

# ANNUAL REPORT 2022/23



Cover image: City Mission volunteer Katie helping with #ShagChat, Torrens Park, Mayfield. The #SnagChat team provide a free BBQ, as well as friendly conversation for individuals, children and families. Through the wafting scent of sizzling sausages, our team seeks to build community connection and cohesion. (See page 29)



# INTRODUCTION

**City Mission has been there providing care and assistance to those who are most vulnerable in our community for almost 170 years.**

With the assistance of selfless staff, dedicated volunteers and generous donors and supporters we continue to provide a helping hand to thousands experiencing hardship, providing a way forward and a brighter future, transforming lives in Jesus' name, in local communities across North and North West Tasmania.

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*Names have been changed and stock photos have been used to protect the privacy of our clients.*

## OUR MISSION

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*City Mission exists to meet the Physical, Emotional, Social and Spiritual needs of the people of our community; to demonstrate God's love in action*

## OUR VISION

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*Transforming Lives, Communities and Futures in the name of Jesus*

## OUR CORE VALUES

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### FAITH

*We have confidence that ethical actions will bring good results*

### JUSTICE

*We take responsibility to uphold what is pure right and true*

### COMPASSION

*We invest whatever is necessary to heal the hurts of others*

### FLEXIBILITY

*We are attentive and responsive to the changing needs in our community*

### ENTHUSIASM

*We work with passion and commitment to achieve our goals*

# OUR YEAR IN REVIEW



**City Mission's 2022-23 year began and ended with the finalisation of two significant capital projects. The new Serenity House Drug and Alcohol Recovery Service in Burnie was opened on July 6, 2022, by Assistant Federal Health Minister the Hon. Emma McBride. A year later, on July 26, 2023, The Ark Youth and Community Centre in Launceston, was opened by Her Excellency the Honourable Barbara Baker AC, Governor of Tasmania. These projects required significant time, planning and finance but are not ends in themselves. They represent our desire to show love and respect to the multi-generational people we serve by providing welcoming, safe and efficient spaces where they can feel at home.**

We thank all City Mission workers for their committed and inspirational efforts to provide outstanding service to their clients, customers, donors, and stakeholders. We are grateful to our dedicated volunteers, spanning a length of service from less than 12 months to over 20 years! It is impossible to appropriately recognise volunteers who have given so much for so long, however our thematic goal in 2023-24 is that everyone in the organisation understands their part in our vision to transform lives in Jesus' name. Our heart in this is that our people, whether they are board members or warehouse workers, and particularly our volunteers, better understand the contribution they have made to the lives of others and how much we appreciate each of them.

In that vein, we want to honour the work of everyone in Social Enterprise (Mission Shops and Resale Centres) for the changes implemented and results achieved following a very slow start for turnover early in the 2022-23 year. General Manager Belinda Ratnik joined us in November 2022, supported by Operations Managers Curtis Marsden, Greg Howell and Erin Worth, we thank you for demonstrating flexibility, commitment and the outcomes achieved by our Social Enterprise Teams.

Similarly, we honour Client Services for embracing the restructure of leadership, reducing costs when government funding was reduced, and at the same time increasing capacity to meet the overwhelming demand in Family Services and Safe Space Launceston. Jonette Scott joined us as Operations Manager Health and AOD, and Fiona Auton became Operations Manager Children, Youth and Futures, enabling Narelle Howell to become General Manager.

We thank Corporate Services General Manager Brian Beswick and the Finance, ICT/Business Analysis, People and Culture, Marketing and Fundraising, and Quality and Risk teams for their support of client services, social enterprise and projects during the year. In addition, there was significant progress made with internal projects to improve our efficiency as an organisation. Outstanding results in marketing and fundraising were achieved during the year. We always recognise that God is our Provider and we're so fortunate to be able to partner with Him in this work. But in doing so we need to tell the stories of people cared for and supported through our services, so we honour Rafael Demarchi who left us in December and thank Jen Jordan, our new Marketing & Fundraising Manager, for joining us to continue building relationships with our donors and philanthropic partners.

Our Assets & Project Manager Peter Freak took on this role following the retirement of John Clements, who had served the organisation for seven years. We thank John for all that was achieved. Peter subsequently took over a very busy program completing two major projects and several smaller capital and operational projects. We sincerely thank Peter. Special thanks to Tim Oliver for the completion of major ICT changes and The Ark installations.

**Other significant projects completed during the year included:**

- Circular Head Resale Shop opening, July 2022.
- Outcomes Measurement Dashboard project completion, June 2023.
- Many funding submissions lodged to Federal and State Government Budgets.
- Opening an additional 11 Safe Space Launceston beds, July 2022.
- Closure of the Mission Garden & Outdoor Centres in Ulverstone and Youngtown, April 2023.
- MOU signed with UTAS, August 2022, and subsequent meetings to operationalise.
- Partnership with Olive Road for our Community Development Project in Northern Suburbs.
- Successful tender to operate Waratah Wynyard Waste Transfer Station from July 2023.
- Completion of our 24-unit social housing development in partnership with Centacare Evolve Housing co-located with our Youngtown Centre, July 23.

We are supported by a dedicated group of chaplains that provides prayer and encouragement to all of us within the Mission as we seek to build partnerships with our founders — the local church. We remain so grateful to God for all the transformations He has achieved in people's lives.

The City Mission Board continues to provide good governance, completing due diligence reviews and praying and moving by faith on significant projects to benefit the people in our communities. The Board remains committed to the vision of *“Transforming lives in Jesus’ name”*. We were blessed to have Bonnie Bonneville join the Board in February 2023 and Jo-Anne Fearman and George Elkhair were re-elected at the 2022 Annual General Meeting.

We commend to you all the information that follows in this Annual Report concerning people helped by City Mission during 2022-23. We are continually overwhelmed with gratitude for the support shown by our volunteers, staff, stakeholders, donors, partners, and members as well as many people in our community. As we enter our 170<sup>th</sup> year of operation we answer as an organisation these clarifying questions:

**WHY DO WE EXIST?**

To transform lives in the name of Jesus.

**HOW DO WE BEHAVE?**

With Faith, Justice, Compassion, Flexibility and Enthusiasm.

**WHAT DO WE DO?**

We care for and support people in our community.

**HOW WILL WE SUCCEED?**

We will be known for showing God's love in action.



Stephen Brown  
CHIEF EXECUTIVE OFFICER



Tim Holder  
CHAIRMAN

# OUR BOARD

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**TIM HOLDER**

CHAIRMAN



**JO-ANNE FEARMAN**

DEPUTY CHAIR



**GEORGE ELKHAIR**

DIRECTOR  
& TREASURER



**PAUL ARNOLD**

DIRECTOR



**BELINDA WILLIAMS**

DIRECTOR



**KRISTIE MISDROM**

DIRECTOR



**NISHANTHI  
GURUSINGHE**

DIRECTOR



**BONNIE BONNEVILLE**

DIRECTOR

# OUR SENIOR LEADERSHIP TEAM

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**STEPHEN BROWN**

CHIEF EXECUTIVE  
OFFICER



**BRIAN BESWICK**

GENERAL MANAGER  
CORPORATE SERVICES



**BELINDA RATNIK**

GENERAL MANAGER  
SOCIAL ENTERPRISE



**NARELLE HOWELL**

GENERAL MANAGER  
CLIENT SERVICES



**BERNADETTE JONES**

MANAGER PEOPLE  
& CULTURE



**PETER FREAK**

MANAGER PROJECTS  
AND ASSETS

# HEALTH & ALCOHOL AND OTHER DRUGS

## MISSIONDALE

*Working with people experiencing addiction in Northern Tasmania.*

### About

Missiondale is a homely space on a 25-acre rural property near Evandale, Tasmania, where clients work towards their recovery. The 34-bed facility offers a recovery program of up to six months, where clients work at their own pace through stages of change. They are encouraged to embrace the Missiondale community as their support network, and participate in activities including cooking, building and grounds maintenance, art, cleaning and working in the organic Garden of Hope.

