



Annual Report 2016-2017



Contents

A message from our Founder and Chairman **2**

A message from our CEO **5**

Our Board **6**

Our Programs **8**

Our Gallery **10**

Program Highlights **12**

Our People **20**

Our Organisation **21**

Work Placement with WCF **22**

Our Founders Story **24**

William Campbell College **26**

Our New Brand **27**

Thank you Ray White Kiama **28**

How you can help **29**

CFO's Financial Report **30**

Thank you to our supporters **33**



our vision

Through Christ centred care we are committed to supporting and creating positive opportunities to empower children, young people, individuals and families.

our values

Compassionate - we have an all-heart attitude and always work with the best interests of those we support

Christianity - love, hope and righteousness

Accountability - we are responsible and accountable for our actions and decisions

Respect - accepting other's rights, needs and differences as okay

Reflective - what is working well, what doesn't and what may we need to change

Stability - stable families are the best place for children and young people to grow up in

A message from our Founder and Chairman **Bill Campbell**



Over the past year, we have seen continuous growth in the number of children and young people coming into our care and with the current demand for 660 carers needed in NSW alone, we need more carers than ever to support these children and young people.

It has been a privilege to witness many of our young people mature to leaving care age. Their exit from the out of home care system has provided us with great satisfaction along with their growth as individuals and the seemingly successful outcomes achieved by our foster carers, caseworkers, management and support staff.

I have been particularly impressed with the results from the Kids Camps and Kids Clubs. These initiatives originated from our Chaplain and organised by her, together with other staff members and a team of volunteers.

The camps and clubs have been extremely successful in providing children and young people with personal development, life skills and the development of relationships with other children who have experienced a similar childhood and trauma.

During January through to June, our Marketing and Communications Manager developed and implemented new branding for the Foundation. I believe it personalises the agency, giving a more approachable look and feel that reflects the type of work we do with our children, young people and families.

We have had great response to the new branding from our stakeholders and the

community and I commend the work done by our Marketing and Communications Manager in implementing the new branding.


On the third of January I was delighted to hand over the Chief Executive Officer's role to our Operations Manager, Sonia Liddicoat. Sonia has been with us for some six and a half years, initially setting up our Family Support Services and then progressing to Operations Manager.

Sonia has absorbed the vision and the ethos of the Foundation and has a profound understanding of the vision and aspirations I have for the agency. Sonia has a comprehensive understanding of the emotions and needs of children and young people and shares the same determination as myself to give each child a better pathway for their future lives.

Every child presents the challenge of ensuring they are placed in a safe, loving home. I am extremely confident we have the right management, staff and in particular, carers that can facilitate a living environment that can meet the needs of each child and young person.

Recently, we have implemented the Family and Community Services new pathways program titled 'Permanency Support Program'.

This program dramatically changes the outcomes for all children and young people



in out of home care. Its primary purpose is to create permanency of care and nurture of each child and young person. We will be looking at restoration with birth parents or kinship, guardianship by foster carers and in particular open adoption for each child, wherever these options are possible. We fully support this new program and we will ensure that all our staff and carers are trained to achieve the necessary skills enabling these pathways to become a reality.

Next year will be one of our biggest fundraising years to date, enabling fundraising to provide funds to build our special assistance, purpose built permanent school. We will be seeking corporate and community assistance with the fundraising to make this dream a reality. We will be calling on the community, individuals, businesses, contractors and anyone who can put their hand up to offer their expertise and support to help build our school.

We will also be looking for a School Principal on a part time basis to support the build of the school and then to take on the Principal position on a permanent basis. If you would like to know more about William Campbell College I encourage you to visit **www.wcfoundation.org.au/williamcampbellcollege**. You will also find further information throughout this annual report.

Most importantly, I would like to thank all our staff, carers and the community for their support this year. It is with profound gratitude that I thank our carers and their birth children. You provide safe, caring homes and opportunities for each child or young person you have in your care and empower them every day.

Without carers, we have no children. Our carers are the pinnacle of any success we achieve. To our Caseworkers, Psychologists, Administration, Management and Maintenance, our support workers and volunteers I would like to say a huge thank you for the dedication and work that you do every day. Each child's successful outcome is dependent upon a team effort and I am extremely proud of the team we have.

We are blessed as a Foundation to have such wonderful support from businesses, individuals and the community. Their support enable us to provide additional accommodation, facilities, events and programs. It is essential that this support continues for us to attain the highest level of care for our children and young people.

I look forward to next year in anticipation of more growth in the services we provide and attaining a higher level of excellence in care.

Bill Campbell,
Chairman & Founder
William Campbell Foundation





A message from our CEO **Sonia Liddicoat**

In January 2017 I was honoured to be successfully appointed as the CEO of William Campbell Foundation. This position is one that I feel privileged to hold, to be able to continue our founder and chairman Bill Campbell's incredible work and to lead the agency into a new and exciting future.

During 2016/2017 we have continued to draw inspiration from Bill, who is a truly remarkable man. Bill has a vision and passion for creating a better life for children and young people who are separated from their families, stemming from the path he travelled as a child.

His unwavering faith and conviction in seeking outcomes for children and young people has led to the creation of this wonderful agency of which I am very proud, and shows us every day that the work we do can make a difference.

In a rapidly changing sector, and as we continue to diversify as an organisation, our everyday work practices are underpinned by our core values:

- **Compassion** - we have an all-heart attitude and always work with the best interests of those we support.
- **Christianity** - love, hope and righteousness

- **Accountability** - we are responsible and accountable for our actions and decisions.
- **Respect** - accepting other's rights, needs and differences as okay.
- **Reflection** - what is working well, what doesn't and what may we need to change.
- **Stability** - stable families are the best place for children and young people to grow up in.

I would like to acknowledge that while the demands of the work that we do are real, and significantly affect people's lives, the solutions require commitment, adaptability and innovation.

This is only possible with the support of our hard working Board of Directors, our Management team, our dedicated Staff and Carers, all of whom have been exceptional and I offer sincere thanks.

As we head into the future, we have many new and exciting plans for 2017/2018 and I look forward to the opportunities that are ahead of WCF to strengthen families and change lives.

Sonia Liddicoat,
Chief Executive Officer
William Campbell Foundation



Our Board

Sylvia Mahaffy

Donna Jones

Barrie Mahaffy

Kimberley Jones

Paul McGeachie

Bill Campbell

Dawn Campbell
absent

//

We are unwavering, driven and all-heart, with a commitment to being the difference for children, young people, families and individuals in our community.

//

- WCF Board

Bill Campbell, Chairman

Bill Campbell is the founder of William Campbell Foundation. Due to Bill's experiences in foster homes and institutions, he wanted to build a foundation that provided unwavering, all-heart support and care for those in need.

