



# Lifeworks

...when relationships matter



Annual Report 2011



# Contents

From the Chairman and CEO.....	1
Counselling Services.....	4
Education Services.....	5
Family Violence Prevention Services .....	8
Family Dispute Resolution Services.....	9
Business Services.....	12
Marketing and Communications.....	13
Occupational Health and Safety.....	15
Corporate Services.....	17
Financial Statements.....	19

## **LifeWorks Relationship Counselling and Education Services**

Level 9, 255 Bourke Street Melbourne, 3000

T 8650 6200 F 8650 6299 E [lifeworks@lifeworks.com.au](mailto:lifeworks@lifeworks.com.au) W [www.lifeworks.com.au](http://www.lifeworks.com.au)

LifeWorks provides professional counselling, relationship education programs and family dispute resolution services for individuals, couples, families, children and adolescents. LifeWorks also provides Employee Assistance Programs, counselling, dispute resolution and customised training for organisations and their employees.

LifeWorks serves the Victorian community by promoting positive relationships for the achievement of wellbeing and the fullness of life. LifeWorks reflects a compassionate concern for those experiencing relationship difficulties, isolation and hurt and celebrates the joy of positive relationships.



# From the Chairman and CEO

The reporting period, 2010 – 2011, has been a period of consolidation and one of affirming our commitment to our core services of counselling, education and dispute resolution, along with Business Services which, as reported last year, continue to be a very significant and vital part of our fund raising efforts.

We have continued to focus on our Strategic Business Plan to ensure that our efforts and scarce resources are appropriately applied and attuned to the outcomes that are required by our funding bodies and our very dedicated Board.

It is pleasing to report that during the year we saw 3,645 clients in fulfilment of our contracts with the Commonwealth Department of Families, Housing, Community Services and Indigenous Affairs (FaHCSIA) and the Department of Human Services which funds our Men's Behaviour Change Program in Wyndham.

Many more clients were supported through telephone calls and referrals to other agencies. The year's achievements represent, again, an extraordinary effort by all staff—our practitioners and administrative staff—and we are enormously appreciative of their efforts.

Although LifeWorks will continue to monitor "client throughput" in numerical terms, FaHCSIA has very wisely determined to give greater consideration to qualitative outcomes for our mutual clients.

In seeking to make Family Support Programs easier to access and more supportive for vulnerable children and families, the government is now asking services such as LifeWorks to ensure we more actively attend to the multiple difficulties often faced by families, and recognises that this may require longer periods of intervention with fewer but more complex families (including Indigenous families). LifeWorks very much welcomes the opportunity to work in this more extensive way with clients.

Another very exciting part of the reporting period was the re-branding of the organisation through the introduction of a new logo, changes to our profile and website. We hope you will agree that the new website and logo better brings to life the very important work we do with the complex and critical issues that our clients face at various relationship and life stages.

At the end of the reporting period, we have gained much ground after our move in May 2009 and all the hopes that we had for the new location are being realised as we build the organisation for the future.


Together, we thank our colleagues on the Board of LifeWorks, our managers and staff for ensuring another successful year for our many clients and the organisation.

**Peter Harcourt**  
Board Chairman

**Kaye Swanton**  
Chief Executive Officer

promoting  
positive  
relationships



A woman with long dark hair, wearing a black blazer and a teal floral corsage, is smiling and holding a white sign. The sign has handwritten text in black ink. She is also wearing a teal beaded bracelet on her left wrist.

6,742  
counselling  
sessions  
for  
2,635  
clients



# Counselling Services

Following a period of re-establishment after significant changes to the structure of our counselling staff time fractions in the prior reporting period, the 2010-11 financial year has been characterised by consolidation. We have placed an emphasis on increasing client access and staff capability, as well as ensuring the highest quality assessments and interventions that LifeWorks can provide.

With a primary focus on meeting and exceeding client expectations, there has been an increase in after-hours sessions offered at our larger branches. This has been achieved via strategic recruitment as well as a student placement program concentrated on afternoon and evening appointments.

