



AUSTRALIA



2013-2014
YWCA AUSTRALIA
REPORT TO MEMBERS
Implementing the
Strategic Directions

Thank you

A special thank you to our wonderful volunteers, particularly the extraordinary commitment of our volunteer Board and Sub-Committee members.



YWCA Australia gratefully acknowledges the following support:

Funders

Australian Government Department of Health

Australian Government Department of Prime Minister and Cabinet (Office for Women)

Avon Australia

Eve Mahlab

Our generous anonymous Encore donor

PricewaterhouseCoopers

Prostate and Breast Cancer Foundation

Pro Bono

Holding Redlich, legal advice for the housing project

Imagination, design advice for the rebranding project

Viola Eco Graphic Design, design work

YWCA Australia is also grateful to our family and friends who provide free accommodation for our staff team when they travel for work.



Australian Government
Department of Health



Australian Government
Department of the Prime Minister and Cabinet
Office of the Status of Women



A V O N



HOLDING REDLICH



**PROSTATE & BREAST
CANCER FOUNDATION**

viola design



President and Executive Officer Report

We are pleased to present the YWCA Australia Annual Report to the Directors and members of YWCAs in Australia. This year we are presenting two reports: an internally-focused accountability report focused on the achievement of the Strategic Directions 2013-2016, and an externally-focused Shared Impact Report, which celebrates the reach of the YWCA across Australia (and delivers on Strategic Initiative 10).

The Strategic Directions 2013-2016 were adopted, by consensus, at Convention 2012 and were the culmination of strong collaboration by all Boards in the movement. In the first year of the Strategic Directions 2013-2016, YWCA Australia has delivered strong results against the eleven Strategic Initiatives established by the movement.

We are excited by the coherence in the movement, demonstrated in the brand project, the collaborative work on the Women's Leadership Pathway, the investment tendering project, and the careful consideration of the potential to develop a national approach to housing.

Management of the Equality Rights Alliance, along with our own policy work, strengthens our profile within the women's sector. This year we were also delighted to win a competitive contract to deliver the NGO Report on Australia's implementation of the Convention on the Elimination of all forms of Discrimination Against Women. Every Girl and Encore continue to be delivered across Australia, and the She Speaks survey was rolled out nationally for the first time.

Our thanks to our Members for their collaboration and local leadership, and to the Board and Staff of YWCA Australia for their hard work in delivering such a great first year of the Strategic Directions 2013-2016.

A handwritten signature in black ink that reads 'Caroline Lambert'.

Caroline Lambert
YWCA Australia Executive Officer

A handwritten signature in black ink that reads 'Emma Bird'.

Emma Bird
YWCA Australia President

YWCA Australia Strategic Directions 2013-2016



Purpose

To harness and develop the leadership and collective power of women and girls throughout Australia to achieve justice, peace, health, human rights, freedom, reconciliation and environmental sustainability for all people.

Vision to 2016

Improve the lives of women, families and communities by building a connected, influential, recognised and sustainable YWCA.

At YWCA Australia we are...

Inclusive - We are committed to equality, compassion and respect for people of all ages, races, religions and backgrounds.

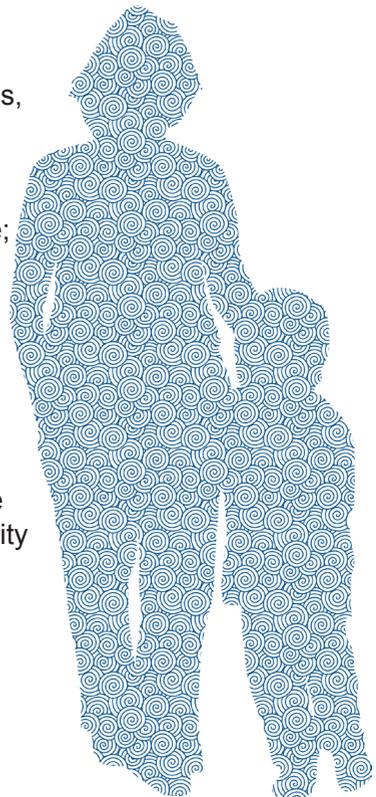
Intergenerational - Our leadership is shared between women of all ages and stages of life; we especially create safe spaces for young women's leadership.

Collaborative - We know that real results are only achieved through collaboration, connection and partnership.