Bill spent 44 years as a local businessman in the motor car and caravan industry. He was a counsellor at Illawarra Lifeline and later a member of their Board of Management. He also had a term of management with the Kemblawarra Child and Family Centre.

Bill has an in-depth understanding of homeless and abused children through his own life experiences and is passionate about providing support and care for vulnerable children and young people.

Donna Jones, Board Member

Donna has been a Board member since the Foundation's inception. Donna's expertise and skills in finance and accounting are extremely valuable for the agency, and she is committed to empowering children, young people and families.

Barrie Mahaffy, Board Member

Barrie's career has taken him all around the world after completing his studies in Sales and Marketing Management. He worked with two major corporate organisations which allowed him to experience living and working in a number of countries for several years and also has qualifications as a teacher.

Barrie brings a wealth of experience and understanding of the corporate world, finance, marketing and strategic planning to the agency. Barrie is actively involved with U3A Seniors Group and Probus.

Dawn Campbell, Board Member

Dawn Campbell is Bill's wife and is Bill's greatest supporter. Dawn has had previous experience in counselling with Lifeline and worked for many years in the family business as a Director and in business administration. Dawn is a founding Board Member.

Sylvia Mahaffy, Board Member

Sylvia has been a Board member for over eight years. She has experience in the child welfare sector as well as over twenty years of administration experience.

Apart from the commitment, interest and support of WCF, Sylvia is actively involved with U3A Seniors group, Probus, St Paul's Anglican Church Shellharbour and Senior's Assistance via the Telecross System.

Paul McGeachie, Board Member

Joining the board in August 2014, Paul comes with a wealth of experience in the welfare sector, having worked as a Youth Worker and Team Leader in Youth Residential Programs.

Paul's experience and understanding of the needs of children and young people is invaluable to the Foundation.

Kimberley Jones, Board Member

Kimberley is currently studying Psychology at the University of Wollongong. Upon completion of her studies, Kim will have experience and knowledge in Psychology, specifically focused on children and young people.

Kimberley is passionate about the welfare of children and young people in our community.

Our Programs

Being the difference

William Campbell Foundation is a Christian not-for-profit organisation committed to making a difference and being the difference. We provide a range of services and programs to support children, young people, individuals and families in our communities.

At William Campbell Foundation we aim to empower children and young people to have a voice and to be the driver of their journey to enable them to be the best person they can be.

Foster Care

Our Foster Care program focuses on children and young people aged between 0 - 18 years old who are unable to live at home for a variety of reasons. There are many reasons as to why children and young people are unable to live at home and some of these can include parental mental health issues, abuse, neglect and alcohol and drug abuse.

There are many types of foster care including emergency care, short term care, long term care, respite care and guardianship care. Our foster carers provide safe and loving homes for children and young people to achieve safety, permanency and well-being outcomes as well as playing a big role in supporting cultural connections.

Our carers are all-heart, compassionate, understanding and are committed to supporting and empowering the children and young people in their care.

Family Support Services

At times children, young people and families need extra support and guidance.

Our Family Support Services program aims to work with families to identify strengths that can be built on to increase the level of family functioning, safety and wellbeing to keep families together. Our program includes Family Preservation, Mentoring, Supervised Contact and Transport, Supervision and Support.

We are changing the way we provide our Family Support Service, with a commitment to using a therapeutic approach to the work we do everyday with children, young people and families. Our program is designed to have a direct link to our new permanency support program, which will have a strong focus on therapeutic engagement to increase the parenting capacity and understanding that birth families can have with their children.

Our footprint

Through unwavering, driven and all-heart commitment, we support vulnerable children, young people, individuals and families in our communities through our programs and services which reach along the South Coast of NSW.

Our offices are currently located in Illawarra, Shoalhaven and Ulladulla. As we grow and expand we have future plans to re-open our Dapto office.

Warilla



Bomaderry



Ulladulla



Clinical Services

William Campbell Foundation is committed to providing high quality therapeutic care to comprehensively address the individual needs of children and young people who have experienced trauma or adversity in their lives. Our Clinical Services provide a flexible and responsive support model, framed within theories developed under a Multi-systemic Therapeutic system of care.

It is through safe, permanent and strengths-based healing relationships that a child or young person's sense of identity, and their allied adaptability, are fostered. Through building skills and support systems that focus on resilience, self-regulation, developmental needs and engagement strategies.

Our Gallery



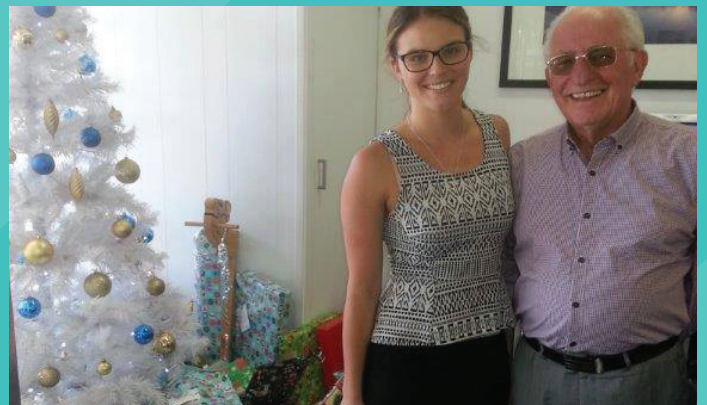
We say thanks to our carers



Rachael, Dawn, Bill and Carol at our Foster Carer Luncheon



Richard from Kemp's Thai Boxing and Mixed Martial Arts teaching the boys at boys camp about Martial Arts.



Jane and Bill receiving donated gifts



Location shot from our community photo shoots



Our Management Team (left to right) - Alicia Pearson, Hollea Elley, Rachael Riddington, Sonia Liddicoat, Belinda Charlton, Jenny O'Donnell, Michelle Freitas and Tracie Fleming. (Absent: Alicia Morris)



Above: Santa giving out lolly stockings at our Christmas Family Fun Day

Left: Bill receiving 127 gifts donated by Ray White Kiama to give to our children and young people.

Foster Care Program Highlights

2016 - 2017 has been another busy year for our Out of Home Care (OoHC) team. This program spans from Southern Sydney to Ulladulla and supports 116 children and young people in out of home care.

Some exciting achievements over this year, have included:

- The commencement of adoptions for two of the children we support
- Building relationships with other agencies, including South Coast Medical Service Aboriginal Corporation
- A number of our carers have participated in the Reparative Parenting course provided by our clinical team
- The commencement of implementing a database management system

One of the biggest highlights of 2017 was for our Bomaderry OoHC team, where one of their young people, Sam* aged out of care and continued to reside with his carers. Sam has now successfully completed his HSC and has found casual employment while studying Youth Work.