### In this financial year

Cost of living pressures and increased mental health concerns have impacted Missiondale this year. Managing budgets by reviewing day-to-day operations and staffing arrangements have been necessary to manage the increasing costs associated with a residential service. We were fortunate to secure an AOD clinician to work with our clients in the counselling space. Working alongside clients on strategies to manage their mental health, as well as the ability to refer clients for additional intensive mental health support, has become an essential component of our program with up to 80% of clients presenting with diagnosed or suspected mental health concerns.

The restructure of the organisation leadership team resulted in the appointment of Jonette Scott to the position of Operations Manager for Health and AOD services in October 2022. Jonette joins City Mission after a long career in nursing and education and brings a wealth of knowledge to this space. Jonette very quickly established a positive rapport with the services and greater City Mission team.

After securing funding, in the previous financial year, to establish a dedicated shed at Missiondale for storage and training opportunities, 'The Shed' was completed and provides an additional welcoming and warm space in the winter months for clients and staff to gather in a non-threatening, familiar environment. Work is well underway to transform The Shed into a space where clients can build on existing skills or learn something new that can enhance their life beyond Missiondale.

### KEY OUTCOMES

- Increased community participation in the external SMART Recovery group that is conducted weekly at a local church by a Missiondale case worker.
- Positive relationships maintained with stakeholders, ensuring that Missiondale remains responsive to client needs and can facilitate timely admission to the service.
- Missiondale staff worked closely with two women in their first trimester of pregnancy who were seeking to manage their alcohol use. We are awaiting news of the births of these babies later in 2023.
- An increase in overall service occupancy in the last quarter of the year.





## CLIENT STORY

*For me, life before Missiondale had become an uncontrollable nightmare my health was really bad both mentally and physically.*

*My marriage was slipping away without even realising it. I couldn't complete the simplest of tasks without a drink in hand. I was unwillingly destroying everything I held dear to me. Upon reflection I destroyed the one thing that meant the most to me, my wife's trust. Through lies and deceit I had destroyed my relationship with my one and only true love, my angel.*

*I had hit rock bottom After a lot of reflection and soul searching, I decided rehab was my only chance of redemption.*

*Now, as I sit here after ten months amongst the trees listening to the birds happily cheering another sunny crisp morning, I realise what a privilege it has been for me to be at Missiondale.*

*People often talk about special places, well for me and many others before me, who I'm sure would agree this is truly a special place. I congratulate City Mission, and everyone involved in the ongoing mission that is the ever-evolving Missiondale therapeutic community.*

*From the committed management, staff and all the volunteers, their passion to help others is outstanding. Missiondale Client.*

# SERENITY HOUSE

*Working with people experiencing addiction in North West Tasmania*

## About

Serenity House gives women and men a clean break from the effects of substance misuse. Located in Burnie, North West Tasmania, it is a safe place for people to come for time out, to sober up, and to address the risk of harm to self and others in a communal living format with the support and supervision of qualified and caring staff. The service provides clients with the chance to refresh and establish stability in a relaxed environment. Counselling, referrals, and follow-up support is available when requested. Serenity House is also used as a pathway out of medical or other monitored detox programs to long-term rehabilitation or back to the individual's home. Serenity House provides the 'Place of Safety' program in the North West. 'Place of Safety' is the legislated alternative to detention for police to bring an intoxicated person. They are then monitored until sober and offered further support as needed.

## In this financial year

July 2022 saw Serenity House move from its previous location in Sulphur Creek, near Penguin, Tasmania, to the new site in Burnie. A new, larger facility with additional beds and multiple living areas now provides staff with the challenge of thinking of fresh and efficient ways of working together. The staff should be commended on their positive and forward-thinking attitude. Feedback on the new facility has been outstanding from clients as well as stakeholders, who are always welcome to visit.

An increase in beds gave Serenity House the opportunity to employ both a full-time administrative assistant and a case worker. The addition of these roles to the Serenity House team has ensured both efficient use of valuable staff resources as well as streamlined continuous care for clients before, during and after a stay with the service. Alongside the successful recruitment in these roles, some challenges were experienced in the recruitment of support worker roles resulting in the need to reduce the number of beds open across March-April 2023. Successful recruitment and again the flexibility and commitment of other staff, supported the service to open to full capacity again after four weeks.

Occupancy has remained a challenge throughout 2022-23. Trends indicate that clients are accessing Serenity House more often as a pathway service to longer term rehabilitation options rather than time out. This provides opportunity to further enhance links with other services that may recommend clients for time out within our service.

## KEY OUTCOMES

- Relocation to new Burnie site has enabled increased opportunities for group activities for clients in the service including cooking classes, individual and group counselling sessions, SMART Recovery and mindfulness.
- The outdoor areas at the new facility provide opportunity for clients to participate in group fitness classes and other recreational activities such as tennis and basketball.
- An improved relationship with Tasmanian Prison Services and Department of Justice is seeing an increase in clients accessing the service from remand and/or Court Mandated Diversion Programs.



# MISSION HEALTH

*Free health service and referrals*

## About

Mission Health is a free, drop-in, nurse-led health service for the homeless and vulnerable in our community. The team can provide treatment on a range of health issues, including assessment, testing, and treatment of infection and disease. The workers are qualified and will provide referrals to other health services and specialists as necessary.

## In this financial year

Mission Health continues to experience significant demand for services each week. Currently operating via a drop-in clinic each Thursday morning, it is not unusual for clients to be waiting for doors to open. Mission Health continues to operate using a Nurse Practitioner led model with Jane Laidlaw generously donating her time each week. Jane is supported by Dr Scott Parkes, a registered nurse Michelle, and physiotherapist Marie-Louise.

Clinicians will frequently contact City Mission in Launceston to explore volunteer opportunities, however due to current limited opening hours, and limited funding, it is challenging to facilitate additional volunteer clinicians. Continued funding options are being explored, which will enable the service to expand. When funding is secured, we will be connecting with interested clinicians to on board further volunteer hours across a variety of health and allied health professions.

## KEY OUTCOMES

- Installation and training of client management software allowing clinicians to bulk bill clients through Medicare.
- Funding obtained through Primary Health Tasmania enabling contract employment of a project officer to assist with policies and procedures essential to opening the service for additional hours.
- Progress towards becoming authorised to store and administer vaccinations through the Tasmanian Immunisation Program.
- Mission Health, operating 3 hours per week, conducted 419 consultations during 2022 -23.



# EMERGENCY RELIEF & HOUSING

*Helping people experiencing financial hardship.*

## FAMILY SERVICES

### About

Family Services provides support and information for people in Launceston and the North West experiencing difficulties with basic living costs. The team is also the first contact for people calling or visiting the Frederick Street and Mount Street offices. Case workers help with relief packages, advocacy with electricity and phone bills, emergency fuel or transport needs and referrals. Direct help can include food parcels, food vouchers, personal hygiene products and bill payments for essential services. People may also receive assistance to access medical services, purchase medications or provide vouchers for furniture, household goods and clothing. A strong network of other service providers in the North and North West has been developed to ensure people have the best chance of receiving support when they need it, although this can be difficult as demand for relief continues to increase.

