# Annua Annua Leonoria

2014

GE GENTRE

healing through play therapy







# Contents

About Be Centre	
About Play Therapy	2
Be Centre foundations	Ĺ
From the founder and chairman	ć
From the executive director	7
2014 highlights	8
Gallery	ç
2015 goals	11
Be Centre board	12
Be Centre team	13
Success stories	16
Performance and financials	18
We couldn't do it without you	19
From our kids and parents	20

Be Centre is dedicated to early intervention, stopping cycles of harm and helping children heal

# In the financial year 2014

121 children participated in Play Therapy Programs

1531 Play Therapy sessions were conducted

85 assessments were conducted

We had 2.7 full time equivalent Play Therapists

We had 1 intern

118 children participated in school holiday workshops (open to the community)

We operated  $\frac{3}{2}$  Play Therapy rooms

We opened 1 Tween Play Therapy room

## The need

A child is reported abused or neglected in Australia every two minutes.

http://www.childhood.org.au/learn/the-issue

Fourteen per cent of Australian children and adolescents aged 4–17 have mental health or behavioural problems.

http://www.mindframe-media.info/for-media/reporting-mental-illness/facts-and-stats

Even among young people with the most severe mental health problems, only 50 per cent receive professional help.

http://www.mindframe-media.info/for-media/reporting-mental-illness/facts-and-stats#sthash.lhnHLCk0.dpuf

Roughly 1 in 4 students have reported being bullied, from elementary to high school.

http://nobullying.com/bullying-statistics-in-australia

Mental illness in infancy, childhood or adolescence can have enduring consequences if left unresolved.

https://www.ranzcp.org/Files/Resources/peips\_report-pdf.aspx

Adults who were abused as children are at greater risk of experiencing problems in later life such as suicide, depression, drug and alcohol abuse, homelessness or involvement in crime.

 $www.benevolent.org. au/\sim/media/Benevolent/Think/Actingearlychanginglives\%20 pdf. ashx$ 

## The hope

Because of the rapid and dramatic nature of development during early childhood and the cumulative nature of learning and development, early intervention offers a unique window of opportunity to shift an individual's life trajectory.

Benevolent Society: Acting Early, Changing Lives p.2 2013 http://www.benevolent.org.au/~/media/Benevolent/Think/Actingearly changinglives%20pdf.ashx

# **About Be Centre**

Be Centre is a unique, registered charity devoted to using Play Therapy to help children experiencing emotional, behavioural or psychological difficulties. It was founded in 2008 and is the only charity in Australia focussed on offering one-on-one Play Therapy to children aged 3–13 years.

Be Centre recognises the importance of early intervention in helping children develop confidence and resilience which can assist them with difficulties and benefit them throughout their lives.

Be Centre has some of the most experienced Play Therapists in Australia and our core Play Therapy program has gained a reputation as a highly effective early intervention tool. We provide statistics for international Play Therapy research and our current outcomes, assessed using a paediatric assessment tool and parent/carer feedback, report 91.6 per cent of children show a positive improvement post-therapy.

Be Centre provides a safe, confidential and caring environment to help children make sense of situations and events, explore and express their feelings, restore trust and build self confidence.

Be Centre also offers parent counselling and skills courses to ensure children get the support they need at home. Research indicates that positive Play Therapy effects were greatest when a parent was involved in the child's treatment.

Our school holiday workshops provide an introduction to Be Centre and allow children from the community to interact in a safe and supportive environment.

Be Centre programs help children and their families and have long term benefits for the community. We work with individuals, families, organisations and government and are continually expanding our services to meet increasing demand.

Be Centre receives no government funding and we are grateful for the generosity of individuals and corporations which allows us to reach more children in need.

# **About Play Therapy**

A child's natural mode of learning and expression is play. While adults may use counselling to help them through difficulties, Play Therapy recognises the healing potential in play and so is especially helpful for children. Rather than focusing on talking, Play Therapy supports children's healing through a creative and experiential approach.

