



# 2017 Annual report

*“Thank you for being there  
for me all the time”*

– child, 7



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#hope #heal #onechildatime	16
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Identifying details of children and parents/carers mentioned in this report have been changed to protect their privacy



# Be Centre ten years on

Deborah Killelea  
Founder and chairman

## Ten years ago Be Centre started with one room and one Play Therapist.

The philosophy was to see what the community wanted, to see if there was a need for our service. Well, over the years we've seen that there is a clear and increasing need and it's immensely exciting for me, as the founder, to see how Be Centre has grown and blossomed in response. We're now reaching so many more people – a really broad spectrum of the community – and our new purpose-built facility is enabling us to reach even more.

We've had a great deal of help to get to where we are now and I'd particularly like to thank everyone who contributed so much and worked so hard to establish our new centre – FDC for the wonderful design and fitout, the organisations and people from our local community who helped so generously, our cherished volunteers, our dedicated Board and our amazing team, including Marisa Chilcott our executive director, Gailene Keen our fundraising and development manager and Fiona Howell our clinical manager. The collective input and energy of all those involved has resulted in a fantastic facility for our next stage of growth.

This year we welcome Mark Lollback to the Board and look forward to his expertise in business strategy really enhancing our team. This appointment is the latest step in broadening and increasing the capability of the Board to meet the challenges of growth and sustainability for Be Centre.

Play Therapy is one of the most effective forms of therapy for children. Our statistical analysis demonstrates that Play Therapy at Be Centre benefits the vast majority of the children who attend. One of our aims is to keep raising awareness within the education, medical and broader communities about the value and effectiveness of Play Therapy. Now that we have our purpose-built headquarters, we are continuing to work with our current partners and building relationships with new partners to expand the capacity of Be Centre to help more children.

A big plan for the future is to work within the education system to establish Play Therapy rooms in schools to support children at the local level. Offering Play Therapy in a school environment would improve accessibility and have a terrific amount of positive impact. This is a model which has been widely used and proven in the UK over a number of years and we aim to pioneer this in Australia.

Be Centre has come a long way in ten years and we have so much more to do. We welcome your collaboration and support to help create great results going forward.



## A big year for Be Centre!



**Moving to our fantastic new premises has positioned us for real growth, capacity-building and exciting possibilities for the future.**

Our new facilities are already allowing us to assist more children, employ more staff and deliver our services in a well designed environment that is conducive to achieving great outcomes for the families we support. We now have additional Play Therapy rooms, rooms for parent/carer interviews and counselling, a larger space for our holiday programs which help children transition to and from therapy and a place for families to enjoy some quiet time while the child is in their session. We couldn't have achieved all this without our partners and the community – FDC who facilitated the design and fitout, The Charitable Foundation who once again supported us very generously and community organisations and individuals who together contributed at least half a million dollars of donated goods and services. I'm grateful for the support of our Board who backed the idea, got involved in fundraising and took a leap of faith so that Be Centre can enter this next phase of development. I'd also like to thank the Be Centre team for their professionalism, commitment and hard work.

This year we've continued to work with our partners to develop and expand Be Centre's services. With the Benevolent Society and Royal Far West Manly we continue to work to extend our reach, including new intensive programs for children from rural areas and we're developing new partnerships with organisations that support families in crisis. We recently presented at the Australian Pacific Play Therapy Association conference the results from our Aboriginal program which has been developed in partnership with the Glebe TreeHouse, Deakin University and Weave. The support of the local Aboriginal community, our Aboriginal Community Connect worker Linda Williams and our partners has been vital to the success of the program and we look forward to developing it further. Our aim is to foster productive professional relationships to help us grow sustainably and provide more opportunities to help children in need.

We are committed to developing new ways to support families and children holistically. This year we researched and produced an extensive social impact report on our programs that has given us useful insight into the community we are part of, how our services support children and families and how we can serve them more effectively. To help improve outcomes for the children, we've been developing our support for families as a whole, including counselling and skill building for parents/carers and continuing with our fantastic Tuning in to Kids and Tuning in to Teens programs. We have achieved NDIS registration for 7–11 year olds, allowing us to improve accessibility, and we continue to assess the long term outcomes of our programs through our bi-annual family survey which follows up six to twelve months after a child has finished therapy.