Family Services provides financial aid to close to 1,000 families and individuals each year. With a lot of people finding themselves in the situation of seeking help for the first time, it is important that people are cared for and know that they are not working through their experiences alone. We receive consistent feedback that the team is delivering practical support that is making a real difference to people, helping restore hope and self-belief.

### In this financial year

There has been an increased demand for emergency relief. People attending appointments are citing challenges in a range of areas including rent and bill stress, increasing cost of basic groceries and petrol, as well as difficulties in accessing health care and treatment.

Assessment data indicates that, as well as more people calling the service, they also called with challenges of increasing complexity. People reported feeling less in-control of their circumstances and at higher levels of physical, mental and emotional distress.

Support to people accessing Family Services comes from the community through annual appeals and other donations as well as federal and state government funding. The generosity of the local communities of Launceston and Burnie cannot be understated. Each time a person receives food, a voucher, some clothing or help with a bill, they see that others care for them and want to help them. They are not alone. This knowledge can be just as important as the practical assistance given.

Launceston City Mission would like to thank the Department of Social Services, the Department of Premier and Cabinet and the Tasmanian community for their ongoing financial provision towards Family Services. The support you have given enables the service to continue to provide material wellbeing and uphold the needs of many of Tasmania's most vulnerable people living in North and North West Tasmania.

### KEY OUTCOMES

- 3,984 total appointments.
- 479 people had appointments for the first time.
- \$521,274 was provided in direct assistance in the North and North-West (various bills, transport assistance, material goods and food provision).
- 194 referrals for additional support through internal and external services.
- Launceston City Mission has helped to prevent 26 property evictions due to rental arrears.
- Total rental arrears provided was \$12,405.



*"I am so grateful for the help. I really wasn't coping on my own."*

*"Thank you so much for listening. It looked a busy day but you were so kind to me."*

*"I am not sure if I could do as much as I have without your help. You listened and explained everything so well. It's still scary, but I think we can do okay now."*

## ORANA HOUSE

*Accommodation for men requiring additional support.*

### About

Orana House in Launceston, Tasmania offers crisis and transition accommodation for men aged over 21. Crisis accommodation is also available for fathers or couples with children. Orana House is a recognised 'Place of Safety' service, legislated to provide police and tertiary health services with an alternative to a lock-up cell or hospital bed for people who are intoxicated. People brought into the service are monitored until sober and referred to further support options. Residents of Orana House receive three meals a day and access to shared facilities, including a games room, laundry and a quiet reading room. Access to and from the property is fully monitored by staff for residents' safety, and a bus stop at the front of the property enables easy travel to the CBD and surrounds.

### In this financial year

As the housing supply situation across the state continued to provide challenges through the last 12 months, the demand for rooms at Orana House was consistently high. This was a difficult period for people to find affordable and safe alternatives to transition from Orana. Staff continued to work hard and build on the working relationships with Catholic Care and Anglicare in particular, to help people find a solution. Having said that, people did navigate through the housing system, and we did see a regular but reduced flow (compared to previous years) of people moving into social housing options.

With the rise in the number of people sleeping rough in the community, the collaboration with local and state governments to review and refine our processes and resources continued. An outcome of this review was that rooms previously used for longer periods of support were used to meet the increased need for shorter, crisis accommodation. This still extended up to three months for some people. The flexibility of the service at Orana enabled very high occupancy rates throughout the year, which meant being able to keep as many people accommodated as possible at a time when every room made a difference.

While demand in general has remained high overall, the service did experience drops in total bed nights provided and occupancy rate. Some of this was due to a lower number of people using the overnight room, particularly during the first few months of 2023.

Launceston City Mission would like to thank the State Government, in particular Homes Tasmania, for its ongoing financial support of the service. City Mission would also like to acknowledge its working partnerships with the City of Launceston, Housing Connect, Anglicare, Catholic Care, Shelter Tas and other independent service providers.

### KEY OUTCOMES

- 6,433 bed nights provided at 92.8% occupancy rate.
- 384 individuals supported with accommodation.
- 534 requests for accommodation unable to be met.
- 22 people supported into long-term, stable tenancies.





## CLIENT STORY

### **What has staying at Orana House meant to you?**

*My self-esteem has greatly improved. If it wasn't for Orana House I don't know where I'd be now. Ever since I've been here, at Orana, I've had a better outlook on things, and on life.*

*I've learnt how to be more patient; I've learnt how to be a better person. I recently told staff that everyone at Orana House has been so kind to me, that it has rubbed off on me. I couldn't recommend this place highly enough, you know, to anyone who needs help.*

*For anyone who has lost their way with alcohol or drugs, I couldn't recommend the place highly enough. The best part of being here is everyone is fair dinkum, everyone is genuine. The service is very, very good.*

### **What was life like before coming to Orana House?**

*Before coming to Orana my life was chaos. I was lost. I was going down a not very nice path. I was in hospital with health issues related to drinking. I was depressed and started thinking about ending it all. My depression was very bad. I was at Missiondale for a few months before coming to Orana House. It was great there, good people. Caring.*

# SAFE SPACE LAUNCESTON

*A safe place to sleep for people experiencing homelessness.*

## About

Safe Space Launceston began from a state-wide partnership with Hobart City Mission and the Salvation Army, providing a dedicated, 24/7 facility for people sleeping rough in the community. It opened in July 2020, funded for 16 beds, but offering 20, for people experiencing homelessness. After a successful trial period, the service increased bed capacity to 33 in the last half of 2022. Demand since then has increased to the point where all beds are consistently fully allocated. People have access to food, showers and laundry services, as well as opportunities for social interaction and the ability to connect with support services.

## In this financial year

The nature of the Safe Space service is one of complexity and high need. People seeking support in the service are often unable to access support from other services, displaying behaviour that comes from extended times of living in isolation and unfavourable conditions. While these behaviours can be difficult to work with, we have seen remarkable transformation in the lives of some people who have kept up regular contact. Some have been able to secure long term accommodation due to the persistence and care from the Safe Space team.

Safe Space was given a five-year funding agreement this year, recognising the strong need for the service, as well as the hard-working team's commitment to compassion and care. This change will provide stability within the service and the opportunity to plan for the future with a higher degree of certainty.

In the funding agreement for 2022-23, the new role of Key Development Coach (KDC) was included as an addition to the team. The role was to primarily connect directly with people in the service struggling to navigate the housing system and complete applications for longer term options. People in these circumstances often didn't have the physical, mental or emotional capacity due to their experiences prior to coming into the service. The KDC and outreach workers, alongside the support of the rest of the team and service partners, had a significant impact on people who previously had difficulties in engaging. Thirty-eight people were identified as transitioning into housing or other long term support as a result of this additional support.

Launceston City Mission would like to thank the State Government, in particular Homes Tasmania, for its ongoing financial support of the service. City Mission would also like to acknowledge its working partnerships with the City of Launceston, Housing Connect, Anglicare, Catholic Care, Shelter Tas and other independent service providers.

## KEY OUTCOMES

- 9,134 bed nights (over 1000 increase from last year) provided to men and women, an average of 25 people per night (increased from 17 last year).
- An average of 59 individuals supported each month with a bed (increase from 46 last year).
- Regular donations of woollen beanies, blankets, gloves, and scarves from the community were received through the year.
- 38 people helped to transition from sleeping rough to longer term options.

## OTHER OUTCOMES

- Supported a person to reconnect with family after health complications.
- Supported a person to successfully apply for a car through the Mad Wheels program.
- Supported a person to obtain missing ID to enable the completion of their Homes Tas application for housing.
- Creation of art therapy classes for women using Safe Space in partnership with Head to Health.
- Engaged with a person sleeping rough in the community which enabled them to transition into public housing for the first time.



