



# 2010 ANNUAL REPORT

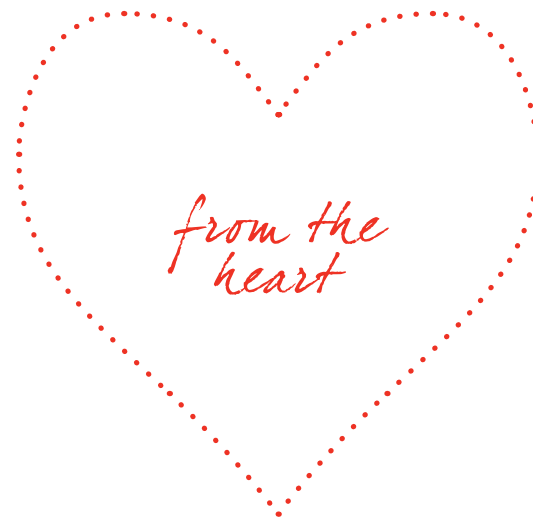




“OUR  
JOURNEY  
TOGETHER”



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## 2010 ANNUAL REPORT

## 02 PREAMBLE

SACRED HEART MISSION HAS ITS ORIGINS IN THE WELCOMING RESPONSE OF ITS FOUNDER AND PARISH PRIEST, FR ERNIE SMITH, TO THOSE WHO CAME KNOCKING ON THE DOOR OF THE PRESBYTERY SEEKING FOOD AND SHELTER.

In 1982, Fr Ernie gathered a small team of committed staff, who, with the support of the parishioners of St Kilda West, took up the Gospel call of Jesus Christ: **“for I was hungry and you gave me food; I was thirsty and you gave me drink; I was a stranger and you made me welcome; naked and you clothed me, sick and you visited me, in prison and you came to see me”**  
**Mt 25: verses 35-36.**

Since that time, the Mission has continued to respond to the basic needs of those who seek assistance. Progressively, it has sought to provide services which also address the underlying causes of disadvantage and help people to live life to the full.

From its beginnings, the Mission has seen its work as living the story of Jesus’ life and teachings in today’s world. This work continues to be centred around St Kilda and is sustained by the deep pool of generosity and talent within the organisation and the broader community.

The Mission is the Catholic Church in action and is supported by its strong relationship with the parish of Elwood/ St Kilda West.

### VISION STATEMENT

Our vision is of a world where people live free from poverty and belong to a community that is compassionate, just and inclusive of all.

### OUR MISSION

The Mission addresses homelessness and disadvantage by providing a range of diverse and creative services that:

- ♥ ensure people have access to necessities including housing, food and healthcare; and
- ♥ enable people to connect with their community and develop support networks that sustain and nurture their lives.

### OUR VALUES

**Welcome – we welcome and accept people as they are.** The Mission began with the opening of the Parish doors to whoever wished to come in. The spirit of the Mission’s work flows and develops from the notion of welcome, which it cherishes as integral to all it does.

### **Community – we build community.**

The Mission seeks to develop a sense of community amongst the people who use our service and establish connections with the broader community.

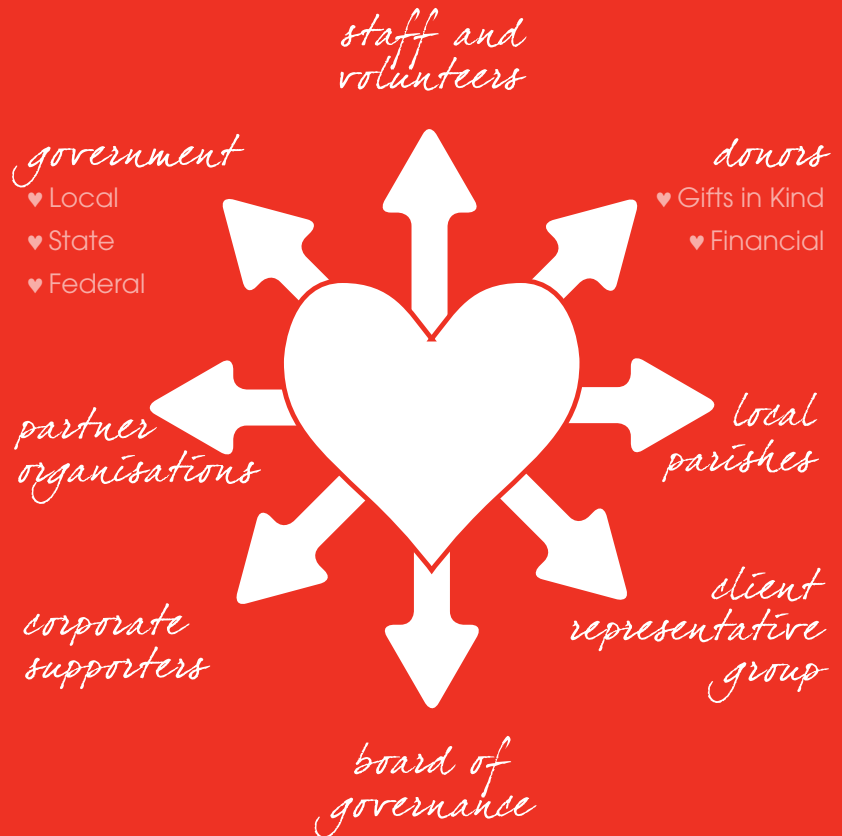
# THE HEART OF THE MISSION

**Empowerment** – we work with people to enable them to take control of their lives

The dignity of the person means that each of us has the right to pursue our own path in life. We foster self worth as a means of empowering people.

**Challenge** - we challenge the unjust structures of our society. The Mission recognises that disadvantage is often created and perpetuated by unjust social and economic structures. We commit to identifying such structures, presenting fairer alternatives and advocating for change.

**Stewardship** – we value our staff and volunteers and manage our resources effectively. Staff and volunteers are highly valued and critical to the Mission's work. The Mission also recognises its responsibility to effectively manage the resources entrusted to it by government, philanthropic organisations and donors.



## 04 FROM THE BOARD

WHILE IT IS HARD TO BELIEVE ANOTHER YEAR HAS PASSED, A PERUSAL OF THE MINUTES OF OUR BOARD MEETINGS AND MANAGEMENT REPORTS DEMONSTRATES A MYRIAD OF ACTIVITIES AND DEVELOPMENTS WITHIN THE MISSION. IMPORTANTLY, WE WELCOMED ONTO THE BOARD VIN MARTIN AND CAROLYN CLARK, AND THANK VERY MUCH FOR HER CONTRIBUTION, GAIL HAMILTON, WHO LEFT US AFTER MANY YEARS' FAITHFUL SERVICE FOR THE MISSION.



We are particularly pleased that the Archdiocese has answered our plea to assist in funding the appointment of a lay chaplain to assist Father John in carrying out his work at the Mission. We have recently appointed Vince Corbett as lay chaplain and look forward to a fruitful association with him, given his background at the Mission. We now have a great pastoral team to minister to our clients and staff.

On behalf of the Board, I want to stress the importance of the six opportunity shops we now operate. The Mission is particularly thankful of the hard work of Martin Healey, our former manager, and now coordinator of the Hawthorn op shop. Wade Piva is the current manager and the importance of the shops is demonstrated by the fact that they now produce 23 per cent of our turnover at the Mission.

Our General Manager, Business Services Anthony McEvoy, resigned to take up another post and we thank him for his input. Anthony was replaced by Dirk Harvie and we are

very pleased with the skills he has brought into the organisation.

Other developments this year have been the launch of Journey to Social Inclusion and the work done with its participants, and the formation of the Sacred Heart Mission Foundation, as a result of a very generous donation from a champion of our work, The Mission benefits from interest earned from the Foundation.

Our fundraising office continues to assist the Mission and we thank their professional staff, guided by manager Sharon Torney. A growth in bequests received by the Mission has been a particular development.

**Michael McInerney**  
Chair, Board of Governance



“EVERY DAY SACRED HEART MISSION  
PROVIDES 500 FREE MEALS AND  
THAT’S JUST THE BEGINNING”

## 06 FROM THE EXECUTIVE



WE BEGAN THIS YEAR WITH GRAVE CONCERNS ABOUT THE IMPENDING IMPACT OF THE GLOBAL ECONOMIC CRISIS ON OUR OPERATIONS AND THE PEOPLE WITH WHOM WE WORK. THANKFULLY, THE IMPACT WAS NOT AS SEVERE AS PREDICTED. WITH THE SUPPORT OF OUR VERY GENEROUS DONORS WE HAVE BEEN ABLE TO WEATHER THE FINANCIAL PRESSURES AND CONTINUE TO PROVIDE MUCH NEEDED SERVICES TO HUNDREDS OF PEOPLE EACH DAY.

We were very pleased to have the Premier John Brumby, Housing Minister Richard Wynne and Lord Mayor Robert Doyle launch our groundbreaking pilot project 'A Journey to Social Inclusion' (J2SI) in July 2009. J2SI aims to prove that by providing long term and intensive support it is possible to break the cycle of homelessness, and that doing so generates significant economic savings. Importantly, J2SI complements the Mission's existing services and ensures we have the best possible chance of achieving meaningful and lasting change in people's lives. There is a full update on the implementation of the model in this report.

I would like to acknowledge the Peter and Lyndy White Foundation for their generous \$1 million contribution to establish the Sacred Heart Mission Foundation. The purpose of the Foundation is to provide a reliable income stream to fund the Mission's work. As the Foundation grows so does the income, which in turn means we can meet more demand.



In late June we successfully achieved accreditation through the Quality Improvement and Community Services Accreditation (QICSA) program. We met all 81 standards and were assessed as having exceeded three. In particular, the review team noted the Mission's commitment to the empowerment of the people who use our services and our client-focussed approach. This was a wonderful acknowledgement of the dedication and commitment of the Sacred Heart Mission team.

This is the final year of our current strategic plan and included in this report is an update on the various initiatives that have been undertaken as part of the plan. The mark of a good strategic plan is that it has a positive and enduring impact on the organisation. It is fair to say that this strategic plan has greatly improved our ability to deliver more effective outcomes for the people who use our services. There are, however, more improvements required and we are currently working on the plan for the next three years.

This was also a year in which our State and Federal Governments have been working to meet the goal of halving homelessness by 2020; a task that was made even harder by the advent of the global financial crisis. Sacred Heart Mission reaffirms its commitment to working with governments at all levels to achieving these goals and commends the Federal and Victorian State Government for the amount they have invested in making this goal a reality. Every day we see the devastating impact that homelessness has on people's lives and in a country as prosperous as Australia, we can do much more.

Finally I would like to thank everyone who is a part of the Mission community for your support of our work: our dedicated staff, committed volunteers, generous supporters and most importantly, the people who trust us when they are at their most vulnerable.

**Michael Perusco**  
CEO

## 08 FROM THE PARISH

ONE OF THE ONGOING NEEDS OF OUR MISSION IS TO BE RENEWED IN OUR HEARTS IN ORDER TO SERVE THOSE SUFFERING HOMELESSNESS. THIS IS DONE IN A VARIETY OF WAYS DURING THE YEAR INCLUDING STAFF MEETINGS, PROFESSIONAL FORMATION TIMES, CELEBRATING OUR SACRED HEART FEAST AND AT SOCIAL GATHERINGS.



