraising event Celebrate the West to postpone in April 2020.

yourtown Chief Executive Officer Tracy Adams said many guests had donated the value of their tickets or made single donations, generating more than \$50,000, as well as pledging to buy tickets for next year's event.

Ms Adams said to “press pause” on the fundraiser was disappointing but necessary. “One thing we do know for sure is that with a dedicated Western Sydney support network, nothing will stop us when time permits us to come back again.”

OTHER COMMUNITY SUPPORTERS

BDO Broad Spectrum
 Brisbane North Primary Health Network
 Centre Against Domestic Abuse
 Centacare Evolve Housing
 Forest Lawn Memorial Park
 Hume Community Housing
 Max Solutions
 Mission Australia
 NACYS (Northern Area Community & Youth
 North Queensland Primary Health Network
 Services – Adelaide)
 Margaret Pemberton Foundation
 Port Pirie Diocese
 The Wyatt Trust
 Wentworth Community Housing

Research partners

Our research partners include:



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
 NSW Communities and Justice
 NSW Department of Education
 NSW Ministry of Health
 Parramatta City Council

Northern Territory

Territory Families

Queensland

Brisbane City Council
 Department of Child Safety, Youth and Women
 Department of Education - Early Childhood
 Education and Care
 Department of Employment, Small Business and
 Training
 Department of Housing and Public Works
 Department of Justice and Attorney-General
 Public Trustee of Queensland
 Queensland Building and Asset Services
 Queensland Corrective Services
 Redland City Council

South Australia

Department for Education
 Renewal SA

Victoria

Department of Health and Human Services

Western Australia

Department of Communities

GOVERNMENT SUPPORTERS

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



Australian Government



Contact us:

07 3368 3399

yourtown@yourtown.com.au

facebook.com/yourtownau

yourtown.com.au

Support us:

facebook.com/yourtownau

facebook.com/yourtownprizehomes

yourtown.com.au/donate



yourtown
let's create brighter futures