Sam is now actively involved with WCF through volunteering at our WCF Camps and Kids Club. As an agency it is always extremely rewarding to see young people like Sam develop such a strong relationship with his carers, continue his studies and aim to be involved in work that supported him throughout his life. We look forward to the time when Sam is ready to start work placement.

A number of reviews, led by Family and Community Services, have resulted in significant reforms being made to out of home care (OoHC). The key change in these reforms is that the OoHC program will now be the Permanency Support Program.

The Permanency Support Program has been created to improve safety, permanency and wellbeing outcomes for Children and Young People currently in, or at risk of coming into care. The objectives of the Permanency Support Program include:

- More children and young people being able to remain at home safely with their birth parents, resulting in a reduction of entries and re-entries into care
- Permanent homes for children and young people currently in care, which will include increasing the number of children and young people being restored to their family, moving into guardianship or adoption within two years of placement;
- An increase in quality support for children and young people in care, with their safety and wellbeing at the forefront
- Support for diverse client groups, addressing and meeting their specific needs by utilising targeted services
- A reduction in the over representation of Aboriginal children and young people in care

WCF participated in the Single Invited Proposal Tender, with our submission to be able to provide a Permanency Support Program being submitted in May 2017. While the outcome of this tender is not known at the time of this report, we are confident that this is a path that WCF will be embarking on and will commence in October 2017.

In moving forward, we will be transitioning our existing OoHC team to a new Permanency Support Program which will include increased training and support for Staff and Carers, enhancements to our clinical and Family Support Services and embedding a therapeutic approach to all of WCF's casework practices.



One of the biggest highlights was to see one of our young person age out of care and stay residing with his carers.



Family Support Services Manager's Report Jenny O'Donnell

Tell us a little bit about your program and what it aims to achieve

The Family Support Service (FSS) provides a range of programs for children, their families and carers. It encompasses areas such as supervised transport and contact, mentoring, in-home placement support, supervision and family preservation.

Whilst the individual programs have their own focuses, goals and outcomes, the service as a whole aims to achieve a high level of child focused care within a therapeutic framework.

What has been your program's achievement this year?

I commenced as Manager of the FSS in September 2016 and at that time the programs being offered were used more often internally within the agency rather than externally from Family and Community Services. After several meetings with Casework Teams from Family and Community Services (FaCS), I established that there was a large interest in Mentoring Services, Family Preservation and Out Of Home Care Placement Support.

To support the renewed interest in FSS, our workers completed training that was developed and implemented by the WCF Psychologist to allow for any work in specific areas of family preservation, placement

support and specialist mentoring. We have also implemented new employee inductions which consist of a full day of training on a range of areas such as brain development, child development, behaviour management, behaviour management plans, policy, procedure and report writing.

What are you looking forward to in the next 12 months?

I believe that the FSS will grow substantially in the next twelve months, particularly in the areas of mentoring, placement and family support.

I'm looking forward to further promoting our services in the Illawarra by meeting with teams and providing them with information on our existing and more updated programs.

Staff training will continue to be developed for support workers to focus on their professional development and provide opportunities to up skill and specialise in certain areas.

If you could sum up this year in one word, what would it be and why?

Rewarding. I have come into the Family Support Service from Out of Home Care and although this is a new area for me, my previous experiences have provided me with a solid platform to work in this program area. It has been exciting to see how ideas can evolve, develop and come to fruition. It has been rewarding to see children and their families have positive outcomes.

Jenny O'Donnell

Administrator's Report

Suellen Emerton



Tell us a little bit about your program and what it aims to achieve.

Head Office was set up some 18 years ago with the establishment of the Agency to ensure the smooth administrative running of the Agency overall, whilst overseeing the other day to day admin functions, supplies and resources for our other offices. We continue to follow through with that mantle and I have to say that no two days are alike. Forward planning for what we might need is what we try to do best. It makes for a very interesting role!

What has been your program's achievement this year?

The establishment of our new IT framework and telephone structure that is still ongoing has been most rewarding. Head Office is constantly looking at ways to do things better and more efficiently.

What are you looking forward to in the next 12 months?

This coming year will be one that will cause us to re-group and re-evaluate policies, procedures and supplies we have established, to ensure we have enough capacity and resources to take us into the new world of OoHC outcomes based programs and funding changes.

Change is always challenging, however it is great to know we have a fabulous team who are all committed to the same cause – better outcomes for children and young people in care. Head Office is no different – we are but a 'link in the chain' of that structure along the way.

If you could sum up this year in one word, what would it be and why?

Change. I have to say that I enjoy new innovative ways of doing things so whilst change can bring challenges and the feeling that those challenges can be daunting, I love the idea of trying something different! I have always loved technology and knowing that we are implementing a robust IT and telephone systems for the Agency is a great outcome for me. I look forward to the next twelve months with great anticipation.

Suellen Emerton
Administrator



Carer Recruitment, Training and Support Manager's Report **Tracie Fleming**

Tell us a little bit about your program and what it aims to achieve

The Recruitment Team is responsible for the assessment and training of authorised carers and providing post placement and general support.

The aim of the team is to increase the agency's carer pool of immediate and long term carers to meet the needs of children and young people aged 0-18 year of age.

What has been your program's achievement this year?

The team has been working on developing an immediate carer pool that will be able to offer placements to children and young people so they have a safe places to live.

The team has also been involved in establishing a District Recruitment Committee where we are working with the other OoHC agencies in the Illawarra and Shoalhaven to put on events, participate in joint recruitment activities and information sessions which are happening in the later part of 2017.

What are you looking forward to in the next 12 months?

I am looking forward to establishing carer support groups, increasing our foster carer population and working towards the team participating in implementing the new Permanency Support Program.

The team will be rolling out the Shared Lives Foster Care Training Package to new carers and staff, and working within the new therapeutic model practice framework.

If you could sum up this year in one word, what would it be and why?

Productive. The year has been very busy with recruiting, training and assessing carers and supporting the current carers within the agency.

Tracie Fleming

Carer Recruitment, Training and Support Manager

Child Protection and Compliance Manager's Report

Alicia Morris



Tell us a little bit about your program and what it aims to achieve

The Child Protection and Compliance program works closely with the Out of Home Care Program to oversee the safety and support for children in their placements, as well as ensuring that we comply with all our legislative requirements.