A highlight of renewing our hearts this last year has been to welcome back our founding priest Fr Ernie Smith who came to share some of the memories and beginning spirit of the Mission. He gave his heartfelt reflections, generously speaking at different times to staff, volunteers and parishioners. Ernie's visits were deeply appreciated by present staff and volunteers shown by resounding applause for his presence and sharing. It was a confirming experience that the power of the founding story continues to be alive and empowers us as we continue to face the challenges of serving the needs of those coming to the Mission for support.

As Ernie shared at one session, "You know you are going to be hurt or really affected in your heart by what you see or hear. Your heart's going to be opened up and you know you just can't walk away. It's going to start you on journey with the person before you. You won't be able to easily walk away. You will want to see it through so that the person is truly cared for."

Looking back over the last year, there are other experiences that remind me that we carry and renew the spirit of the founding story:

- The day to day heartfelt commitment of our staff and volunteers that never seems to be overwhelmed.
- That founding spirit of wanting to take the journey to see people growing into new life that is lived out in the Journey to Social Inclusion program.
- The employment of Vince Corbett in the new role of Pastoral Worker, joining our Chaplaincy team with Maria George and myself to help with the pastoral care of the Mission. This position is being jointly funded by the Archdiocese of Melbourne and the Mission.
- The wonderful spirit of family in the Mission gathering to care for one another with the sudden death of our much loved worker Max Pittman. Max, in his many years of faithful service, carried the spirit of the founding

story each day. He was deeply and profoundly remembered and honoured here at his funeral held at Sacred Heart Church. We carry him with us now in our hearts into the next chapter of the story of the Mission.

•To all who keep our founding story unfolding in new ways in the present we give thanks; all who come for support, all our staff and volunteers, our CEO Michael Perusco and the Chair of our Board of Governance, Michael McInerney and all its members.

Together may we continue to live the founding story of our mission each day and help bring people into fuller life.

**Fr John Petruilis**  
Parish Priest

## 09 BOARD PROFILES

### ♥ MICHAEL MCINERNEY – CHAIR

Michael was appointed a Judge of the County Court of Victoria in 1994. He is currently a member of the Executive Committee of the Council of Judges and was a member of the Xavier College School Council from 1994 to 2000. Michael practised as a barrister at the Victorian Bar for 18 years and before that as a solicitor for three years. Michael has been Chair of the Mission's Board since 2004.

### ♥ ALAN GRUNER – VICE CHAIRPERSON

Alan is a parishioner and has been a long standing member of the Board. In this time he has held the posts of Treasurer, Secretary and Vice Chairperson. Alan is currently Research and Development Manager with Benetas, a leading aged care provider. Prior to this Alan was a senior manager in aged services with the Brotherhood of St Laurence, and previously worked for more than 15 years in senior management positions in local government. Alan holds a BA (Hons) in Psychology and a post graduate qualification in Business Management.

### ♥ DAVID O'BRIEN – TREASURER

David joined the Board in 2002. He is qualified with a Bachelor of Business, majoring in accounting and boasts extensive experience in financial, commercial, contract, risk and project management, as well as business continuity planning. David's current position is as Commercial and Project Manager for National Australia Bank.

### ♥ TERRI FARRELL – SECRETARY

Terri joined the Board in 2001. She has since retired from Australia Post headquarters where she held a variety of policy development and executive management positions during her 25 year career there. Terri is qualified with a Bachelor of Commerce from Melbourne University.

### ♥ KRIS BOTHA

Kris joined the Board in 2002. She is currently the Executive Director of Human Resources at Cabrini Health for its six sites, a position she has held for more than 15 years. She worked in clinical nursing before pursuing a career in administration and

# 10 BOARD PROFILES

management. Kris holds a Bachelor of Applied Science in Advanced Nursing (Nursing Administration) and a Masters of Business (Human Resources/Industrial Relations) and is currently undertaking a PhD at Deakin University. She is also a member of the Community Services and Health Industry Training Board.

## ♥ ANNE DOOLEY

Anne Dooley joined the Board in 2008. She is a qualified nurse and midwife, has a Master of Arts, Bachelor of Applied Science and Diploma in Social Justice Studies. Anne has spent many years as an educator and a passionate worker for women's health. After leaving Mission Development at MacKillop Family Services, Anne has joined the Sisters of Mercy and is working voluntarily with Mercy Mental Health in their Homeless Outreach Psychiatric Service.

## ♥ JAN HAYES

Jan joined the Board in 1999 as a parish representative. Jan has also been a member and Chair of the Parish Council of St Kilda West. Jan is

now Deputy Principal at Sacré Coeur. She holds qualifications in Arts, Theology and Education and has completed further study in Education Law.

## ♥ AMANDA KINGHAM

Amanda joined the Board in 2008. She holds a Bachelor of Nursing (Hons). Amanda has worked in a range of management positions in acute rehabilitation, sub-acute care and residential care. She is currently Director of Residential Care at Cabrini Residential Care.

## ♥ JO MAHER

Jo joined the Board in 2002 and has been volunteering at the Mission since 1997. She has a background in business management and has been a partner in the establishment and operation of a business for the last 22 years.

## ♥ CAROL NETTELBECK

A St Kilda resident and a Sacred Heart parishioner for 22 years, Carol has been a long standing member of the Board as a parish representative. She has a Masters Degree in French as well as qualifications

in Theology, Philosophy and English. Carol is now retired after 24 years teaching at Melbourne Girls Grammar. She continues to volunteer in both the Meals Program and the Women's House and is a member of the Women4Women Committee which raises essential funds for the Women's House.

## ♥ FR JOHN PETRULIS

Fr John became Parish Priest in January 2007 and has been a priest of the Archdiocese of Melbourne for the past 24 years. In that time he has ministered in a variety of parishes including Sunbury, Ferntree Gully, Heidelberg, East Bentleigh and Boronia where he was parish priest for 10 years. Over the journey of his appointments, John has been involved as a hospital chaplain and has pursued further study in the area of spirituality.

## ♥ NORA REDMOND

Nora joined the Board in 2008 as a parish representative. She became a parishioner of the Sacred Heart parish on arrival from Ireland 20 years ago. She has more than 25 years



Left - right: Michael McInerney, Jan Hayes, Terri Farrel, Nora Redmond, Vin Martin, Carolyn Clark, Alan Gruner, Anne Dooley, Carol Nettelbeck, Fr John Petrusis. Absent: David O'Brien, Kris Botha, Amanda Kingham, Jo Maher.

experience working in technology related roles, including strategy development, project initiation, project management and portfolio governance. She currently works as a Business Technology Partner at National Australia Bank.

#### ♥ CAROLYN CLARK

Carolyn joined the Board in October 2009. She has a Masters of Laws following her Bachelor of Laws (Hons) and Arts and worked for nine years as a Solicitor and Senior Associate at Mallesons Stephen Jaques. She has also worked for the Australian

Securities Commission and at Telstra as Corporate Legal Counsel. Carolyn first volunteered in the Mission's Dining Hall in 1994/95 and then returned to the Mission in 2003 volunteering at the Women's House. In 2004 Carolyn joined the Mission's Women4Women Committee dedicated to providing financial support to the Women's House. She has been the Chairperson of the committee since 2007.

#### ♥ VIN MARTIN

Vin joined the Board in October 2009. He has a Master of Arts (Economics) which he completed while working

at the Institute of Applied Economic and Social Research at the University of Melbourne in the 1970s. For the past 26 years Vin has occupied executive or senior advisory roles in economic or taxation policy in the Victorian Department of Treasury and Finance, following seven years in the Victorian Department of Premier and Cabinet. In 1998 and 1999 Vin chaired the Hawthorn Parish Council. Between 2005 and 2008 Vin was a member of the Finance Committee of the Victorian Health Promotion Foundation.

# 12 UPDATE ON STRATEGIC PLAN

SACRED HEART MISSION'S CURRENT STRATEGIC PLAN ENDS IN 2010. A SIGNIFICANT AMOUNT OF WORK HAS BEEN UNDERTAKEN IN RESPONSE TO THE FOUR KEY STRATEGIC DIRECTIONS THAT WERE ESTABLISHED. OUTLINED BELOW IS A SUMMARY OF THAT WORK.



## KEY DIRECTION 1 SOCIAL INCLUSION

In order to work in partnership with people to achieve meaningful and lasting differences in their lives, Sacred Heart Mission believes homelessness should be seen as one expression of social exclusion and the solutions to it must be more comprehensive than if homelessness was seen solely as a housing issue. What is required is an approach that equips people with the skills and confidence to reconnect with the mainstream community in a sustainable way.

### Actions Completed

- ♥ Obtained \$3.9 million in funding to undertake the pilot project, A Journey to Social Inclusion which was launched by Premier John Brumby in July 2009.
- ♥ Established outcome measures for each of the Mission's services. Performance against these outcome measures are reported to the Board on a six monthly basis and have become a valuable management tool.

- ♥ Implemented a Case Management Framework that embeds the concept of social inclusion across the organisation and ensures a consistent approach to the way in which we work with people who are homeless.

- ♥ Established a Client Representative Group to provide valuable feedback on the way in which we provide and develop our services.

- ♥ Establishment of a culture of reflective practice which allows staff to reflect and learn on the way in which they work with the people who use our services.

- ♥ Developed a further understanding of the impact the homeless subculture has on the people we work with and how we can practically work with people to break out of it and create alternatives.

## KEY DIRECTION 2 SOCIAL ACTION

Sacred Heart Mission is committed to challenging the unjust structures of our society. In this plan we agreed that we would focus our efforts on two key advocacy goals:

- ♥ Ensuring that governments at all levels adopt ending homelessness as a goal and provide the necessary investment to meet that goal.
- ♥ Ensuring that governments at all levels introduce policies that address the housing affordability crisis for the most disadvantaged people in our community.

### Actions Completed

- ♥ Our key Social Action messages were used to inform all submissions to government which included a response to the Federal Government's 'Green Paper on Homelessness' in 2007 and a submission to the Victorian Government's 'Homelessness Strategy 2020 Discussion Paper' in 2009.
- ♥ Sacred Heart Mission also sought to include the key messages in all radio, print, electronic and TV media opportunities.

## KEY DIRECTION 3 SUSTAINABILITY

In order to work with people to achieve a meaningful and lasting difference in their lives, Sacred Heart Mission must be sustainable. This key direction of sustainability is focussed on three core areas: financial, structural and spiritual.

### Actions Completed

- ♥ Sacred Heart Mission opened three additional op shops.
- ♥ The Sacred Heart Mission Foundation was established thanks to a \$1 million donation from the Peter and Lyndy White Foundation.
- ♥ A Human Resources Manager position was established and a HR strategy implemented.
- ♥ Achieved quality accreditation in Aged Care, Homelessness Assistance Standards and QICSA.
- ♥ Established a risk management framework that identifies and monitors the top 20 risks impacting on the Mission.
- ♥ Established a lay chaplaincy position.

## KEY DIRECTION 4 GROWTH

The plan required that any growth in services must be consistent with the vision, mission and values of Sacred Heart Mission and be based on the following principles:

- ♥ A focus is maintained on core activity by increasing the Mission's capacity to work with people more intensively and over a longer period of time, and creating options to improve connectedness.
- ♥ There is value in limiting the size of the Mission in order to retain its spirit.
- ♥ The Mission's work will continue to focus on the inner south of Melbourne.
- ♥ Sacred Heart Mission will only seek to grow in a particular service area if we can demonstrate we are best placed to do it.