*Safe Space provides a foundation to build on, but people still have some work to find a place they can call home. “We encourage people, but let them do things at their own pace, as they are ready,” said Erin Ring, Key Development Coach, Safe Space. “From being there to listen to their stories, assisting people to attend appointments to secure a place to live, we’ve helped transform many people’s lives this year.”*

## CITY KITCHEN BURNIE

*Meals and social connection in the middle of Burnie.*

### About

City Kitchen is a safe, inviting place for anyone in need of food and friendship. Breakfast and lunch are provided at very reasonable prices due to the regular range of food donations from the Burnie community. Free meals are also available for those in need, and a delivery service sends meals to people across the North West, from Latrobe to Wynyard.

### In this financial year

City Kitchen has seen increased demand for its services. Team Leader, Gail French and the kitchen team continue to engage with and support people from the local community. The number of meals provided has increased as people discover the welcoming atmosphere and affordable meals. As people face increasing challenges, the point of connection for support offered by City Kitchen has been invaluable. There is also an improved link between City Kitchen and the emergency relief team operating from the nearby Family Services office.

Funding is being sought to respond to this increased demand and to ensure the team, as well as the people using the service, are supported.

We are grateful to Burnie Baptist Church which allows us to use their wonderful and accessible facilities. We also acknowledge the faithful volunteers who help make this service possible and bring joy to our clients' faces each day. Gail's ongoing hard work and relationship-building with a host of community partners has been invaluable for the ongoing operation of City Kitchen.

An indication of the impact of donations from the community is seen in the total spend on food. For the year, just \$2,537 was spent to supplement the many donations. This is a remarkable tribute to the community's generosity, belief in the service, Gail's resourcefulness, and God's blessing.

We will always appreciate the availability and flexibility of the people volunteering at City Kitchen and opportunities exist for more people to help in this practical way.

### KEY OUTCOMES

- 7,027 meals served at the Baptist Church site (an increase of around 800 from last year).
- 1,564 meals delivered to clients in the local community.

### Client Feedback

*"They look after us all so well. The food is good and hearty. It's great on a cold day."*

*"I keep coming back. Why wouldn't you?"*

*"That's my routine. I walk into town and the Kitchen. Say g'day to the fellas. Say g'day to Gail and Scottie. Have lunch and go home. It's what I do."*

## NORTH WEST HUB

*A point of connection and information in the North West.*

### About

In December 2021, Launceston City Mission launched the North West Hub at 55 Mount Street, Burnie. The North West Hub provides the first street-front access to our community services in this region, with the offices open to the public, Monday to Friday. Professional administrative assistants engage directly with the public to provide guidance and book appointments, as well as supporting staff in existing community services: City Kitchen, Chaplaincy, Emergency Relief, Mission 2 a Future and Inside Out 4 Kids. Creating a central office hub has been an investment in building positive culture and teamwork across the organisation in this region.

### In this financial year

This year has been one of consolidation for the Hub. The office support team has been through some changes that now see Naomi Maynard as the hub facilitator, supported by the teams from Family Services NW, IO4K, Mission to a Future, Chaplaincy and City Kitchen. The office spaces continue to be tweaked and refined to ensure they provide a comfortable environment for people with appointments or seeking information, as well as for the people who work there.

We have worked hard to connect with other service providers and community-based supports so that people unsure of the options available in the area have the information to hand. A regular meeting with emergency relief providers in the North West has also been re-activated to ensure there is an improved process for sharing information and maintaining consistent service delivery. This breadth of information has helped as we see increasing numbers of people coming into the Hub.

We would like to acknowledge members of the church who faithfully volunteer in City Kitchen, and Kathy Fogarty, who continues to support staff with her extensive on-site knowledge and collaborative approach.

# MORTON'S PLACE

Meals and social connection close to Launceston's CBD.

## About

Morton's Place is located at 46 Frederick St, Launceston. The inviting service offers breakfast and lunch (including free meals), laundry and shower facilities, and support or just a friendly chat with the City Mission chaplains. The dining room is open to the community from 8am until 1pm, Monday to Friday. Morton's Place also operates as the day space for the Safe Space service outside of those times, including weekends.

## In this financial year

As with other crisis services, there has been a steady increase of people visiting Morton's Place. This includes a growing number of people who have not previously known about the service and the supports available. While not everyone who visited identified as being homeless or experiencing an episode of crisis, there was an increase in the number of those who did. Some of these people demonstrated limited capacity to manage their circumstances and hearing their stories illustrated the difficulties for many in accessing appropriate support and treatment for physical, mental, and emotional health concerns.

The opening of the nearby Head to Health centre in Canning Street did create opportunities for support staff to help people to a range of opportunities that have been difficult to identify in the past. This included the provision of art classes and other therapeutic sessions.

As demand for the service increases, so too does the pressure on basic infrastructure such as bathroom and laundry facilities. We continue to look for opportunities to improve the services currently in place to meet growing needs.

There are also several opportunities for volunteers to help in the kitchen and dining room during the week.

## KEY OUTCOMES

- Over 1,000 recorded contacts with people each month.
- 9,846 meals provided in the last year.

## Comments

*"The smiling faces matter as much as the food."*

*"I've been coming for years. They're my family."*

*"I'm glad I found my way here. People listen. The food is good."*

*"I've got a place. I'm not homeless. I can't cook like this and I can take it home."*



# THE ARK

*A safe place for young people in our community.*

## About

Following the purchase of what was known as Avalon in August 2019, Launceston City Mission developed a plan to create a home for our services to children, youth and young people.

Over the following two years a number of plans were considered, with a mix of uses and services, until the design you see today emerged as a way forward. The building was renamed The Ark, referencing the safe nature of the ark built by Noah. As reported last year, the Billy Graham Evangelistic Association and Launceston Churches Together completed a therapeutic garden and outdoor area.

Redevelopment of the building started in August 2022, with Vos Construction and Joinery undertaking the main build as designed by architectural firm 6ty°. The redevelopment of the unique, existing building presented many challenges and surprises along the way. The team responsible from all three organisations, and their subcontractors, worked together to overcome these challenges and to maximise on some of the great opportunities that emerged.

The end result is a place that will support our services in greater Launceston. It is a physical demonstration of the value we see in the people who use these services and provides a safe place for young people in our community.

There are currently four City Mission programs based at The Ark, these include:

- Inside Out 4 Kids
- The Mish
- Mission 2 a Future
- Community Development

The Ark is also the new home of Redemption Hills Church, which is not only a tenant, but a partner with City Mission in our service to the community. Further to this, we expect the building will be utilised by community groups with aligned values and objectives to those of City Mission.

As we put the finishing touches to the major redevelopment undertaken and we continue to plan the next steps, there will be further opportunities for other services to be based at the site.

Our hope and belief is for this place to be a safe haven for children and young people to grow.





# CHILDREN YOUTH & FUTURES

## INTRODUCTION

The Children, Youth and Futures services were combined in the financial year, recognising the continuum of care provided from early childhood right through adulthood and the synergy that exists between them. Fiona Auton commenced in the role of Children, Youth and Futures Operations Manager in June, leading these three services, now co-located at The Ark, into the future.