We've achieved a big dream this year with our new premises and our dream now is to keep building the capacity we've created. We are looking for help with this and there are many opportunities for people to get involved including volunteering, contributing goods and services that we can include in our fundraising and marketing activities and supporting our fundraising efforts by making donations and of course by attending our annual Gala Dinner.

Once again we are so grateful for the continued and generous support which enables us to help more children each year. We couldn't do it without you.

# What we do

**Be Centre is a leading mental health charity providing Play Therapy for children aged 3–12 years. We are dedicated to early intervention, stopping cycles of harm and helping children heal from difficulties and trauma. We do this by:**

## **Supporting children**

- one-to-one Play Therapy aimed at improving emotional wellbeing, building resilience and helping them develop tools to cope with life's challenges
- imaginative small group holiday workshops for clients and the community, which further support therapeutic aims including helping children improve social skills and creative expressions.

## **Supporting parents and carers**

- recognising the crucial roles they play in the emotional wellbeing of their children
- offering skills programs to help them feel more at ease with their roles and better able to develop positive relationships with their children
- offering personal counselling through one-to-one and telephone sessions.

## **Supporting professionals**

- expert advice and training to help them increase their confidence and skills so they can improve outcomes in their work with children
- an intern program for trainee Play Therapists
- clinical supervision for those working in therapeutic roles with children.

## **Quality assurance and outcome measures**

- staff clinical supervision
- ongoing training and professional development for staff and volunteers
- regular evaluation of, and reporting on, Play Therapy outcomes
- partnerships with multiple agencies to nurture a helpful referral network.

*“I cannot thank you enough  
for being such a shining light  
in our family’s world when  
things were really difficult”*

*“Words will never be enough  
to express our gratitude for  
restoring our son’s wellbeing  
– truly a lifelong gift in healing”*

*“You have helped our little boy  
find his voice – thank you”*

*“Thank you for giving my  
children a space without  
expectations, a place to  
express their inner world and  
make their journey safer”*

*“It’s hard to articulate  
my gratitude for helping  
my family through the  
toughest time of our lives”*

## Ben's story

**Ben was six years old and very unhappy when his mum brought him to Be Centre after referral from a local welfare service.**

For much of his life Ben had been exposed to domestic violence. Ben's dad abused alcohol and his behaviour frightened Ben. He often argued with Ben's mum – sometimes so loudly that the neighbours called the police – and Ben had seen him assault her, grabbing her around the throat.

Ben was scared that his dad might kill his mum, him or his little brother. Ben was confused because although he scared him, sometimes his dad was fun to be with. Ben worried that it might be his fault that his parents fought so much.

When his dad moved out Ben felt even more confused. He became clingy and didn't want to be away from his mum – sometimes feeling sick and not wanting to go to school. He would lash out at his mum and little brother, unable to regulate his strong emotions or to articulate what he was going through. Ben was having difficulties with friendships and with his school work. His teacher said it seemed like he was carrying a heavy weight on his shoulders.