### Action Completed

- ♥ Throughout the plan all decisions pertaining to growing our services were made in accordance with these principles.

# 14 THE CLIENT REPRESENTATIVE GROUP

## AIM OF CLIENT REPRESENTATIVE GROUP (CRG)

TO ESTABLISH A WAY FOR PEOPLE WHO ACCESS THE MISSION SERVICES TO HAVE MEANINGFUL INPUT INTO THE STRATEGIC AND OPERATIONAL ISSUES OF THE MISSION SUCH AS: SERVICE REVIEWS, DEVELOPMENT AND IMPLEMENTATION OF POLICY, COMPLIANCE WITH HOMELESSNESS ASSISTANCE SERVICE STANDARDS AND MAJOR PROJECTS.

## HOW DOES IT WORK ?

1. The CRG is comprised of at least nine people who are either using or have used the Mission's services. Each person must undergo a selection process before they are recruited to the CRG and given a volunteer status to formalise the relationship. General Manager, Client Services Cathy Humphrey represents Mission's management and is the chair of the committee.

2. The CRG volunteers liaise with people accessing the Mission services, both formally and informally, to collect feedback about the way the Mission delivers its services.

3. The group relays this feedback to management at monthly meetings.

## CRG ACTIVITIES THIS YEAR

- ♥ Launched the Client Rights and Responsibilities Poster.
- ♥ Provided input into the survey design for the biennial client survey conducted in the two open-door services.
- ♥ Conducted the annual Meals Program survey which measures respondents' satisfaction with the environment and food provided.
- ♥ Developed a work plan for 2010 which includes working with two key managers on operational issues such as implementing the no-smoking policy in the Meeting Place courtyard.



# 15 SACRED HEART CENTRAL

SACRED HEART CENTRAL BRINGS TOGETHER A RANGE OF INTEGRATED SERVICE RESPONSES FOR PEOPLE EXPERIENCING HOMELESSNESS AND FINANCIAL DISADVANTAGE OR SOCIAL ISOLATION. APPROXIMATELY 400 PEOPLE ATTEND SACRED HEART CENTRAL ON ANY GIVEN DAY WITH THE SERVICE BEING OPEN SEVEN DAYS A WEEK. THE FOCUS IS ON CREATING A WELCOMING ENVIRONMENT TO HELP FOSTER PEOPLE'S ENGAGEMENT WITH SERVICES.



The aims across the suite of services are:

- ♥ To provide a community experience which is the gateway to a comprehensive range of integrated services.
- ♥ To build a sense of community and belonging amongst the most disadvantaged members of our community.
- ♥ To empower individuals and provide opportunities to explore pathways out of homelessness.
- ♥ To work in partnership with other agencies to be able to provide a collaborative response.
- ♥ To practice an assertive engagement approach that ensures the identification and resolution of issues.
- ♥ To provide long term support for individuals.
- ♥ To develop a more detailed understanding of the client population to support evidence based advocacy.



**Support worker, Sarah can usually be found interacting with people in the meeting place or providing information around housing, drug, alcohol and mental health issues in the resource room.**

"I believe I make a positive impact to the people that access Sacred Heart Mission's services by being able to offer non-judgemental support and providing people with options that they may otherwise been unaware of."

# 16 SACRED HEART CENTRAL



## ♥ MEALS PROGRAM

Primarily, the focus of Sacred Heart Central is on people who attend the Meals Program which offers a free, nutritious breakfast and free, three-course lunch every day of the year. About 500 meals are served on an average day and a total of 204,481 meals were provided throughout the year.

The Meals Program offers people who are isolated the opportunity to meet with others and develop friendships, social networks and a sense of connectedness to a community. It is also the gateway to support services offered by Sacred Heart Mission with three support workers present each day in the Dining Hall. The aim is to provide a safe and welcoming place, with a focus on information and support options.

The kitchen is run by a dedicated team of seven paid kitchen staff and about 400 regular volunteers. These include people serving Community Based Orders, Intensive Correction Orders and parole. Additional assistance is also provided by representatives from

the corporate sector, schools, individuals and other community groups.

With a minimal annual food budget of \$22,000 per year our work is supplemented by generous food donations from farmers, catering companies, local bakeries, cafes and restaurants. In particular, we would like to recognise the generosity of Cabrini Health, Dobson's Potatoes, Latina Pasta, Les Baguelly, Monarch's Cake, Monte Coffee, National Foods, Nudies Drinks, Nuttelex, Philippa's Bakery, Prestige Foods, stall holders from the Footscray, Prahran Market, Queen Victoria and South Melbourne markets, Temptation Bakery, Tip-Top Bakeries, Villi's Pies and Wagstaff abattoir. The Mission also is a great benefactor of food rescue organisations, FareShare and Second Bite who redistribute fresh, nutritious food that would otherwise go to waste.

The annual Meals Program survey this year was conducted by members of the Client Representative Group (CRG). In total, 125 people were surveyed, providing very positive

feedback. Respondents rated the welcome and safety of the Dining Hall at 8.5 out of 10, and the nutrition and taste of the food provided as 7.9 out of 10. Suggestions were made for improvements in service delivery, some of which have already been incorporated into operating practice.

Sacred Heart Central has found that attending the CRG meetings has provided a valuable opportunity to receive feedback on current service delivery. The CRG has proved to be a great forum to seek opinions on proposed initiatives and discuss particular issues such as the implementation of a no-smoking policy in the Meeting Place courtyard.

#### ♥ RESOURCE ROOM

The Resource Room, located adjacent to the Dining Hall, provided about 300 appointments each month throughout the year. In total there were 3,584 crisis support episodes which included requests for advocacy, information, support, financial assistance and access to shower and laundry facilities, as well as an additional 477 emergency relief requests.

Recruitment of an additional doctor to the GP Innovations Program has enabled on-site general practice medicine two days each week and a nurse clinic one day a week. This has resulted in a substantial increase in service delivery this year to 836 client visits, up by almost 40% from last year.

A decision was taken to close the material aid service operating out of 79 Robe Street and incorporate the service into the existing crisis response provided through the Resource Room. To ensure that the service delivered is consistent with the Mission's social inclusion strategic framework, food parcels are now available as part of a case management response. Sacred Heart Central support workers connect the person accessing our services with one of the case managers who provides a brief assessment interview to ascertain the full range of support needs. The person is either provided with information, a food parcel and a date and time for follow up appointment, or referred elsewhere.

**Long-term supporter of the Mission, Mike Murray regularly donates quality products from his Prestige Foods range to the Meals Program. When The Age did a story about the Mission nearly four years ago, Mike's name was mentioned which prompted an old friend to track him down. That friend is now his wife.**

"I got involved with Sacred Heart Mission way back in 1997 when I wanted to do something positive in my life, apart from working. I fell in love with the whole concept and could see that offering some dignity to people who were homeless or disadvantaged was a phenomenal help. What I get out of my ongoing relationship with the Mission is quite simply a real understanding of humility."

# 18 SACRED HEART CENTRAL

## ♥ CASE MANAGEMENT

People using Sacred Heart Mission services that require longer term support are referred to the case management team. This year a total of 161 people were case managed; 36 are supported at any give time, for a period of up to three months. Assistance is given with housing, mental health, legal, medical, social and life skills, and people are linked with ongoing support outside Sacred Heart Mission. Additional case management support targets people over 50 years and assistance can also be given to link them into other aged services and accommodation through networks and advocacy.



## ♥ SPORT AND RECREATION PROGRAM

The Sport and Recreation program comprises a range of activities including football, cricket, swimming and golf, as well as less physical pastimes such as excursions, movies, art classes and a music and chat group. This year 775 people participated in a range of sports

and recreation activities on a total of 2,675 occasions. Supported by volunteers, the program focuses on building people's self-esteem and skills development, and encourages meaningful use of time. Highlights this year included the participation of seven staff members and seven people using the Sports and Recreation Program in the Brooks Sprint Triathlon at Catani Gardens in St Kilda. At the time of this report, our beloved football team, The Hearts had won all their matches throughout the RecLink 2010 season; they were premiers in the 2009 A-grade grand final after a successful year winning all matches in the lead up to the grand final.

The annual survey of Sport and Recreation Program participants returned very positive responses, with people rating their physical and mental health improvements as 3.8 and 3.9 respectively out of 5. The respondents rated their satisfaction with the program as 4.3 out of 5 in relation to the respect and welcome experienced.

## ♥ THE CLINIC

The Clinic offers a variety of complementary health and alternative therapies including massage, chiropractic, homeopathy, counselling, acupuncture, and optometry. The service is delivered by qualified volunteer practitioners as well as supervised students and provided more than 4,542 appointments this year.



Clinic appointments have substantially increased by 12% due to extra therapists being recruited. There are 32 therapists, up from 28 last year, which means the Clinic can now open five full days each week.

The introduction of the federally funded Enhanced Primary Care Scheme (EPC), which enables dentists to be paid up to \$4,000 to attend to the teeth of clients who are chronically ill, is impacting on our pro bono dental program. Several of our pro bono dentists have said they will finish with existing Sacred Heart Mission clients but will choose then to follow the EPC. We are delighted that the issue of dental care for disadvantaged people has received government attention at last and look forward to the unfolding of the new scheme.

The annual Clinic survey was conducted, and returned highly positive responses. Clients rated Clinic service delivery an average of 9.4 out of 10.



**Volunteer David Moss-Bennett does hairdressing at the clinic every Tuesday and Wednesday morning.**

"It is clear that the hairdressing service is both popular and essential for the vast majority. What I do raises my clients' levels of self-esteem, confidence and certainly changes their appearance for the better. For men the service is more of an 'essential' and for women it is something that really makes a huge difference."

# 20 SACRED HEART CENTRAL

## ♥ SPECIALIST SERVICES

The Specialist Services team offer case management (and secondary consultation) for people with complex needs and behaviours, particularly mental health and drug and alcohol related issues. A partnership between Sacred Heart Mission, Alfred Psychiatry and Windana Drug and Alcohol Recovery enhances people's pathways into specialist psychiatric and drug and alcohol services. During the year, 61 people were assisted with specialist drug and alcohol support and 55 with specialist mental health support.

In October renovations were undertaken at 87 Grey Street. A disability ramp was installed and two new consulting rooms created. As a result, our capacity to provide a confidential and appropriate space for client interactions such as mental health assessments has substantially increased.

## ♥ CASE STUDY

It took Andrew\* six months of sleeping rough in parks and at train stations before he was willing to admit to himself that he was homeless and his future looked bleak. "I always thought something would come up, that my problems would end by themselves but it never happened." On the streets, Andrew heard about the Mission's meals service and he soon found his way to 87 Grey Street, St Kilda.

Andrew, 29, had been working in a printing company for ten years. He had rented a home and was engaged to be married. "I just kept blowing my pay on the pokies. I tried to get help but gambling must be the hardest addiction to get over."

Eventually his fiancée left and he found he could no longer pay the rent. Andrew was evicted and although he was offered a spare bed and a couch at various friends' houses, eventually his welcome ran out.

Andrew managed to stop gambling but was unable to end his homelessness. "Once you are without a home it is very hard to get one again."

