



Annual report 2016

66 CENTRE
healing through play therapy

I am better

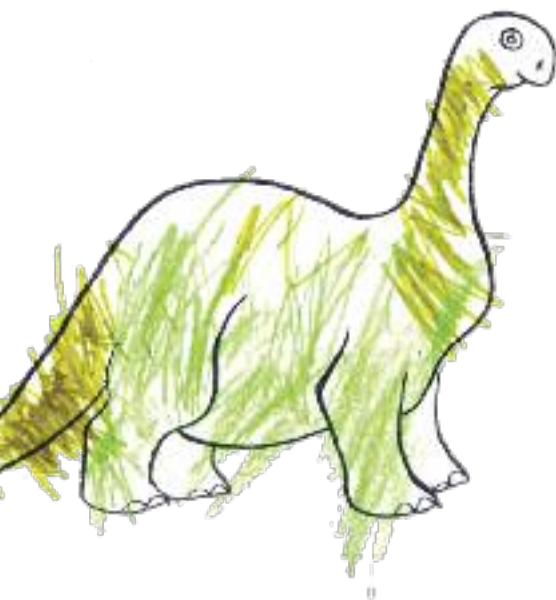
When I first came to Be Centre I felt shy and a bit scared.
My tummy felt funny. I didn't know what it would be like...
I didn't want to talk about how my dad did not live with us
anymore - it was probably my fault.

The play therapist was really kind and I could choose to play
with the toys however I wanted. I liked playing in the sand.

When I went to Be Centre the next week I didn't feel
so scared. I did pretend play with my play therapist with
the puppets and dressups.

Now Be Centre day is my favourite day of the week.
I feel safe and I have fun in the playroom. It's my happy place.
I wish I could come to Be Centre until I'm 18!

I don't feel so worried or scared any more.
My whole family feels happier.
I think I'm better!



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Identifying details of children and parents mentioned in this report have been changed to protect their privacy

From the founder and chairman

Since 2008, when Be Centre was established, we have gone from a single Play Therapist seeing 29 children in a year, to seven Play Therapists seeing nearly ten times that amount. We also offer support to parents, run workshops for professionals and offer an innovative holiday activity program to children in the community. Our clinical staff are supported by the management and administration team as well as a group of generous volunteers, including our ambassadors, who all contribute so much to the organisation.

One of the factors in our growth has been the community need for the services Be Centre provides. In response to this need we are running almost beyond capacity at our Warriewood centre. We have also partnered with the Benevolent Society to offer services at West Ryde, with Royal Far West to set up rooms at Manly and with The Glebe TreeHouse to work with the Aboriginal community in Glebe. My idea for further growth is that we continue to expand steadily. We have secured larger premises at Warriewood to improve the experience for our clients and staff and we will continue to test the need for our services in various locations, hopefully partnering with allied health organisations to establish a strong and stable network of centres.

Another factor in our growth has been the financial support we have received. Through our fundraising we have been able to secure the financial resources to expand. We love our sponsors, donors and volunteers because without them all these children wouldn't be receiving the therapy and the care that they do. As well as supporting our young clients, our fundraising has also enabled us to provide counselling to their parents and carers. Research shows that if you're supporting the family, the child has a much better outcome, so this is an area in which we would like to grow – to have the resources to offer supportive counselling to every parent and carer whose child is attending Play Therapy at Be Centre.

Statistics, and my own experience, show that children who have experienced trauma in their early lives often end up on the outside of supportive systems – leaving school, having trouble working, perhaps turning to drugs or crime or experiencing mental health difficulties. I started Be Centre to hopefully prevent these children from falling through the cracks – to help them reconcile their experiences and develop the tools to deal with these so they have the best opportunity of getting whole again and can go on to be healthy and productive adults in society.

We have an excellent, adaptable and proven approach in Play Therapy, a talented team and a good business model. We also have more than 90 children on our waiting list. To ensure sustainability to meet the increasing need for our services we need to grow. We rely on the generosity of our supporters to do that, so we are always seeking to nurture relationships with individuals and organisations who share our vision for helping children reach their full potential to create a brighter future for themselves, their family and the community. If you would like to be a part of that vision, please get in touch, we would love to have you on board.





