

YMCA NSW EMPOWERMENT/HEALTHY LIVING/SOCIAL IMPACT

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ABOUT THIS REPORT

YMCA NSW has recently moved to a financial year reporting model. Until now, our Community Impact Report highlighted our performance for the calendar year. To make sure we don't miss anything, this report will be for the 18 month period starting in January 2016. To allow us to accurately compare our performance in future years, we've also included data specifically for 2016–17.



CHAIR AND CEO'S REVIEW



WHY WE ARE HERE

Relevance is a challenge for all community organisations with a long and rich history like the YMCA. With this in mind, all YMCA associations in Australia joined forces 18 months ago to ask ourselves some tough questions about our role in today's society.

This process has given us a new belief that not only honours our history, but reinvigorates our relevance for the years to come. We believe in the power of inspired young people is the lens through which we'll refine what we do and all of our relationships with customers, staff, partners and stakeholders.

This belief was at the core of our national – and bold – PR campaign launched in June titled #whynot. Designed to give young people a voice, it kicked off with renowned artist Boy George covering the Village People classic, YMCA. The resulting media splash provided the platform for us to highlight three issues that young people had told us they're passionate about – marriage equality, youth mental health and youth unemployment.

We all need to listen more to young people. And this important ongoing campaign is ensuring their voices are heard, loud and clear.

BECOMING THE BENCHMARK IN SAFEGUARDING CHILDREN

We're uncompromising in our commitment to safeguarding children, young people and vulnerable adults. We're now accredited under the Australian Childhood Foundation (ACF)'s Safeguarding Children Program. We've also been publicly recognised as the benchmark for similar organisations that want to improve how they protect children, young people and vulnerable adults in their care.

BREAKING THE MOULD IN BROKEN HILL

In late 2016, we embarked on an exciting new project to redevelop YMCA Broken Hill, funded largely through NSW Government's Restart NSW Resources for Regions program. A longstanding and integral part of the local community, the revamped facility will have an integrated wellness centre offering fitness and a range of community services. This project is a prototype for how we'll impact local communities in the years to come. We look forward to seeing the doors open in late 2018.

MEASURING OUR IMPACT ON THE COMMUNITY

In 2016, we moved to embedding an outcomes-based framework for measuring the positive change we create in the community. We now have a clearer picture of the impact that our community services have – and this will be crucial in informing our 2018–2020 Strategy. We are delighted that all YMCA NSW community programs are now being driven by outcomes and engaging in a continuous quality improvement process. This will ultimately support better outcomes for young people and communities, enabling us to bring our belief to life.

THE YEAR AHEAD

After launching our organisational realignment in July, the first half of 2017–18 will see us embed our new structure, helping us become more customer-centric and resilient to change. The improved lines of communication will also help strengthen relationships with all of our valued partners across NSW and the ACT.

We'll be launching our new strategy in early 2018, underpinned by our new belief. There's more change to come and there will be challenges on the way, but embracing the power of inspired young people is how we'll stay relevant and continue to impact the communities we serve.

We would like to say a sincere thanks to all of our committed staff, volunteers, community partners and stakeholders for their contributions over the last 18 months. Exciting times are ahead for YMCA NSW and we're glad that you'll be with us every step of the way.



OUR LEADERSHIP

RICHARD HUGHES

PHILIP KNOX

Director since 2016

Philip Knox is a progressive executive leader, operational strategist, and trusted advisor with a record of sound financial guidance in complex settings that demand keen business acumen. Philip has experience in driving operational and financial efficiency and establishing core metrics that optimise team performance and capital position.

*We thank our outgoing Directors Annalisa Haskell, Warwick Jones and Janise Mitchell for their contribution to YMCA NSW.

Director since 2014

Richard Hughes has over 35

years' experience in property development, investment and construction in Australia, Europe and Asia. Richard is a Member of the Australian Institute of Company Directors and is also a consultant to Transport for NSW as part of the Sydney Metro Infrastructure Project.