Andrew received support from one of the Mission's workers and through this obtained a room in a community rooming house. Andrew has been attending the Mission's recreation program to be involved in more meaningful activities. Although he is no longer gambling, he finds it a constant struggle to avoid the pokies.

While Andrew still has a lot of work to do to rebuild his life, he now has plans to develop his computer skills by attending TAFE. Through this Andrew hopes to find some work. "When there's no one to help you it's hard to rebuild your life. That's why people need the Mission."

\* Not his real name

# 21 AGED & RESIDENTIAL SERVICES

## ♥ AGED CARE SERVICES

The Mission operates two aged care hostels for people who have experienced homelessness or disadvantage during their lives. The hostels provide a mixture of low and high care for 83 residents which include medical support by nursing staff and a general practitioner, and allied health services such as podiatry and dentistry. There are also lifestyle support services for residents such as outings, assistance with banking and complementary therapies including hairdressing and aroma spa baths. Residents are also referred to other allied health services in the community including counselling and psychology.

Social inclusion continues to remain a focus of the hostels with the help of volunteers. Fifteen residents are linked to the Community Visitors Scheme (CVS) which involves a volunteer visiting a resident, who has no family and is at risk of being isolated, at least twice a month. The pair may go out for coffee, walks and play games together. In addition, 33 hours of

volunteer work across the week is given to residents to enhance their quality of life. Bus outings help to keep residents included in the community and without volunteers the frequency of these trips would not be possible. Many volunteers bring special skills to our residents' life through such activities as jewellery classes, providing massages, piano playing/music, art and craft. The long term friendships formed through this one-to-one contact with residents is very important for continuity in care.

The staff team's hard work, dedication, passion and commitment to our residents are evident in the high level of standards and care that is provided. This was recognised in the three-year accreditation visits that took place in June 2009 and deemed both hostels were compliant in all areas.

To provide better outcomes for staff and residents, we outsourced a Quality and Education team which visited the hostels for a total of three weeks to provide staff with support and education.



**Jo Greggman visits aged care resident, Gary as part of the Community Visitor Scheme. During footy season the pair can be found sitting on a bench doing their tips together.**

*"It's very easy, humbling, and inspiring to be with someone like Gary who gets great pleasure out of simple routines and running jokes, and sees nothing but the positives in life and everyone around him."*

## 22 AGED & RESIDENTIAL SERVICES

### ♥ HOMECARE

The Homecare team of staff and volunteers provide support and care services to enable frail and elderly people in the Port Phillip, Glen Eira and Stonnington communities to remain living in their own homes. Many residents face difficulties including dementia, other mental health issues and financial problems.

This year the Homecare program provided support to 75 elderly people at any one time. On average the team visits people three times a week and helps them with a variety of activities such as shopping, cleaning, personal care, gardening, meal provision and transport to appointments. There is also a case manager for each person who sources, coordinates and monitors all the services the person receives. Should a person in the Homecare program be hospitalised, they will continue to be supported and visited by the team.

To counteract the isolation typically faced by many older people, a large emphasis is placed on promoting activity within the community. This year the Homecare team ran a small project, taking those who were able to go on a variety of bus trips to activities outside of our usual community. Morning Melodies (a musical program where people are encouraged to participate) and a pub lunch were the most popular outings. The historic home Como, the movies and a Williamstown tour were also enjoyed.

This year Homecare has streamlined its meal provision and food delivery service and there is a high client satisfaction with this initiative. The team is committed to ongoing training to improve the quality of service available. Seven staff members have completed their Certificate 4 in Community Care, Disability and Aged Care.



**A stint volunteering in the kitchen turned into paid employment for Peter. Ten years on, he now works in the kitchen and laundry for the aged care hostels.**

“I like that the residents, with all their mental, health and social issues are very real and say what they want to say. There is a real openness and honesty about them and they are loads of fun.”



## ♥ CASE STUDY

Gary\* had been an active St Kilda local for many years; very involved in the church and parish life of Sacred Heart. He also sang at various venues and every day enjoyed walking to the beach and meeting the locals for a chat. Before 2008 Gary had been supported by Homecare for 14 months with staff and volunteers assisting with meal preparation, cleaning, shopping, and taking him to doctor's appointments and day activities twice a week. However his memory began to fail him and the Homecare team recognised that the support it was providing was not enough to enable him to remain safe whilst living independently. Discussions between his family and case manager determined that it would be ideal for him to stay in the community he loved and so he entered the Sacred Heart Community Aged Care Hostel. Gary still pops into Homecare and although he can't remember names, he knows there is a cuppa to be had anytime.

\*Not his real name



# 24 ROOMING HOUSE PLUS PROGRAM (RHPP)

## ♥ ROOMING HOUSE PLUS PROJECT (QUEENS ROAD)

The Rooming House Plus Project (RHPP) opened in November 2005 and continues to provide long term secure accommodation to 64 residents with a history of homelessness and complex needs.

RHPP is a six storey apartment block that provides single adults with self-contained units.



Nine of the units are designed for individuals with a physical disability. Higher levels of support are given to 29 residents which include three daily meals and assistance with cleaning and medication. Tenancy management is provided by Community Housing Limited (CHL) with whom Sacred Heart Mission has a partnership. The average length of stay of residents is three years which provides a period of stability for this group of people with a history of transient housing.

RHPP was reviewed internally by Sacred Heart Mission in 2007 and more recently an external review was conducted by Ipsos-Eureka consulting in conjunction with the Department of Human Services (DHS). The reviews found that the existing structure was struggling to meet the complex needs of the general residents and in response to these findings a restructure is to be implemented in July 2010.

With DHS support, an additional care coordinator will be employed

and training offered to upgrade the personal care attendants (PCA) to support workers. A social inclusion coordinating position is also being created together with a specialist services position that is aimed at addressing mental health and drug and alcohol issues.

A major highlight of the year was the Mind The Gap art exhibition held at the Degraeves Street subway in December 2009. This event showcased art created by 20 RHPP residents and was very warmly received. Thanks to the City of Melbourne, Community Cultural Development Scheme for funding the project. A monthly newsletter Q Review, which is collated by Queens Road staff with contributions from residents, was launched in March this year. Another achievement for the year is improved case planning which has seen clients encouraged to be more independent with their medication and finances.

Unused client lounges will be reconfigured to create four further rooms which will increase capacity to 67 rooms.

## ♥ CASE STUDY

James\* is a man in his mid 40's with a long history of homelessness. He has had extensive contact with psychiatric services, including within the criminal justice system, which has seen him spend major periods of his life in hospital or incarcerated for crimes of violence, stealing and public drunkenness.

James describes his life as being a struggle from birth. When his father left early in his life, his mother had to cope with a life of poverty and the ongoing struggle with her own mental illness. He has lost contact with his brother and sister and describes himself as the black sheep of the family.

James has been living at RHPP for the last four years and after some problems settling in now states it feels like home. He has found that with individual support and assistance he is able to maintain his room and take regular medication which has reduced the symptoms of his mental illness.

The art program provides a creative outlet for James' thoughts and feelings. He sometimes attends the meals program at Grey Street to catch up with old friends. James would one day like to go back to work and also plans to give up smoking and improve his fitness.

\*Not his real name



**As part of her role as Arts Therapist at Queens Road, Gail Maree works to enhance the residents' inclusion in society.**

"My continuing goal as an Arts Therapist is to provide a safe environment for residents to focus on their creativity and communication with self and others. The process of art making is of prime importance. The end product (artwork) is of secondary importance. Each resident is encouraged to make original representations to express emotions and to recount stories about their life experiences."

Mind the Gap art exhibition

## 26 WOMEN'S SERVICES

WOMEN'S SERVICES PROVIDES ONGOING ASSISTANCE FOR WOMEN WHO ARE EXPERIENCING HOMELESSNESS, SOCIAL ISOLATION AND WHO FIND THEMSELVES ON THE MARGINS OF OUR COMMUNITY; WOMEN WHO USE DRUGS AND ALCOHOL, WOMEN ENGAGED IN SEX WORK, WOMEN WITH MENTAL HEALTH ISSUES, WOMEN SURVIVING VIOLENCE, WOMEN EXITING PRISON, AND WOMEN WHO ARE SOCIALLY EXCLUDED.



Women's Services encompasses Women's House, the Women's Housing and Complex Needs (WHCN) Project and Homefront, a crisis accommodation facility.

Through providing a gender-focused approach, solid relationships and communities are developed for the women accessing our programs. Strong connections, persistence and time allow for positive opportunities, reflection and real change.

The past year continued to present challenges regarding the availability of affordable and appropriate housing for women for each of the programs. Often women have to wait months to obtain a bed in either a crisis facility, a transitional house, a community rooming house, or settle on an alternate option which is usually unsustainable; couch surfing, returning to ex-partners who may be violent, private rooming houses or the streets. There has also been a higher proportion of older and ageing women (50+ years) experiencing homelessness

with specific needs. For this group, living in rooming houses with at least 15 other individuals with a range of issues in the one building, sharing communal areas such as bathrooms, kitchens and lounge room is highly inappropriate with few alternatives and long waiting lists. We, along with partner organisations, will be investing much thought in how to tackle these issues in the coming year.



“SACRED HEART MISSION OFFERS A RANGE OF SERVICES IN A WARM AND WELCOMING ENVIRONMENT”

# 28 WOMEN'S SERVICES

## ♥ WOMEN'S HOUSE

The Women's House on Robe Street is a safe and welcoming drop-in centre for women seeking support from staff and volunteers for a range of issues. Assistance and referrals can be provided for housing, counselling, drug and alcohol support, physical and mental health, parenting advice or legal support. Lunch is provided and women are able to use the laundry and shower facilities, or participate in a range of life-skills workshops, art classes and social activities.

This year an average of 185 women each month accessed the Women's House a total 780 times. Of the total throughout the year, 141 women and 19 children had not accessed the House before or were returning after an absence of two or more years. 167 women were supported through individual case management including outreach support, crisis intervention and assistance.

In the House, which has an open-door policy, women participated in a range of activities designed to build self-

esteem and companionship, including several pampering opportunities. These were provided by corporate volunteers and a personal development group that was led by one of our placement students. Our monthly outing program continued with activities varying from bowling, movies, swimming, gardens and galleries. Our ceramics and art programs continue to be of great benefit to the women and partnerships with Good Shepherd St Kilda and the Clinic have offered much needed on-site counselling to women.

## ♥ WOMEN'S HOUSING AND COMPLEX NEEDS - INTENSIVE CASE MANAGEMENT

The WHCN Project is an initiative which targets women who are homeless and have a range of complex needs to access the Intensive Case Management (ICM) program funded by the Department of Human Services.

In its third year, DHS has extended the Intensive Case Management Team by funding a new position, which is filled by two part-time workers, in addition to the existing full-time worker. With the equivalent of two ICM workers we

can support seven women at a time, providing much needed, structured intensive assistance and collaborating services around the individual to create and sustain positive change. These positions are currently funded until December 2010. After a state-wide external evaluation of the initiative this year, it is hoped that the funding will be made recurrent by DHS and that we will continue to deliver services to this highly vulnerable group.

## ♥ HOMEFRONT

As part of the Supported Accommodation and Assistance Program (SAAP), Homefront provides short-term (six weeks) crisis accommodation support and intensive case management for single women over the age of 25. The self-contained units can accommodate 11 women at a time. Many of the women have experienced domestic violence, mental health problems, substance abuse issues and a breakdown of previous accommodation. While housing is the main focus of Homefront, staff members work with individuals to adopt extensive case management planning strategies to help them move forward.