From the executive director

Be Centre has experienced a huge increase in the need for our services. As a respected organisation within the community with a reputation for high quality service provision we have more referrals than ever before from government and other agencies, with the result that we now have more than 90 children on our waiting list. The thing that breaks everybody's hearts is telling families with children in need that they have to wait – it's heartbreaking for the families and has an impact on all our staff because nobody wants to see a family in crisis have to wait for services. To support more children and families we need to expand and this involves moving to larger premises, collaborating with more partners and training more Play Therapists. And of course, we need more funds.

Managing increasing numbers of clients has made working from our current premises really challenging so we're pleased to be moving to a larger facility in the local area. This gives us space to accept more clients, to better accommodate our staff and volunteers and to train more interns and Play Therapists. We've had great success in our collaborations with Royal Far West, the Benevolent Society, The Glebe TreeHouse and Deakin University which have been a cost effective way of ensuring more children and families get the support they need. To work towards sustainable growth we have formed a fundraising committee to assist our development manager and we're developing substantial corporate relationships to see us into the future.

We're particularly excited about the results from our work with the local Aboriginal community in partnership with The Glebe TreeHouse. Reports from the families and teachers have shown outstanding outcomes and this is so important in a community that is extremely complex and with very high levels of trauma. Lynda Williams, our Aboriginal Community Connect Worker, is an incredible woman and has been a lynchpin in the success of the program by giving us great advice, guidance and leadership to ensure we've been able to provide services in a way that is accepted by the community.

Play Therapy is a modality that we have so much confidence in because we see the positive results. Each of our clients is followed up with an assessment process and it's wonderful to see, through feedback from the children, parents and carers and also through our independent behavioral screening questionnaire, that the children are really benefitting from our services. Even though we've seen a dramatic increase in the levels of trauma, the outcomes are still outstanding, showing that the quality of service and the benefits to children are being amplified year by year. We're really excited about that and we're keen to get into our new premises so we can ensure more children get the help they need in a timely manner.

It's been a big year of growth and change and special thanks go to our staff, who have provided excellent service under challenging conditions, and to our donors and supporters without whose funding we could not exist. We really appreciate the support of these incredible people in helping us provide support to more children in need.

Be Centre is a leading mental health charity providing Play Therapy for children aged 3–13 years. We are dedicated to early intervention, stopping cycles of harm and helping children heal from difficulties and trauma.

Supporting children with:

- one-to-one Play Therapy aimed at improving emotional wellbeing, building resilience and helping them develop tools to cope with life's challenges
- filial play to help improve relationships within the family system
- imaginative school holiday workshops, for children in the community, which have therapeutic aims including developing social skills and improving concentration.

Supporting parents and carers by:

- 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 with:

- 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 was referred to Be Centre when my family was in deep trauma associated with substance abuse, disability and a host of other problems that were overwhelming us.

It was a relief when we were accepted into the program and I cannot describe the impact it has had on my two children. They are happier, more relaxed and we are working on developing a much healthier bond as a family.

Thank you – without Be Centre we would have been caught in the vicious cycle of despair that we had been living in for more than two years."



7

part time therapists
(4.1 full time equivalent)

122

children attended our creative
school holiday workshops
(open to the community)

2016 in brief

185

children participated in
Play Therapy programs

1

tween play room

5+5

parents/carers and their children
completed our 8 week 'Cool Kids'
anxiety program

6

play rooms

153

hours of
parent/carer support

2230

Play Therapy sessions
were conducted

43

parents/carers
completed our
'Tuning into Kids'
parenting program

20%

more children assisted
than last year

174

referrals were received

72%

of sessions were community funded
scholarships for children in need

2016 highlights

Fiona Howell was appointed as Clinical Manager

Hosted Bravehearts to deliver a successful Trauma Workshop for professionals

Fiona Howell was appointed as State Representative for AAPTA

Participated in the popular Blackmores Community Day and Blackmores running festival providing activities for the children's areas

Appointed as a Charity Partner for Peninsula Pals' Melbourne Cup Lunch hosted by Mrs Kerry Baird which raised a record amount

Successful annual Gala Fundraising Dinner was held at Doltone House, Jones Bay Wharf

Opened a new Play Therapy room at West Ryde in partnership with the Benevolent Society

Established a fundraising committee with Mark Lollback, CEO, Group M, appointed as chairman and Kimberly Gire and James Hancock appointed as members