Transformative - For more than 140 years we have responded to the needs of our community and we continue to work innovatively and advocate fearlessly to transform lives.

Dauntless - We are bold and persistent.

We have *Integrity* - We are honest, ethical, transparent and respectful.



Strategic Initiative 1



Create a virtual repository of best practice for YWCA experience and knowledge

The YWCA Australia intranet provides a virtual repository of YWCA best practice and facilitates communication and collaboration amongst YWCAs.

Since its launch in 2011, the intranet has been hosting groups of YWCA staff members with shared specialisations, governance volunteers such as the Boards of smaller YWCAs, and members such as the Young Women's Working Group. Each group has capacity for private discussions, storing and editing documents and other features.

Currently, the intranet has 309 users in 29 groups.

In 2013-2014 we focused on strengthening the usability of the intranet, creating a welcome video featuring our President, hosting webinars and tutorials to skill-up users and creating a YWCA Australia document bank.

A screenshot of the YWCA Australia Intranet interface. The top navigation bar is blue with the YWCA Australia logo and the text 'YWCA Australia ~ Intranet'. Below the navigation bar are several icons representing different features. The main content area is divided into two columns. The left column is titled 'Main Discussion Group' and features a video player with a play button. The video shows a woman, Emma Bird, sitting at a desk and reading a document. The text 'Emma Bird, YWCA Australia President' is overlaid on the video. Below the video, there is a paragraph of text explaining the purpose of the discussion group. The right column is titled 'Latest News' and contains two news items. The first item is titled 'STATE: Rosie Batty named Victorian of the Year...' and the second is titled 'Addressing domestic violence is everyone's responsibility...'. Both items include a date, a source, and a 'Read more' link. At the bottom of the page, there is a 'Notebook' section with a list of resources and a 'Recent activity' section.

Strategic Initiative 2



Create and strengthen opportunities for Members and the movement to work together to share knowledge and develop ideas and initiatives

With the alignment of purpose among YWCAs, the Board has been able to focus this deliverable towards the collaborative work on women's leadership.

With strong leadership from the Executive Directors Group, and building on work in Member Associations, the YWCA framework for women's leadership development has been created. During the year a comprehensive Literature Review was commissioned. The Literature Review presented the cutting edge thinking on women's leadership and tested our preliminary definition of women's leadership against the best practices in the sector.

We agreed to focus our initial attention on the development of a Women's Leadership Pathway (WLP) which will enable YWCAs across Australia to deliver a cohesive set of programs for girls' and young women's leadership development. The foundation of the WLP is the Every Girl program in the last two years of primary school, a series of high school activities, and programs to support ongoing development for 18-30 year olds, including the YWCA of Adelaide initiated She Leads Conference, the YWCA of Canberra developed She Leads Diploma, governance training and board traineeships, and mentoring.

The project has gained momentum this year, with almost every Association now engaged either through delivery of Every Girl or the development of WLP.

In 2013-2014 across Australia close to 2,200 women participated in YWCA leadership activities.



Strategic Initiative 3 & 4



Measure the impact of our National Advocacy Plan

With the bulk of the work on this Strategic Initiative targeted to the 2014-2015 and 2015-2016 years, the primary focus of this Initiative in 2013-2014 was to increase our understanding of best practice for the measurement of policy impact.

YWCA Australia attended a conference on measuring social outcomes, which was largely focused on developing program logic (complementary to the Results Based Accountability structures in place for many YWCA programs). The view at the conference was that measurement of advocacy is considerably more difficult as outcomes are less tangible than for other services and programs and they are largely relationships (which can then be at the whim of political change). Establishing frameworks for measuring the impact of the National Advocacy Plan is cutting edge and our work in this area will enable YWCA to position as a thought leader.

Explore the opportunity to deliver a signature policy initiative within the context of the National Advocacy Plan

The key deliverable this year was to present a preliminary discussion paper to the Board. The Board directed that follow-up work be conducted with the Executive Director's Group.

Through this process, YWCA Australia began to identify first principles for the signature policy initiative, including building our policy credibility by giving voice to lived experience, enabling intergenerational leadership, and creating safe spaces for young women particularly to explore public policy issues. The next agreed step is to evaluate the efficacy of the She Speaks survey and to consider it as a signature policy initiative, among other options.



Strategic Initiative 5



Build our advocacy profile through implementation of the National Advocacy Plan and contract management of the Equality Rights Alliance

YWCA Australia continued to advocate nationally and internationally on issues affecting women, their families and communities in 2013-2014.