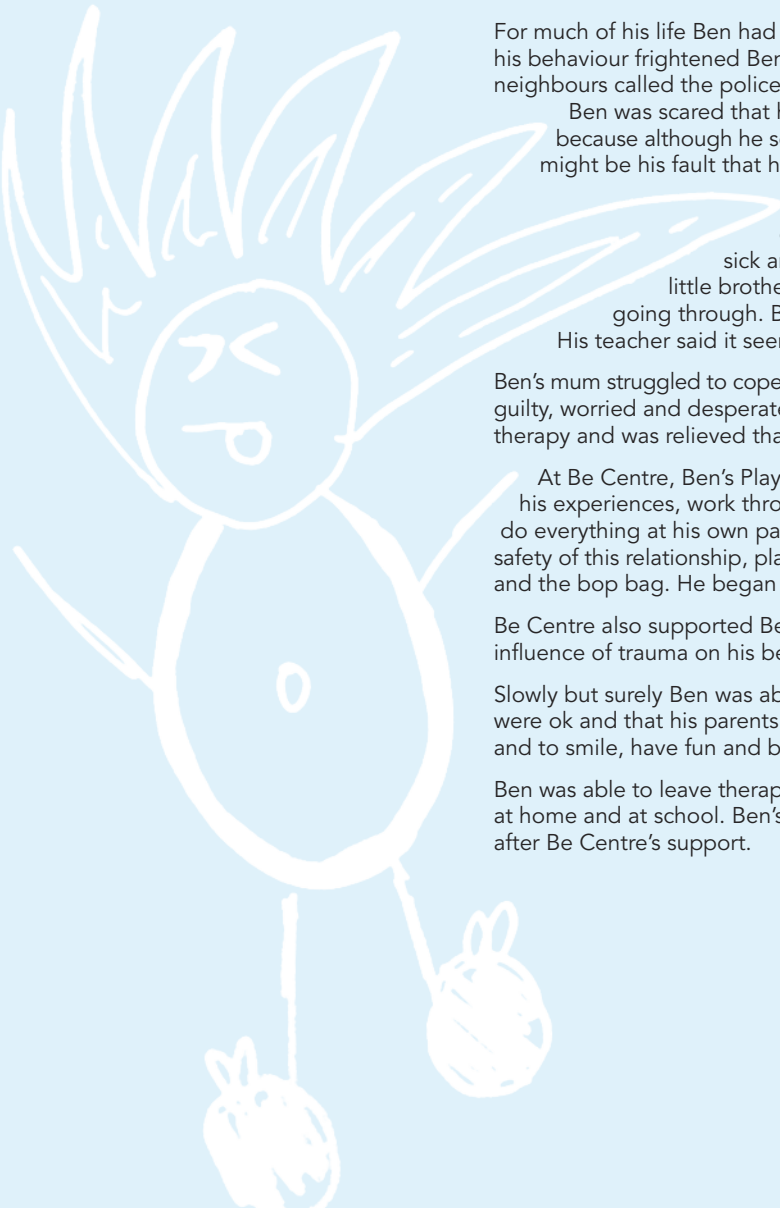
Ben's mum struggled to cope with Ben's anger and felt she couldn't connect with him. She felt scared, guilty, worried and desperate when she was referred to Be Centre. She couldn't afford to pay for therapy and was relieved that Be Centre could provide services through its scholarship program.

At Be Centre, Ben's Play Therapist accepted him just as he was. She supported him to process his experiences, work through his feelings and learn new skills. She gave him time and space to do everything at his own pace. Gradually Ben was able to trust his play therapist and, within the safety of this relationship, played out his anger, fear and worries using puppets, role plays, sandplay and the bop bag. He began to feel the weight lift from his shoulders.

Be Centre also supported Ben's mum to reconnect with him and helped her to understand the influence of trauma on his behaviour.

Slowly but surely Ben was able to move through his anxiety and fears. He learned that his feelings were ok and that his parents fighting wasn't his fault. He started to develop a new sense of self and to smile, have fun and be a kid again.

Ben was able to leave therapy with a sense of hope and has continued to improve in his interactions at home and at school. Ben's mum reported that the family is much happier and more connected after Be Centre's support.









# Our new HQ

## In March 2017 Be Centre moved into amazing new premises in Warriewood.

With demand for our services increasing, Be Centre had outgrown our original space and had a waitlist of 100+ children. Now we are set for growth with more than double our previous clinical capacity and dedicated spaces for parent support, holiday programs, administration and training.

The space presented considerable challenges for us as a small charity – it was just a shell and needed a major fitout to bring it to life and provide the specialist facilities we required. We were extremely lucky to have the support of FDC Construction & Fitout who enthusiastically came on board to help make our vision a reality. Con, Ashley, Jonathan and the team are true professionals who worked tirelessly. As well as donating a large proportion of their services they arranged for their suppliers and contacts to help with greatly reduced rates or donations, including interior designer Leigh Holt who created a wonderful aesthetic in response to our brief for a safe and welcoming environment, Steve Watson & Partners who managed the building certification process and Scaffad Australia who produced the wall decals and signage, transforming the space.

The Be Centre fundraising team was overwhelmed by the generosity of the companies and individuals who together contributed well over \$300,000 of the best quality goods and services. We are also grateful for the financial support of CLSA Chairman's Trust, Dick Smith, Profield Foundation, Rotary Club of Upper Northern Beaches, Sargents Pies Charitable Foundation, St George Foundation and The Charitable Foundation. We also appreciate our wonderful volunteers, so important to the running of Be Centre, who worked energetically over several weekends to help us clean and complete the move.

The new facility was opened on 19 May 2017 by The Hon Rob Stokes MP, Member for Pittwater, and Mr Jason Falinski MP, Member for Mackellar, at a well attended celebration breakfast.