Deborah Killelea, Marisa Chilcott and Fiona Howell attended the APPTA Conference in Melbourne

Officially launched our Aboriginal program at Glebe, produced a Reconciliation Action Plan and participated in NAIDOC Week celebrations

Staff wellness sessions were implemented

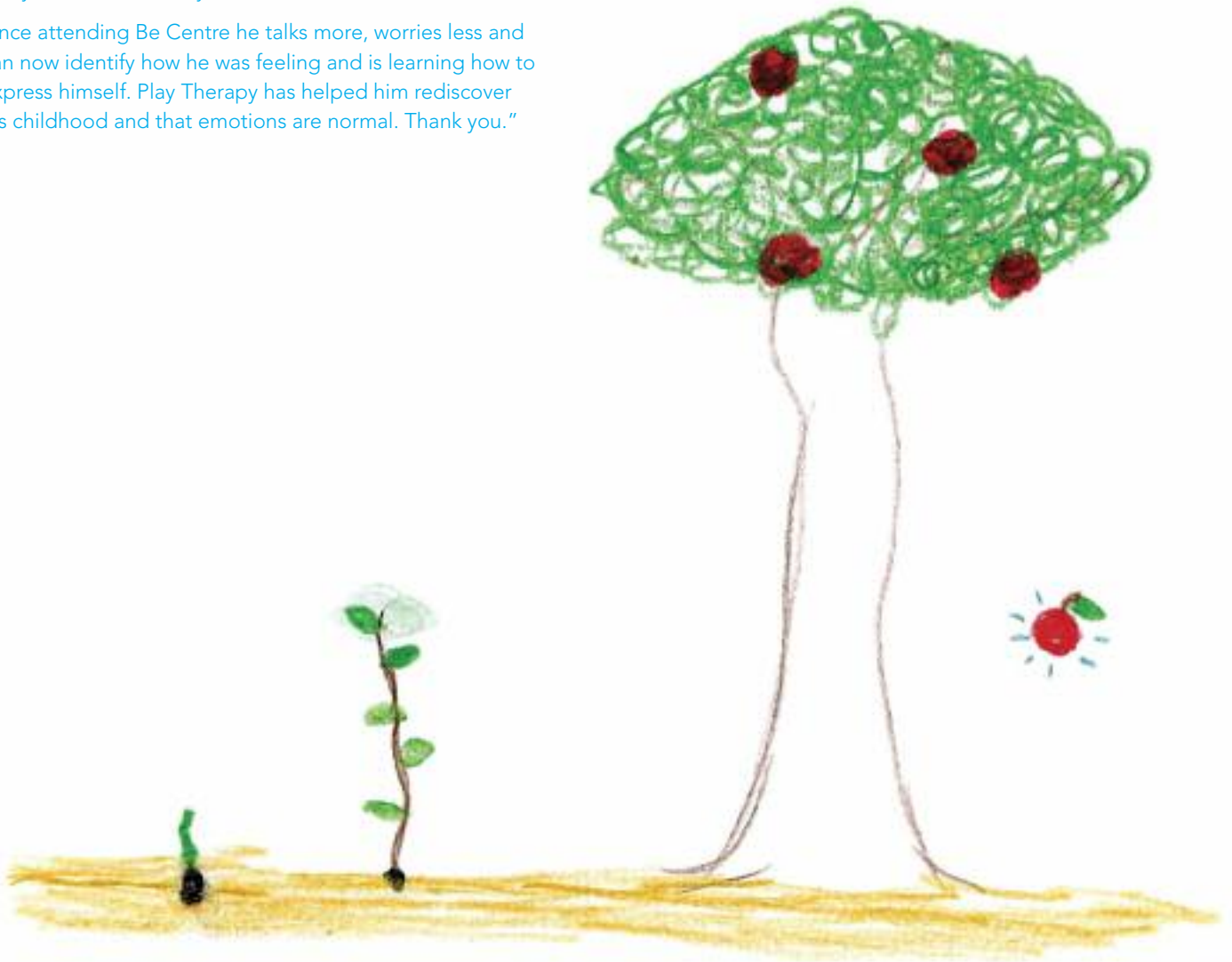
Jimmy Wong (2016 MasterChef finalist) and Tom Carroll, surfing legend, appointed as Be Centre ambassadors

Marisa Chilcott was appointed to Deakin University advisory committee

Be Centre appointed as UnLtd Growth Charity Partner

"I brought my 4 year old son to Be Centre as he was having difficulty identifying how he was feeling and expressing those feelings. He was a very quiet little boy worried about everyone and what they needed.