A strong relationship with Deakin University has provided our clients with access to high quality post-graduate Clinical Psychology Masters' Candidates supported by both LifeWorks and the University's clinical supervision, assessment resources and oversight. This has strengthened our capability to respond to significant mental health issues at a time of increasing complexity in client presentations.

Our Branch Managers team is a highly skilled and committed group, with significant experience in diverse domains such as family violence, teaching, forensic and counselling psychology. This reinforces our capability to respond to increased casework complexity through clinical supervision of staff and the ability to respond to and manage increasing risk. To support the leadership of the Branch Managers, monthly meetings allow us to systematically address operational issues and to continue to refine internal processes.

LifeWorks continually strives to foster clinical excellence in all its practitioners. This depends, in part, upon the professional community that directly surrounds them. To this end, our Branch Manager team provides high quality supervision supported by internal and external professional development opportunities, targeted at identified areas of need. This year our internal Professional Development expert series have covered the Family Law Act and Post Traumatic Stress Disorder. LifeWorks also continues to rely on the expert knowledge of external clinical supervisors who are such an important part of our quality assurance system.

The Employee Assistance Program (EAP) also continues to expand and targets for throughput and revenue were exceeded in the reporting period. Counselling Services have exceeded contracted Government requirements for client throughput within a context of reduced counselling staff indicating increased efficiency.

The next twelve months will see a focus on increasing opportunities to provide counselling services within new client groups, which promises to be an exciting phase within the evolution of LifeWorks and our support for families in all parts of our community.

**Meredith Brown**  
Manager, Counselling Services



# Education Services

During the reporting period, the Education team at LifeWorks has consistently provided the highest quality group and individual psycho-educational interventions to a broad range of clients throughout Victoria. With the inclusion of our Early Intervention Services (EIS) in Broadmeadows and Chadstone, just under one thousand clients have been seen throughout the year.

Our strategic focus is now being applied toward developing an increasingly flexible and responsive policy of program delivery. This policy direction has meant adaptation of current program delivery modes to incorporate an increased uptake of clients requiring customised programs such as court-ordered, CALD, and other clients with special needs referred by external agencies and networks. To this end a progressive revision of policies and procedures underpinning service delivery is being undertaken.

Historically, LifeWorks has gained a great reputation for its extensive portfolio of couples and pre-marriage programs. These programs provide an opportunity to contribute to relationship health in our general community via early intervention at the relationship formation stage.

In this endeavour we have worked hard during the reporting period to strengthen our connection with the civil and religious celebrant referral networks. We have also commenced delivery of pre-marriage programs within an e-learning context to enhance our service provision to remote and regional clients.

In a collaborative partnership between the New Hope Foundation, elder members of the Ulang Nuer Community Association of Australia and the Chadstone Family Relationship Centre Early Intervention Service, the LifeWorks Education team designed and successfully delivered a 'hands-on' relationship education program to members of the Sudanese Australian community in the City of Casey and surrounds.

The program known as Strong Marriage=Strong Children=Strong Communities aimed at strengthening family relationships and mitigating the effects of family violence. Design of such a program posed significant challenges. In particular, an emphasis was placed on creatively facilitating an experiential learning opportunity for participants whilst reducing the spoken and written language component. The effort required to develop a suitable modality of presentation that would transcend both cultural and language barriers was well rewarded with the positive feedback received from the participants, the partner organisations and the recent invitation received to repeat this outreach again in 2012.

LifeWorks was also pleased to accept an invitation to work with the Melbourne Storm Rugby League Club for a second year. This year's project aimed to engage young people from Indigenous backgrounds in a long term mentoring project that focused on health and wellbeing and promoted in its participants a positive sense of self, a developing awareness of personal empowerment and attitudes of respect, responsibility and connectedness.



Participants of the Melbourne Storm Rugby League Club program and project leaders.

The target group was a group of Indigenous young people involved with the Bert Williams Centre in Thornbury.

Initially the Melbourne Storm players participated in ten hours of training with their peers supported by LifeWorks' facilitators. Competencies undertaken as part of that training will be recognised by Swinburne TAFE towards Certificate or Diploma qualifications.