Play Therapy is a well-established approach which is based on a number of psychological theories. For decades it has been widely used in the UK and USA and is gaining recognition in Australia as an effective intervention and therapy.

Be Centre's Play Therapists are child mental health specialists with postgraduate qualifications.

Play Therapy is child centred, gentle and effective. It supports children through difficult times and helps them develop life-enhancing qualities such as confidence and resilience. Play Therapy can also be used to improve family relationships by helping carers gain a better understanding of children's experiences.

Children can struggle with standard counselling methods as their cognitive abilities and verbal skills are still developing. Play Therapy offers an experiential process in which children have the freedom to express themselves within safe boundaries. Through this process children can learn to understand and cope with their experiences and emotions.

During a session the child and therapist work together in a room equipped with specially selected objects to encourage the safe expression of feelings and facilitate the development of healthy behaviours. Play Therapy encourages a child's innate creativity and imagination – at Be Centre sandplay, puppets, art, dance/movement, clay and creative visualisation can all be used as part of the therapy experience.

Play Therapy offers children an experience of acceptance, non-judgement, encouragement and freedom. It supports a child's ability to work with their experiences through play, helping them grow towards healing, health and happiness.

## Play Therapy helps children:

heal from past stressful or traumatic experiences

understand emotions and express feelings explore creative thoughts and new ideas communicate problems and concerns to others

learn of new ways of thinking and behaving

enhance their interactions with parents and careers

develop ways to thrive with autism improve their social integration.

Play Therapy is a child centred, gentle and effective therapy



# Be Centre foundations

## Mission

To provide hope and healing through Play Therapy and to empower children who are experiencing emotional, social or behavioural difficulties, or who have been traumatised, to be the best they can be.

## Values

Child-centred

**Professionalism** 

**E**mpowerment

Integrity

Respect

Compassion

Trust

# Vision

Resilient children reaching their ful potential creating a brighter future for themselves, their family and the community.

# **Aims**

To provide hope and healing and empower children

To build capacity in a sustainable manner to support as many children as possible

To make Be Centre a Play Therapy centre of excellence

To promote awareness of Play Therapy as an effective clinical tool

# From the founder and chairman

My aim in founding Be Centre was to bring the healing power of Play Therapy to as many children as possible, as I have seen first hand what a successful psychological modality it is.

Since Be Centre opened in 2008 it has seen a great increase in demand for its services, with more than 5,500 one-on-one Play Therapy sessions conducted so far.

Research supports the effectiveness of early intervention in ensuring that childhood difficulties are dealt with in a timely manner so they do not grow with a child to become adult problems. My family has benefited from Play Therapy and was stunned so few services were available. Play Therapy is one of the few effective options for children and I am heartened that its recognition is growing, with the first Australian trained Masters students commencing their studies in 2015.

Be Centre does not receive government funding and we rely on the generosity of our corporate partners including CLSA, UN Ltd and CBA. I would also like to thank the Sisters of Charity, Penn Foundation, James N. Kirby Foundation and O'Neil Foundation for their support. We are grateful for the involvement of our dedicated band of volunteers who help at events and provide an array of skills and talents. We appreciate the Board for bringing their clinical expertise and business acumen to each meeting and beyond. I would also like to thank the team at Be Centre for their dedication. I know it is sometimes a difficult and heart wrenching job and I am always impressed by their compassion, commitment and professionalism.

It is wonderful to work with so many people who share my vision and passion and whose skills and expertise make Be Centre a reality.

We have come a long way quickly and there are many more children who need help. With ongoing support we can continue to make a world of difference.

## Deborah Killelea





# From the executive director

It has been a year of consolidation and growth for Be Centre. I have been with Be Centre for more than a year and witnessed the amazing power of Play Therapy in helping children deal with a wide range of presenting issues. It is a pleasure to work for a charity devoted to brightening the future of Australia by helping one child at a time.

