



ANNUAL REPORT
2015 – 2016

Relationships Australia®

NEW SOUTH WALES

FROM THE CEO AND THE BOARD CHAIR

The next few years for Relationships Australia NSW (RANSW) will no doubt prove to be our most challenging and yet our most rewarding. With every challenge comes another opportunity and we are preparing ourselves through the formulation and adoption of a new strategic plan (2016-2020), that sets the direction of the organisation for the next four years.

The new strategic plan builds on the foundations established in the previous plan and the great work our staff have completed, never losing sight of our overall vision for a harmonious and inclusive society, which promotes and supports respectful and resilient relationships for families and their communities.

Whilst our future focus is on building an inclusive organisation with a strong reputation for providing tailored, accessible and responsive services for individuals, couples, families and communities from any background and all walks of life, we must acknowledge the significant contribution and achievements of the organisation over the past year. They include:

- With the same level of funding we assisted more clients, via more sessions and achieved more sessions per client than last year.
- The 2016-2020 RANSW Corporate Strategy was approved, building upon the success so far and

recognising the efforts required in delivering our value proposition to key stakeholders in the lead up to 2020.

- Based upon the above mentioned strategy we finalised the RANSW Organisational Structure, reorganising the Leadership Team and commencing the implementation throughout the remainder of the business.
- We continued to invest in infrastructure through technology in order to service our clients better and more efficiently, including the larger systems migration to Nutanix, the Citrix rollout, Toshiba printing and staff hardware upgrades. Also our policies, procedures and governance have been further improved and streamlined enabling better client service.
- Our staff presented and wrote about their work in a wide range of forums and publications; we presented at three international conferences, gave 19 presentations at national events and were published on three occasions. Our research and development resulted in findings being circulated 22 times, 11 Program & Workplace developments and six policy changes.
- We stepped up our advocacy efforts proactively within the media on behalf of our

clients, minority groups and all communities around marriage equality, domestic violence (DV campaign) and challenging diversity (Born campaign).

- We developed our new look, more customer centric website, providing customers with the most up-to-date information about our services and courses, and regularly sharing our expert knowledge in the field of families and communities through interesting news stories and events.

We would like to thank our staff and Board, as well as our funders and service partners, for their ongoing dedication and commitment to our clients and the services we bring them, ensuring better relationships and a happier future for themselves and their families. With renewed commitment to our clients and staff we recognise the efforts it will take for RANSW to be successful in the future developing our vision **'Strong Relationships, Strong Communities'**.

Frank Francis
CEO, Relationships Australia NSW

Chris Bertinshaw
Chair, Relationships Australia NSW





PUTTING CUSTOMERS FIRST

As strange as it may seem, not every successful business adopts the age-old adage that says you should always put the customer first. Most businesses need to grow and develop into a customer-first business, ensuring they have successfully developed a product or service that satisfies customers' needs. Over the past few years Relationships Australia NSW has readied itself to become customer-first focused.

What does it mean to put the customer first or to become customer-centric? Customer centricity is not just about offering great customer service, it means offering a great customer experience from when they first become aware of us. In short, it becomes our culture, not just our strategy.

Why should we put customers first? For one essential reason: in order to be successful, an organisation needs to continuously change and adapt to its customers' needs and wants. We live in a digital age where our customers are exposed to thousands of messages from different brands and organisations on multiple digital devices. If we fail to

adapt RANSW will lose out to competitors who are better at it.