In the lead up to the 2013 federal election, we campaigned for young women to enrol and to cast an informed vote by looking at issues they care about. We reached over 16,800 people on social media where our images focused on prominent female politicians and their “first vote” stories. We partnered with the YWCAs of Canberra and Perth to host highly-regarded “Meet the Candidate” forums. We also made a submission to the customary inquiry on the conduct of the 2013 Federal Election, bringing the voices of young women/first time voters to the attention of the Committee.



“On the afternoon of Tuesday 11 November 1975 I was part way through a Constitutional Law exam when a man broke into the hall shouting

‘Whitlam’s been sacked’”

I scribbled on my exam paper

‘Didn’t learn about this during the course!’”

Stable political order was restored through a general election held one month later.

So it was on 13 December 1975 that I cast my first vote in a Federal election and I voted Liberal.

The right to vote is a privilege which should never be taken for granted.

For democracy to flourish, citizens should participate in elections & cast a vote.”

-The Hon Julie Bishop MP



*There’s an election...
Put your voting glasses on*

Authorised by Dr Caroline Lambert, YWCA Australia, Level 5, 161 London Cot, Canberra, ACT, 2601

We made an extensive range of submissions on violence against women, affordable housing, childcare and early childhood learning, federal budget funding priorities, Australia’s overseas aid and development assistance program and human rights issues confronting women and girls in the Asia Pacific region, and the abolishment of the Australian Charities and Not-for-profits Commission and the Freedom of Speech Bill.

We contributed to the Joint NGO Report on Australia's Human Rights Record and worked in coalition with other women's organisations to preserve meaningful gender equality reporting requirements under the Workplace Gender Equality Act 2012. A full list of our submissions can be found on our website.

The YWCA marked International Women's Day with the Australian Human Rights Commission, co-hosting a special International Women's Day RightsTalk panel that explored the challenges, issues and inspirations of young women today as they negotiate equality in leadership, financial independence and career opportunities.

A delegation of nine YWCA Australia representatives attended the UN Commission on the Status of Women meeting in February/March 2014, lobbying hard to ensure that a stand-alone gender equality goal and a commitment to end early and forced marriage will be included in the Post-2015 Development Framework. We also delivered a parallel event called 'Leading Young Women: YWCA strategies for young women's leadership'.



In March 2013, YWCA Australia was again appointed by the Australian Government to coordinate the preparation of the 2014 NGO Shadow Report for Australia's next CEDAW review. We held a series of consultations with stakeholders across Australia to inform the report. The report will be open to endorsement by women's and other organisations and will be released in 2014-2015.



Equality Rights Alliance

In 2013-2014 the Equality Rights Alliance (ERA) continued building a strong voice for affordable housing for women and established a voice in sexual and reproductive health and international engagement.

This involved building industry, community sector and political relationships, including meeting with 38 parliamentarians or their staff and four meetings bringing together our member organisations to develop ERA policy and strategy and build networks. We commissioned research into current views on negative gearing and conducted a survey of women in housing stress and inappropriate housing.

Our international engagement focused both on direct participation - sending a delegate to CSW58 in New York and contributing to YWCA Australia's CEDAW Shadow Report - and building capacity on international human rights among the Australian women's sector by holding two training and strategy forums in Sydney.

During 2013-2014, ERA made a number of submissions, contributed to sector reports and was sought out for media comment.

What does the housing stressometer say about women, age and housing?

Women aged between 20 and 30



Were less likely to be in housing stress but slightly more likely to have poorer housing wellbeing.

Women aged between 31 and 45



Identified on average 3 problems with their housing.

Women aged 45 and over



Were most likely to be paying more than 30% of their income on housing.

Strategic Initiative 6, 7 & 8



Develop a Brand Protocol for YWCA Australia

YWCA Australia was delighted to harness increased interest among many Member Associations in strengthening brand coherence during this year. The Brand Protocol strategic initiative was expanded to include a rebranding of YWCA Australia, with potential for MA application. One of the world's leading brand agencies, Imagination, has provided pro bono support. We are tremendously excited to be launching the new brand at AGM and to using the new brand for the national Women's Leadership Pathway. YWCA Australia looks forward to Member Associations adopting the new branding.