Our clinical successes are quantified by a commonly used paediatric psychological assessment tool – the Goodman's Strengths and Difficulties Questionnaire (SDQ). Using this instrument, Be Centre's results show that 91.6 per cent of children experience positive change post-therapy. This figure far exceeds the industry average of 71 per cent.

The emphasis this year has been on supporting as many children as possible by improving systems, stabilising staffing and monitoring outcomes. We have introduced new phone systems and a fundraising database, begun working on a new website and produced promotional materials which has helped fulfill part of our strategy of raising community awareness and understanding of Play Therapy.

I have been particularly excited about developing our research to produce a culturally appropriate Play Therapy model for use in the Aboriginal community. This has been achieved in collaboration with Deakin University and Weave.

Another highlight has been the ground work to establish our first clinical hub. The Royal Far West at Manly has provided assistance with a location and we look forward to working together to ensure more children get the help they need.

For parents we have introduced counselling and the 'Tuning in to Kids' program, as we know that outcomes for children improve when parents get the support and information they need.

I am extremely proud to be part of this wonderful charity focussed on empowering children to be the best they can be. I'd like to thank our supporters, Chairman and Board for sharing our vision to help build brighter futures.

Marisa Chilcott

# 2014 highlights

Independent scoring (SDQs) showed 9.16 per cent of children completing Play Therapy at Be Centre showed positive change

86 per cent more sessions were conducted compared to 2013

41 per cent more children were assisted compared to 2013

66 per cent of sessions were community funded scholarships for children in need

The 'Tuning in to Kids' parenting course was introduced

Began investigating locations for a new Be Centre hub

First Be Centre ambassadors were appointed – Popular Channel 7 personality Simon Reeve and world class athlete and northern beaches local Nici Andronicus

Partnership established with Deakin University and Weave to develop a culturally appropriate Play Therapy program for Aboriginal children

New Tween Room opened thanks to the generous support of the CLSA Chairman's Trust

Be Centre's branding was reviewed and new promotional material developed

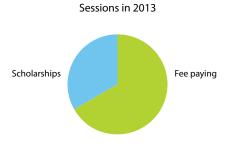
More than 250 people attended our stunning 'Downton Abbey' fundraising dinner at Dolton House in August 2013 to raise vital funds for therapy, equipment and resources

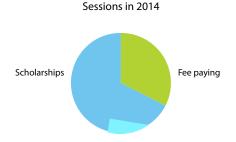
Implemented Skype clinical supervision with US-based Play Therapist Dr Jodi Mullen

Saturday Play Therapy sessions were introduced to meet demand

Creative workshops were held over each school holiday period. Highlights included drumming with John Morrison, art and craft with award-winning artist Karen Atkins and the popular Lego Club

Shirt Bar hosted an exhibition and auction of children's and celebrity art to raise funds for our Play Therapy Scholarship Program

































Bree de la Harpe and Fiona Howell at the Be Centre information table at the 'Generation Next' conference



Marisa Chilcott, Josephine Mustaca (from United Cinemas) and Gailene Keen at our charity screening of 'Thor: the Dark World'



personality Simon Reeve

Our first ambassadors, world class athlete and northern beaches local Nici Andronicus and popular Channel 7



Adam Bowles (Branch Manager, Commonwealth Bank, Narrabeen) presenting Marisa Chilcott with cheque for a \$10,000 CBA Community grant



Carol and Rachel from UN Ltd (one of our valued supporters) visit Be Centre



Dr Judi Parson (Deakin Uni), Associate Professor Karen Stagnitti (Deakin Uni) and Heather Coull (Play Therapist)



Tiinta Pearse attended the Sole Parent Expo at the Narrabeen Tramshed Arts and Community Centre



Jason Giese presenting cheque from CLSA Chairman's Trust to Gailene Keen



Emma Levy from CLSA Chairman's Trust checking out the new Tween therapy room they generously funded



Jean Hay AM, Mayor of Manly, and Marisa Chilcott at Manly Beach promoting the importance of play.