We aim to be responsive to the safety needs of children and carers, to ensure that carers and staff are fully informed of their legal responsibilities in keeping children safe from harm and to provide advice and support when allegations are raised against employees, including carers. We also aim to ensure that all compliance requirements are being met and that staff are aware of any legislative or standard changes.

What has been your program's achievement this year?

We have seen the decline of allegations against employees, including carers, over the past 12 months, which is an extremely positive achievement for the agency. We attribute this to more carers and staff attending Reportable Conduct training than ever before and an increase in carers engaging with the agency when they are facing challenging or difficult behaviours. This program also undertook the project

management of a case management database implementation. This is a huge task but is critical to WCF moving into the future and we are looking to roll out a system by the end of 2017.

What are you looking forward to in the next 12 months?

I am looking forward to continuing to reduce the number of allegations against employees through the provision of training and support to staff and carers.

I am also very keen to get the case management database system up and running, as this will have significant positive effects on how we manage and store children and young people's information, as well as how we report information to Family and Community Services.

If you could sum up this year in one word, what would it be and why?

Change. WCF has gone through many changes over the past year and I really look forward to the changes we are facing, with the new reforms focusing on stability and permanency for children and young people.

Alicia Morris

Child Protection and Compliance Manager



Chaplain's Report

Rachael Riddington

Tell us about your program and what it aims to achieve

The Chaplaincy role and program's primary purpose at WCF is to support the spiritual wellbeing of children, young people and their families through Christ centred care with a therapeutic approach. We aim to achieve this by building strong, positive relationships with our kids and facilitating engaging programs that empower our children and young people with hope for their future.

What has been your program's achievement this year?

The Chaplaincy program has reached over two thirds of our children and young people through Kids Club, WCF camps, mentoring and music lessons. We have also had some amazing volunteers come on board who want to make a difference in kids' lives and appreciate the programs we offer that allow them this expression.

Chaplaincy continues to be a growing and evolving part of WCF's child focused, all-heart attitude and culture.

What are you looking forward to in the next 12 months?

The development of the Chaplaincy role including an increase in therapeutic support is an exciting prospect. There is still so much room for growth and development. It would be great to see the role continue to reach all of our children and young people in new and exciting therapeutic ways!

If you could sum up this year in one word, what would it be and why?

Growth. It is so exciting to have had our highest number of kids engage in Chaplaincy programs and to see our spiritual reach extending throughout the agency. It is also exciting to have had the challenge to grow the role and expand its clinical dimensions within WCF. Our best times are ahead!

Rachael Riddington
Chaplain

Growth

Marketing and Communications Manager's Report

Hollea Elley



Tell us about your program and what it aims to achieve

Marketing and Communications encompasses a vast range of platforms that include advertising, strategic marketing, creative direction, communications, networking and fundraising.

Our aim is to raise awareness of William Campbell Foundation by communicating to the community about the ways they can become involved with WCF through becoming a foster carer, working with us or supporting the agency through collaboration including donorship, sponsorship or volunteer work.

What has been your program's achievement this year?

Rebranding William Campbell Foundation would have to be my programs biggest achievement this year. I came on board in January of 2017 with the intention of giving the agency a new look and feel. I had the vision of a brand that supported the ethos of WCF and the commitment we have for our children, young people, individuals, families and communities.

Through consultation with Senior Management, the Board, staff and external stakeholders the brand was successfully

launched on the 26th June 2017 along with a brand new website, a new vision and values that will strategically direct WCF into the future. I am very proud of our new brand and I thank all those involved in the process.

This year has also seen renewed engagement with the community and our stakeholders to communicate the work we do, along with building new relationships with networks and communities.

What are you looking forward to in the next 12 months?

In the next 12 months I look forward to seeing our new brand reconnect with our community and evolve to be the agency of choice in our region. I look forward to the new opportunities for growth and strategic direction and increasing our networks.

If you could sum up this year in one word, what would it be and why?

Change. Change is important for all organisations and I am proud of the changes WCF has achieved in the last year. The rebrand has been a very big change for the organisation and will support further new directions for the agency.