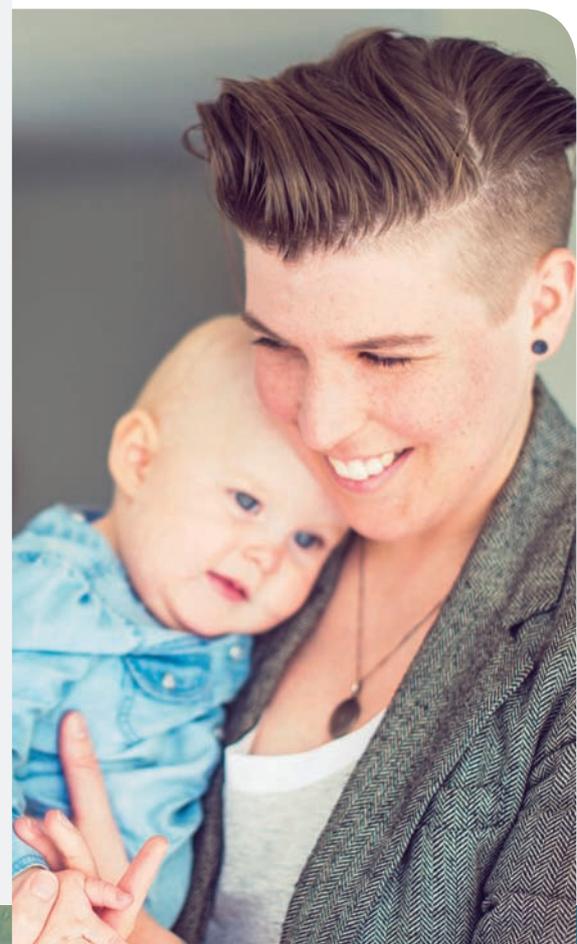
Take Apple, for example. Why do people regularly buy an iPhone? Why does the iPhone – and Apple as a company – continue to dominate customer-satisfaction results despite strong competition? One simple reason: Apple knows what people want.

So what are we at RANSW doing about putting the customer first? We have begun a process of understanding our customers and our prospective customers intimately through the commissioning of qualitative and quantitative market research. We have a better understanding of who they are, what they think of us and what service they want from us. With this knowledge we will be able to deliver more targeted and relevant messages that will resonate with our customers.

Finally, through research and a deeper understanding of our customer, we have developed a more meaningful and relevant brand proposition that we will use to ensure a consistency of message throughout all of our communication.

Reshaping lives,
one relationship
at a time.

Relationships Australia
NEW SOUTH WALES



DEVELOPING A 'KIDS IN CARE' PROGRAM

Our Relationship Education Program is receiving increasing numbers of referrals from child protection services to work with parents whose children are at risk of formal removal. Due to the volume of referrals some centres have developed a targeted program to meet this need.



Called *Kids in Care*, the program includes components that address the intense distress caused by child removal, as well as parenting and communication skills. Once developed, program facilitators in our Hunter Centre called upon the Research team to evaluate the effectiveness of the program.

The clients in our study described the non-judgmental approach as a fundamental aspect of their positive group experience.

'The fact that there were other people in the same situation [...] You could hear their stories and sort of relate to them.' (Mac)

'It made it easier knowing that we weren't there being judged from the other people that were there and that we weren't the only ones that were sort of in that position. There are other people that are

going through it.' (Mitch)

Findings indicate that clients do indeed benefit from this tailored approach as they were better able to reflect upon their parenting style and described being more motivated to make the required changes.

'I had a good relationship with DoCS and other people. I gave the other clients some advice [...] And I stayed friends with them and so forth.' (Shellie)

'I was a first-time parent. And it actually helped, once we sort of started to get to know the people in the group, it really helped me 'cause I had a lot of support from the older females, like trying to help me through it.' (Bronte)

All names have been changed to protect the clients' confidentiality.

A MUM'S STORY FROM THE FAMILY REFERRAL SERVICE

The Western Sydney Family Referral Service (WSFRS) is a program managed by Relationships Australia NSW that covers eight local government areas from Auburn to the Blue Mountains. The service is funded by the NSW State Government as part of an important child protection system reform initiative, *Keep Them Safe*. It aims to reduce the number of families entering the child protection system.

In 2015 'Mum', a young, single mother with three children aged between two and six, was referred to the WSFRS by the local Police Child Well Being Unit.

Family Advisors assessed that Mum felt overwhelmed by parenting and suffered from depression and anxiety. She had limited family support to improve her situation, and although she had attended appointments with a psychologist, she had stopped going as she felt misunderstood.

She was at the end of her tether. Her two eldest children were

staying with her mother because she couldn't manage them anymore. Jessica, a WSFRS Family Advisor, worked with Mum to identify what she wanted to be different for her family and what she was willing to do to make that happen.

Together they identified local services that could help her improve communication within the family, introduce appropriate discipline and most importantly build a relationship with her eldest son from whom she felt detached.