Christmas fun at Be Centre -Santa even attended!



Maryann Martin, community support manager from Dee Why RSL, talks with Marisa Chilcott during a visit to Be Centre



Be Centre ran fun art workshops at Pittwater Council's 'ARTIVITY Week'



Volunteers cooked up a storm at Bunnings Narrabeen sausage sizzles throughout the year!



Staff from Blackbaud generously volunteered their time at Be Centre to help with holiday workshops and general maintenance

# 2015 goals

First stage in development of culturally appropriate Play Therapy program for Aboriginal children in progress

Open first hub for Be Centre based at Manly

Complete 2000 clinical sessions

Establish mobile Play Room to support vulnerable children around rural and country NSW

Heighten awareness of Play Therapy as an effective psychological modality and early intervention tool.







NSW Premier Mike Baird MP created a work of art for our fundraising event at Shirt Bar. The team of volunteers from Paykel Media worked hard to ensure the evening went off without a hitch.

# Be Centre board

## Deborah Killelea

Founder and Chairman

Deborah founded Be Centre in 2008 and is Chairman of Be Centre Foundation. She is responsible for overseeing the vision of the organisation.

Deborah, along with her husband, also founded The Charitable Foundation (TCF) in 2000. TCF specialises in working with the poorest communities of the world. It aims to provide life-changing interventions reaching as many people as possible with special emphasis on targeting the poorest of the poor. TCF is active in East and Central Africa and parts of Asia. Deborah is actively involved in the projects she funds and is a founding member of Green Cross Australia. Green Cross Australia empowers people to respond to environmental change in ways that foster a global values shift towards a secure and sustainable future. Deborah's passion has always been children – her entire professional career has been devoted to working with Aboriginal children and children with physical disabilities and behavioural problems. She has a nursing background and is a recreational therapist.

# Michael Laybutt

Michael has more than 15 years' experience working within senior financial teams with more than six years as a financial controller in private and public companies.

His experience has given him valuable experience in relation to the practices, statutory requirements and corporate governance required to run a successful business.

Michael brings to Be Centre his knowledge, his business development expertise and his experience as a corporate general manager.

### Phil Nunn

Phil is a psychologist, counsellor and educator with more than 20 years' experience working primarily with marginalised and 'at risk' young people. Phil teaches courses in communication and counselling skills and provides specialised training for counsellors, teachers and youth workers about mental health issues, suicide risk assessment, substance use/abuse. Autism/

Asperger's, ADHD and conduct disorders. As a psychologist in private practice Phil offers counselling to adolescents and families, provides consultation and training to government and community service agencies, supervises counsellors and youth workers and runs groups for adolescents. His interests include alternative therapeutic approaches including using music-making and other forms of creative expression as therapeutic tools.

## Karen Oxenbury

Karen was born and educated in the UK and has a degree in Polytechnics and an Honors degree in Environmental Biology & Physical Anthropology from Oxford University. Subsequently she worked in the welfare sector before undertaking a Masters Degree in Social Work at Birmingham University. Karen worked in child protection in Yorkshire and

as a hospital psychiatric social worker and in community mental health in West Yorkshire before immigrating to Australia in 1994. In Australia, Karen was a social worker at Macquarie Psychiatric Hospital working with teenagers with chronic mental health problems. Since 2005, following the birth of her two children, she has worked at the Women's & Babies Unit at Royal Prince Alfred Hospital Sydney. Karen works mainly in the area of foetal medicine, working with women experiencing grief and loss in pregnancy.

# Be Centre team

## Gailene Keen

Fundraising and Development Manager

I wanted to work at Be Centre because it is a place where you can see on a daily basis the difference it makes. The Play Therapy services it provides to children facing serious life challenges are transformational, helping to ensure that these children can thrive and have the best possible life.