A social "Meet and Greet" session of both players and young people at AAMI Park was a huge success. Together they were able to share ideas about how the program would operate. LifeWorks' staff then met with all involved on eight occasions, overcoming delays to the program caused by volcanic ash, player scheduling and young people being unavailable.

The sessions were characterised by a genuine sharing of life experiences and thoughts about how to manage everyday situations as well as a sense of fun created through the team activities. A project review is being formally undertaken through pre- and post- tests for both players and students to evaluate the program.

As we go forward our focus will continue to be on developing collaborative networks with community organisations and striving to provide quality education programs targeted to those considered most in need of such services, particularly vulnerable and disadvantaged clients.

**Cheryl Dakis**  
 Manager, Education Services





# Family Violence Prevention Services

LifeWorks has continued its strong presence in the field of Family Violence Prevention during 2010-2011. Family Violence is a concerning behaviour that crosses all socio-demographic strata, and LifeWorks maintains a firm view that intervening in this area ultimately serves our mission of promoting adaptive and supportive relationships.

The Family Violence Prevention portfolio within LifeWorks is approached on a “whole-of-organisation” basis with a number of programs and interventions that have relevance for clients who exhibit intimate partner violence or aggression within the home.

## **Men’s Behaviour Change Program (MBCP)**

MBCP continues to run nine times throughout the year across three sites, Wyndham, Melbourne City and Frankston. The program focuses primarily on intimate partner violence and covers themes such as power and control, communication, self-management strategies around anger, emotional regulation, time-out, acceptance of responsibility, and strategies for promoting responsible behaviour.

The paramount concern for the safety of women and children is supported through the exceptional work of our Women’s Contact Officers who are under contract to ensure the highest calibre of expertise in this area.

Demand for MBCP continues to be high across the sites. This reflects a number of factors, though typically there is increasing co-ordination across relevant community services, growing numbers of court ordered or legally referred men, and changing community views towards family violence and abuse.

This year, the Frankston branch has trialled a new “open group” format that enables men to join the program at any time during its cycle. Men still need to attend for a minimum of twelve sessions from their entry point. Group attendance and retention of men to the program has remained high and the men continuing after the scheduled breaks report that they “miss the group” and “miss checking in with the other men”. Wyndham and the Melbourne city sites continue the traditional format in which men begin at week one and continue through in a staggered sequence until the final session of the program.

## **Counselling**

LifeWorks’ counselling interventions offer another forum in which to target issues of anger, aggression and family violence.

These issues may emerge independent of LifeWorks’ other programs, or alternately, a client may be referred pre- or post-his/her participation in another service. Moreover, LifeWorks attempts to accommodate referrals for CALD clients involving family violence through individual sessions with the assistance of a translator.

Individual counselling offers a tailored, intensive and responsive forum in which a client can explore the aetiology of their behaviour, reflect on the impact it may have on others, and develop strategies for better managing the thinking and emotions that can underlie and precede physical violence and aggression.

**Dr Ben Jones**  
Branch Manager

**Denyse McKay**  
Branch Manager



# Family Dispute Resolution Services

In the reporting period, the family dispute resolution services again exceeded government contracted client targets. Although our government contract specifies a small number of client targets in Geelong and Wyndham, LifeWorks employs staff significantly in excess of contracted expectations to meet client demand and to recognise that, regardless of residential location, many clients prefer the anonymity of our Melbourne City branch and its proximity to their employment.

Our very skilled staff continue to move between both children's and property matters according to client need and Court referrals. Although there has been significant change in our dispute resolution unit over the reporting period, it is testimony to our staff, and sessional staff in particular, that we have been able to respond so extensively to service requests in Geelong, Melbourne City and Wyndham.

Although our contract with the Federal Magistrates Court came to an end during the reporting period there continues to be a steady stream of referrals from the Court.

With the end of the contract came the need to re-tender for the services. LifeWorks was thrilled to again be appointed to the panel of providers for counselling, mediation and conciliation services for the Court.