We are very proud of the new centre and what it will mean for the many children who access our services and we could not have achieved this incredible result without our 'village' of caring companies and individuals – thank you so much.

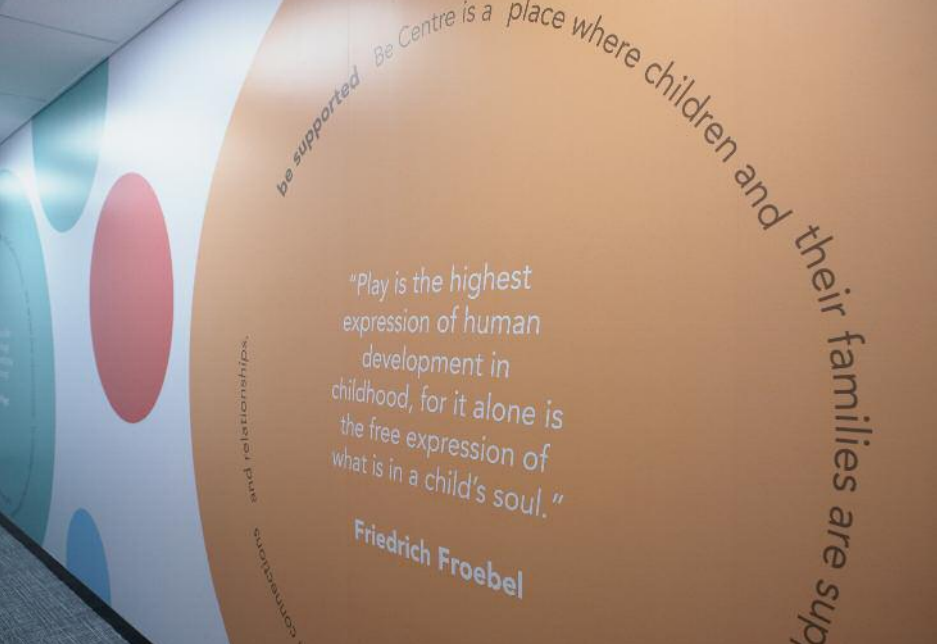
"we are set for growth with more than double our previous clinical capacity"

Active International Pty Ltd  
Alpha Floor Systems Pty Ltd  
Andrew Tang  
Audit Office New South Wales  
Belling Australia  
Brite Decking  
Bunnings Narrabeen  
Caesarstone Australia Pty Ltd  
Caroma  
CTR Imports  
Dulux Australia  
Dyson Appliances – Aust Pty Ltd  
Enware Australia Pty Limited  
FDC Construction & Fitout Pty Ltd  
Fireseed  
Fisher & Paykel  
Forbo Flooring Systems

Freedom Furniture  
Gainsborough Hardware  
Georgina Hart  
Go Get  
Group M  
Harvey Norman  
Havwoods  
Karen Atkins  
Karton Group  
Kennards Hire  
Kenneth Chu  
Kubis Pty Ltd  
Leigh Holt Interiors  
Lockwood – Assa Abloy  
Made Contracting Pty Ltd  
Methven  
Mindshare Australia

Mr Dick Smith  
Newell Rubbermaid  
Northern Beaches Council  
Northrop Engineers  
Oliveri  
Ontera  
OZ Design Furniture  
Parex Group  
Print on Glass  
Profield Foundation  
Rack Technologies  
RBA Group  
Reece Plumbing  
Rotary Club of Upper Northern Beaches  
Sam Holt  
Sargents Pies Charitable Foundation

SCAFFAD Australia  
Shades of Pittwater – Luxaflex  
Sheldon and Hammond  
Signarama Pittwater  
Smeg Australia Pty Ltd  
Sony Foundation/Sony Australia  
St George Foundation  
Statewide Office Furniture  
Steve Watson & Partners  
Stylecraft  
Surrounding Australia  
Taylors Doors and Frames  
The Charitable Foundation  
The University of Sydney  
UnLtd.  
Urban Lighting Willoughby  
Westpac



## Our new branding

### As well as a new home we also have a new look!

The amazing team from MediaCom, led by Taylor Thornton, kindly provided their services free of charge to develop new branding to represent Be Centre's approach and vision and ensure this message is communicated with clarity and strength.

The new logo is based on the idea of a nest – a safe, supportive and carefully made place in which children can rest, heal, gain strength, explore, experiment and from which they can finally take flight.