## INSIDE OUT 4 KIDS

*Supporting emotional wellbeing.*

### About

**Inside Out 4 Kids (IO4K) offers four early intervention wellbeing programs. These programs are an initiative of City Mission and are conducted free of charge in local schools with the aim of assisting children to develop healthy coping strategies to manage change. All four IO4K programs are delivered by trained facilitators in safe, confidential, and supportive environments. These programs are: Change, Grief and Loss; Understanding Worry; Early Childhood Emotional Literacy; and Primary Emotional Literacy.**

**City Mission acknowledges that childhood change, grief and loss can have a profound impact on a person's life, sometimes leading to substance abuse, mental health issues, behavioural difficulties and developmental challenges.**

### In this financial year

Delivery continued consistently throughout this financial year as did growth, both in our service delivery and within the service, with the recruitment of a new Manager of Children's Services. There were many opportunities presented, engaging with new primary schools and increasing our focus on building the emotional literacy of parents and school community members through parent and community sessions as well as teacher education through our professional learning series. Our role in the community is supporting children and families as, when the general emotional literacy of a whole community is strong, children and families have what they need to grow and thrive.

Throughout the year, our facilitators worked with just over 2,500 children across North and North West Tasmania, in 48 schools including government, independent and Catholic schools.

IO4K continued its focus on training school support staff to facilitate programs with the launch of an online learning platform. Our full suite of programs is included on the platform, where educators and support staff can work on the modules at a time that is suitable to them.

There were 96 face-to-face training participants in 2022-23, and the team orchestrated 48 events between the North and the North West with 405 workshop participants for the year. All of the training and workshops focussed on improving the understanding of parents, carers and teachers about how we as adults in children's lives can contribute and guide their emotional health and wellbeing.

### KEY OUTCOMES

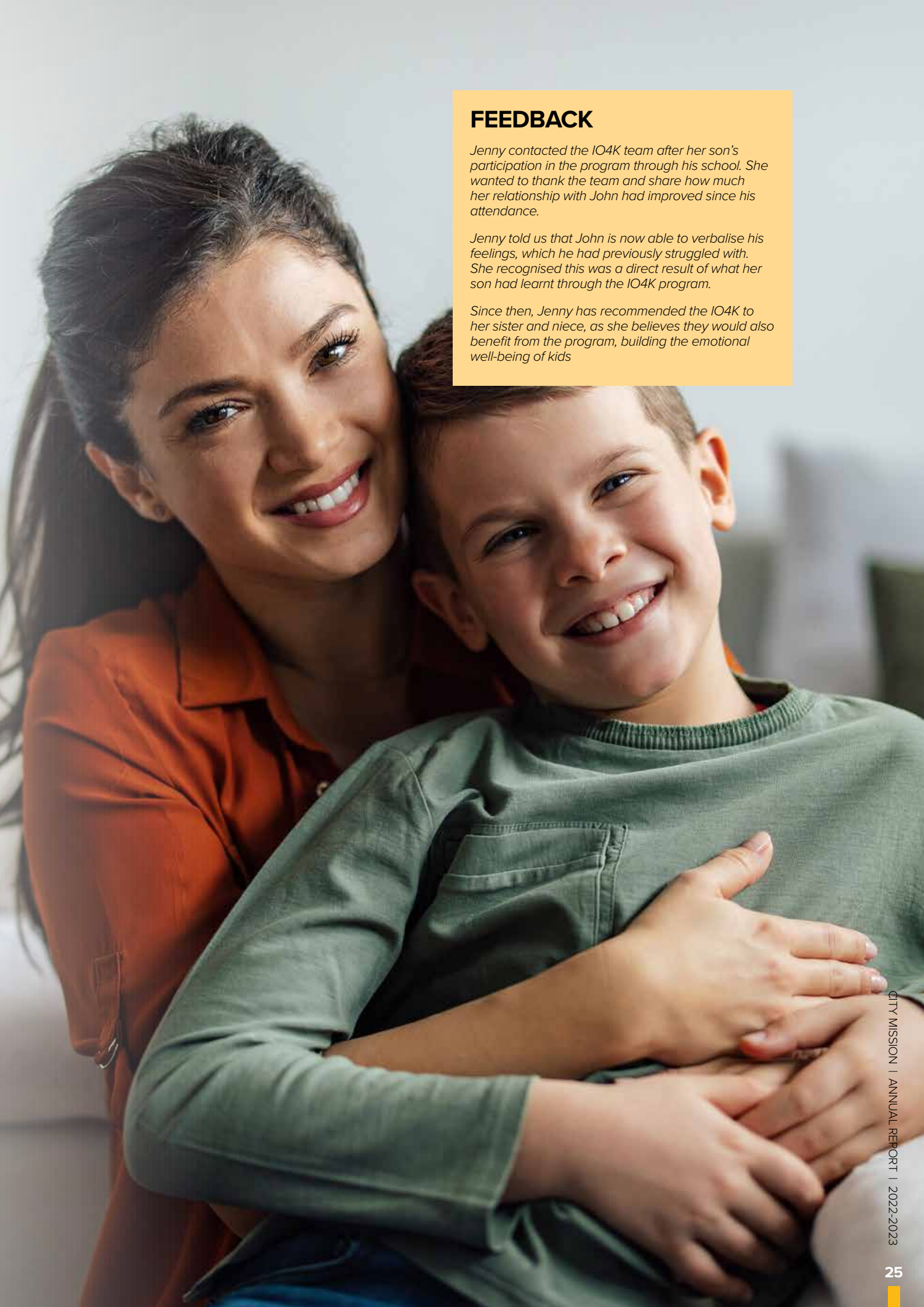
- Two teams of teachers and facilitators employed across the North and North West regions.
- Peak annual delivery of school programs, with over 2,500 children engaging across 48 schools.
- Launched online training platform for our entire suite of emotional literacy programs.

## CLIENT STORY

*"The program has provided students with strategies to deal with big emotions."*  
— Punchbowl Primary

*"What a wonderful program and so very important. I learnt some new things as well. The team is so engaging and it's great to see the children develop such quick responses."*  
— Evandale Primary





## FEEDBACK

*Jenny contacted the IO4K team after her son's participation in the program through his school. She wanted to thank the team and share how much her relationship with John had improved since his attendance.*

*Jenny told us that John is now able to verbalise his feelings, which he had previously struggled with. She recognised this was a direct result of what her son had learnt through the IO4K program.*

*Since then, Jenny has recommended the IO4K to her sister and niece, as she believes they would also benefit from the program, building the emotional well-being of kids*

## THE MISH

*Programs and mentoring to grow resilience and ambition in young people.*

### About

The Mish provides one-to-one mentoring and tailored engagement programs within school terms. The dual support structure empowers young people to grow in self-awareness, ambition, resilience and ultimately to build a hope-filled future. Mentoring is typically offered on a weekly basis for about an hour on-site, during school hours in Launceston and the North West. City Mission's mentors are positive role models who create a safe, non-judgmental relationship, helping young people work towards their goals and dreams.

The Mish Makers program helps young people explore their creativity through art, craft and design. With an emphasis on recycling, participants are given access to resources and materials to create clothing, jewellery, artwork, furniture and homewares. The scope is only limited by the imagination. Mish Makers encourages young creatives to be entrepreneurial with their skills and supports them to start up, organise and manage a business selling their creations. Operating at The Mish in Frederick Street, participants were supported by Mish mentors, skilled local artists and community volunteers.

### In this financial year

The Mish continued to support young people's independence and creativity. With many successful outcomes, The Mish has cemented itself in the community as a unique and valuable social support service for young people, who are struggling and disengaged.

The Mish Makers program finished in October due to funding conclusion. Delivery of our core programs continues however, with new aspects now being included with the move to the Ark. The Mish team piloted Adventure Connect with Headspace which was a therapeutic outdoor education program which informed our own recreational wellbeing program for youth in Northern Tasmania.

### KEY OUTCOMES

- 152 total unique participants.
- 2,093 hours of contact with youth.
- 76 youth moved successfully out of the program.
- Success of youth chaplaincy programs with The Mish in 'Hangouts' one afternoon per week.
- Developing a holiday program and other new programs for 2023-24.