This, and the general demand for services, has given us every encouragement to keep building up the service, and we recognise the increasing demand for voluntary property mediation. We have also been able to meet significant requests for workplace conflict resolution services which reflects the cross pollination of the two service lines.

As reported last year, our child inclusive practice continues to be a defining aspect of LifeWorks' family dispute resolution practices and this, along with our Court work and workplace mediation, will continue to be an aspect that is built up in 2011-2012.


## **Meredith Brown**

Manager, Counselling Services

Acting Manager, Dispute Resolution Services



809 sessions run  
with 555 clients

A young woman with dark hair, wearing a white chef's hat and a white chef's jacket, is smiling and looking towards the camera. She is holding a white rectangular sign with black text. The sign reads: "worked with 2896 employees from 152 organisations".

worked with 2896  
employees from  
152 organisations



## Business Services

The Business Services division has continued to consolidate and expand over the past year. The addition of an extra Consultant and the newly created Team Administrator role have greatly assisted the capacity of the team to meet an increasing demand as well as expand our services. Another Consultant will also be commencing in November 2011 to meet our client needs. Having access to quality marketing and communication expertise has also assisted growth by raising our profile and increasing our reach into new markets.

In addition to our established workplace conflict consulting services such as investigations and mediations, we are now also delivering a broader set of leadership and team building programs. Individual and management coaching has also become a core element of our services. Delivering on-site customised training continues to be a significant component of activity.

We have recently moved into the e-learning area and were commissioned to design and deliver a customised training program for a large multinational company with staff located across Australia. This project was very successful and we are now planning to offer similar programs to other organisations.

Our client base has also widened and grown. Local government and the community sector are still major customers but we are now also working with a number of large national and multinational private companies.

In 2011-2012 the main challenges will be to continue to expand the consulting and training services while maintaining our reputation for flexible, high quality and responsive services.

**Cynthia Logan**  
Principal Consultant



# Lifeworks

...when workplace relationships matter



# Marketing and Communications

In line with LifeWorks' mission to 'promote positive relationships', greater resources have been invested into the marketing and communications department this year in order to increase LifeWorks' profile, build brand awareness and actively promote our services and reach within the community.

A new Marketing and Communications Officer role was established in February 2011 and during the second half of the reporting period, a number of key steps have been undertaken to consolidate and centralise LifeWorks' marketing activities, strategic brand management and advertising initiatives.

Most significant was the launch of the updated LifeWorks and LifeWorks in the Workplace logos and the development of a new logo mark and positioning statement; "LifeWorks....when relationships matter" and "LifeWorks.....when workplace relationships matter".

In May, LifeWorks conducted a photoshoot at the Melbourne Photography Studies College studio as part of the Photography in the Community project. This was followed by an internal photo session with photographer Mary Broome from the Workplace team and a number of volunteer models. These photoshoots provided the opportunity to capture images of real Victorians and their relationships, thereby providing LifeWorks with a portfolio of unique, quality images to utilise within our marketing activities and differentiate the LifeWorks brand.

Together with a refresh of the green and blue corporate colours, these logos and images represent the cornerstone of LifeWorks' new visual identity and are being phased in across all marketing collateral, signage and advertising materials.

LifeWorks' branding activities have also expanded digitally with the launch of the third generation website. The site ([www.lifeworks.com.au](http://www.lifeworks.com.au)) has been restructured and redesigned to provide improved functionality, appeal and engagement for current and potential clients. The new platform also allows for greater velocity and responsiveness, ensuring that LifeWorks continues to provide relevant, accessible and timely information and resources for our clients and the community as a whole. Our online presence has been further enhanced via social media channels with the introduction of a Facebook profile, Twitter feed and through the use of online advertising.

Community agencies, government bodies and specific professional groups such as the clergy or marriage celebrants, continue to act as important referral sources for our counselling services and relationship programs. In order to strengthen these relationships and ensure that LifeWorks stays top-of-mind with these groups, we have developed targeted strategies including electronic direct mail campaigns, promotional merchandise and exhibit stalls at professional events. LifeWorks also continues to have a strong presence both in printed publications and online listings within a number of industry specific, community and general public directories.