The new colour palette has been designed to evoke a feeling of strength, hope, freshness and growth.

The MediaCom team also developed the graphics for our new centre including signage, wall graphics and the wonderful colourful doors for the Play Therapy rooms.

We are currently rolling out the branding across all our collateral and social media channels.

We love it!



## 2017 in brief

logo  
new branding  
created

2130  
Play Therapy  
sessions  
conducted

social  
impact  
report produced

2  
new fundraising  
committee  
members

research  
Aboriginal program  
results presented at  
APPTA conference

8  
play therapists  
(4.2 full time  
equivalent)

6  
Play Therapy rooms  
in new centre

\$65,000  
net raised at the  
Gala Dinner

94%  
of parents/carers  
would recommend  
Be Centre to others  
- Biannual client survey 2017

153  
approx. hours of  
parent/carer support  
given at no charge

173  
children attended  
Play Therapy  
programs

3  
new interns

NDIS  
registration for 7-11  
year olds achieved and  
working on registration  
for early childhood

Play Therapy  
intensive program  
successfully continued  
in collaboration with  
Royal Far West Manly

63%  
of Play Therapy  
sessions were  
community funded

104  
children waiting  
for support





Opening of Be Centre's new premises



## Volunteers in action: Blackmores running festival, Bunnings BBQ



Ambassador Jimmy Wong conducted a team building morning with staff at Be Centre

Below: Rotary Cocktail party at Be Centre  
Right: visit from St George Foundation and presentation of grant from Westpac







Annual gala fundraising dinner





## 2018 goals

**www**  
develop  
new website

**filial play**  
introduce  
new program to  
support parents  
and infants

conduct  
**2,500**  
clinical sessions

working with  
**government**  
to broaden  
our reach

**our work**  
work towards  
maximum  
clinical capacity  
at new centre

**art club**  
establish weekly  
Art Club to help  
children transition  
from Play Therapy

reduce waitlist by  
**30%**

**interns**  
continue to  
support clinical  
education

**productivity**  
review all policies  
and procedures  
to help increase  
productivity

**partnerships**  
strengthen collaborations  
with Royal Far West Manly  
and The Benevolent Society

**awareness**  
develop a focussed  
campaign to help  
raise profile of Be Centre  
and Play Therapy

**growth**  
identify and develop new  
strategic partnerships  
to facilitate  
cost effective growth

**fundraising**  
increase fundraising  
income to support  
sustainable growth





# Creativity and community

## Be Centre's art programs foster therapeutic goals and skill-building in a small group environment.

Creative expression is one of the many tools for healing that children can use in Play Therapy. To extend the benefits that children gain from their one-on-one Play Therapy sessions, Be Centre runs a very popular series of imaginative holiday workshops and will trial a new Art Club in 2018.

Karen Atkins, an artist with a strong background in developing and facilitating art programs with children and young people, has worked with Be Centre to create the holiday workshops and Art Club, "These programs provide opportunities for children to develop their artistic skills and to enjoy ongoing materials exploration in a small group environment," she says, "As both a means of communication and an invaluable component of a child's learning and development, creative expression helps children improve their fine motor skills, learn to solve problems, develop resilience in the face of challenges and gain a sense of accomplishment and confidence."

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"I envisage our sessions as a place of fun, safety and creativity where everyone feels free to voice ideas and manifest their visions and dreams"

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Visual art is one of the main components of the holiday programs. Facilitated by Karen, children can enjoy a sensory art workshop and an art masterclass.

"In the sensory session the children explore materials, their reactions to them and ways in which they can interact with them," Karen says. "Each session is designed to elicit responses from all the senses and the children are free to explore the materials in accordance with their own needs and wishes." And things can get messy!

"It is enormously exhilarating and fun," she laughs, "We might be creating an indoor snow storm, making foam or concocting slimy brews of gloop!"

The masterclass offers a different experience, focusing on renowned artists and their techniques. "We discuss the artist's work and our responses to it, then concentrate on some technical skills such as brushwork or colour mixing and create our own versions." explains Karen. "Children explore a range of materials that offer them a rich and varied experience and they have produced some really amazing works". Be Centre is grateful to our generous supporters who donate the art materials and assist in the workshops.