Since attending Be Centre he talks more, worries less and can now identify how he was feeling and is learning how to express himself. Play Therapy has helped him rediscover his childhood and that emotions are normal. Thank you."





2017 goals

"My daughter has really been struggling since the death of her father last year.

Be Centre has been great in supporting her to learn ways to deal with her grief and that it is okay to be sad sometimes. She is slowly becoming less stressed and isn't constantly worried that I will also die.

I will be forever grateful to Be Centre for giving her the opportunity to feel safe and supported during this difficult time."

Complete 2500
clinical sessions

Complete Play Therapy
pilot program and
evaluate research
undertaken with
Deakin University

Move to larger premises
to cater for increase in demand,
reduce wait list and create a centre
of excellence for Play Therapy
in Australia.

Continue our
collaborations with
Royal Far West and
the Benevolent Society

Continue learning and sharing
our expertise through training,
collaboration and communication

Raise \$400K to support
current and future growth
of our clinical program



Volunteers helping out at our play activities table at Blackmores Running Festival



Creative construction at our popular school holiday workshops



Be Centre ambassador Nici Andronicus, Mrs Kerry Baird and Gailene Keen at Government House for the launch of Peninsula Pals' Melbourne Cup fundraiser



Volunteers' cooking skills make our BBQs at Bunnings irresistible!



Everyone enjoyed a magical 'Enchanted Evening' at our annual gala fundraising event, with one lucky group securing the prize of a masterclass (above) with our new ambassador Jimmy Wong from MasterChef

Decorating cookies with
Therese from MasterChef



Group M helps out at Be Centre for their
'Power of One' corporate volunteer day

Deloitte staff learn about Play Therapy during
their 'Impact' corporate volunteer day



Deborah Killelea, Be Centre
Chairman, meets with local MP,
The Hon. Rob Stokes



Lauren Howlett from
Bravehearts and Play Therapist
Fiona Howell present a
professional development
Trauma workshop

Lindsay & Edmunds
Chocolatier raised \$500 for
Be Centre with an Easter Raffle



Grill'd Chatswood donated
\$300 to Be Centre as part of
their 'Local Matters' program



Peninsula Pals' Melbourne
Cup fundraiser was a great
day and raised a record
amount for Be Centre



"Be yourself. It does not matter what other people think of you because everyone loves you just the way you are."

Boy, 8 years



GROW



Collaboration

This year I've been really lucky to be part of Be Centre's wonderful pilot program with the Benevolent Society's 'Brighter Futures' initiative, an early intervention service for families with children at the risk of going into the family and community services system.

We've had great results and some of the keys to the success of the project have been the commitment of the Brighter Futures team, their enthusiasm and excitement at what the project could provide for their families and their openness to incorporating my recommendations and ideas. It's been lovely to work with such a big multi-disciplinary team and they have been so welcoming and really supportive, particularly in identifying appropriate referrals, helping families arrange transport to attend Play Therapy and working with the parents and carers while I conduct the sessions with the children. This has been a fantastic help in keeping the stability of the Play Therapy service going. Be Centre's team has contributed to the collaboration by providing the Play Therapy and also by being consistent and approachable, working to make sessions easy for the families to get to and making ourselves available for the parents and carers to talk to so the families can have that extra support. The teamwork has been so beneficial – it's just a really exciting partnership and it's been fun.

Everyone's thrilled about how well the program is working – the emotional scores have gone down generally with the children and we've had really good feedback from the children and the families. They've been happy with the Play Therapy and the children have progressed and been able to help themselves, so it's been good and I'm excited about the possibilities.

My hope for this collaboration is that it continues and that we can take on more clients, because it's proved how beneficial it's been for the families. It's also been important for the Benevolent Society team to have that extra support because there are so few services for younger children to help with the emotional traumas they go through. It's vital to have more funding and to maintain and nourish the relationship between Be Centre and the Benevolent Society so we can continue the program. It's so important that the families can continue to enjoy participating in the Play Therapy and relishing the benefits. That's my hope for the future.