In addition to our re-branding activities, LifeWorks has been actively promoting our services through traditional media via a public relations strategy and amassed a number of clippings across a range of publications including daily newspapers, mainstream magazines and industry publications.

**Kim Edwards**  
Marketing and Communications Officer



14,201  
website  
visitors



# OH&S Committee

Peter Holmes, Manager, Corporate Services

Sue Pratt, Manager, City Branch

Mary Broome, Workplace Team Administrator

Glenys McInnes, Team Leader, Administration

Jenny Turnham, Customer Service Officer



# Occupational Health and Safety

In line with section 35-36 of the Occupational Health and Safety Act 2004, LifeWorks is consulting with employees to further develop its occupational health and safety management plan. This includes co-operative measures to promote health and safety at work, consultation and review processes, dispute resolution, risk management and training.

The Occupational Health and Safety Committee met six times during the year and the following is a summary of tasks undertaken or overseen by the committee:

- The annual audit of workplace health and safety occurred in March 2011.
- Where required, LifeWorks' firewardens have attended training provided by the Building Managers.
- Staff participated in practice emergency evacuations.
- OH&S management plan currently under review.
- OH&S policies and procedures are continuously being reviewed and updated.
- OH&S matters are regularly reported at Board meetings, and Managers and Team Leader meetings.
- Training needs in first aid are being assessed and met.

- OH&S documentation, registers and signage have been revised with ongoing monitoring and development as required.
- OH&S harmonisation changes are presently being carefully monitored and assessed to ensure compliance.
- The OH&S Committee is working through a collaborative process to ensure identification, assessment and management of both physical and psychological workplace hazards.

In addition, the committee addresses and monitors Environmental and Sustainability issues.

## **Workers Compensation**

LifeWorks 2010–11 workers compensation premium was set at 1.4064 percent of salary and wages. This was an increase on the previous financial year due to an adjustment in the industry standard.

## **Incident report**

For the period 2010 to 2011 three OH&S incidents were reported, recorded and assessed and, where necessary, appropriate changes were made to minimise further risk.

## **Glenys McInnes**

Team Leader, Administration



# Corporate Services

During the 2010-11 financial year LifeWorks further consolidated its financial position and achieved a surplus of \$50,272.

This was a great result and was achieved through the hard work and dedication of all of our staff. Our Business Services area saw strong growth in 2010-11 as did our Employee Assistance Program. Both of these services serve as an essential part of our fund raising effort to support our funded services which constitute the bulk of our work in counselling, education and dispute resolution.

Our revenue grew by 6.5% from \$3,500,807 in 2009-10 to \$3,728,853 in 2010-11. Our expenditure also increased, due to our increased activity, to \$3,675,581 which was a 6.2% increase over our 2009-10 figure of \$3,462,375.

During 2010-11 our finance team consolidated the new financial structure that was implemented in 2009-10 and started planning the introduction of electronic receipting which will be trialled in 2011-12.

Our Information Technology team implemented a totally new SharePoint based intranet for all our staff with the aim of improving communication throughout the organisation and our branch network. We also worked along side our marketing unit to rebrand our organisation and introduce a new updated website with links to social media and an enhanced e-commerce facility.

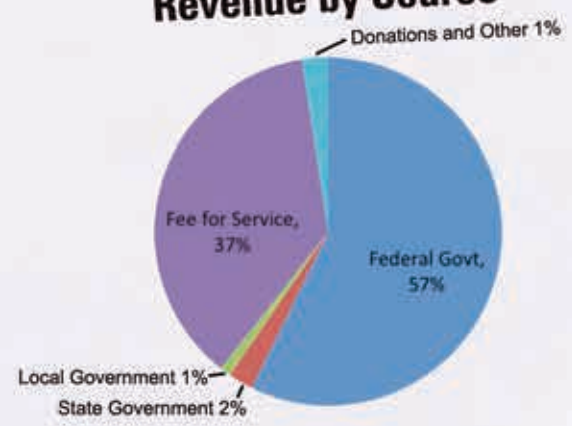
Our infrastructure team relocated our Hoppers Crossing branch office to its new premises in Johnson Avenue. This has led to enhanced services to our Wyndham based clients.