## Bree de la Harpe

Play Therapist

Post Grad Dip Play Therapy Bachelor Social Science (Counselling)

There is something so special about working with children. They never cease to amaze me, and just when I think I have seen it all, they surprise me once again. I feel both honoured and

humbled being allowed into the child's world to

walk with them on their journey. Our children are the ones who take over after we are gone and being in the mental health field has shown me that prevention and early intervention for children experiencing trauma are key in order for the next generation to be healthy and living their full potential. Be Centre plays a vital role in supporting children to be all they can be and I consider it a great privilege to play a role in this.



## Fiona Howell

Play Therapist

Post Grad Dip Play Therapy RN MHN (Credentialled) Bachelor Behavioural Science Cert Holistic Counselling Cert Life Coaching

Working for more than thirty years in the mental health field with both adults and young people, I have seen first hand the impact of unresolved childhood traumas and challenges.

Play Therapy is a gentle and respectful method of addressing these difficulties in a safe and supportive environment, allowing children to move forward and reach their potential. It is a joy and a privilege to be able to support children and families on this journey through Play Therapy at Be Centre.

I am really excited about the future for Be Centre as we continue to grow enabling more children and families to access support through the power of Play Therapy.

## Carmen Panuccio

Play Therapist/Psychologist

Registered Psychologist Post Grad Cert Play Therapy

I am so excited to be working at
Be Centre. I have worked with children
and in the disability sector for almost
ten years, mainly doing behaviour support
work. When I discovered Play Therapy three

years ago everything changed. It's incredible to witness the transformation in a child when they are able to be themselves and work through their issues in a safe environment. It's magical. Play Therapy provides the child with an opportunity to tap into and grow their self-worth and confidence. I have seen trust, value, self-esteem and resilience develop in the children I have had the pleasure to work with.

## Tjinta Pearse

Play Therapist

Post Grad Cert Play Therapy Bachelor of Arts Psychology Diploma Youth Work

Over the past 17 years I have worked as a Child, Youth and Family Support Worker and Coordinator. During this time I have offered many valuable services to parents and children. However, I feel that

often children's needs are overlooked or not prioritised. Play Therapy is a powerful medium of great benefit to children and young people. It can be used to promote healing for a huge range of issues – from mental and physical health concerns to single episodes or ongoing traumatic events – while also being a productive tool for building confidence and increasing potential for those children who are presenting mild behavioural and emotional challenges. Increasingly, research is showing that play is the key to positive attachments, increased brain development and improved resilience in children and young people.

I am so excited to be part of Be Centre, a foundation that is child and young person-focussed and offers the healing power of Play Therapy.

## Kristin Rucks

Play Therapist

MA Play Therapy BA Education with Early Childhood Studies

While working with children from diverse backgrounds for almost ten years, I have seen how children grow and develop and the impact early experiences

have on their development and wellbeing. Play Therapy provides children with a wonderful opportunity to explore their life experiences through their natural medium of communication. I feel privileged to provide children with a relationship that is crucial for sustainable change and growth by the child. There is nothing more wonderful than witnessing a child's journey to better wellbeing.

## Sophie Parkinson

Play Therapy intern

It has struck me how deeply respectful the Play Therapy approach is to children – a unique space is created in which the child feels accepted exactly as they are. From this point of acceptance the child is naturally drawn to explore and experience their own true nature. This affords them the

point of acceptance the child is naturally drawn to explore and experience their own true nature. This affords them the opportunity to work through any psychological, behavioural or emotional issues within this safe space and, most importantly, in their own time. It is an honour to facilitate and observe such a life changing process.



# Haley Blair

Administration Support and intern

It has been wonderful to see first hand how children benefit from Play Therapy and how much they enjoy the process. The kids love coming and parents are delighted with the positive outcomes.



Administration Support

I feel incredibly lucky to be working at Be Centre as it has given me the opportunity to be part of a rewarding and valuable environment which offers daily heartwarming encounters.