MARG LENNON

Chair Director since 2009

Marg Lennon is currently the

Director of Unlimited People
Potential, an executive coaching
consultancy providing mentoring
and leadership development
services to clients across a
variety of industries. Marg has
a strong background in human
resources and organisational
development and has a particular
interest in working with senior
and executive teams in the field of
transformational change.

Director since 2016

Christina Harlamb has a diverse background as a clinical optometrist and then in senior management, leading programs in health and community services across business development, policy, strategic planning and communications. Christina is the CEO of Focus Care Solutions, an innovative provider of in-home aged and disability care, specialising in dementia care.

CHRISTINA HARLAMB

SHIRLEY CHOWDHARY

Director since 2016

Shirley Chowdhary has had a number of senior and executive roles in Australian and US-listed companies and not-for-profit organisations in Asia, the United States and Australia. Shirley brings a strong sense of integrity, ethics and commitment and the courage to speak up and challenge prevailing thinking.

JONATHON REA

Director since 2014

Jonathon Rea has 25 years' experience in banking and finance and extensive NGO experience including in community health, family and youth services, housing and financial and dependency counselling. Jonathon has been a Non-Executive Director to various companies and a Board member for several non-government and not-for-profit organisations.



LEISA HART Chief Executive Officer

Leisa Hart has been the CEO of YMCA NSW since 2014 and has strengthened the organisation with a focus on creating safe environments for children, young people and vulnerable adults. Leisa is a successful global executive leader with an impressive 30-year track record across IT, HR and not-for-profit community organisations.



CRAIG FISHER Executive Leader, Finance & IT

Craig has over 20 years' experience in the finance industry including overall financial management of major organisations. Since joining YMCA NSW in March 2015 as Financial Controller, Craig has played a pivotal role in ensuring the financial sustainability of YMCA NSW.



LISA GIACOMELLI Chief Risk Officer

Lisa Giacomelli has over 20 years' experience in managing strategy and operations in community, youth and children's services and aquatics and recreation. Lisa works to provide assurance and test strategy in both commercial and community contexts. Lisa started her role as Chief Risk Officer at YMCA NSW in July 2016.



KAREN TWITCHETT Executive Leader, Human Resources & Project Office

Karen has 25 years' experience across multiple sectors, in areas ranging from general management to human resource leadership. She has worked for major organisations in Australia and Asia Pacific including News Corporation, Mission Australia and QANTAS Domestic.



LOUISA MCKAY

Executive Leader, Community Services

Louisa has extensive senior management experience with expertise in outcomes measurement, strategy and community development. Louisa has worked in NGOs and government departments, and consulted to organisations across Australia.



BREE GODDEN

Executive Leader, Brand & Engagement (job share)

Bree has more than 10 years' experience in senior communications and media roles within the utilities, healthcare, education and not-for-profit sectors. A PR expert, Bree has international experience in crisis communications and stakeholder management.



EMMA WHALE

Executive Leader, Brand & Engagement (job share)

Emma is a former journalist with extensive communications experience in NSW Government across planning, growth and strategy portfolios. Emma has been integral in reinvigorating YMCA NSW's identity and reputation.



PAUL FRANC

Executive Leader, Northern Region

Paul has extensive general managerial experience with a proven ability to steer organisational cultural change. Paul is competent strategist with excellent analytical and planning skills to drive competitive growth and productivity.

YMCA NSW BOARD OF DIRECTORS

A LITTLE ABOUT US

OUR VISION IS HEALTHIER, HAPPIER, CONNECTED COMMUNITIES.

WE BELIEVE IN THE POWER OF INSPIRED YOUNG PEOPLE.

Our core focus areas are:

▶ HEALTHY LIVING

EMPOWERING YOUNG PEOPLE

SOCIAL IMPACT

OUR VALUES

CARING

I will be considerate and respectful of others. I will listen and help clients and colleagues wherever I can.

HONESTY

I will be truthful, open and sincere in all matters. I will act with integrity and demonstrate reliability and trustworthiness.