We look forward to growing LifeWorks further during 2011-12 and continuing to provide programs that promote positive relationships amongst families, in the community and the workplace.

**Peter Holmes**  
Manager, Corporate Services



### Revenue by Source





# Financial Statements

## Statement of comprehensive income for the financial year ended 30 June 2011.

	2011 \$	2010 \$
Revenue	3,728,853	3,500,807
Employee benefit expenses	-2,440,298	-2,407,479
Advertising and marketing expenses	-62,156	-44,729
Consulting expenses	-214,966	-127,410
Consortium expenses	-111,197	-128,852
Depreciation expenses	-83,235	-81,953
Employee development and training expenses	-5,516	-14,120
Occupancy expenses	-350,848	-313,585
Other expenses	-410,365	-344,247
Surplus before tax	50,272	38,432
Income tax expense	-	-
Surplus for the year	50,272	38,432
Other comprehensive income	-	-
Total comprehensive income for the year	50,272	38,432

## Statement of financial position as at 30 June 2011.

	2011	2010
	\$	\$
<b>Current assets</b>		
Cash and cash equivalents	440,158	366,700
Trade and other receivables	189,990	93,824
<b>Total current assets</b>	<b>630,148</b>	<b>460,524</b>
<b>Non-current assets</b>		
Property, plant and equipment	265,189	328,606
<b>Total non-current assets</b>	<b>265,189</b>	<b>328,606</b>
<b>Total assets</b>	<b>895,337</b>	<b>789,130</b>
<b>Current liabilities</b>		
Trade and other payables	183,801	125,987
Provisions	123,636	111,280
Borrowings	50,320	50,320
<b>Total current liabilities</b>	<b>357,757</b>	<b>287,587</b>
<b>Non-current liabilities</b>		
Provisions		
Borrowings	356,692	391,840
<b>Total non-current liabilities</b>	<b>447,857</b>	<b>462,092</b>
<b>Total liabilities</b>	<b>805,614</b>	<b>749,679</b>
<b>Net assets</b>	<b>89,723</b>	<b>39,451</b>
<b>Members' funds</b>		
Accumulated surplus	89,723	39,451
<b>Total members' funds</b>	<b>89,723</b>	<b>39,451</b>



**For a confidential appointment call 03 8650 6200 or 1300 LifeWorks (1300 543 396)**  
**For more information on our relationship programs, counselling, dispute resolution and workplace services visit [www.lifeworks.com.au](http://www.lifeworks.com.au) or email [lifeworks@lifeworks.com.au](mailto:lifeworks@lifeworks.com.au)**

**Head Office**

Level 9, 255 Bourke Street  
Melbourne, 3000  
T 8650 6200

**Melbourne CBD**

Level 4, 255 Bourke Street  
Melbourne, 3000  
T 8650 6200

**Bayswater**

1/666 Mountain Highway  
Bayswater, 3153  
T 8650 6200

**Broadmeadows**

Unit B1, 1-13 The Gateway  
Broadmeadows, 3047  
T 9355 4700

**Chadstone**

Suites 1 & 2, 41 Stamford Road  
Oakleigh, 3166  
T 9563 3555

**Frankston**

345 Nepean Highway  
Frankston, 3199  
T 9783 7611

**Geelong**

38 Myers Street  
Geelong, 3220  
T 5222 3172

**Moonee Ponds**

5 Everage Street  
Moonee Ponds, 3039  
T 8650 6200

**Preston**

648 High Street  
Reservoir, 3073  
T 8650 6200

**Wangaratta**

82 Murdoch Road  
Wangaratta, 3676  
T 5721 5700

**Wyndham**

1 Johnson Avenue  
Hoppers Crossing, 3029  
T 9974 3200