This year 225 women were referred to Homefront, 109 of whom were provided with accommodation. These figures are consistent with previous years and indicate the ongoing issue with high demand that continues to outstrip supply.

On leaving Homefront, 76 women moved into longer-term accommodation such as public and community housing, private rental and transitional housing. Nine women moved onto temporary accommodation.

The Orcadia Foundation continues to provide an alternative response to women's homelessness from mainstream government funded services. In the last year Orcadia successfully bought a one-bedroom property in Balaclava and is currently seeking two more similar properties. To date the Balaclava property has provided two women with stable accommodation; one woman was accommodated into public housing after six months, and another woman currently staying in the property is seeking the same.

In the coming year, Homefront will have its staff offices and sleepover room refurbished. A new resource room for clients is included in the plan and will provide a space for residents to access the internet and telephone to assist with housing searches and access to a broad range of on-line resources.

#### ♥ CASE STUDY

Josie\* was in her 30s, pregnant and homeless when she first came to the Women's House. She had previously been living with a violent partner in his public housing property in a northern suburb. When he went into prison, Josie saw the opportunity to leave the relationship and start afresh with her unborn child. Not knowing any services to contact for support, a local agency put Josie onto the Women's House. With her pregnancy already at 25 weeks and yet to attend any pre-natal appointments, Josie linked in with a support worker immediately upon coming to the Women's House. As part of the first step in ongoing assistance, the open house worker sat down with Josie and, together

over some food and a drink, made a support plan around Josie's goals.

Whilst initially overwhelmed and finding it difficult to attend appointments on her own, after a number of weeks Josie was linked in with a specialist pregnancy unit, legal support, and was assisted to move into safe crisis accommodation. Within a couple of months Josie's baby was born, a boy she named Matthew and they were assisted with a referral to a family support and housing agency to obtain transitional housing. Josie and baby Matthew are thriving in their own accommodation. Josie continues to access legal support through the House, and is being supported to receive some dental treatment through the Clinic. She is safe and regaining confidence and hope each day.

# 30 A JOURNEY TO SOCIAL INCLUSION (J2SI)

SACRED HEART MISSION'S EXCITING PILOT PROGRAM A JOURNEY TO SOCIAL INCLUSION (J2SI) WAS LAUNCHED BY PREMIER BRUMBY IN JULY 2009. THIS CELEBRATION WAS THE CULMINATION OF SEVERAL YEARS OF DEDICATED EFFORT FROM THE MISSION'S LEADERSHIP TEAM IN DEVELOPING THE PROGRAM MODEL AND THEN RAISING THE CONSIDERABLE FUNDS REQUIRED TO PILOT AND EVALUATE IT.

## AIMS OF JS2I

1. Demonstrate that a long term, well resourced and intensive service model can permanently end a person's chronic homelessness.
2. Demonstrate the economic benefit of ending a person's chronic homelessness by analysing the pattern of service usage and economic participation of participants.

J2SI was a key initiative of the 2007-2010 strategic plan and is a concerted effort to secure sustainable outcomes for people who have been chronically homeless. J2SI aims to demonstrate that a well resourced, intensive and long term service model can break the cycle of chronic homelessness. It also aims to show that dedicating the resources in the short term will have long term economic benefits for the community.

Following the July launch, three busy months were focused on establishing the program; employing the staff team, fitting out the office space, recruiting participants, formalising operations and establishing partnerships with the evaluation teams and key specialist services in the local area, including therapeutic providers.

The Intensive Assistance and Coordination (IAC) casework team started in late October for an intensive induction week and service delivery commenced in November 2009. In the subsequent nine months the J2SI team have been working flexibly and enthusiastically to deliver the program.

## ♥ INTENSIVE ASSISTANCE AND COORDINATION

Each of the 40 J2SI participants has been allocated a key worker who is responsible for coordinating the service delivery as well as providing practical and emotional support for the equivalent of one day per week over the three year life of the program. In the main, the IAC caseworkers have built very strong relationships with the people they are supporting and are using these relationships as the launching pad for addressing health issues, legal matters and finding appropriate accommodation.

While some participants continue to be only partially engaged with the program, it is believed that continuing to deliver reliable, persistent and flexible assertive outreach support will strengthen these relationships over time. The IAC casework function is challenging with complex practice issues emerging almost every week. The team is demonstrating their resolve by rising to meet these challenges and each is learning and further developing skills as the program progresses.





Welcome to



LORRY  
MAYOR  
CHARITY  
FOUNDATION



THE ROSS TRUST



Sacred Heart Mission

Helping people  
get back on  
their feet...

Permanent



# 32 A JOURNEY TO SOCIAL INCLUSION (J2SI)

Unsurprisingly, given the highly mobile and transient nature of people who are chronically homeless, two of our original participants have relocated interstate and one person is in prison for a considerable stretch. The decision was made to make these cases inactive, rather than close them, so, should their circumstances change, each individual will be able to recommence to receive support. In addition, one case was closed when the participant made the decision that she was not interested in what the program offers. New participants have filled all these positions.

## ♥ THERAPEUTIC COMPONENT

In recognition that traumatic life experiences are common among people who are chronically homeless, the J2SI model includes a therapeutic component that seeks to resolve the trauma that is often both a cause and a consequence of their homelessness. The J2SI service model originally intended to link participants to a private provider for ongoing individual therapy. Eight committed and experienced therapists were

recruited to the program but uptake of individual therapy has been slow with only five participants engaged in therapeutic relationships. While we remain optimistic that this number will increase as people move into stable housing and address their outstanding health and legal issues, we have decided to utilise the short term financial savings to employ a part-time clinician as a member of the J2SI team for a six month period. Commencing in September, his role will be to resource the IAC caseworker team to enhance their therapeutic skills and facilitate the establishment of therapeutic relationships with participants.

## ♥ BUILDING UP AND DEVELOPING SKILLS (BUDS)

BUDS is supporting J2SI participants to further develop their life skills, enhance their interpersonal skills and build self confidence to enable active participation and engagement with the broader community. The BUDS coordinator has been working closely with the IAC casework team and J2SI participants to ensure that each J2SI participant has a structured plan for

social inclusion. BUDS has delivered a range of group activities including computer workshops, art therapy, supported volunteering in the Mission's op shops, a photography project and focused discussion group morning and afternoon teas. BUDS is also delivering individually tailored support such as assistance with resumes, sourcing individual training and linking participants to relevant services in the local community.

## ♥ SPECIALIST SERVICES

Access to specialist services is an essential element and J2SI is working in close partnership with other services in the local community to meet the health, housing and other needs of participants.

## ♥ EVALUATION

RMIT University (social evaluation) and the Melbourne Institute of Applied Economic and Social Research (economic evaluation) have been working closely to refine the methodology and develop and implement data collection tools. The evaluation is a randomised control

trial that will compare the outcomes of the 40 participants with 40 other people who were eligible for the J2SI program but were randomly allocated to a comparison (control group). Participants in both the service delivery and comparison groups will complete surveys at six monthly intervals over the three year life of the program. A follow up survey will then be undertaken 12 months after the program concludes. This qualitative data will be augmented by in depth interviews that were conducted at the commencement of the program and will be again, 18 months into the project. The J2SI project officer undertook benchmark data collection from November 2009 to March 2010 and is currently gathering round two data. Collecting the data is a challenging task and requires commitment, engagement and creativity, particularly in relation to locating the people in the comparison (control group).

The first evaluation report is due in April 2011 and will include detailed information about the research

methodology and an analysis of the first 12 months of service delivery. In the meantime, the Mission will launch a booklet written by RMIT University that captures people's experiences of homelessness using material from the in depth interviews late 2010.

It has been an extremely busy and rewarding 12 months since the launch. We would like to take this opportunity to thank the funders for their generous financial support and ongoing interest in the program: the Office of Housing for their willingness to support us in securing and maintaining housing for the participants, St Kilda Community Housing for its clear commitment to housing those with the most challenging needs, Berry Street Victoria for its willingness to share its therapeutic expertise, and Alfred Psychiatry for its ongoing interest and support. Most importantly we would like to thank Sacred Heart Mission staff members, particularly the J2SI team whose energy and enthusiasm is inspiring as we all look forward to the next two-and-a-half years.

*Thank you!*

**Sacred Heart Mission would like to thank the following for their financial support of J2SI**

Lord Mayor's Charitable Fund  
Peter and Lynda White Foundation  
RE Ross Trust  
William Buckland Foundation  
managed by ANZ Trustees  
Victorian Government  
St Mary's Parish East St Kilda  
AndyInc Foundation  
Cabrini Health  
Limb Family Foundation  
Orcadia Foundation

#### **Service partners**

RMIT University and the Australian  
Housing & Urban Research Institute  
Alfred Health Psychiatric Services  
Department of Human Services  
Windana Drug & Alcohol Recovery  
Melbourne Institute of Applied  
Economic & Social Research

# 34 FUNDRAISING AND COMMUNICATIONS

THE FUNDRAISING AND COMMUNICATIONS DEPARTMENT HAS HAD A BUSY AND PRODUCTIVE YEAR.



In 2009/10 overall donations totalled more than \$2.3 million, an increase of \$541,219 from the previous year. Of that raised, \$114,000 funded the Apprenticeship Program. The direct costs of the Fundraising Department were \$179,105.

The Christmas and Winter Appeals exceeded expectations raising more than \$121,000 and \$173,000 respectively. The Angels regular giving program has continued to grow with now around 200 members.

Income from philanthropic trusts and foundations remained steady despite the economic downturn with the Mission receiving nearly \$236,000 and \$287,488 from bequests.

The annual Light up a Life cocktail party, organised in conjunction with the Women4Women Committee, continued to be very popular event with more than 400 guests enjoying a fabulous autumn evening at Carousel, Albert Park. The night made a profit of \$68,000 and a very

big thank you to all members of the Women4Women Committee for their hard work and dedication.

As part of the Mission's ongoing commitment to local events, the Heart of St Kilda Concert was held at the Palais Theatre in June. A star studded line up made the night an amazing success and the Mission looks forward to continuing this annual event. Thanks must go to the Neil Crocker and the Palais for the donation of the theatre and to Wal Bishop of Wal Bishop Enterprises, Larry Ponting from Johnston Audio Services and Brian Nankervis for their wonderful work in assisting to bring the night together.

Once again generous support was received from many corporate and local businesses. Corporate donations decreased from last year due to some significant donations not being repeated. We have enjoyed the very generous ongoing support from Werribee Mazda, Ernst & Young and Stateless Systems who are valued supporters.

The Mission continued to receive strong media attention in local newspapers and radio coverage.

The Fundraising and Communications Department was also engaged in visits to schools (both primary and secondary) and community groups to educate them about the work of Sacred Heart Mission. We also conducted tours of the Mission's services for donors, community groups and schools.

We thank designers Ckaos Ink who provided a range of pro bono services during 2009/10 and previous years. We also thank photographers Mark Munro and Kirsty Umback for the stunning photos they have each provided pro-bono to the Mission. We would like to welcome Docklands Press as our new print partners and Juncture Design as our new design partners.