Develop a comprehensive communication strategy to enhance our reputation and understanding of our work

Work on the cross-movement Communications Strategy is slated for 2015-2016 following the finalisation of the YWCA Australia re-branding project.

Facilitate and lead initiatives that deliver shared infrastructure among YWCA Australia Member Associations

A range of activities were explored by the Executive Directors Group to improve shared infrastructure among YWCAs in Australia. The primary focus of activities was on housing and the She Speaks Survey.

In 2013-2014, YWCAs in Australia who are delivering housing collaborated to assess the best way to remain competitive in a changing regulatory environment. The project team invested considerable time, meeting regularly from October 2013 to April 2014. The project produced two substantive reports assessing the options across the range from establishing a national YWCA housing entity to business as usual. The well-informed outcome resulted in the creation of the informal YWCA Housing Alliance.

Another shared project in 2014 was the She Speaks survey, which excitingly rolled out nationally this year. The She Speaks survey asks girls and young women in Australia about their most important issues and views on leadership. Over 1600 responses were collected this year. The results will be launched at AGM.

The Executive Directors Group also explored potential alignment on software development for client and supporter management, shared operational policies and explored the possibility of using similar staff survey tools.

Strategic Initiative 9



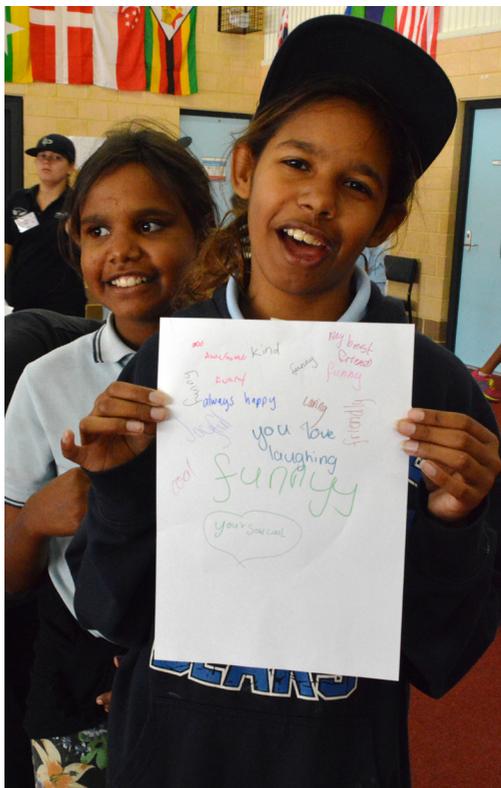
Facilitate the development and implementation of national programs and services (subject to funding)

With funding secured for both Encore and Every Girl, 2013-2014 was a busy and significant year. A part-time National Program Coordinator role was created in August 2014 to oversee the national coordination, compliance and training for both programs.

Encore celebrated 30 years of delivery in Australia in 2013 and underwent a complete overhaul with a grant from the Federal Department of Health.

All Encore facilitators were trained in the new, more aerobic program and were enthusiastic as it was rolled out nationally in early 2014. 803 women participated in a total of 97 Encore programs delivered in 67 locations.

Fourteen Every Girl programs were delivered, reaching 284 girls. The Federal Office for Women grant funded nine programs across Australia, with a further five programs funded from other sources as Member Associations attempted to keep up with demand. Twenty-three new facilitators were trained at five locations across Australia, and existing facilitators were provided with ongoing support.





Strategic Initiative 10

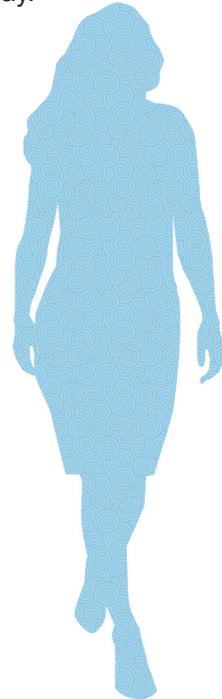
Facilitate the development of a national approach to mapping the impact of our work in communities

The primary deliverables for this year were a Shared Impact Report and separate report cards on Encore and Every Girl.

We are very pleased to present the Shared Impact Report as a companion to this report and are proud of the work achieved by YWCA Australia and our Member Associations. The Shared Impact Report has been structured to reflect the global YWCA priorities, celebrating our place as a local, national and global organisation.