## Michelle Mott

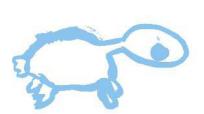
Parent Support (volunteer role)

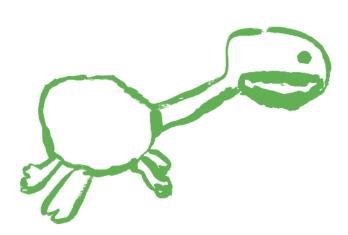
RN

Master of Counselling and Applied Psychotherapy

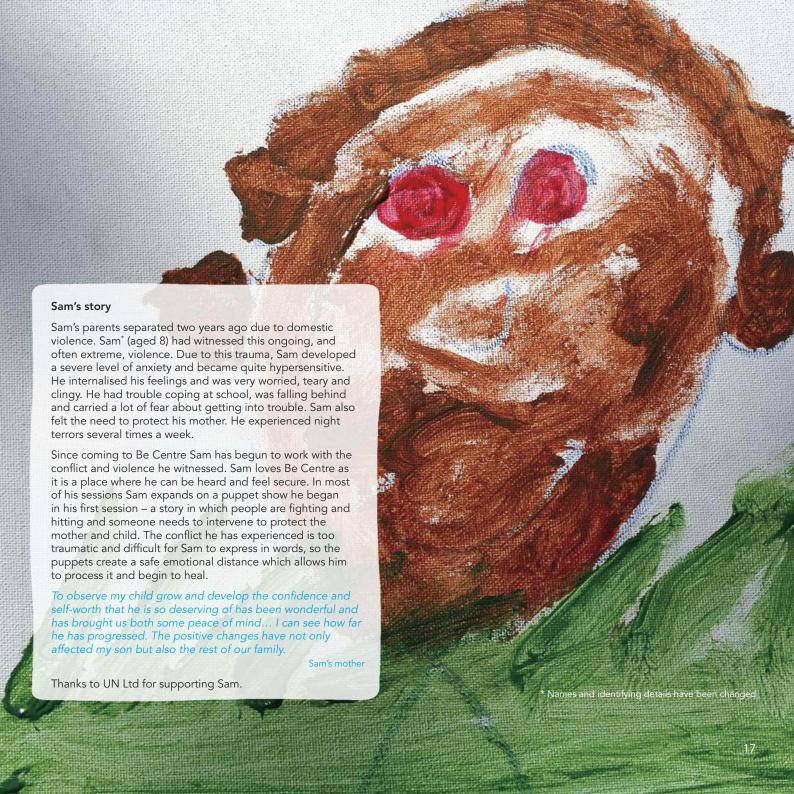
My role supporting parents at Be Centre has given me the opportunity to connect with some great people. As a psychotherapist

and counsellor I recognise that the emotional needs of parents are an important ingredient in the health and wellbeing of our children.









# Performance and financials

## How Be Centre measures performance

Financial indicators include service and fundraising revenue
Service indicators include the number of clients and sessions

Therapeutic outcomes are measured by changes in clients' SDQ scores, feedback from parents and carers and a biannual parent satisfaction survey

The number of donors, supporters and volunteers on our database.

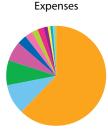
## Financial performance

Be Centre has experienced significant growth in the number of clients assisted and the sessions conducted. Be Centre received no government funding during the financial year 2014. Grant income from Trusts and Foundations has increased significantly during this time.

A copy of Be Centre's audited financial statements is available upon request.