I'm just very grateful for the opportunities I've been provided with in this project. I've had such wonderful families to work with and I'm so hopeful for them. I hope for contentment and happiness for the children, and for the families to feel a bit more in control of what's going on in their lives and to find some enthusiasm to fight for better things for themselves and not just to settle for what's been given to them.

I'm coming to the end of my work with some of the children and it's just so lovely to see how happy they seem and to see that there's such a lightness about them now compared to when we started. To me that's the biggest thing, just to see that bit of hope come back.

"We have found Play Therapy to be extremely helpful for children who have social and emotional issues and who have experienced trauma in their lives. We greatly value the partnership we have developed with Be Centre and look forward to continuing it."

Maureen Read

Team Leader

Brighter Futures Northern Sydney



Pilot Aboriginal Play Therapy program

Be Centre has been collaborating Glebe Public School and The Glebe TreeHouse to develop a culturally appropriate Play Therapy program for local Aboriginal children. The official launch of the program was held at The Glebe TreeHouse community centre in March 2016. The event was well attended, including staff of The Glebe TreeHouse and Glebe Public School and local Aboriginal Elders.

Be Centre has so far conducted 86 sessions of Play Therapy with five children affected by complex trauma. Reports from the families and teachers and from Lynda Williams, our Aboriginal Community Connect Worker, show positive outcomes and we look forward to developing this program in consultation with the Aboriginal community.

Early results of the program indicate that a culturally appropriate Play Therapy program may help improve educational outcomes for Aboriginal children. We are partnering with Deakin University to undertake formal research on the pilot program so that the benefits can be understood and made available to more people.

Left: (L-R) Play Therapist Heather Coull, Marisa Chilcott, Aunty Kath Dodd Farrawell, Kate Brennan and Lynda Williams, Be Centre's Aboriginal Community Connect Worker, in front of our therapy room at The Glebe TreeHouse

Right: CLSA Chairman's Trust donate the funds to set up our rooms at Royal Far West. David Hunt and Bree Kuenzle from CLSA (right) catch up with Play Therapist Sophie Parkinson (left)



Play Therapy in collaboration with Royal Far West

This year, Be Centre conducted more than 274 Play Therapy sessions from our rooms at Royal Far West's Elsie Hill Building in Manly, more than double the number of sessions conducted in 2015.

This has been a very successful collaboration with Royal Far West and Play Therapist Sophie Parkinson continues to work with their team to explore possibilities for developing programs to support our local clients and children visiting Royal Far West from country areas.

Sophie has also been invited to join a team of Royal Far West clinical staff who will be working for the next five years with Aboriginal leaders in the remote community of Fitzroy Crossing, WA, to improve the lives of children in difficulty by strengthening early intervention services and support. We are excited that Sophie, Be Centre and Play Therapy will be part of the program offered to the children of Fitzroy Crossing through this exciting collaboration.

"I get a happy bubble in my tummy when I go to Be Centre"

Girl, 6 years

"Be Centre is a place where we can let our heart out."

Girl, 7 years



Introducing our new ambassadors

Jimmy and Tom join our current ambassadors Nici Andronicus (businesswoman and former elite triathlete) and Simon Reeve (Weekend Sunrise Host) as amazing advocates for our work. We are grateful for the ongoing support and commitment of our ambassadors, who lend their names and profiles to help tell our story and ensure the success of our events.

"When I first researched Be Centre and saw the positive impact and extraordinary outcomes from Play Therapy for traumatised children it simply hit my heart and peeled it wide open. It is crystal clear to me that making these remarkable programs available to those seeking help is an absolute high priority, as the medium to long term ramifications of not addressing these issues for all involved both directly and indirectly may be devastating. Every young person must be given the best chance possible to open up and grow."

Tom Carroll

Surfing legend, winner of three Pipe Masters and two world titles and voted number 7 on *Surfer* magazine's list of 'greatest surfers of all time'

"I became a Be Centre ambassador because I believe in the great work that all those at Be Centre are doing for children in need, which in turn creates a better community. It is important that we reach the goal of reducing the long waiting list for the children who have experienced trauma. I pledge in whatever small way I can to help with raising the much needed funds for a larger premises and to lend my voice to this very worthy cause. My time as an ambassador has been extremely fulfilling, especially meeting the children and all the professionals associated with Be Centre. Ultimately, every child matters and we all need to continue the work to let their voices be heard."