A significant feature of the Encore and Every Girl Report Cards is our ability to tell a national story about common program impacts. As national programs Encore and Every Girl are our strongest current story to talk about a national impact of YWCA programming. The lessons learnt in developing these shared impact tools are being applied to the development of the shared impact framework for the Women's Leadership Pathway.

This year we have also updated our shared reach figures. In 2013-2014 YWCAs reached over 177,000 people with programs and services, including provision of hotel accommodation in Sydney and Darwin. Of these, over 48,000 were program participants, who benefited from 98 different programs delivered at 45 sites across Australia. In addition, YWCAs managed 466 units of social housing. In order to accomplish all of this we relied on 717 staff, 962 volunteers and more than 2200 members. Our collective annual turnover in 2013-2014 was \$43,047,181.



Strategic Initiative 11



Implement the Standards of Good Management and Accountability

YWCA Australia reviewed their Board evaluation framework during the year, completing the Australian Centre for Philanthropy and Nonprofit Studies at QUT Business School board evaluation tool. The free online survey tool enables organisations to review their own performance, benchmarked against peers in the NFP sector.

Following a successful session at AGM 2013, interested Member Associations have been working together this year to explore a collaborative tender for management of the investment portfolios of the YWCAs of Australia, Adelaide, Canberra, Perth and Queensland. A closed tender to four firms was launched at the end of the financial year and Members are continuing to work together to review the expressions of interest.



YWCA Australia Board

*Back row, left to right: Tristan Landers, Helen Walton, Yvonne Barnikel, Nicole Swaine
Front row, left to right: Camille Woodward, Caroline Lambert (EO), Emma Bird, Heather McAulay, Krista Seddon, Not in the picture: Larnie Batten*

Treasurer's Report



At 30 June 2014, YWCA Australia continued to be in a strong financial position with assets of \$1.7 million (2013: \$1.5 million) and close to break even after transfers to reserves. The Finance Committee and Board have had a continued focus on the transparency and utilisation of trust funds and reserves. In 2014-2015, we will be focusing on the YWCA Australia investment policy and appointment of an investment manager. I look forward to reporting back to you on this next year.

You will notice a restatement of our accounts which relates to the way that we classify the amounts we put aside for World Council and Convention costs. Previously we had set aside funds on an annual basis in our reserves but in the current year, after discussions with our auditors, we have moved these amounts into a provision account. This has been adjusted in the comparative period as well.

My thanks to the YWCA of Canberra who provided our sub-contracted book-keeping and the staff of YWCA Australia, especially Caroline Lambert, for their ongoing work in relation to our financial management. My thanks also to my colleagues on Finance Committee.

Yvonne Barnikel, Treasurer



Full copies of the Financial Statements are available upon request.

Statement of Profit or Loss and Other Comprehensive Income
For the Year Ended 30 June 2014

		2014	Restated 2013
	Note	\$	\$
Revenue	2	911,489	1,198,148
Other income	2	187,194	326,019
Administrative expenses	18	(305,392)	(495,993)
Advocacy, Consultations & site visits		(51,987)	(47,970)
Employee benefits expense		(504,882)	(627,281)
Equipment expense		(19,757)	(16,294)
Depreciation and amortisation expense	7(a)	(7,412)	(7,723)
Service & utilities expense		(21,719)	(30,041)
World quota		(28,898)	(14,997)
National board expense		(28,670)	(28,975)
Project Expense		(58,494)	-
Surplus before income tax		71,472	254,893
Income tax expense	1(c)	-	-
Surplus for the year		71,472	254,893
Other comprehensive income			
Items that will not be reclassified subsequently to profit or loss			
Transfer from surplus to reserve		(71,859)	(254,700)
Other comprehensive income for the year		(71,859)	(254,700)
Remainder of surplus held as retained surpluses		(387)	193