## CLIENT STORY

### Hannah

*Hannah began at The Mish in February, seeking one-on-one mentoring support. Presenting as selectively mute as a result of childhood trauma, Hannah was completely non-verbal in group settings and, initially, almost entirely non-verbal in one-on-one sessions.*

*With consistent and careful mentoring throughout the beginning stages, she became more and more comfortable with her mentor and the other young people in the program. With continued support, little by little, Hannah began to feel comfortable communicating in simple one- or two-word answers in the one-on-one sessions, and has felt safe doing likewise in the groups as she settled in. We assisted Hannah and her grandmother to find speech therapy support for Hannah's needs.*

*Months on, Hannah's growth has blossomed at The Mish. Hannah is much more comfortable around groups and works independently on activities. Hannah's referrer reported that, before receiving support at The Mish, Hannah wouldn't even come out of her bedroom on home visits, whereas now she does so both in-person and over the phone, and has even been reported by her teachers to be speaking in class at school again!*

*Hannah's grandmother approached the team after some time to tell us that Hannah was so excited to come to The Mish on a recent occasion that she ran down the street to the door to arrive quicker. The grandmother, moved to tears in retelling the joyous moment, shared that we can't possibly realise how much we've done for her. The Mish's consistent and gentle support has proven to help Hannah grow outside of the safety of The Mish and into other areas of her life.*

*Hannah finished one-on-one mentoring towards the end of 2022 due to her re-engagement back into school which is an incredible success. She has completed high school and is attending a local college for years 11 and 12. She plans to study a TAFE course to become a veterinarian nurse once she has completed her studies.*

## MISSION 2a FUTURE

*Enabling people to achieve their future goals.*

### About

**Mission 2a Future (M2aF) is designed to help people launch into their best future. Participants from employment service providers and community service organisations are supported by trained facilitators who help develop goals and strategies to build a positive tomorrow.**

**The program outcomes lead people to re-engage with the community, education, training, and employment. M2aF supports Launceston, Burnie, and the surrounding communities.**

### In this financial year

The M2aF program was once again funded by Skills Tasmania during the 2022/2023 financial year after receiving a successful tender in September 2022. This funding allowed the team to continue working with new and existing participants from a variety of backgrounds with the aim of enabling each participant to tailor their goals and direct their own strategies. This, in turn, provided an increased sense of autonomy, self-efficacy and personal value as contributing members of their society for many of the program participants.

The progression of the program was limited for a few months due to staffing shortages, however, with the new team settled, there has been an uptick of interest from new and existing referrers. M2aF was recognised in the top 6 finalists in the Tasmanian Community Achievement Awards through Awards Australia in September 2022. Some of the many achievements made by participants throughout the 2022/2023 financial year include an increase in confidence, hope for the future, employment, enrolment in further education and training courses, engagement in local community events, a rise in literacy levels, financial security, mental health support and a reduced dependence on support services. Through the M2aF program, participants had access to work placement opportunities and internal training sessions on topics such as employment preparation, communication, and work ethic.

## KEY OUTCOMES

- 92% of our clients have had success in engaging with the future goals they have set for themselves.
- 69% of our clients had success in achieving the employment goals they had set for themselves.
- Participants' sense of hope for the future increased from 48% at intake, to 92% by program completion.
- Participants' self-confidence or resilience improved by 40%.
- Participants' reported improved mental health increased from 53% at intake to 84%.

## CLIENT STORY

### Sophie\*

*Sophie had never worked before. When we first met with her, she disclosed that, in the past, she was a heavy drug user which impacted on her ability to find employment. She had worked hard to rehabilitate herself and was happy with how far she had come.*

*We worked with Sophie to develop a resume that highlighted her strengths, along with a cover letter; she found and applied for a position and later got a job interview. She was excited to get to this stage, which helped build her confidence.*

*Sophie is now completing a Certificate III in Community Service and would like to work in the Alcohol & Other Drugs (AOD) sector. She found an AOD support worker job on Seek that she applied for. Sophie's life has been transformed and is excited for the opportunities ahead.*

# COMMUNITY DEVELOPMENT

## PROJECT NORTH

*Inspiring community-driven change.*

### About

Project North is a new, five-year initiative recognising that those living in the Northern Suburbs of Launceston understand their capacity to change their communities for lasting impact. The project aims to draw passionate people together, who have vision and long-term commitment in seeing their community thrive. It seeks to understand the community's collective voice and provide whatever support it can, to empower local people.

### In this financial year

Project North had an extremely positive start. We recognised early that it was integral that we build a strong, relational foundation with key stakeholders and local community members. To achieve this, much of the first 12 months of the project was spent meeting with stakeholders and attending community events, building familiarity and trust with those living and working in the Northern Suburbs, to allow the project the best chance of success.

It was a real privilege co-facilitating (in partnership with the City of Launceston, and many local businesses) the running of the Christmas in Rocherlea event on December 9. The event attracted over 200 Rocherlea residents, the largest event of its type in many years to take place in the area. The event ran smoothly and has provided the foundation for ongoing meetings with locals to discuss their community development ideas. We are already gearing up for future community events.

After the Christmas event, whilst removing the festive signs, Ray Green, Operations Manager Community Development was approached by a young father who lived in the local community, who asked if he could have the signs, as his children loved the event so much and wanted something to remember it.

## CHOIR OF HIGH HOPES

*Cultivating joy and connection through song.*

### About

The Choir of High Hopes was founded in 2007 by a passionate and caring team after being inspired by the Choir of Hard Knocks. The choir provides those with an interest in music and singing an outlet to explore, develop and awaken their gifts through music and song. It is also an important social connection point for choir participants and encourages them to get out of their comfort zones in a safe environment.

**The choir rehearses every Wednesday at 10am at the Frederick Street chapel and new members of all abilities are always welcome. After each practice, choir members regularly stay for a delicious lunch in Morton's Place, where choir members have built deep and long-lasting relationships.**

### In this financial year

The choir celebrated its 16<sup>th</sup> year and performed at many concerts and local events. Highlights included performing at Chocfest in Latrobe, the opening of The Ark, the Tasmanian Leaders Symposium, and a special performance at the Anzac AFL match between Hawthorn Hawks and Adelaide Crows at UTAS Stadium. It is the largest crowd the choir has performed in front of and was commended by many who were lucky enough to be in the crowd.

The choir continues to grow and is now accompanied by three wonderful musicians – a pianist, guitarist and trumpeter.

The choir is many things... an opportunity for social interaction, a safe place to express yourself without judgement, a chance to learn new things and most importantly to interact with our community.

*'I Joined the choir 14 months ago after going through a bereavement that consumed me. Joining the choir was the best thing I did. I found some friends and, since singing is something I have always loved, Wednesdays have become a very happy day.'* Gulla.

## SNAG CHAT #SnagChat Social

connection through sausages and conversation.

### About

#SnagChat is Launceston City Mission's BBQ trailer that attends regular events throughout Launceston's suburbs and surrounding towns. The #SnagChat team provides a free BBQ and drinks, as well as friendly conversation for individuals, children and families.

Through the wafting scent of sizzling sausages, our team seeks to build community connection and cohesion through regular events that also increase the visibility and reach of City Mission, providing emergency supplies such as sleeping bags, blankets, tents, food, and clothing, as well as referrals to other community services to vulnerable members of our community.