RESPECT

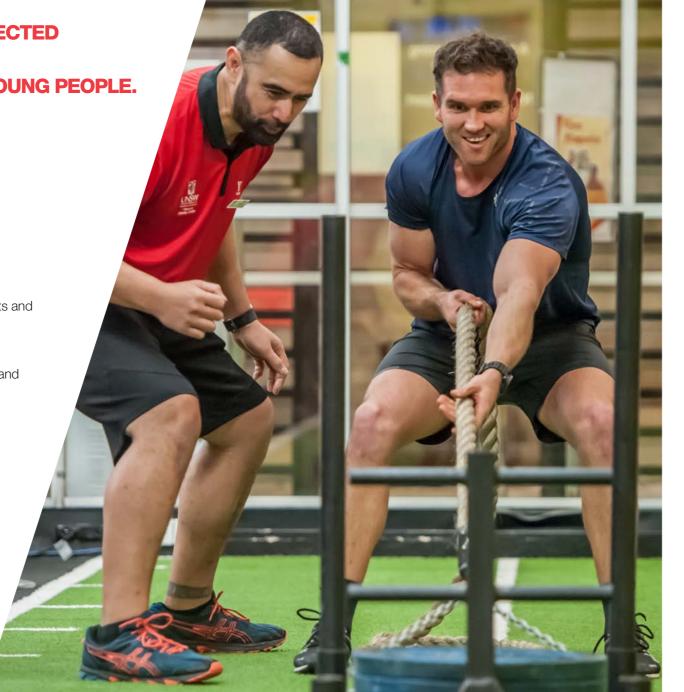
I treat people the way I would like to be treated. I will value the worth of every person and support and celebrate their success.

▶ RESPONSIBILITY

I will be accountable for my behaviour, actions and obligations. In all situations I will do what is right and ought to be done.

SAFETY

I am committed to ensuring the provision of safe environments for children, youth, vulnerable adults and families – through a child-safe lens I will always act in their best interests.



OUR STRATEGIC PRIORITIES

Strengthening foundations

We are transforming our organisation through strong leadership, clarity of purpose and clear articulation of the values supporting our culture. Our commitment is to always act in the best interests of children and young people.

Optimising services and alignment to purpose

We continually review and refresh our activities to improve access to recreation, children's services, camping and community services.

Engaging, influencing and adapting to changing community needs

Our aim is to lead by example. We work with partners and communities and use their feedback to continually improve our organisation. We advocate for and on behalf of children, young people and vulnerable adults to create environments that are safe, welcoming and inclusive.

OUR SERVICES

▶ Community recreation

We operate 25 community recreation centres across NSW and the ACT. We offer fitness, aquatics, gymnastics and indoor sports programs.

Outside school hours care (OSHC)

We operate 63 OSHCs in NSW which run before and after school care and vacation care programs.

Camping

We operate two camping sites that offer a range of activities for children, young people and adults.

▶ Community Services

We offer a range of community services that focus on youth, mental health, disability and ageing.

The funds we generate from our recreation, OSHC and camping programs helps fund our community programs. It's our point of difference.

OUR COMMITMENT TO SAFEGUARDING CHILDREN, YOUNG PEOPLE AND VULNERABLE ADULTS

At YMCA NSW the safety and well-being of children, young people and vulnerable adults is our highest priority.

The right to be able to enjoy a safe environment free from threats, abuse or mistreatment is our fundamental service commitment to our clients and communities.

YMCA NSW commits to creating and maintaining an environment that ensures all people involved in YMCA NSW activities, programs or services act in the best interests of children, young people and vulnerable adults. We take all reasonable steps to ensure their safety, welfare and wellbeing.

There is a requirement for all YMCA NSW employees, volunteers (including its Board of Directors), student placements, consultants and contractors, affiliated associations, clients, parents, guardians, families and others associated with YMCA NSW to understand the important responsibilities when it comes to child safety.

HOW WE MEASURE OUR PERFORMANCE

Tangible performance measures are front of mind for our Board and Executive Leadership team.