Art Club, made possible by a generous grant from UnLtd and facilitated by Karen, is being developed as a way for children to practice and strengthen the skills they have learned in their Play Therapy sessions. Open only to children who are clients of Be Centre, Art Club will offer a unique small-group situation for those who need additional support to transition out of therapy with confidence and is already showing promising results.

"The holiday workshops and Art Club offer an opportunity to play, create, explore and invent in a group situation, learning from one another and sharing reactions to the events we create," Karen enthuses, "I envisage our sessions as a place of fun, safety and creativity where everyone feels free to voice ideas and manifest their visions and dreams."

If you would like to get involved in supporting our art programs please contact Gailene Keen, Fundraising and Development Manager on 02 9913 7000 or [gailene@becentre.org.au](mailto:gailene@becentre.org.au).



**I first heard of Be Centre when I attended the Annual Fundraiser in August 2016.**

I have three small children and hearing about the work Be Centre did with traumatised children really struck a chord with me. I just felt I wanted to help. I have had more than 15 years' experience working in advertising agencies and marketing departments and thought a good way to get involved was offering my time and creative skills to assist with social media.

Since then I have been preparing monthly content plans which I send to Be Centre for approval. I then post the content on Facebook and Twitter with any other adhoc news and events that come up during the month.

The content selection includes informative material such as articles on raising children, stories to help reinforce what Play Therapy is, motivational quotes to inspire, updates and news from Be Centre and topical content. I've also focussed on increasing the reach and engagement of our posts and growing the number of page fans.

I really believe in the work Be Centre does which is focusing on early intervention and helping children heal so they can create a brighter future. I feel honoured to be working with an organisation that makes such a difference.



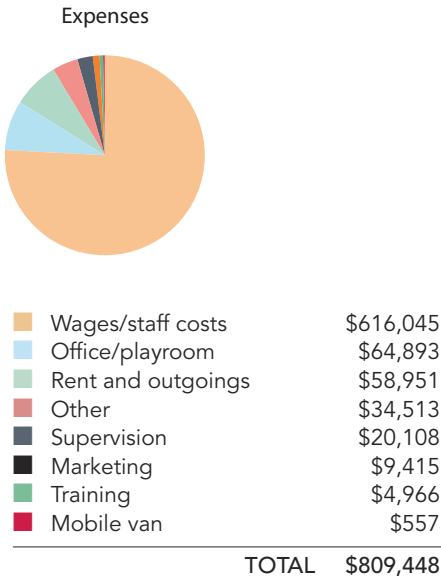
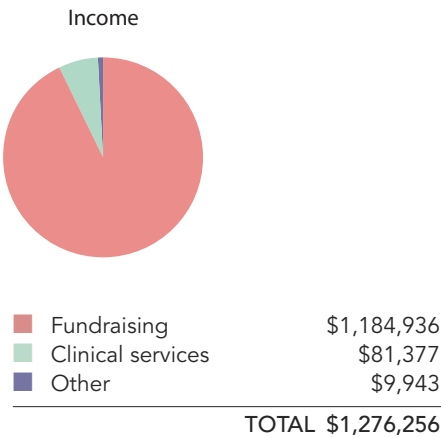
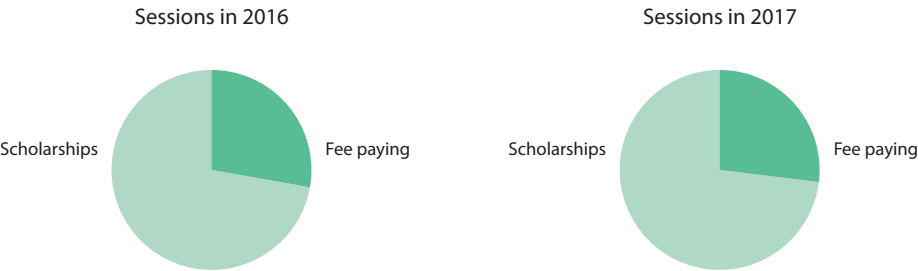
# How we work



# Finances

This year saw a major fundraising effort for the fitout and move to our new premises which was ongoing at the end of the financial year.

Demand for our services continues to grow and we are seeking support from individuals, organisations and corporations to assist us. If you are able to help please contact Gailene Keen, Fundraising and Development Manager on 02 9913 7000 or [gailene@becentre.org.au](mailto:gailene@becentre.org.au).