### In this financial year

The 2022/23 financial year saw the continued successful operation of the #SnagChat BBQ trailer. Our growing team of 23 volunteers and one paid staff member attended 190 events and served 15,794 people, including 9,377 children. This is an increase of 15 events and 884 attendees on last year, showing how valued our events are in the communities we serve. We partnered with many organisations to run events, including PCYC, Northern Suburbs Community Centre, Scripture Union, local schools, George Town Neighbourhood House, City of Launceston Council, Ravenswood Starting Point Neighbourhood House, Communities for Children, and local churches. This collaboration allows us to multiply our effectiveness in providing free and fun after school activities for families across Launceston and surrounding towns.

Every Friday night we are also found in Civic Square in Launceston enjoying good company, conversations and food with our valued street community.

### KEY OUTCOMES

- Warm clothes, blankets, sleeping bags, backpack beds, tents, and food provisions provided to members of our street community each Friday night, regardless of the weather.
- Regular after school events across Launceston and the region, providing families with a free and fun event to build strong and healthy communities.
- Serving a variety of larger community events such as skate park competitions, the Launceston Alive Easter Festival, National Youth Week events, and many others.
- Attended 190 events and served 15,794 people, including 9,377 children.

## CLIENT STORY

### Derek\*

Derek, who had been experiencing homelessness, had been a weekly attendee on Friday nights at our #snagchat Civic Square events, when one night he confided that his partner attempted suicide and was in hospital. Derek was deeply shaken, and after visiting her at the hospital was accosted by some of her family members. This sent Derek into a dark spin which resulted in him also trying to end his life. The next Friday night we were told by others that Derek was in hospital, so the next day Nick Mckinnon, #SnagChat Community Outreach Worker dropped in to the hospital to visit him. Derek was filled with emotion when Nick entered his room. Derek was incredibly grateful as he felt as though no one cared about him. Derek left hospital and has resumed attending #SnagChat each Friday night as a valued member of our community. Derek may have stumbled on his life journey, but he knows he has a warm community of caring friends and is valued.

\*Names changed to respect client anonymity.

## PRISON VISIT TRANSPORT

Helping people stay connected with loved ones in prison.

### About

Prison Visit Transport is a free service funded by the Department of Justice, helping people in the north of Tasmania remain in contact with friends and family in prison. Each month the bus travels from Launceston to the Risdon Prison Complex, Ron Barwick Minimum Security Prison and Mary Hutchinson Women's Prison, enabling loved ones to visit inmates and stay connected during a difficult period in their lives.

### In this financial year

The 2022/23 Prison Visit Transport service has been slow to rebuild after Covid, however the service has been vital for one family in particular, as in-person visitations add depth that purely digital visitations can never replicate, especially for children of inmates.

### CLIENT STORY

"Thank you so much to the Prison Visit Transport service, the thought of not being able to see my partner is heartbreaking and is so important for his son. I am so grateful that City Mission offers such a safe, professional, calm and welcoming service – thank you all so much!"

This quote is from a woman who uses the service every month, along with her son, to remain connected to their partner and father through a very difficult period in their journey as a family. This highlights how something as simple as transport can provide such immense value.

# SOCIAL ENTERPRISE OPERATIONS

## MISSION SHOPS

*Low-cost, sustainable shopping.*

### About

**Mission Shops provide a range of new and pre-loved clothing and essential items at affordable prices to op-shop fans and people experiencing hardship. They also give opportunities for members of the community to volunteer, learn new skills and make new friends. All income received through sales at Mission Shops directly supports City Mission's programs and services in North and North West Tasmania. These include, but are not limited to, Emergency Relief, Family Services, Outreach Trailer, Morton's Place, City Kitchen, Children Youth and Futures programs including Inside Out 4 Kids and The Mish.**

City Mission has Mission Shops in: Launceston (City & Misson on George), Ravenswood, Prospect, Youngtown, George Town, Devonport, Ulverstone, Burnie and Wynyard.

## RESALE & RECYCLE CENTRES

*A circular economy partnership with local Councils for community and environmental impact.*

### About

**City Mission, working together with local councils, operate four resale centres in Ulverstone, Burnie, Smithton and Launceston, plus the Recycle Centre at Launceston. Quality donated goods including building materials are available to purchase at any Resale Centre at reasonable and negotiable prices. Recycling centres provide additional essential revenue to City Mission and help us become more sustainable as an organisation and a community. All income received directly supports the delivery of City Mission's client services including, but not limited to, Emergency Relief and Housing, and Children and Youth in North and North West Tasmania.**

City Mission Resale & Recycle Centre locations: Launceston, Burnie, Ulverstone, Smithton.

### In this financial year

This year signalled a change in role for Social Enterprise General Manager Peter Freak with Belinda Ratnik taking over the position in October. We thank Peter for his hard work and dedication to the growth of Social Enterprise over the past eight years. It has been due to your particular passion for a circular economy that City Mission has grown into this area with such success.

The year has been a time of consolidation and reflection. This resulted in the migrating of the Mission Garden & Outdoor stock lines within the broader retail network and ultimately the closure of the stand-alone business model. This has been well received by communities from Youngtown to Georgetown and filled a local need. Other stock diversification included the development of new 'everyday essentials' ranges and furniture lines to supplement donated stock. This has successfully provided consistency in stock lines and growth within the retail network.

Though a challenging start to the financial year, all retail and resale shops grew their financial contributions and direct support to the City Mission services considerably throughout the later part of the year, many exceeding monthly financial contribution expectations and directly providing donated products to the community. This is a credit to the many members of our workforce, both paid and voluntary, and the enormous commitment and dedication of our store managers.

All sites are ably supported by a committed supply chain and warehouse team processing and supplying the quality donations provided by the generous community members of the North and North West.

### KEY OUTCOMES

- Generated \$6.5m in retail sales.
- Over \$1.2m contributed directly to City Mission community services, programs and administration.
- Over \$25,000 worth of goods provided through our shops supplied to people in need in our community.
- Donation sales generated \$5.07m and diverted over 1.3 million items from landfill.
- Over 489,000 items diverted from landfill through our tip shops and warehouse.
- 82 staff employed in North and North West Tasmania.



# PEOPLE & CULTURE

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*Building our team members to reach their full potential.*

## About

**City Mission continues to be a great place to work, consistently scoring very high in staff satisfaction surveys. Staffing during this period remained steady at about 200 workers. However, the full-time equivalent staffing increased from around 130 to 140 during the year. We remain grateful to all our workers, including over 600 faithful volunteers, who work tirelessly to play their part to transform lives across North and North West Tasmania.**

While we do what we can to honour and celebrate our workers, City Mission leadership remains in awe of the selfless contribution of our workforce. Each month we highlight one employee and volunteer of the month who has been nominated by a colleague or group of colleagues. Winners are chosen by a committee drawn from across the Mission that encompasses paid, volunteer, leaders and workers from the North and North West. Winners are recognised for their commitment to the Mission's core values of Faith, Justice, Compassion, Flexibility and Enthusiasm.

This year saw the continuation of the Mission Wellbeing Program with the second year of funding provided through Tasmania's Department of Health. The program has now been embedded into the culture of the Mission as we work with our community of paid workers, volunteers and clients to improve their health. Feedback tells us that our community is more aware of health support available, and they are making better decisions around their mental health, physical activity, healthy eating and smoking cessation. This program is well supported by our Chaplaincy team members, who have taken on the roles of 'Wellbeing Ambassadors'.

## KEY OUTCOMES

- Consistent staff satisfaction survey results endorsing City Mission as a great place to work.
- Mission Wellbeing Program embedded into the culture of the organisation.
- Worker Reward Program successes, with many paid and volunteer workers honoured throughout the year.