Statement of Financial Position

30 June 2014

		Retstated
	2014	2013
Note	\$	\$
ASSETS		
CURRENT ASSETS		
Cash and cash equivalents	3 421,534	391,626
Accounts receivable	4 50,533	49,780
Financial assets	5 1,133,938	1,013,954
Other assets	6 65,341	7,291
TOTAL CURRENT ASSETS	<u>1,671,346</u>	<u>1,462,651</u>
NON-CURRENT ASSETS		
Property, plant and equipment	7 34,390	41,075
TOTAL NON-CURRENT ASSETS	<u>34,390</u>	<u>41,075</u>
TOTAL ASSETS	<u>1,705,736</u>	<u>1,503,726</u>
LIABILITIES		
CURRENT LIABILITIES		
Accounts payable and other payables	8 171,222	115,076
Employee benefits	9 15,131	12,305
Provisions	10 58,631	40,355
Unexpended grants	11 117,520	65,922
TOTAL CURRENT LIABILITIES	<u>362,504</u>	<u>233,658</u>
NON-CURRENT LIABILITIES		
Employee benefits	9 4,648	2,956
TOTAL NON-CURRENT LIABILITIES	<u>4,648</u>	<u>2,956</u>
TOTAL LIABILITIES	<u>367,152</u>	<u>236,614</u>
NET ASSETS	<u>1,338,584</u>	<u>1,267,112</u>
EQUITY		
Reserves	12(g) 1,237,534	1,165,675
Retained surplus	101,050	101,437
TOTAL EQUITY	<u>1,338,584</u>	<u>1,267,112</u>

In Memory

Fairfax Obituary: Kathleen Edwards, 1929-2014 a tireless campaigner on women's issues



Kathleen Edwards was one of Australia's early workers for improving the status of women through her many years with the Young Women's Christian Association.

Kathleen Marsland was born in Perth on March 15, 1929, the only child of Tom Marsland, a railway engineer, and his wife, Hilda. She went to St Hilda's Anglican School for Girls and then to the University of WA. She trained as a secondary school teacher while studying for a Diploma in Education at UWA, then worked as a secondary school teacher from 1953 to 1959.

At university, Kathleen was very much involved with the Student Christian Movement, and also became active in the Presbyterian Fellowship of Australia, attending the fellowship's national conference in Adelaide in 1957, where she met Keith Edwards. After many letters and visits to Perth by Keith, they married in 1959.

They began married life in Melbourne, where Keith studied for the ministry at Ormond College. While Keith continued his studies at New College in Edinburgh Kathleen taught in schools. In 1963, after six months at the World Council of Churches Ecumenical Institute in Bossey, Switzerland, they returned to Australia and Keith became the minister in Clearview, Adelaide.



Kathleen came into the YWCA when she joined the Hillcrest Housewives Club. She quickly became involved at state level and was a member of the board of directors of YWCA Adelaide from 1964 to 1967.

After the family moved to Melbourne in 1967 she became involved with the national organisation. In 1977 she was appointed chairwoman of the Women's Welfare Issues Consultative Committee to the Commonwealth Department of Social Security, established by then minister senator Margaret Guilfoyle.

Edwards was its only chair and in recognition of her hard work she was appointed a member of the National Consultative Committee on Social Security until the change of government in 1983.

Her work on the women's welfare issues committee necessitated travel Australia-wide. During these visits she often sought advice from the local YWCA. Her work gained considerable credibility for the YWCA as a women's organisation vitally interested in policy issues and policy development.

She was made a life member of the YWCA in 1989 and elected vice-president from 1989 to 1997.

Edwards was a tireless supporter of the YWCA Encore program, a post-breast cancer surgery exercise program, and a foundation member of the YWCA East Timor working group, supporting East Timorese women and children. She was also instrumental in securing the archives of the YWCA and was a living archive of its stories.

In recognition of her lifetime of achievement Edwards was named in the inaugural international YWCA Honouring Women Leaders roll in 2007 and was awarded the medal of the Order of Australia in 2010.

Kathleen Edwards is survived by Keith, children John, Rachel and Alison and four grandchildren.

Caroline Lambert and Tom Spurling

YWCA Australia Board and Staff



YWCA Board

Camille Woodward

Emma Bird

Elizabeth Dibbs

Heather McAuley

Helen Walton

Krista Seddon

Larnie Batten

Mary O'Brien

Nicole Swaine

Tristan Landers

Yvonne Barnikel

YWCA Australia and ERA

Alison Laird

Alyssa Shaw

Candice Smith

Caroline Lambert

Hannah Gissane

Heather Walker

Helen Dalley Fisher

Jenny Davidson

Sally Lewis

Tara Ashford

Consultants

Angela Lauman

Elizabeth Billings & Karen Grey

Helen Hodgson

Jackie Huggins

Kiri Dicker

Leisa Gibbons

Michelle Deshong

Trishima Mitra-Kahn

Encore Review

special thanks to

Hildegard Reul-Hirsch

Kate Guthrey

Sandi Hayes