Hollea Elley

Marketing and Communications Manager

Our People

33

Full Time
and Part
Time Staff

25

Casual Staff

Degrees

11

in relevant
field of work

Diplomas

12

in relevant
field of work

Certificates

13

in relevant
field of work



172

hours

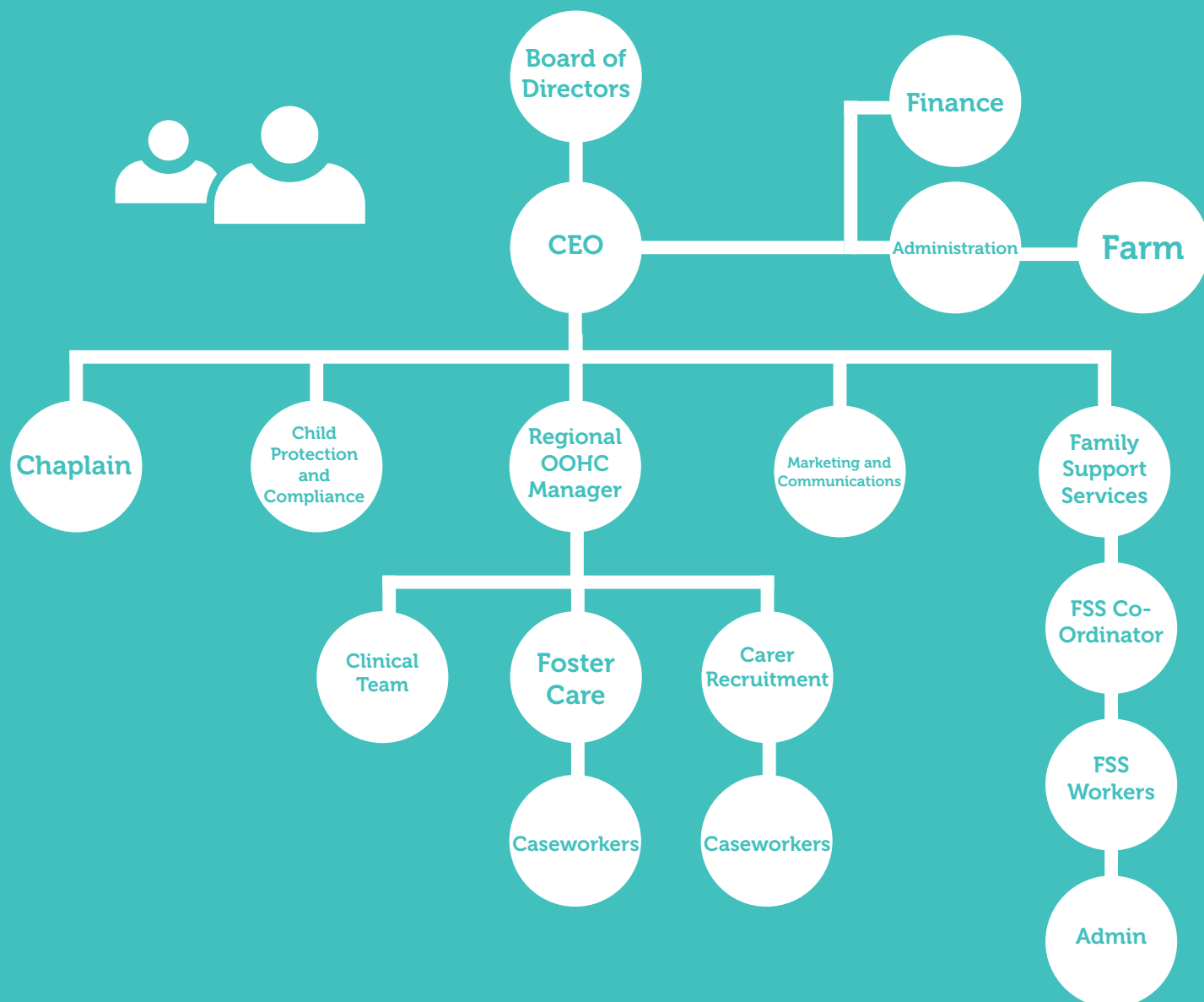
of training completed by WCF staff

Here is a snapshot of all the training our staff completed this year:

- Improving Outcomes in OOHC
- The Sexual Abuse of Children - Lessons Learnt and How to Promote Safety Within Organisations
- Accidental Counsellor
- Tough Conversations in Child Protection
- Trauma Informed Practice
- Shared Lives Training Package
- Supervising Case Management
- Successful Restorations
- Supporting Victims of Crime with Cognitive Disability
- Emotionally Intelligent Leadership



Our Organisation





Work Placement with WCF

What are you studying and what are the work placement requirements for your chosen field of study?

I am currently moving into my fourth and final year of studying a Bachelor Degree in Social Work. As a requirement, I have to complete two compulsory 500 hour placements in a Social Work specific role or a role working in correspondence with the Australian Association of Social Work (AASW) Practice Standards.

Why did you want to do work placement at WCF?

Having worked casually for the agency for nearly two years, I was interested in taking a step back from my role within the Family Support Services and really analyse agency systems and the impact the organisation has on child protection and welfare within the community. Knowing most of our children and young people as well as many of the carers was a huge advantage for me in deciding to do my placement with WCF.

Having developed strong relationships and rapport with the children, young people,

carers and birth families, has provided me with a head-start in really immersing myself into the many casework and clinical specific tasks/interventions that I've been given the opportunity to partake in.

What have you learnt during your time completing work placement with WCF? Does it apply directly to your chosen field of study?

WCF have provided me with hands-on experience within various areas of the agency. I've spent the majority of my time within the OoHC team, assisting with casework and really learning the ins and outs of this role within WCF. I have also had the opportunity to touch on some clinical tasks within the agency and it's really exciting to see WCF's great efforts in further developing this team and providing kids and their families with extensive therapeutic and behavioural support.

I have also been lucky enough to assist Recruitment with a carer assessment. It has been a huge eye-opener really exploring the many reasons why these selfless people put their hands up to become a carer with the agency.

The many tasks I have completed with WCF have all aligned with the AASW Practice Standards and my University Placement Coordinators are extremely impressed.

Do you think work placement with WCF has helped you prepare for your career?

and carers who have welcomed me to into their homes and into their lives, allowing me to see them at their most vulnerable as well as being able to share such positive and significant moments in their lives with me. That has been really special and has made it a particularly rewarding and invaluable experience.

Work Placement with WCF has undoubtedly confirmed my passion and desire to specialise in child development and working specifically with children and young people who have experienced trauma.

Placement with WCF has definitely assisted me in preparation for my future career. I now feel as though I'd almost be equipped to jump into a position without feeling too stressed or overwhelmed.

Working with and understanding systems and roles both internally and externally has really given me perspective into the workings of both OoHC and Child Protection. The practical experience, is not something you directly learn at University and for me, it has been extremely valuable to gain this experience.

Getting closer to the end of my degree, I was questioning myself as to whether being a Social Worker was really something that I wanted to do. However, having completed my placement with WCF, I am now certain that this is exactly what I want to do.

What is your most memorable experience doing work placement with WCF?

There have been so many memorable experiences, which makes it impossible to name just one. Everyone has made me feel extremely welcome and I have really felt as though I was becoming a part of the furniture here at the Bomaderry office. It's definitely going to be different not seeing everyone's smiling faces each day once I come to the completion of my 500 hours.

The most memorable experience for me would be the many children, young people

One thing I definitely need to mention is the incredible job WCF Caseworkers and Casework Managers do with these kids and their families. Casework has proven to be a demanding job both physically and emotionally and I could not fault the Bomaderry OoHC team on the dedication and passion they all demonstrate everyday.

If you could describe your work placement experience with WCF in one word what would it be and why?