We measure our impact on the community by using the Results-Based-Accountability (RBA) framework. This framework is embedded in all of our community programs.

Using RBA has allowed us to build capacity so we can improve the quality of our services.



THE **IMPACT** WE HAVE **MADE**

Here's a snapshot of how YMCA NSW has performed over the last year and a half.

We'll be showing figures for both the 12 month financial year and the full 18 month period.



OUR SERVICES



FITNESS MEMBERS



MILLION FITNESS VISITS



CAMPING SITES



316,192

CLIENTS SWIMABILITY PROGRAM





LESSONS

COOMA YOUTH HUB IN 2016





CARE 74,645
SINCE JANUARY 2016

CLASSES

CARING



MENTAL HEALTH MATTERS

Our mental health program Brightside has come along in leaps and bounds, as we've worked hard to expand its reach and secure much needed funding to support the initiative.

Brightside supports people recovering from a mental health issue through a free and personalised six week fitness program

n May 2016, we launched the 10 for \$10 campaign, which gave prospective members 10 days' gym access for a \$10 donation to Brightside.

BRIGHTSIDE

571 SINCE **JANUARY 2016**



\$31,500

RAISED THROUGH THE 10 FOR \$10 CAMPAIGN **IN 2016**



SOMEWHERE SAFE FOR I YOUNG PEOPLE **TO HANG OUT**

Youth hubs are one of the wavs we support young people in regional areas Cooma Youth Hub is a drop-in centre for kids and teens aged 12-17 in the Cooma-Monaro area.

The hub is a safe place where young people can hang out. It also offers support to young people who have experienced homelessness, financial difficulty, disengagement from education and training or family breakdown.

COOMA YOUTH HUB



IN FOUR YOUTH **PROGRAMS ROLLED OUT TO LOCAL SCHOOLS**



EVERYONE DESERVES THE CHANCE TO SWIM SAFELY

Through our SwimAbility program, we run specialised swimming lessons for people with disability.

In December 2016, our pools and aquation centres took part in Swimathon – the annual fundraiser for SwimAbility – raising over \$124,000 for the program.

SWIMABILITY



3 POOLS + AQUATIC **CENTRES RUNNING :** THE PROGRAM



83% **OF CLIENTS** STATED THEY STATED THEY STATED THEY **CONFIDENT IN** THE WATER

> **WE SERVED MORETHAN** 48,000 **BREAKFASTS TO YOUNG PEOPLE** IN 2016-17 **ASPART OFYMCA BREAKFAST CLUB RUN** ONTHE CENTRAL COAST.



HONESTY

ENABLING YOUNG PEOPLE TO OPEN UP ABOUT THINGS THAT MATTER

YMCA Youth Parliament empowers young people to actively engage in their communities and nurtures their potential to lead, learn and connect. Through parliamentary education, community engagement, confidence building and teamwork, Youth Parliament creates a supportive environment for young people to voice their ideas, experiences and what they're passionate about in order to propose positive change for the future.

YMCA Youth Parliament is for young people in years 10, 11 and 12 or equivalent age throughout the state Established in NSW in 2002, the program has made a tangible impact on legislation in the state. Over half a dozen pieces of youth legislation passed into NSW law over the past 15 years, including the recent Domestic Violence Disclosure Scheme.





MAKING SURE WE DO WHAT WE SAY

We've tightened up our processes internally to ensure projects are delivered on time, on budget and up to standard. In January 2017, we implemented a new methodology

for project management, developing new tools to help our reporting, compliance





RESPECT



SUPPORTING PEOPLE IN AGED CARE

Each week, YMCA NSW volunteers connect with clients in a number of aged care facilities across NSW. It could be a trip to the movies or it might be a good chat over a cup of tea or coffee. Whatever the activity, it's about improving quality of life through social interaction.

The Community Visitors Scheme is a great start for young people who want to be involved in community services. The program is funded by the Australian Government.