Full financial information can be obtained from our Annual Accounts for the year ending 30 June 2017, which have been audited, approved by the Be Centre Board of Directors and lodged with the ACNC.



## Our inspiring supporters



**Our work is only possible thanks to our wonderful supporters, who continually inspire us with their generosity and enthusiasm.**

We would like to thank Bunnings for their ongoing support through their community BBQ program, helping us connect with our local community and giving our volunteers a chance to cook up a storm; Kerryn Baird and Peninsula Pals who work tirelessly each year putting together the best Melbourne Cup lunch on the Northern Beaches; the Rotary Club of Upper Northern Beaches who are there helping wherever they can, from providing Christmas presents to brighten the holidays for disadvantaged children to sponsoring equipment or providing Play Therapy scholarships; and companies including Deloitte, Group M and UnLtd who give their time and talent to help with working bees and skilled support.

A huge thanks also to all those companies and individuals who make our major event, the Gala Fundraising Dinner such a success, either by donating goods and services or attending the evening, in particular Doltone House, Group M, Active International, Decorative Events and Simon Reeve, our wonderful ambassador, who this year gave so freely of his time to help produce a new video for the dinner as well as MCing the evening. The proceeds of the event provide us with vital unrestricted funds, giving us the flexibility and security to grow and be innovative in our approach.

Thanks also to our incredible corporate and trust/foundation partners who each year collectively provide Play Therapy scholarships to more than 100 children who otherwise could not afford to access vital therapeutic support. We would particularly like to acknowledge the support of the Property Industry Foundation who came on board this year to provide an additional four days' salary so we could employ an extra Play Therapist to help us increase our capacity in the new centre. They are also providing additional support to help us complete stage 2 building works at the centre – thank you.

Be Centre receives no government funding and relies solely on the support of the community to ensure that all children in difficulty get the help they need and deserve. We welcome new partnerships to help us continue to grow – please get in touch if you would like to be involved.

*"The Property Industry Foundation is committed to reducing youth homelessness and is proud to support Be Centre in its work helping children impacted by serious trauma such as domestic violence, family breakdown and abuse. Working together we can making a positive, life-changing impact for children and young people."*

### Help make a lifetime of difference

We rely on community support to deliver our programs. You can help children impacted by serious trauma by making a donation at [www.becentre.org.au](http://www.becentre.org.au) or calling 02 9913 7000.

# With thanks

**Be Centre could not continue to operate and grow without the dedicated work, help and co-operation of our friends, staff, volunteers and referring organisations.**

We are very grateful to the many individuals and organisations who have given us generous financial support during the past year, including:

Active International	Mark Pretty	Sargents Pies Charitable
Blackbaud	Maria McDonald	Foundation
Blackmores	Mounties Group	Silicone Valley Foundation
CLSA Chairman's Trust	Northern Beaches Veterans'	St George Foundation
Dee why RSL	Centre	The Charitable Foundation
Dick Smith	Peninsula Pals	The Rotary Club of Upper
Great Southern brewing	Profield Foundation	Northern Beaches
Grill'd Chatswood	Property Industry	UnLtd
Group M	Foundation	Northern Beaches Council
Hasbro	Rodney and Judith O'Neil	Westpac Foundation
Jaycar	Foundation	

We would also like to acknowledge the many companies and individuals who donated goods or services to ensure that programs and events are delivered to the highest quality and ensure their financial success. This year their generous contributions totalled a staggering \$269,740.00 in addition to donations for the fitout of the new centre.

Be Centre's volunteers are our brightest stars, an amazing group of dedicated and enthusiastic people whose support, whether it is admin in the office, helping at fundraising events or supporting our holiday programs, helps us to ensure that we are deliver the highest quality services to the children and their families. Sincere thanks to the following people:

Andrea Brooke	Leonie Webb	Robyn McDonald
Esther Digby	Lynley Wilson	Scott Duncan
Joy Cusack	Matt Howell	Stewart Tanswell
Kat Carrick	Megan Hamilton	Vikki Tanswell
Kate Efrat	Michelle Mott	
Lauren Crawford	Philip Keen	

During the past twelve months our volunteers contributed an amazing 3,182 hours of their time and skills to assist Be Centre, at a value of more than \$100,000.



*“Thank you helping me feel  
way better in myself”*

– child, 6

Phone 02 9913 7000  
info@becentre.org.au

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

[www.becentre.org.au](http://www.becentre.org.au)