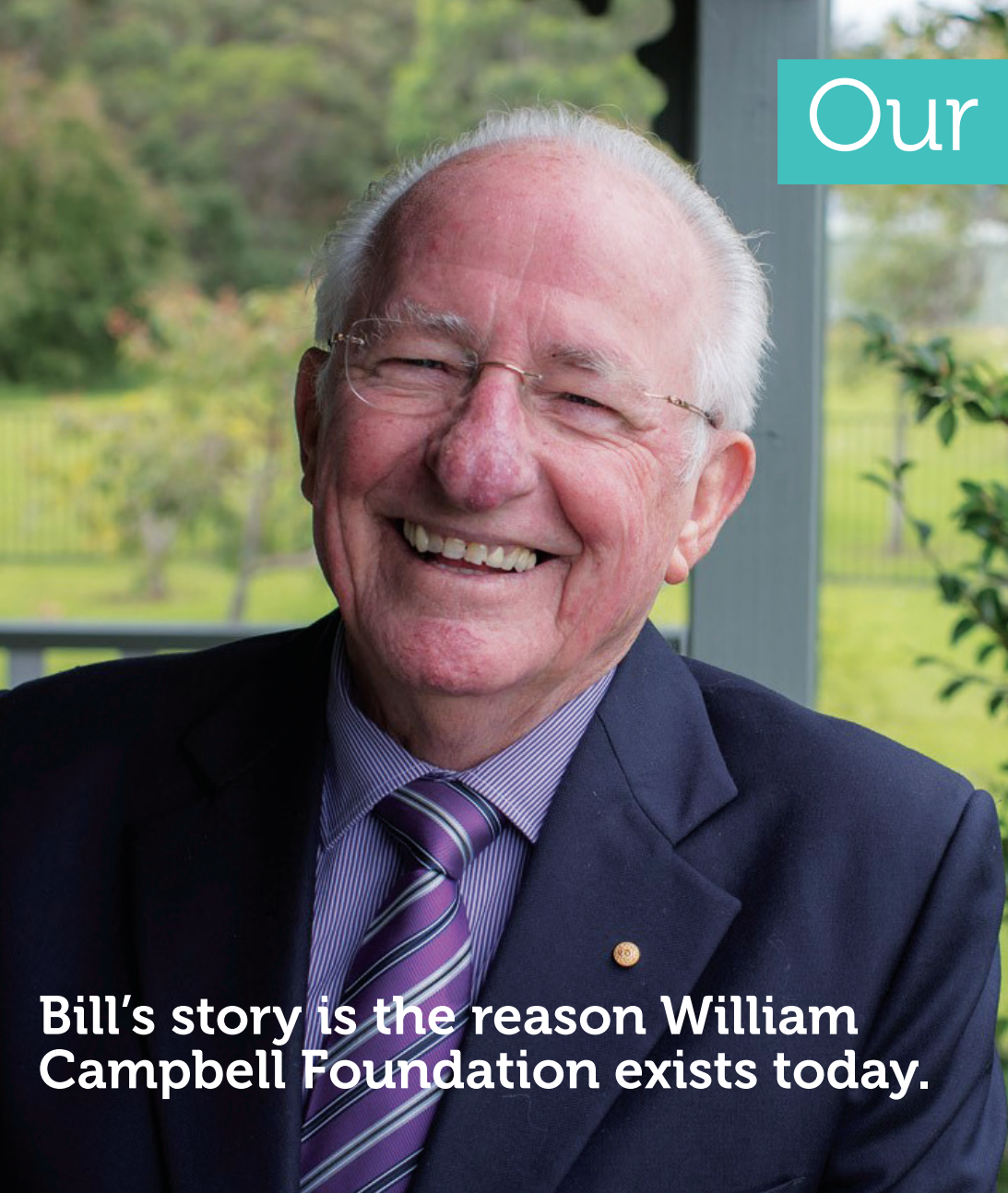
If I were to describe my placement experience with WCF in one word it would be 'Motivating'. Work Placement with WCF has undoubtedly confirmed my passion and desire to specialise in child development and working specifically with children and young people who have experienced trauma.

Work placement has really motivated me to complete my degree and to get out there, and into the field. It has enhanced my desire to assist in supporting these children, young people and their families and to ultimately contribute to improving the lives of these much deserving kids.

A massive thanks to my Supervisor Michelle Freitas, the Bomaderry OoHC team and everyone else at WCF, including our awesome kids and families for making this experience such a great one!

Nathan Pink, Work Placement Student at WCF
June - October 2017

Our Founder's Story



Bill's story is the reason William Campbell Foundation exists today.

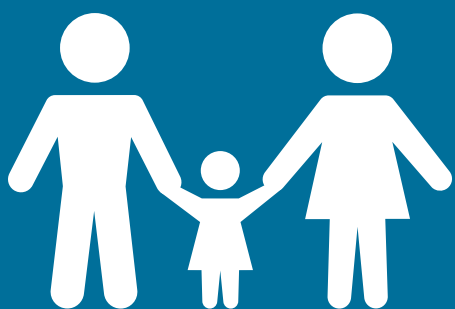
Scan the QR code to watch Bill's story



www.wcfoundation.org.au/billsstory

150

families supported through our Family Support Services



Supervised Contact and Transport

Mentoring

Supervision & Support

Family Preservation

Some of the many ways our Chaplain supports our children & young people

The Chaplaincy role and program's primary purpose at WCF is to support the spiritual wellbeing of children, young people and their families through Christ centred care with a therapeutic approach.

We aim to **achieve** this by building strong, positive relationships with our kids and facilitating **engaging** programs that **empower** our children and young people with hope for their future.

39

children and young people attended WCF Kids club across our three regions

12

children and young people attended music and mentoring lessons

45

children and young people attended WCF Camps

40

children and young people were supported through our clinical services

113

children and young people supported in foster care





William Campbell College

In January 2010, William Campbell Foundation opened its 'special assistance' school, William Campbell College (WCC).

The school provided education and individual tuition to children from K-6. In June 2010, the NSW Board of Studies issued five years registration to operate the school. Unfortunately, due to the severe lack of Government financial support (both State and Federal), the school was closed on the 19th September 2014.

During this period in which the school was actively teaching, amazing results were seen. This was evidenced by six of the seven children being placed successfully into mainstream school, in which they had previously been refused enrollment. This result was only possible by the curriculum and the therapeutic behaviour management plans that were supported and carried out by highly skilled and trained teachers.

The closure has not deterred us from planning the future for our purpose built school to be constructed on our farming property at Nowra Hill. If anything, it has made us more determined to see the construction of the school come to pass.

Last year, the development application with the Shoalhaven City Council to build a permanent school was approved. WCC was approved to build a permanent school in three stages that will result in 60 children receiving the opportunity of gaining a therapeutic, educational program that is not available in mainstream schooling.

With a unique policy of no suspensions or expulsions, WCC hope to elevate children and young people from being placed in a situation where their future is met by poor outcomes and potentially juvenile justice intervention.

In recent times, Shoalhaven City Council has approved plans for WCC to commence building and the school is currently waiting for the building certificate to commence construction.

William Campbell College continues to be a strong focus for the future. The fire remains alight as we progress through legislation, council and building requirements.

Are you interested in supporting William Campbell College?

We are actively seeking support from businesses, individuals and teachers.

For more information on WCC how you can support the school visit

For more information on WCC and how you can support the school visit

**[www.wcfoundation.org.au/
williamcampbellcollege](http://www.wcfoundation.org.au/williamcampbellcollege)**



Our new brand

In early 2017, William Campbell Foundation decided it was the right time to begin the development of a new brand. Our new Marketing and Communications Manager developed a proposal which was approved by the CEO and Board to begin work.

After two months of hard work, the new WCF logo was presented to the CEO, Board of Directors and Management. Meetings were then conducted with WCF staff who were presented the new brand. The new brand was received extremely well by all parties.

"Our new brand is completely different from our old brand. We lacked the connection a not for profit organisation should have with its community through their brand. With a new brand came our new vision and values which will drive us into a very exciting future." Hollea Elley - Marketing and Communications Manager.