45
REGULAR
VOLUNTEERS SINCE
JANUARY 2016

95%
OF PARTICIPANTS
STATED THAT
VOLUNTEERING
HAD INCREASED
THEIR SENSE OF
WELLBEING

OUR RECONCILIATION ACTION PLAN LAUNCHES

In March 2017, we started work on our Reconciliation Action Plan (RAP).
Our RAP will guide us in building better relationships with members of the Aboriginal and Torres Strait Islander (ATSI) communities – as an employer and also as part of the communities we serve.

We've engaged with Reconciliation Australia to develop the first phase of our RAP and we have appointed a project manager to oversee this piece of work.

We're currently asking our staff that identify as ATSI to be a part of our RAP working group.

5% OF OUR WORK FORCE IDENTIFY



RESPONSIBILITY

WE'RE HELPING YOUNG PEOPLE ASK 'WHY NOT?'

In May 2017, news outlets across Australia and around the world covered Boy George's re-imagining of the Village People's cult classic, YMCA. The video's release marked one of the largest PR campaigns we've ever run Australia-wide.

#whynot is designed to give young people a voice, so they can be heard on issues that are important to them. The launch of the campaign shed light on three issues that had been identified in our research marriage equality, youth mental health and youth unemployment.

The campaign website gave young people the opportunity to create change, generating letters on their behalf to Australian Government.

The next phase of #whynot is called 'Always On'. We'll be identifying key issues that young people are passionate about and creating media opportunities for them to have their sav.

Take a look at whynot.org.au for more information.





GETTING THE RIGHT SUPPORT FOR OUR CAMPERS AND STAFF

We've introduced extra support for the young people attending our camps at Yarramundi and Sydney Olympic Park Lodge (SOPL) as well as the staff looking after them.

A social worker and psychologist work alongside our camp instructors to help children that have high needs, or have a history of abuse. This allows us to respond immediately to any welfare concerns.

We're also focusing on pre-camp reviews so we can ensure we have the right support in place for the children in our care.

We're passionate about outdoor education and the benefits that young people receive from being in natural surroundings. We'll be actively promoting our camps to the next generation of young people so they can gain from the experience.

PARTICIPATION FROM YOUNG

PEOPLE IN 2016





SAFETY

TAKING THE LEAD ON THE ISSUE OF DROWNING

We started 2017 with a media blitz tackling the important issue of drownings in backyard pools, beaches and other waterways. Our CEO Leisa Hart spoke to metro, state and national media on the importance of swimming lessons in keeping children safe in the water

PEOPLE REACHED THROUGH OUR PR CAMPAIGN

NURTURING THE NEXT GENERATION OF LIFEGUARDS

We recently secured funding from the NSW Government to offer lifeguard traineeships at a number of our sites. Well trained and committed lifeguards are fundamental to keeping all patrons safe at our pools and aquatic centres.

This 12 month traineeship is the perfect foot in the door for school leavers or those that love being by the pool – and is the first step in a career pathway in recreation.

Some of our senior managers started as lifeguards with YMCA NSW, so we're excited about what the future holds.





IMPROVING SAFETY AT A SITE LEVEL

We're committed to keeping customers, staff, volunteers, partners and anyone else that uses our services safe. How we respond to incidents is crucial in improving our safety performance.

Over the last 18 months we've established a rigorous critical incident procedure that allows us to respond quickly when something happens. The new procedure also allows us to embed what we've learnt into creating a safer environment for everyone.

In June 2016 we worked with GreenCap to roll out workplace health and safety plans (WHS) for all of our recreation, camping and OSHC sites.

We formed the Aquatics Taskforce in 2016 to improve safety at our pools and aquatic centres. The taskforce is made up of representatives from centres in NSW and the ACT. So far, the group has rolled out a number of key changes such as pool supervision guidelines and in-service training for lifeguards.





HOW WE'VE GROWN

We're on a journey of continuous improvement. We're aiming to strengthen our position in recreation, children's services, camping and community services while being flexible enough to respond to new opportunities and challenges.