Our volunteers have put on their working boots in many ways around Melbourne in the past year to support our fundraising activities: cheering on

our team in the Brooks Sprint Triathlon, rattling tins at Etihad Stadium before a St Kilda game, cooking up a storm on the BBQ at corporate cricket matches, selling raffle tickets at the Heart of St Kilda Concert and just promoting the Mission amongst family and friends. We thank them for their passion and readiness to be involved in raising vital funds for the Mission.

The Mission would like to thank all the individuals, small businesses, corporate organisations, trusts, schools, clubs and associations that so enthusiastically support the organisation. Their generosity and compassion ensure that the Mission's broad range of services and programs can continue to assist people who are homeless.

**On a regular basis, Ernst & Young employees volunteer in groups in the Dining Hall in lieu of time in the office. The organisation's support also extends to financial as well as other hands-on assistance.**

"The Mission was chosen because our people had expressed a strong desire to provide practical assistance to people who are homeless and disadvantaged.

By giving Sacred Heart Mission and the people it helps both practical and financial support, we've been able to gain a different perspective on our community, increase our awareness of the suffering of people who are homeless, and make a real difference to their lives."

**- Annette Kimmitt, Melbourne  
Managing Partner, Ernst & Young**

# 36 VOLUNTEERS, HUMAN RESOURCES & OP SHOPS

## VOLUNTEERS

The Mission's volunteer community has experienced extraordinary growth in the past year and we currently have more than 750 active individual volunteers helping throughout the Mission. Of these, 380 are actively involved in preparing and serving meals in the Meal Program which is an increase of 30% from last year. We also have more than 50 active corporate groups helping with the Meals Program. Staff from companies such as NAB, Ernst & Young, Cadbury, Medibank Private, Oakley, Goldman Sachs & JB Were regularly come and roll up their sleeves and help serve meals in the Dining Hall. We would like to acknowledge the help of the Office of Senator Judith Troeth, Cabrini, Temple Beth Israel, Star of the Sea, Salesian College, St Joseph's College, St Leonards College, and the Xavier Social Justice Network who have been great regular helpers throughout the year. Our op shops currently have 170 active volunteers who help staff raise much needed revenue for the Mission. Volunteer information sessions are held

fortnightly and have been very well attended. Such is the level of interest in volunteering at the Mission Dining Hall that we have had to double the amount of spaces in the info sessions from 15 to 30. We are in the enviable position of not having enough places available for all of the corporate groups who are hoping to help with the Meals Program. As a response to this increase in interest we have already started booking corporate groups in for 2011.

The Community Visitors Scheme which provides 26 friends for residents in our hostels and other aged care facilities throughout the Port Phillip area, continues to attract committed volunteers. Regular Monday night jewellery classes, pool nights and South Melbourne market trips have proved a popular vehicle for residents and volunteers to get together and develop friendships.

The Mission benefits every year from the energy and enthusiasm of the many students who choose to

complete their final year placements with us. The Women's House, the Clinic, Sacred Heart Central and the hostels have all benefited from their input throughout the year and we value the contributions of these students from various institutions across Melbourne.

In April we conducted a Mission wide volunteer survey and had more than 150 responses which provided valuable feedback about all areas of the Mission. We were pleased to note that overall the volunteers who responded demonstrated a high level of satisfaction with their involvement with Sacred Heart Mission. We were very lucky to have Fr Ernie Smith return twice to the Mission, first to speak to staff at the All Staff Meeting and then again for a National Volunteers Week afternoon tea. About 60 volunteers attended the afternoon tea and Fr Ernie signed copies of his book for some delighted recipients. Sue Grigg, Manager, J2SI also gave everyone an inspired update on the progress of J2SI and fielded some very interesting questions from the volunteers.

Market gardener Les Baguley, after seven years of supporting the Mission by growing vegetables and fruit for the Meals Program, has decided to take a well-earned break and scale back his production. As a result we no longer send large groups out to help with the harvesting but Les continues to support the Mission on a smaller scale by providing fresh herbs for the kitchen.

Recent Australia-wide statistics regarding volunteering have revealed that the average life of a volunteer is six months. This is not representative of volunteering at the Mission, where we have many loyal volunteers across all age groups that enable us to provide adequate support to all areas of the Mission.

We would like to thank all of those who assist the Mission every day of the year. We are constantly overwhelmed by the enormous energy and dedication of our volunteers whose generosity and support really is outstanding. Without this goodwill and support the Mission simply could not do its work so we are truly grateful to everyone for this fantastic commitment.

**There has been a long tradition of groups of Year 10 Star of the Sea students volunteering at the Dining Hall for a lunch shift.**

Going to the Mission was undeniably a very important experience, it taught me that the stereotypical thoughts you form about places like this and the people in it are not always accurate. I learnt that being non-critical of a person is one of the most important things you can do when going to the Mission because every single one of those people has an untold story that is not yours to judge.

- Sian Corrigan, Year 10 Star of the Sea

Although the Mission could be confronting at times, it also felt really rewarding seeing that you could make a difference in the community.

At the Mission I learnt not to judge people as we are all equal, some just in unfortunate circumstances. It was also a big reality check and it reminds us to be grateful for everything we have and are able to do. Advice I would give you all for when you go to the Mission is to embrace and make the most of your experience and definitely not to judge.

- Taylor Kayes, Year 10 Star of the Sea

# 38 VOLUNTEERS, HUMAN RESOURCES & OP SHOPS

## HUMAN RESOURCES

At the end of the financial year we had approximately 180 paid staff working full and part-time and more than 750 active volunteers assisting throughout our various programs and services.

Highlights during the year include the launch of the Ernie Smith Recognition program which is based on the founder of Sacred Heart Mission and acknowledges the outstanding achievements of our staff. In March 2010 we received a Compassionate Employer Recognition Award which recognises an exceptional level of care and compassion shown to employees following the death of a loved one. Another accomplishment was achieving an 'Exceeds' rating for the Human Resources standard in our QICSA Accreditation.

The main aims for 2010/11 in Human Resources are to:

♥ Attract the best possible candidates through improved branding and advertising and consistent recruitment and selection practices.

♥ Improve retention through sustained and targeted professional learning and development of our managers and staff ensuring that everyone is given the opportunity to reach their natural potential.

## OP SHOPS

Sacred Heart Mission's op shops have a reputation for providing an array of well-priced and high-quality bric a brac, clothing, homewares, furniture and books, plus the chance to uncover a retro or modern-day treasure. As they become increasingly popular places to shop, we have achieved record sales across all the stores totalling \$2.6 million for 2009/10. This was only possible due to the dedication and commitment of our hard working staff and numerous volunteers who help with merchandising, customer service and maintaining each store's unique appearance. All Sacred Heart Mission op shops rely on the generosity of their local communities to keep the stores well stocked and we continue to have a steady supply of donated goods. However are always looking for more to meet demand.

Towards the end of the financial year, a lease was obtained to open our sixth store. Located in Hawthorn, this signals a new era for our op shops and enables the Mission to tap into

### *Op Shops*

**East St Kilda**  
415 Inkerman Street

**Elsternwick**  
486 Glenhuntly Road

**Hawthorn**  
86 Riversdale Road  
(open in July 2010)

**Windsor**  
86 Chapel Street

**South Melbourne**  
365 Clarendon Street

**St Kilda**  
87A Grey Street



another local community. A need was identified to expand and improve our current collection service which resulted in the leasing of a new transport vehicle to meet the needs of both the community and the stores. The collection service now operates Monday to Saturday in and around the suburbs where the six stores are located.

Operating seven days per week, each Sacred Mission op shop has its own vibe to create a fun and upbeat shopping experience. The funds raised in our op shops are vital to sustaining the services the Mission provides and this encourages not only the staff and volunteers, but also the many customers and donors who continue to pass through our shop doors day after day.



**You can find volunteer Jeanne Gracie behind the Grey St store counter every Tuesday and Sunday.**

"I am a dedicated volunteer. I enjoy working in the op shops. I know the staff appreciate the work I do. Working in the Grey St shop brings me in contact with the people who use the Mission's services, many of whom live on the fringe of society. For them the op shop is a drop in spot where they can see a familiar face, check out the merchandise and sometimes find a bargain. Hopefully my work as a volunteer is, in some small way, helping Sacred Heart Mission to achieve its goals."

# 40 BUSINESS SERVICES & QUALITY

## ♥ BUSINESS SERVICES

Our internal Mission-wide support services enable our client service programs to deliver sustainable outcomes. Included in these services are information technology, administration and reception, facilities management, maintenance, and payroll and accounting functions.

This year we completed more than 1,000 maintenance requests across the Mission and processed 5,251 invoices.

## ♥ QUALITY FRAMEWORK

Sacred Heart Mission has adopted a quality framework that informs our business and service processes. Its overall aim is to deliver professional and appropriate services to people in the community with the efficient use of resources.

The quality framework is informed by a set of standards developed by the Quality Improvement Council, an independent non-profit accreditation body which licenses various providers Australasia-wide to undertake the assessment of agencies. In Victoria,

assessments are undertaken by the agency known as QICSA (Quality Improvement and Community Services Accreditation Inc.).

Sacred Heart Mission is also assessed against a number of standards relating to specific programs which are a government funding requirement.

In June 2010, the Mission completed its second assessment cycle with QICSA. The review process entailed the assessment of Sacred Heart Mission against a total of 81 standards which comprise:

- ♥ 18 QICSA Core Standards.
- ♥ 19 Homelessness Standards.
- ♥ 19 Psychiatric Disability Services Standards.
- ♥ 25 Home and Community Care Standards.

We were extremely delighted with the results of the assessment which found that we had not only met all 81 standards, but were assessed as having exceeded three of the core standards relating to human resources, financial management and consumer

rights. The commitment to the empowerment of our clients and to the provision of a client focused service by the Mission was strongly identified. Our commitment to receiving feedback from our clients and to seeking their involvement in shaping our services was commended by the team. Part of this was demonstrated by the work undertaken on the establishment of the Client Representative Group and by the extremely positive feedback from the clients the team spoke to and their observations of the service culture.

The review team found that staff are well supported and that a number of HR system components, such as the provision of training through our core and non-core training program, our orientation program, the provision of regular supervision, our reflective practice sessions, policies and procedures relating to HR and the overall demonstrated commitment of staff and volunteers to the organisation's goals, were very apparent. It also found a team culture within the Mission that it assessed

as being well embedded within the organisation.

The review team found that Sacred Heart Mission's financial systems fully supported transparency and accountability and our resources are well managed with a strong reporting structure. We demonstrated an effective use of resources and a high level of accountability to our funding bodies, as well as to our corporate and individual sponsors.

Other key strengths of the organisation identified by the team included:

- ♥ Strong links developed with the community and volunteers.
- ♥ Strong partnerships and collaborations with other services.
- ♥ Inclusive family atmosphere identified by clients and volunteers.
- ♥ Strong understanding of not only the current community need but also of emerging need.
- ♥ Culture of embedded best practice service delivery that incorporates training and sharing of things learnt within the sector.

♥ Excellent, committed staff and volunteers with a shared commitment to the original vision of the organisation that is embedded in current practice.

#### ♥ WHERE TO NEXT?

We have started work on the Sacred Heart Mission Continuous Quality Improvement Plan for 2011 - 2013 which will include the areas for improvement we identified as part of the self-assessment process, as well as any recommendations by QICSA in their final report.