Jimmy Wong

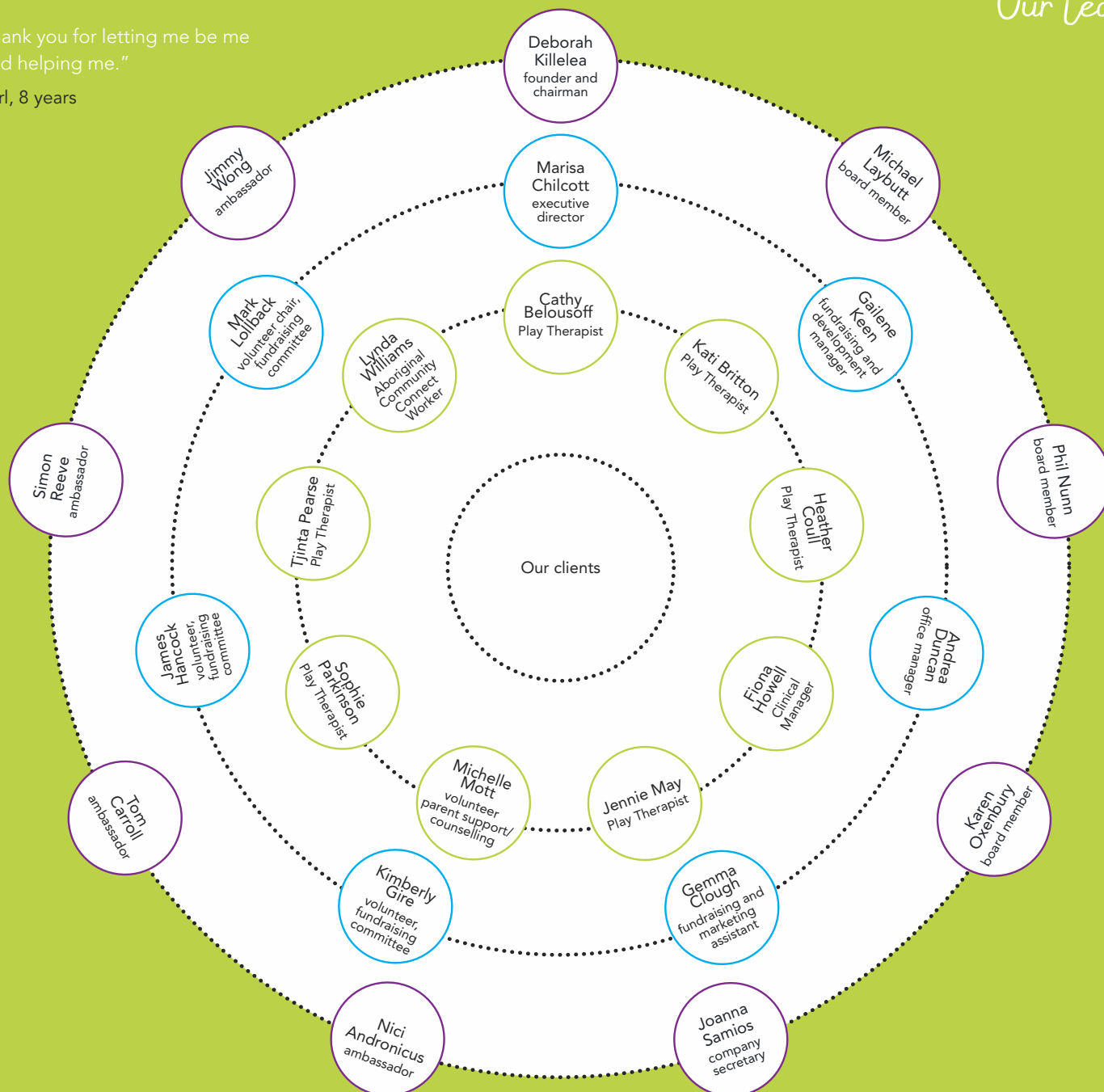
Finalist 2016 MasterChef



Our team

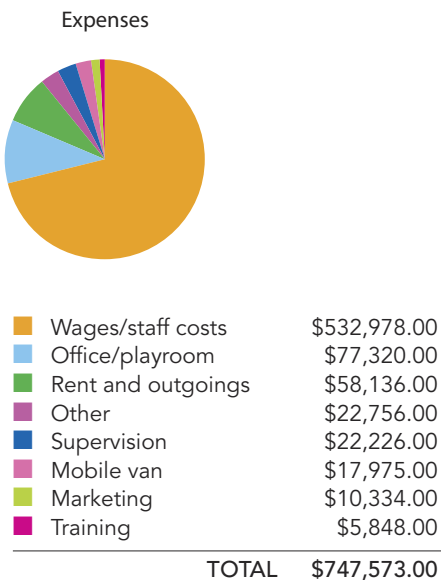
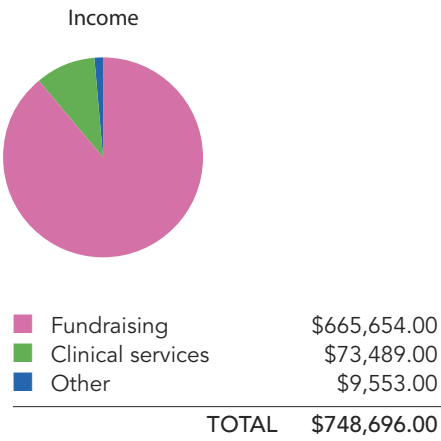
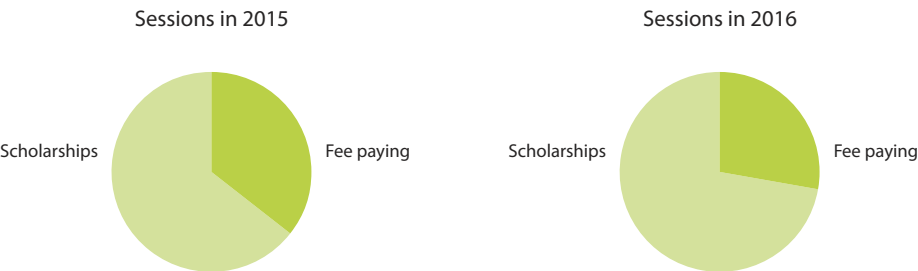
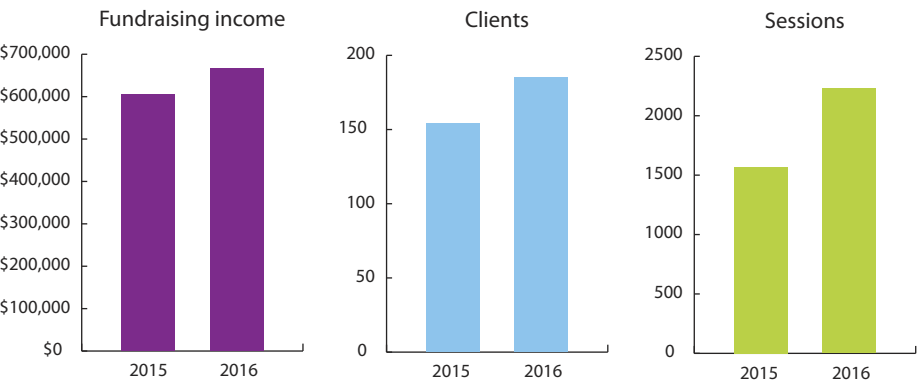
"Thank you for letting me be me
and helping me."

Girl, 8 years



Finances

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 9986 0955 or gailene@becentre.org.au.



Full financial information can be obtained from our Annual Accounts for the year ending 30 June 2016, which have been audited, approved by the Be Centre Board of Directors and lodged with the ACNC.

Funding - how you help

"UnLtd is extremely proud to be a supporter of Be Centre. We only support organisations that offer innovative and effective services with a profound affect on the lives of young Australians overcoming challenges. We see Be Centre as delivering such vital services and have every confidence that, with the added support of marketing and media strategies to build their brand and fundraising capabilities, we will see the organisation deliver its goal of reaching more children. As a team, we can achieve greatness and we look forward to seeing the work progress over the coming years."

Carol Morris

Head of Charity Partnerships, UnLtd

Our work would not be possible without our supporters, who never fail to inspire us with their generosity.