STRENGTHENING HOW WE SAFEGUARD CHILDREN, YOUNG PEOPLE AND VULNERABLE ADULTS

We've developed a safeguarding matrix to guide our decisions about the welfare of children, young people and vulnerable adults in our care. The matrix provides clarity for all levels of staff on what is expected when responding to any issues.

STANDARDISING OUR COMMUNITY PROGRAMS

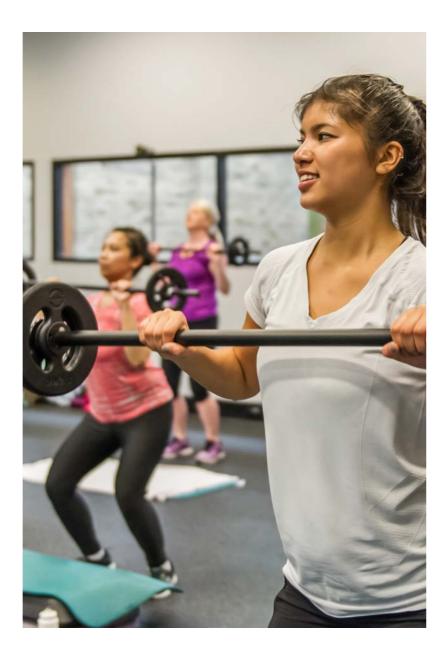
Our Community Services team has introduced a more standardised approach to delivering our community services programs. We've invested in professional development for key staff and developed a number of program manuals to improve the consistency and quality of our services.

OUR ONLINE PRESENCE GETS A FACELIFT

In April 2017, we launched brand new websites for YMCA NSW and all of our recreation and children's services businesses. It's a clean and modern design that's geared for mobile audiences but looks great on a PC or Mac. We've also developed a donation portal so that supporters can donate directly to one or all of our community programs.

BECOMING A MEMBER IS A WHOLE LOT EASIER

Customers can sign up for fitness memberships on their phones or devices through our member portal, which went live in 2016. We're currently working on bringing our OSHC booking system online, so customers can book places at the press of a button.



WHAT'S ON THE HORIZON

We're on a roll right now and we'll keep the momentum going. We expect to see even more positive change in 2017–18, driven by our new strategy. Here's a look at some of the big things on the way.

PARTNERING WITH THE ADVOCATE FOR CHILDREN AND YOUNG PEOPLE

We are now partnering with the Advocate for Children and Young People (ACYP) to deliver the Children's Week Parliament program – aimed at children in years 7–9. We look forward to partnering with more youth-focused organisations in the future to create opportunities for children to find their voice and learn about how they can create change.



DECENTRALISED COMMUNITY IMPACT MODEL

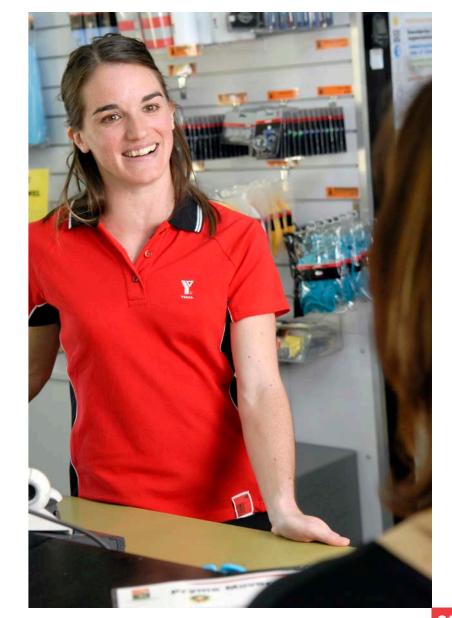
In the coming year we'll be pushing the boundaries in how we impact regional communities. We'll be testing how we can better create positive change by working with partners, rather than relying on sites to be the base for program delivery.