The brand then entered into creative development and the printing of brochures, merchandise and advertisement begun. This was a very exciting time for WCF.

The rebrand was launched on the 26th June 2017.

Along with our new brand, we connected with local families around the Illawarra and Shoalhaven to be involved in free photoshoots.

"I really wanted to be able to connect with real people in our communities who were thinking about becoming a foster carer, working with us, becoming a volunteer or a WCF supporter.

I thought the best way to do this was to use real families in our local community. The families really enjoyed the experience and all of them wanted to be a part of the photoshoot experience to support WCF and give back to their community." Hollea Elley, Marketing and Communications Manager.



Scan to view our articles in the Illawarra Mercury and Advertiser Lake Times

www.wcfoundation.org.au/inthenews



Scan to listen to our CEO on ABC Illawarra with Nick Rheinberger

www.wcfoundation.org.au/inthenews



We would like to say a big **THANK YOU** to **Ray White Kiama!**

Ray White Kiama have been ongoing sponsors and supporters of William Campbell Foundation for many years.

We would like to take this opportunity to once again thank them for their generous and ongoing commitment and support to our agency and our children and young people.

This is the fourth Christmas that Ray White Kiama have supported us through their Christmas giving campaign - A Little Ray of Giving.

This year, Ray White Kiama donated over 130 gifts that the community had placed under their giving tree.

We feel extremely blessed having the support of Ray White Kiama, and the feeling of being able to provide our children and young people with a gift under their tree for Christmas is truly something special.

Thank you Ray White Kiama, Michele and Bruce Lay and all your amazing staff for the support and commitment! We appreciate you all and everything you do for the community.

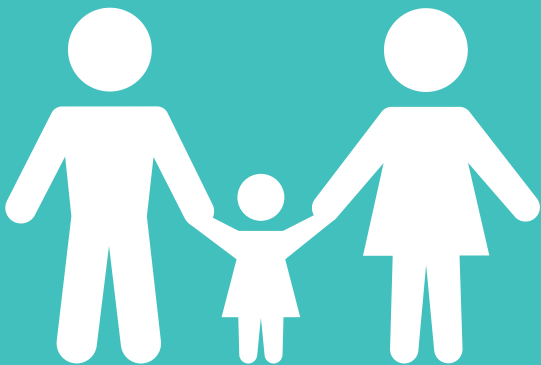
Thank you,
William Campbell Foundation

Ray White
Kiama



How you can help

Become a Foster Carer

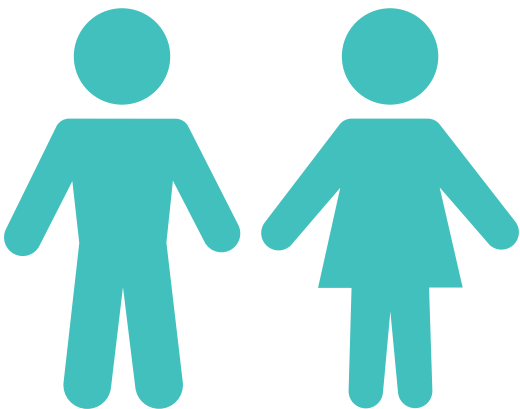


Becoming a Foster Carer is a big decision for you and your family and one of the most rewarding decisions you can make.

Our foster carers are all-heart. They are committed to providing therapeutic care to a child or young person and are happy to be a part of the care team here at WCF.

If you are interested in becoming a foster carer call us on 1300 130 585 or visit wcfoundation.org.au.

Become a WCF Supporter



WCF Supporters can be individuals, families, businesses or community organisations who want to get involved with the agency and help make a difference in their own way.

WCF Supporters are sponsors, partners or donors. WCF Supporters believe in our vision and our commitment to providing support and care for those in need.

If you are interested in becoming a WCF Supporter please contact h.elley@wcfoundation.org.au.

Chief Financial Officer's Financial Report

The year in Review

2017 was a year of preparing for exciting new changes in the provision of services for children and young people. With the Government's intended new reforms leading to Permanency Pathways for children to be provided with a stable permanent home through Guardianship and Adoption as a priority.

This involved William Campbell Foundation entering the process of Tender Applications and Single Invited Proposal to outline our capabilities and wide range of wrap around services to deliver Permanency outcomes.

Our Audited Financial Report for the year ended 30th June 2017 shows a strong Financial Foundation to undertake the building of new services and support systems required as we move into the new Permanency Support Program in the year ahead. The total revenue for the year was up 15% to \$6.61 million.

Expenditure has continued to be monitored with strict Policies & Procedures in place to ensure Best Practice in management of Government Funding and private and corporate supporter's donations received.

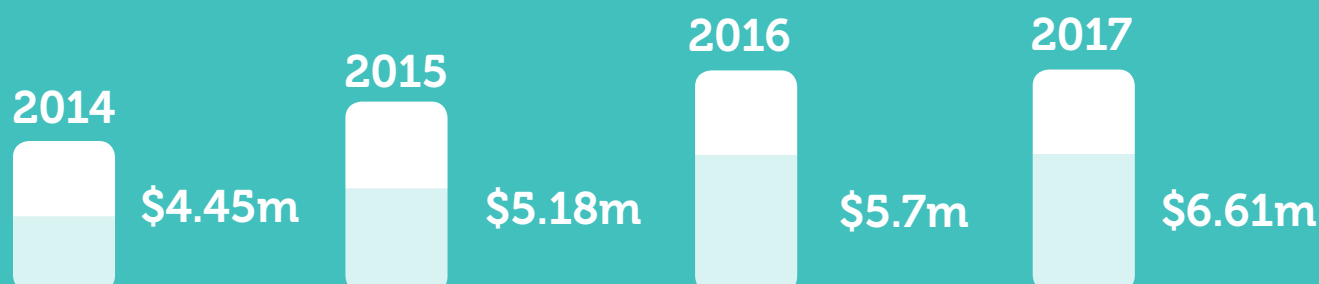
Our People

We have an amazing team committed to successful outcomes for all the children and young people in our care. Many of our staff have shown great longevity in their commitment and stability with us. The Financial result for the year includes additional provision for Long Service Leave for our staff.

The year ahead

In 2018 Our financial team will continue to support our staff and carers as they continue to work directly in the care and support of the children and young people. In particular, this coming year we will be undertaking extensive financial analysis of the new Permanency Support Program as it comes into full operation and will continue to work closely with Family and Community Services throughout the year.

Revenue



The expected construction of our purpose built school in 2017 was delayed due to difficulty in obtaining Capital Funding. The delay hasn't affected our determination and commitment for the coming year for this bold and innovative response to the difficulties encountered by children and young people with their education. This vision has been long held passionately by our Founder and Chairman Bill Campbell who has great support for this vision within the community from parents, carers, teachers, psychologists and educationists.