Special thanks to Bunnings for their wonderful support in hosting us several times a year for their community BBQs, to Kerry Baird and her Peninsula Pals Committee who work tirelessly to organise their fabulous Melbourne Cup Lunch and to companies and organisations including Integrated Research, Group M, CLSA, Rotary Club of Upper Northern Beaches and Ray White who have given the most disadvantaged of our clients a little bit of happiness at Christmas time by providing gifts for us to distribute or helping with working bees at our centres.

Thanks also to our corporate and trust partners who support our work by providing program funding or Play Therapy scholarships to help ensure that more children can grow up with resilience and opportunities.

We would like to offer special recognition to all those who attended and supported our events throughout the year, especially our Gala Fundraising dinner, including Group M, Doltone House, Australian Radio Network and Active International, as these events provide us with the unrestricted funds that allow us flexibility and security to grow and innovate.

Be Centre receives no government funding and relies on your support to continue to help kids in distress. We would like to thank everyone who helped Be Centre by donating, providing a gift or volunteering.

94%

of parents/carers indicated that they would seek Be Centre's services again if needed**

89.4%

of parents/carers would recommend Be Centre's services to others**

93.3%

of children showed an improvement in emotional wellbeing after Play Therapy at Be Centre*

85%

of families show an improvement in their home life**

* Impact based upon 2014/2015 data. Be Centre uses the Goodman's Strength and difficulties Questionnaire (SDQ). This is a recognised, validated tool, approved by the Department of Health, which we use to assess children's behavioural, emotional and social wellbeing before and after therapy.

** Parent/carer survey 2015

Be Centre would not exist without the dedicated work, help and co-operation of our friends – staff, volunteers, referring organisations and schools.

With thanks

We are grateful to the organisations and individuals who, among other generous benefactors, have given us financial support during the past year:

- | | |
|----------------------------|-------------------------------------|
| Active International | Mounties Group |
| Blackbaud | Northern Beaches Veterans’ Centre |
| Blackmores | Peninsula Pals |
| CLSA Chairman’s Trust | Profield Foundation |
| Commonwealth Bank Staff | Rodney and Judith O’Neil Foundation |
| Community Fund | Sargents Pies Foundation |
| Cusack Family | Sisters of Charity Foundation |
| Dee Why RSL | St George Foundation |
| Dick Smith Foundation | The Charitable Foundation |
| Golden Stave Foundation | The Rotary Club of Upper Northern |
| Great Southern Brewing | Beaches |
| Group M | UnLtd |
| Lions Club of St Ives | Warringah Council |
| Maria McDonnell | Westpac Foundation |
| Marshall Family Foundation | |

Be Centre volunteers are superstars! Whether helping out in the office or assisting at fundraising events they give tirelessly to ensure we can provide the best services to the children and their families. We would like to give special mention to:

- | | |
|----------------|------------------|
| Andrea Brooke | Michelle Mott |
| Esther Digby | Philip Keen |
| Jo Roche | Robyn McDonald |
| Joy Cusack | Simon Harloff |
| Kate Efrat | Stewart Tanswell |
| Linley Wilson | Vikki Tanswell |
| Megan Hamilton | |

Our volunteers contributed an amazing 2222.5 hours of their time this year, valued at \$97,438.

We also like to acknowledge the many companies and individuals who donated goods and services to ensure that our programs and events are delivered to the highest quality and ensuring their financial success. This year their contributions totalled a staggering \$205,305.

“My past career was in England (as a teacher, principal and government inspector of schools) where the importance of play in children’s development and learning is a cornerstone of primary education. I was impressed at how much excellent work is done at Be Centre with quite limited resources. The extent of the need for this service in our area also surprised me, both the growing number and severity of those seeking help. As a result, I have become even more committed to helping. Be Centre currently relies solely on charitable donations yet has a demonstrably high success rate in improving many families’ lives and children’s attainment and achievement at school.”

Esther Digby
Volunteer



"I like going to Be Centre because it helps me a lot."

Boy, 7 years

Make a difference

For some children learning to cope with life's challenges can be a real struggle. Every child deserves to be supported through the difficult times in their life.

We simply cannot reach every child facing difficulties without your help. There are so many ways to lend your support – taking on a sponsored challenge, making a monthly gift, attending one of our sparkling events or giving from a trust or company.

Your support will ensure that children can develop the resilience and skills to cope and to thrive.

Join our mailing list or make a donation at www.becentre.org.au



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