During the next cycle, our overall aim is to ensure that we further embed continuous quality improvement practices through the development of CQI work plans and projects in all our program and service areas.

We look forward to the challenges ahead for Sacred Heart Mission in the implementation of the quality framework with confidence and pride as we build on the outstanding results in 2010.

# 42 OUR FINANCIALS

## ♥ BALANCE SHEET AS AT 30 JUNE 2010

	2010 \$	2009 \$
<b>CURRENT ASSETS</b>		
Cash assets	3,843,554	2,630,032
Receivables	545,456	291,232
Financial Assets	140,670	28,695
Total Current Assets	4,529,680	2,949,959
<b>NON-CURRENT ASSETS</b>		
Property, plant & equipment	7,385,291	7,528,592
Intangibles	4,510,000	4,510,000
Total Non-Current Assets	11,895,291	12,038,592
Total Assets	16,424,971	14,988,551
<b>CURRENT LIABILITIES</b>		
Payables	475,980	398,543
Provisions	562,487	490,855
Borrowings	-	10,902
Other liabilities	2,258,537	1,488,575
Total Current Liabilities	3,297,004	2,388,875
<b>NON-CURRENT LIABILITIES</b>		
Provisions	79,709	110,907
Total Non-Current Liabilities	79,709	110,907
Total Liabilities	3,376,713	2,499,782
Net Assets	13,048,258	12,488,769
<b>EQUITY</b>		
Capital reserve	8,418,997	8,298,997
Capital improvement reserve	1,105,240	1,105,240
Retained profits	3,524,021	3,084,532
Total Equity	13,048,258	12,488,769

## ♥ STATEMENT OF COMPREHENSIVE INCOME FOR THE YEAR ENDED 30 JUNE 2010

	2010 \$	2009 \$
<b>REVENUE</b>		
Government grants	5,745,019	5,860,131
Service fees	1,142,763	1,069,550
Fundraising	2,348,542	1,807,323
Retail outlet	2,598,805	2,005,578
Interest	155,184	111,786
Other	137,929	145,754
Total revenue	12,128,242	11,000,122
<b>EXPENSES</b>		
Staff costs	8,707,656	8,232,449
Operating costs	715,141	627,962
Occupancy costs	1,174,238	961,063
Depreciation	506,554	513,040
Repairs & maintenance	51,417	96,623
Office costs	266,520	254,848
Motor vehicle costs	153,368	143,892
Interest expense	1,328	2,771
Other costs	112,531	110,238
Total expenses	11,688,753	10,942,886
Operating surplus	439,489	57,236
Contributions received for the acquisition of non-current assets	120,000	54,088
Surplus after accounting for contributions received for the acquisition of non-current assets	559,489	111,324

All financials are extracts from the audited financial statements. Full financial statements are available on request.

♥ STATEMENT OF CASH FLOWS FOR THE YEAR  
ENDED 30 JUNE 2010

	<b>2010</b>	<b>2009</b>
	<b>\$</b>	<b>\$</b>
<b>CASH FLOWS FROM OPERATING ACTIVITIES</b>		
Operating grant receipts	5,243,230	5,957,686
Non-grant receipts	7,320,100	5,078,524
Payments to suppliers & employees	(11,117,731)	(10,449,618)
Interest received	155,184	111,786
Interest paid	(1,328)	(2,771)
Net operating cash flows	1,599,455	695,607
<b>CASH FLOWS FROM INVESTING ACTIVITIES</b>		
Payments for property, plant & equipment	(363,253)	(589,874)
(Payments)/receipts of accommodation bonds	(19,803)	102,593
Proceeds from sale of plant & equipment	-	(954)
Contributions received for the acquisition of non-current assets	120,000	54,088
Non-cash bequest of investment in equity	(111,975)	(28,695)
Net investing cash flows	(375,031)	(462,842)
<b>CASH FLOWS FROM FINANCING ACTIVITIES</b>		
Repayment of loans	(10,902)	(44,408)
Net financing cash flows	10,902)	(44,408)
Net increase in cash held	1,213,522	188,357
Cash at the beginning of the financial year	2,630,032	2,441,675
Cash at the end of the financial year	3,843,554	2,630,032

All financials are extracts from the audited financial statements.  
Full financial statements are available on request.

# 44 OUR VERY SPECIAL THANKS TO

THIS PUBLICATION WAS  
PRODUCED AT NO COST  
TO SACRED HEART MISSION  
THANKS TO THE GENEROUS  
PRO BONO SUPPORT OF:

Juncture Creative  
Docklands Press  
Mark Munro Photography  
Kirsty Umback Photography

## **OUR SUPPORTERS**

SACRED HEART MISSION  
WISHES TO THANK THE  
FOLLOWING SUPPORTERS  
WHO HAVE DONATED DURING  
THE 2009/10 FINANCIAL YEAR.

### **INDIVIDUALS**

Damian Abrahams  
John Bailey  
Anne Bean  
Anthony Brown  
Jason Cheeseman  
Alex Commins  
Marietta Cronin  
Lewis Culliver

John Dever  
Hamish Ferrier  
Terence Francis  
G S Gjergja  
Keith Greening  
Peter Hosking  
Gavin Jennings  
A J Kelly SC  
John Laidlaw  
Suzanne M Lynch  
Don Macfarlane  
John McAdam  
Sybil and Neil McLean  
Nicole Millaras  
Edward J Miller  
Barbara Mulder  
Peter F Murphy  
Brian Nankervis  
Stephen Nossal  
Daniel O'Connor  
Maris Perks  
John Prescott  
Frank Shelton  
Leo Silver  
Richard J Stanley QC

Jess Walpole  
Ralph Ward-Ambler AM  
Donald Weir

### **ORGANISATIONS / COMMUNITY GROUPS**

8 Inkerman  
Alardice Group  
Albert Park College Child  
Care Centre  
Allens Arthur Robinson  
Alliance Française de  
Melbourne  
Antaeus  
Aquinas College  
Armadale Cellars  
Astor Theatre  
Austock Group  
Baker D Chirico  
Bayleaf Catering  
Big W  
Biggin & Scott  
Billy Hyde  
Blakes Feast Catering  
Bress Winery

Breeze Logistics  
Brighton Under 15A  
Barracudas  
Buddhist Tara Institute  
Bunnings Group Limited  
Cabrine Health  
Cadbury Australia  
CAE – Centre for Adult  
Education  
Cerbaco Distribution  
Chalmers Presbyterian  
Church  
Chef's Hat  
Chisholm & Gamon Property  
Pty Limited  
Christian Brothers' College  
Cinema Nova  
City of Port Phillip  
Ckaos Ink Pty Ltd  
Clark Rubber  
Coca Cola Amatil Pty Ltd  
Cold Rock Ice Creamery  
Colorpak Limited  
Commentators Club  
Continental Kosher Butchers

Core Pilates	Glassware & China Imports	Kitty K	Meet the Chef
Cotton On	Pty Ltd	Kogo	Mentone Girls Secondary
Country Women's Association	Good Sense Catering	Korpus Tattoo	College
- Umina Branch	Gordon Care	Kostka Hall Mother's	Merricks General Store
Curves Gym - Carnegie	Gunn Runners Inc	Association	MGS Architects
Curves Gym - Malvern	Haileybury College	KPMG	Milestone Chemicals
Curves Gym - St Kilda	Hallis Recruitment	KS Environmental Pty Ltd	Australia Pty Ltd
De La Salle College	Heinz Australia	La Tazzina	Minter Ellison Lawyers
Dobson's Potatoes	Hideaway Resort	Lander & Rogers	Monarch Cake Shop
Dom's the Place to Meat	Holeproof	Lex Audio Visual	Monte Coffee
Donovans	Honesty Snacks	Lions Club of Northcote	Moorabbin Investments Pty Ltd
E.L. Bell Packaging Pty Ltd	HW Greenham & Sons Pty Ltd	Little Company of Mary	Mr Wolf
Eli Lilly Australia Pty Ltd	Ibis	Little Ox	MyHome Cleaning
Emma and Tom's Life Juice	Inca Joint Venture	Lombards	National Australia Bank
Ernst & Young	Inkr7	Loreto - Mandeville hall	National Foods Australia Pty
Eshi	James McFarlane	Lowe Lippmann Bott Pty Ltd	Ltd
Fareshare	Photography	Luv a Duck	Novotel
Fiorina	JL Meats	Macquarie Group	Nudie Foods Australia
Food Affairs	Juncture Creative	Foundation	Nuttlelex Food Productions
Food Bank/VIC Relief	K & E Mueller	Madame Helene 2008	Oakley
Fowlers	Kailis Brothers Seafood	Mandalay Designs	Oakton
Fresh Cut Flowers	Specialists	Mark Daikin Catering	Opera Australia
Galoway Design	Katnook Estate	Mark Munro Photography	Oxygen Skin Centre
General Mills Australia	King Island Meats	Master Builders Association	Palais Theatre
(Lattina Pasta)	Kirsty Umback Photography	of Victoria	Phamish - Food & Wine Bar

# 46 OUR VERY SPECIAL THANKS TO

Phaseshift Productions Pty Ltd	Safari	Telstra HR Department	Vue de Monde
Phillipa's Bakery	Salvation Army Store,	Temptation Pies	Wal Bishop Enterprises
Posh Printing	Mordialloc	The Body Shop	Werribee Mazda
Prahran Markets	Sapient Nitro	The Botanical	Westmores Wholesale Fruit
Prahran Seafood	Second Bite	The Butchery	Company
Presentation College	Selbonne School	The Catering Company	Wholesale Market
Prestige Foods International	Senselle Foods	The Good Guys Brighton	(Melbourne Market
Pty Ltd	Setamix	The Growers and Farmers at	Authority)
Pride Real Estate	Sholem Aleichem Preschool	Footscray	Xavier College
Prosperity Jewellery	Sofitel	The National Golf Course	Yakka
Pure Natural	Solution Red	The Pasta Shop	Your Source
Qenos	South Melbourne Markets	The Vineyard	ZenithOptimedia
Queen Victoria Markets	Spotlight	Ticketmaster Australia	
RACV	St Anthony's Church	TL Wood	<b>TRUSTS &amp; FOUNDATIONS</b>
RACV Healesville	St Columba's Primary School	Tobin Brothers	Andyinc Foundation
RACV Inverloch	St Kevin's Parish	Token Artists Pty Ltd	Bagot Gjergja Foundation
Readings	St Kilda Football Club	Tolarno Hotel	Beverley Jackson
Recreation Gym	St Mary's Parish	TOM Organic Pty Ltd	Foundation
Regional Mediaworks	St Michael's Grammar School	Travel Associates	Brenda Best Charitable Trust
Rosebud Fine Foods	St Patrick's Primary School	Treehouse Childcare	Collier Charitable Fund
Rotary Club of St Kilda Inc	St Vincents & Mercy Private	Tufstuf Pty Ltd	Efron Family Foundation Ltd
Royal Melbourne Hospital	Star of the Sea College	Undertow Media	Ernst & Young Foundation
Rusher Rogers Recruiting	Stateless Systems Pty Ltd	Victorian Waterski	Goldman Sachs JBWere
Ryan Commercial Lawyers	Stows Waste Management	Association	Foundation
Sacre Coeur College	SuperSprint	Volvo Altitude Brighton	Joe White Bequest



John and Betty Laidlaw Legacy	The Jack Brockhoff Foundation	Foundation managed by ANZ Trustees
Lord Mayor Charitable Fund	The Limb Family Foundation	William Angliss (Victoria) Charitable Fund
Lord Mayor Charitable Fund Youth In Philanthropy Melbourne Community Foundation	The Lynne O'Keefe Foundation	
Peter and Lyndy White Foundation	The Marian and E H Flack Trust	<b>ESTATES</b>
The Abercrombie Family Foundation Pty Ltd	The Michael and Andrew Buxton Foundation	Charlotte Frances Minogue Trust
The Calvert-Jones Foundation	The Orloff Family Charitable Trust	Estate of the late Alice May Hanley
The Danks Trust	The Peter Isaacson Foundation	Estate of the late Veronica Palmer
The Gray Family Charitable Trust	The Public Trustee of Queensland	Estate of the late Alfred James Emmerson
The Ian Potter Foundation	The RE Ross Trust	Estate of the late Patricia Barry
The Isabel & John Gilbertson Charitable Trust	The Readings Foundation	Estate of the late Patricia J Kirwan
	The Sheehan-Birrell Foundation Pty Ltd	Estate of the late Patrick James
	The Walter & Eliza Hall Trust	Minogue
	William Buckland	

# CALENDAR OF EVENTS

## JULY 2009

♥ A Journey to Social Inclusion (J2SI) is launched by Premier Brumby, The Hon Richard Wynne and the Lord Mayor Robert Doyle in our Dining hall. The pilot program aims to demonstrate that we can end chronic homelessness by investing the right resources.