	Salaries	\$	360,746.	.00
	Office costs		\$56,949.	.00
	Events		\$45,539.	.00
	Rent and outgoings	;	\$36,847	.00
	Consultants/superv	ision	\$17,360.	.00
	Marketing/website		\$15,484.	.00
	Play Room costs		\$11,634.	.00
	Depreciation		\$10,607	.00
	Other		\$7,736.	.00
	Accounting/bank co	osts	\$5,432	.00
	Insurance		\$5,264.	.00
	Training/conference	s/travel	\$4,850	.00
	TOI	Δι \$	578 448	00

# We couldn't do it without you

Be Centre receives no government funding and relies on the goodwill and support of the community and corporate Australia to continue to help kids in distress. This year's fundraising was up 164 per cent from 2013. In 2014 more than \$523,000 was raised from grants, trusts, foundations, donations, direct mail and events.

Fundraising events included the glamorous 'Downton Abbey' gala dinner at Doltone House, a night with 'Thor' at United Cinemas Warriewood and a number of Bunnings barbeques. Be Centre also developed Creative Holiday Workshops that help raise funds while giving kids an opportunity to interact and have fun. Some parents use these sessions to introduce their children to Be Centre before starting Play Therapy.

We would like to thank everyone who helped Be Centre by attending an event, supporting a workshop, making a donation or volunteering.

We also thank several companies who have helped significantly this year. CLSA supported the development of a Tween Room, a new funky environment which has allowed young people aged 10–13 years to have a safe, comfortable space where they can work towards becoming more confident teenagers. UN Ltd supported scholarships and organised volunteers to help at our events. The Inger Rice Foundation supported the parent's library and trained staff to conduct parenting education and parent/child relationship therapy.

## Many children benefited from community sponsored scholarships:

Anonymous	12 children
CBA Community Grant	5 children
CLSA Chairman's Trust	30 children
Dee Why RSL	3 children
Milton Foundation	3 children
Pittwater RSL	3 children
Profield Foundation	5 children
Sisters of Charity Foundation	2 children
The Rodney O'Neil Foundation	5 children
UN Ltd	2 children

Our thanks to these generous supporters.



## Thank you to our dedicated volunteers

Be Centre relies on the assistance of our dedicated volunteers who perform a variety of roles and duties with passion and commitment.

# From our kids and parents

Be Centre has helped me with so many things. I love Be Centre. I hope I never feel nervous again. When I first got here I was always angry and annoyed but after I came here l am way more happier and not annoyed and angry as much. I found my way. Girl, aged 8 It helped me find hope. It makes you feel better. You helped cure my anxiety. This place is AWESOME! It was fun and I miss you all. Thank you for helping me face my fears and have so much fun. No judgment here. I don't feel afraid of going Taught me a lot about myself and how to keep anxiety Thank you for helping me get to know who I am and being such a great support through tough times xxx. Be Centre is the one place I can come to relax, have Girl, aged 14 fun but most importantly be myself. No one else can be you because you are unique. Girl, aged 9

Play Therapy has helped Anna\* deal with her emotions better. The 'recovery' time is shorter from an outburst. Anna does not mention suicide now as a solution to her difficult emotions. I am grateful that the therapy has provided her with a space to be herself. I am also glad she is now getting play dates which is giving her the opportunity to be a normal kid. She is coping better with difficulties but still having fun.

Tom\* loved his weekly Play Therapy session. He has developed his emotional skills and is now able to regulate his emotions. This has assisted him in dealing with his frustrations and this has also assisted his family because he is generally calmer and less aggressive. We really appreciate all the help Be Centre has given us and it has definitely assisted Tom.

Play Therapy has been fantastic for us all as a family. Through the insights provided by Be Centre we have been able to unlock the thoughts of a very scared little boy who knew he was different from his siblings, but had translated that into he was not good enough. Every day I feel like we are making progress. I know we will not get everything resolved in 12 weeks but through Play Therapy I can now see the light at the end of the tunnel.

<sup>\*</sup> Names and identifying details have been changed





3/9 Apollo Street Warriewood NSW 2102 Australia

Phone 02 9986 0955 info@becentre.org.au

Be Centre is a registered charity CFN/12268 ABN 58 128 050 037

www.becentre.org.au