Jessica walked with Mum to a local service and introduced her to their workers. Mum felt welcomed and supported throughout the referral process and stayed on to take part in a women's art course. She also enrolled in two courses, one of which was a self-discovery and mindfulness course.

Since the WSFRS started supporting Mum, she has attended all groups offered by the *Women's Development Service* and gained a better understanding of her issues.

She has identified her strengths and built on the areas of her life she felt were lacking by improving: her health through exercise and proper eating, her mental health by attending counselling and her parenting skills through case management and parenting courses.

The school holidays that followed this work were special for Mum. For the first time in a long time, she enjoyed having all her kids with her. This positive experience encouraged Mum's commitment to continuing her work on being the parent she wants to be for her children.





RESHAPING LIVES IN NSW

In 2015-2016 we helped reshape our clients' lives through counselling, mediation and group programs. Here's a snapshot of our clients and our performance.

SURVEY RESULTS

9 out of 10

people felt listened to and understood



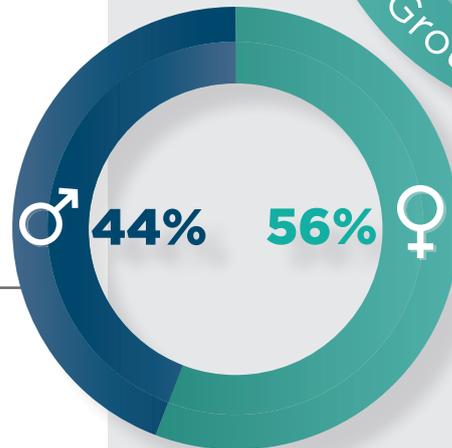
4 out of 5

people were satisfied with the services provided



4 out of 5

people were able to deal with their issues better



* 15 clients identified as intersex or non-binary



17%
Migrants

9%
Children



6% Australia's First People
Aboriginal & Torres Strait Islanders
\$78,000
pro bono services provided

TOP 5 PRESENTING ISSUES

Parenting

Relationship issues

Conflict

Family functioning

Domestic and family violence

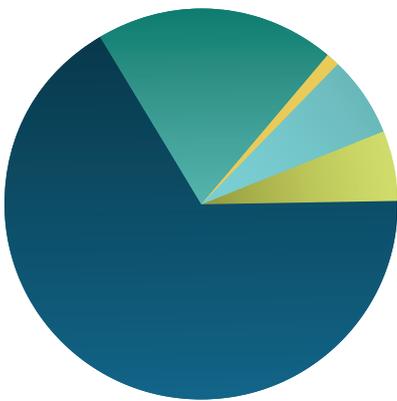


FINANCIAL RESULTS

In this financial year Relationships Australia NSW achieved a net surplus of \$427,781. We received funding of \$26.3m from various government sources including the Australian Department of Social Services; the Attorney-General's Department; NSW Department of Family and Community Services; NSW Ministry of Health; and NSW Department of Juvenile Justice.

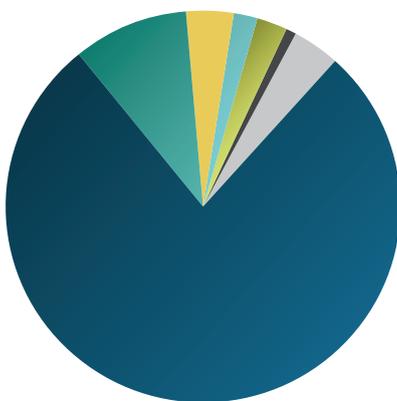
Additional Financial Report details are available from relationshipsnsw.org.au/annualreport.

REVENUE



- Federal Govt. Grants
- State Govt. Grants
- Education Revenue
- Fees
- Other Income

EXPENDITURE



- Staff
- Property
- Depreciation
- Brokerage
- Admin, IT & Promotion
- National Levy & Affiliation
- Other

GOVERNANCE

Relationships Australia NSW is a company limited by guarantee, incorporated in Australia and governed by a Board of Directors. We are grateful to our Board of Directors for their guidance and support this year. Directors who served during the year include:

Chair: Chris Bertinshaw
 Vice Chair: Steve Rust
 Kerrie Bigsworth
 Andrea Christie-David
 Louise Fitt

Peter Ricketts
 Margaret Scott
 Merylyn Sleigh
 Laura Raymer

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