Donations and Fundraising

We receive wonderful support in the form of donations and gifts to support the children we have in care. We would like to thank all those who have assisted us again this year. We value and appreciate every donation large and small. We are most grateful and would like to thank you on behalf of all the children in the care of William Campbell Foundation!

Grants

We would like to make special mention of the generous grant that was awarded to our Organisation by The Trustees of the Sidney Myer Fund. The grant is specifically for the implementation and support of a 'Tailor Made' Case Management Database. This Database will be invaluable for our staff in monitoring the casework of each child with a computerised system rather than an old paper based system.

It will assist with more time efficient casework enabling more valuable time available for caseworkers to spend with children and young people in our care. We look forward to the completed system being rolled out over all our offices during the coming year. We are our profoundly grateful to Sidney Myer Fund for their continued support for the disadvantaged



Fundraising & Donations

2014



\$266,757

2015



\$73,157

2016



\$103,894

2017



\$78,595

Financial Position

The Net Equity of the Foundation at the end of the Financial Year has increased by 9.1%.

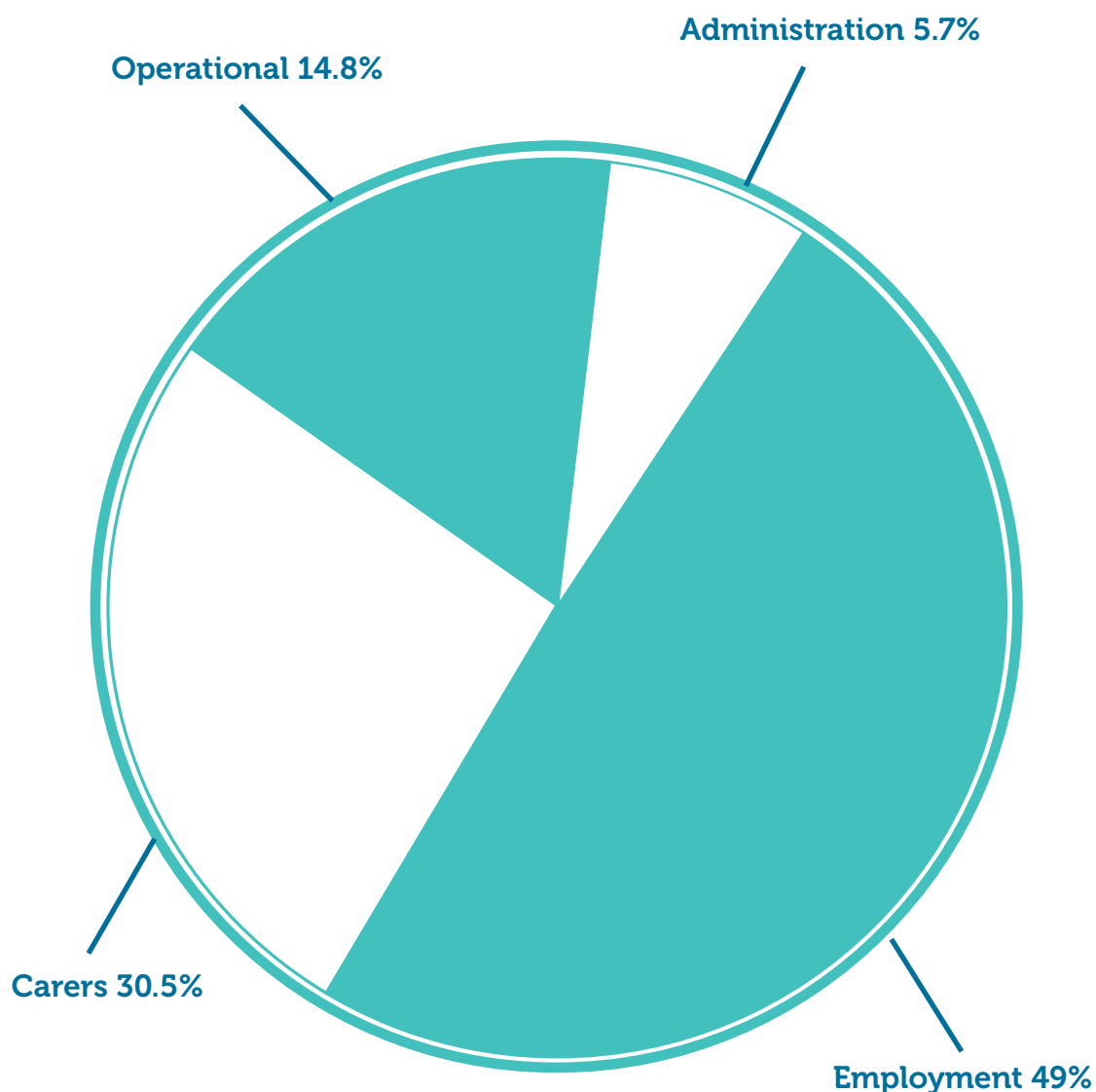
The key features of our financial position and net equity for the 2016 year are:

- Increase in cash reserves of 20.4%
- Increase in Plant & Equipment due to purchase of new IT & Phone System.
- Increase in Provisions of 43% to allow for future Employee Entitlements.
- Net Equity of \$1.34m, an increase of 9.1% on 2016 result.

It should also be noted that properties held by William Campbell Foundation are recorded in the Financial Report 'at cost.' These properties are:

- Farm Property of 100Ac 16 Gannet Road Nowra Hill – at cost
- 198 Princes Highway Dapto – at cost
- 19 Cavanagh Lane West Nowra – at cost

Expenditure



A big **THANK YOU** to our WCF Supporters

Funding Body



**Family &
Community Services**

Supporters

Property Industry Foundation

Ray White Kiama

WIN Television

Gateway City Church

i98FM

Berry, Kiama and Gerringong
Quilters

The Crossway Abundant Life
Church - Dapto

Sidney Myer Fund

Rotary Club of Bomaderry

Donors

Plaztech Industries

Gateway City Church
Wollongong

Shellharbour Congregational
Adult Fellowship

IGA Callala Bay

Talon Construction Group

Kiama Downs Pharmacy

Increase Ministries Albion Park

InsideOut Illawarra

Grill'd Shellharbour

Uniting Financial

The Wesley Uniting Op Shop
at Oatley

Clifford Developments

Garry and Fiona Jones

and to all our individual donors

Thank you

Annual Report 2016-2017



1300 130 585
wcfoundation.org.au