♥ Aged Care hostels hold their Concert in July, featuring residents performing in a variety show.

♥ Loyal Mission supporter and amateur marathon runner, Paul Ryan, completes the Gold Coast marathon and raises more than \$19,000 for the Mission.

♥ It is the most popular month for sports and recreation activities with a total of 100 people accessing the program.

♥ The Sacred Heart Mission Foundation is established through a \$1 million donation from the Peter and Lyndy White Foundation.

## AUGUST 2009

♥ Our football team, the Hearts, win the ReCLink A-grade Grand Final at Junction Oval.

♥ Federal Minister for Housing, The Hon. Tanya Plibersek MP announces in the Mission Dining Hall a pledge by the Australian and Victorian Government of \$154.8 million over four years to reduce homelessness in Victoria. This is part of the National Partnership Agreement (NPA) on Homelessness.

♥ Attendees to the Mission fundraising lunch, Dine with the Champions, are regaled with stories from sporting greats including Andrew Gaze, Kevin Muscat and Sarah Jamison.

♥ The Victorian Government releases its discussion paper on Victorian Homelessness Strategy 2020. Our CEO speaks at the event in his capacity as Chair of the Council to Homeless Persons.

♥ Corporate volunteers at the Mission, Undertone Media take Aged Care residents out for lunch.

## SEPTEMBER 2009

♥ The Commentators Club holds its Grand Final lunch and raises \$27,000 for the Mission.

♥ The Museum of Particularly Bad Art exhibition is held at Chapel Off Chapel. The event features an IChiball Prize which recognises found or created pieces of bad artwork. The proceeds are donated to charity, including Sacred Heart Mission.

## OCTOBER 2009

♥ Masterchef judges, Matt Preston, George Calombaris and Gary Mehigan visit the Mission's Meals Program and help to serve meals.

♥ The sixth Style Mission fundraising event is held at KPMG's stylish Banking Chamber on Collins Street with proceeds raised for the Mission.

## NOVEMBER 2009

♥ J2SI commences and staff members begin to work with the 40 supported participants.

♥ FareShare sources and stores three, one tonne bags of toasted muesli for the Meals Program.

♥ The Client Representative Group launches the Client Rights and Responsibilities poster.

## DECEMBER 2009

♥ Queens Road residents display their artwork in the 'Mind the Gap' exhibition at the Degraeves Street subway, near Flinders Street station. Sacred Heart Mission distributes more than 700 Christmas hampers with the help of an army of volunteers from Ernst & Young.

♥ People line up for more than six hours to participate in 'Sacred Heart Tattooing' day at Korpus Tattooing in Brunswick. The store donates the proceeds from each heart tattoo, raising \$5,000 for the Mission.

♥ Two of our longest serving volunteers are nominated for the 2009 Port Phillip Civic Awards. Gary Epple, who has particularly helped with the Sports and Recreation Program, is shortlisted for Citizen of the Year. Sr Assumpta Kent who helps regularly in the Dining Hall, hostels and op shops is nominated for the Seniors' Award.

## JANUARY 2010

♥ A total of 206 different women access Women's House, making it the busiest month for the year (180 women each month is the average).

♥ It is also the busiest month for both breakfast and lunch at the Meals Program with 6,502 and 11,645 meals served respectively.

♥ Our CEO delivers two presentations at the Australian Government's Social Inclusion Conference held in Melbourne on homelessness in general and J2SI.

## FEBRUARY 2010

♥ Corporate 2020 after work cricket games kick off at Fawkner Park. Hosted by Master Blaster Sports & Entertainment, Sacred Heart Mission is the recipient of proceeds raised from the competition.

♥ J2SI is runner up in the Catholic Social Services Australia Award for Innovation that is announced in Canberra.

♥ Our CEO speaks at the Catholic Social Services Australia conference in Canberra on a panel with The Hon. Tanya Plibersek MP in relation to the roll-out of the Federal Government's White Paper on Homelessness.

## MARCH 2010

♥ Together seven staff members and seven people who use the Mission's Sports and Recreation Program compete in the Brooks Sprint Triathlon at Catani Gardens after weeks of training.

♥ The Clinic is nominated for the Premier's Community Volunteering Achievement Award, in recognition of the vital contribution made by volunteers to the provision of service.

♥ Women's Services celebrates International Women's Day with two pampering days.

♥ The Women4Women cocktail party at Carousel in Albert Park raises \$68,000 for Women's House.

♥ Launch of QReview, a newsletter by Queens Road staff and residents as part of the 'It's My Home Too Project.'

♥ The Mission receives a Compassionate Employer Recognition Award which recognises an exceptional level of care and compassion shown to employees following the death of a loved one.

♥ An additional doctor is recruited to the GP Innovations Program which results in the number of appointments increasing by almost 40%.

♥ The annual Clinic survey is conducted, with clients rating service delivery an average of 9.4 out of 10.

## APRIL 2010

♥ Launch of the Ernie Smith Award; a staff recognition award for outstanding achievement and demonstrating behaviour that is consistent with organisational and staff values.

♥ Anzac Day is commemorated at the aged care hostels with a memorial followed by a game of Two-up.

♥ A Strategic Planning Group is established to formulate the Strategic Plan for 2011 - 2014. Group includes representatives from external agencies, Board of Governance, and management.

♥ The annual survey of Sport & Recreation Program participants returns very positive responses, with participants rating their physical and mental health improvements as 3.8 and 3.9 respectively out of 5. The respondents rate their satisfaction with the program as 4.3 out of 5 in relation to respect and welcome experienced.

## MAY 2010

♥ A combined effort by the five op shops break the record for monthly takings with a total of \$242,447.

♥ The Annual Meals Program survey is conducted by members of the Client Representative Group over a two week period. A total of 125 people are surveyed and return very positive results. Respondents rate the welcome and safety of the Dining Hall at 8.5 out of 10, and the nutrition and taste of the food provided as 7.9 out of 10.

♥ Fr Ernie speaks to volunteers about his experiences at the Mission as part of National Volunteer Week.

♥ The Hands on Health Clinic celebrates its 21st birthday during National Volunteer Week. All health practitioners and receptionists are either volunteers or students.

♥ A total of eight school presentations about homelessness and the Mission are given to De La Salle Year 8 classes throughout the month as part of our school education program.

♥ Additional funding is received to boost services provided at our Queens Road rooming house.

## JUNE 2010

♥ A Quality Improvement and Community Services Accreditation review team assesses the Mission against a number of standards. The results find we not only meet all 81 standards but exceed in three of the core standards relating to human resources, financial management and consumer rights.

♥ An entertaining night with musicians and comedians at The Heart of St Kilda Concert, Palais Theatre makes a surplus of more than \$70,000 for the Mission.

♥ Rotary St Kilda donates \$18,000 from the proceeds of the sale of its Relish cookbook.

♥ Aged Care residents are taken to the Melbourne Aquarium for a day outing.

♥ The recruitment of extra therapists enables the Clinic to now open a full five days per week.

# THE SACRED HEART MISSION TEAM PERSONALLY VALUE

## ♥ TRUST & HONESTY

We maintain the trust of the external community by striving to provide the best service possible, with integrity and honesty.

We provide an open and positive learning environment through appreciation and belief in one another.

We provide a transparent and inclusive decision making process, encouraging input from staff affected by these decisions.

We develop trust within the team through respect and appreciation of those we work with

We strive to be true to ourselves, to our own values and to those of the Mission.

## ♥ FAMILY

We have the environment and willingness to offer support to you as part of our family.

We welcome, appreciate and recognise who you are, the difference you make, and your place in our family.

As a family we may disagree, but in true family fashion we resolve our conflicts with respect and dignity.

Your family is important to our family. We accept each other as part of the family, seeing past the worker and recognising the person.

## ♥ HAPPINESS & FUN

We are creative and spontaneous in learning and achieving.

We are inclusive, positive and encouraging in our communication with others.

We recognise that it is important to have fun in the workplace and respect each other while doing so.

We strive for the safest and most positive work environment available to us.

## ♥ FREEDOM

We respect individuality and diversity.

We foster, value and respect the creative participation of each individual in their various domains.

We are proactive participants in the Mission's journey, with the freedom to have active involvement in the decision making process.

We are able to critique without it becoming personal.

We value our workplace culture of flexibility, autonomy, support and opportunity.

## ♥ LOVE

We love the work we do.

We recognise that simple acts of kindness are great acts of love.

We work with compassion and commitment towards a common cause which promotes a sense of community spirit.

We build relationships that are respectful and empowering of ourselves and others. These behaviours support each of the values and allow each team member to be personally responsible for living the values.



# YES, I WILL SUPPORT THE VITAL WORK OF SACRED HEART MISSION



MR / MRS / MISS / DR

FIRST NAME

SURNAME

ADDRESS

SUBURB

POSTCODE

TEL (HOME)

(WORK)

MOBILE

EMAIL

I WISH TO MAKE A DONATION OF  \$45  \$120  \$250  MY CHOICE \$

ALL DONATIONS ARE TAX DEDUCTIBLE

PLEASE FIND MY CHEQUE ENCLOSED TO SACRED HEART MISSION

PLEASE DEBIT MY CREDIT CARD  VISA  MASTERCARD  AMEX AMEX SECURITY PIN

CARDHOLDER'S NAME

EXPIRY DATE

TODAY'S DATE

SIGNATURE

## PLEASE SEND ME INFORMATION ON

REMEMBERING SACRED HEART MISSION IN MY WILL  BECOMING A VOLUNTEER

## PLEASE SEND TO

SACRED HEART MISSION, 87 GREY STREET, ST KILDA VIC 3182  
1800 4 HEART (443 278) [www.sacredheartmission.org](http://www.sacredheartmission.org) ABN 62 843 874 179

*Thank you for your support!*

Sacred Heart Mission follows the National Privacy Principles. Be assured your details remain confidential and are not supplied to other organisations



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