DELIVERING ON OUR PROMISE TO THE BROKEN HILL COMMUNITY

The YMCA Broken Hill Wellness Centre project is due to finish in late 2018. We're working closely with NSW Government and contract partners to deliver the project. Engaging with the local community is really important to us so look out for some great stories about the history of the YMCA in Broken Hill as well as what the future looks like.

FOCUSING ON THE CUSTOMER EXPERIENCE

How we interact with customers is fundamental to ensuring our long term viability. This is a focus of our new strategy – and the rollout of our new customer management system will support frontline staff in creating experiences that customers will remember.



LEAVING OUR MARK

We're proud of the great work we do in the community. And it's not just our customers and clients taking notice.

COOMA YOUTH HUB GETS SOME KUDOS

Cooma Youth Hub won the 'Outstanding Partnership' award at the NSW Youth Action 2016 Youth Work Awards. The hub was recognised for working closely with multiple partners to deliver youth services across a wide regional area.

YMCA NSW 'BEST IN SHOW' AT THIS YEAR'S ROYAL EASTER SHOW

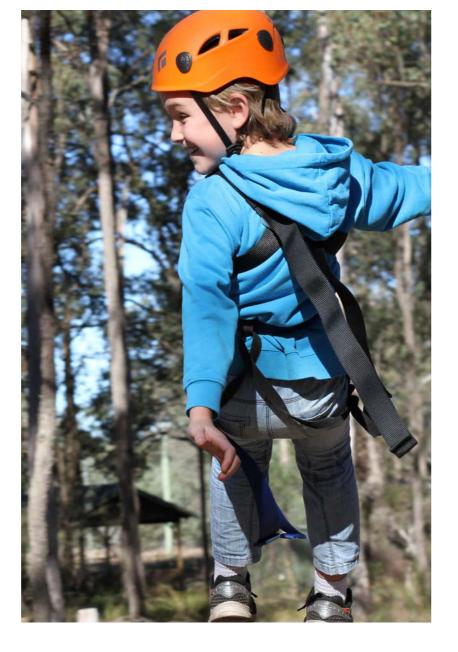
Our Brand and Engagement team took top honours as exhibitors at this year's Royal Easter Show for our stand in Kids' World. Children got the chance to try some gymnastics, arts and crafts, and camping activities in our custom made environment. Much to our surprise, the Royal Agricultural Society of NSW presented us with the 'Best in Show' for commercial exhibitors.



SYDNEY WEEKENDER CAMPS OUT AT YARRAMUNDI

The crew from Sydney Weekender visited Camp Yarramundi in April of this year to give viewers an up-close and personal look at all the fun you can have out there by the Hawkesbury River. Reporter Lynette Bolton tested out our flying fox, got in a canoe and even managed to plug one of our special offers.

WE'VE
SPREAD
THE WORD
TO 24.9M
PEOPLE
THROUGH
STORIES IN
THE MEDIA
SINCE
APRIL 2016



OUR HARDWORKING STAFF

We're a committed, capable and resilient organisation – and that's because of the talented people that turn up to work everyday. People are our most important asset and we're thankful for the contribution of staff and volunteers at all levels.

CELEBRATING THE ACHIEVEMENTS OF OUR STAFF

We've established a staff recognition program titled the 'Celebrate Awards'. It's for staff that go above and beyond what's expected of them. The program consists of on the spot recognition as well as quarterly and annual awards.

GETTING TO KNOW OUR PEOPLE

Staff took part in our first engagement survey in March 2017 and gave us feedback on what it's like working for YMCA NSW. We're using the insights to create better employment experiences for our staff and volunteers.

ROLLING OUT ENTERPRISE BARGAINING AGREEMENTS

We have successfully implemented two enterprise bargaining agreements (EBAs). In January 2016 we reached terms for the Camping EBA and then in June 2017 we finalised our Recreation EBA. Both negotiations went well and we engaged effectively with all stakeholders.

OUR WORKFORCE AT 30 JUNE 2017

684
FULL OR PART
TIME STAFE



1,857 A





72% OF STAFF ARE FEMALE





A THANK YOU TO OUR PARTNERS









