# CHAPLAINCY

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*Spiritual and emotional support.*

## About

**Chaplaincy is about being present with people as they go through their lives; when things are going well and also during times of struggle. We are a high engagement service that seeks to minister by providing time, connection and care to the people who make up our community.**

## In this financial year

Over this last year Chaplaincy has invested over 5,000 hours into the people of northern Tasmania. In many ways, this is the commodity we give; time, connection, a listening ear and prayer.

One thing we have noted, unsurprisingly, is the increase in struggle and anxiety across the board, especially in areas of finances and housing security as well as all the normal challenges of life. It has been a privilege to support people on their journeys. We celebrate with them in both the big wins and the little ones.

Chaplaincy has grown in step with City Mission as it has expanded into new projects and invested into different places over the last year, providing services to these new communities.

## KEY OUTCOMES

- Fruit from the previous reshaping of hours and locations of our chaplains, and a much better chaplaincy coverage of services and sites.
- Youth Chaplaincy has continued to consolidate and has been effective in engaging with about 100 young people over this last year.
- An increase in the size of the team. Our number of chaplains and volunteers has increased, particularly on the North West, though there is still scope for more!
- The biggest highlight: seeing people take a positive step up and forward from the struggles they find themselves in. Chaplaincy has been able to see many people take positive steps, to grow in life and faith and to be transformed in Jesus' name.

# COMMUNITY RELATIONS, MARKETING & FUNDRAISING

*Promoting the work of City Mission.*

## About

**The marketing and fundraising team exists to position and promote the City Mission brand as well as raise much needed funds for the delivery of City Mission's programs and services in North and North West Tasmania.**

**Some of the activities the marketing and fundraising team run throughout the year include multi-channel appeal campaigns, peer to peer fundraising and launch events, educational campaigns, corporate marketing initiatives, Mission Shop promotions, volunteer recruitment campaigns, digital and social media management, donor, sponsorship and partnership engagement, media and community liaison and more.**

## In this financial year

Encouraging results in marketing and fundraising were achieved during the 2022-23 financial year. We always recognise that God is our Provider and we're so fortunate to be able to partner with Him in this work.

Sharing stories of people cared for and supported through our services, and communicating the extent of services provided by City Mission has seen a wonderful response from the community during challenging times. This support is inspiring and heart-warming, and we are extremely grateful. Our team works hard to ensure all community supporters, donors, sponsors, and partners are acknowledged for their ongoing consideration and generosity.

There has been a significant increase in support, brand awareness, community engagement, and media exposure, all of which have benefited the organisation greatly. We attribute our success to the implementation of marketing and communication plans positioning City Mission as a local charity transforming lives in local communities in North and North West Tasmania, which consolidated and strengthened our brand, connecting us with new audiences and gaining many new supporters.

We thank the community for their amazing support. This was another record-breaking year for fundraising. We have witnessed growth in donor numbers and an increase in the average donation value. Additionally, overall community engagement has increased substantially, with schools, community organisations and businesses enthusiastically involved in supporting City Mission.

Finally, we would like to thank the former Marketing and Fundraising Manager Raphael Demarchi for his dedication to achieving many positive outcomes for City Mission.

## KEY OUTCOMES

- 21% increase in cash donations.
- \$480,000 raised through major appeals and campaigns.
- More than \$355,000 was raised as general and programs donations.
- \$400,000 in non-cash donations, including food for City Kitchen and Morton's Place and non-perishable food items for Emergency Relief in Launceston and Burnie.

# CORPORATE PARTNERS, SPONSORS & DONORS

**City Mission is extremely grateful for the consideration, support and generosity of our funding partners and sponsors, donors and legacy supporters through bequest and estate distributions.**

The generosity of our supporters has helped transform lives in local communities across North and North West Tasmania, and has helped deliver City Mission's programs and services.

A special thank you to the ABC for donations from their ABC Giving Tree Appeal and The Examiner for proceeds from their Winter Relief and Empty Stocking Appeals that contributed significantly to support our programs and services.

## SPONSORS, PARTNERS AND DONORS INCLUDE:

6ty Degree	Digga Excavations	Rotary
ABC Giving Tree	Door of Hope Christian Church	Southern Cross Austereo
ABC Northern Tasmania	Estate Elizabeth Lewis	Tasmanian Community Fund
Alcohol Tobacco and Other Drug Council	Estate Heather Mary Fitz	Tasmanian Christian Fund
Anthony & Rosemary Hogg	Estate Of The Late Bruce Wall - Tasmanian Perpetual Trustees	Tasmanian State Government
Aurora Energy	Estate of the Late Henry C. Abbott - TPT Wealth Limited	The Examiner Newspaper
Australian Federal Government	Foot & Playsted	The Trustee for Jetty Foundation
Bakers Delights	Foundation for Rural & Regional Renewal (FRRR)	Tones Electrical
Barratts Music	Grant Chugg Plumbing	Toyota Material Handling Australia
Betta Milk Co-Op	Healthy Tasmania	UTAS
Burnie City Council	Hotondo Homes Launceston Pty Ltd	Vos Construction & Joinery
Catholic Care	Independent Grocers Australia (IGA)	W.D. Booth Charitable Trust
Cape Hope Foundation	Key2 Property	Walker Designs
Circular Head Council	Launceston Chamber of Commerce	Way FM
City of Launceston	Lions Clubs	Winifred Booth Estate
CockerTWO Foundation	Olive Road	Woolworths
Collings Property Services	Padani Meats Sonerset	Yeltour Holdings
Colony 47	PFD Food Services	Youngs Vegie Shed
Commonwealth Bank	Presbyterian Care Tasmania	
Curves Launceston	Primary Health Care	
Cuthill Family Foundation	Redemption Hills Church	
D'Antoine Family Foundation		
Department Of Premier and Cabinet		

*We would also like to gratefully acknowledge donors and supporters who may not be listed above, for their consideration and generosity.*

# 2022–23 FINANCIAL SUMMARY

## INCOME

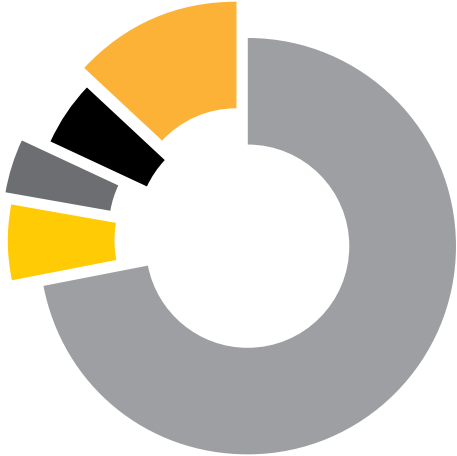
2023 \$18.7m | 2022 \$16.1m



- Government Grants **45%**
- Program Fees **7%**
- Social Enterprise **39%**
- General Donations **9%**
- Capital Donations **0%**

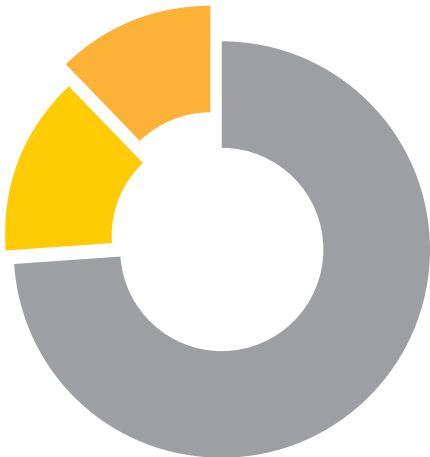
## EXPENSES

2023 \$17.6m | 2022 \$15.6m



- Staffing **72%**
- Property & Equipment **13%**
- Client Financial Support **5%**
- Operations **4%**
- Social Enterprise Purchases **6%**

## PROGRAM FUNDING



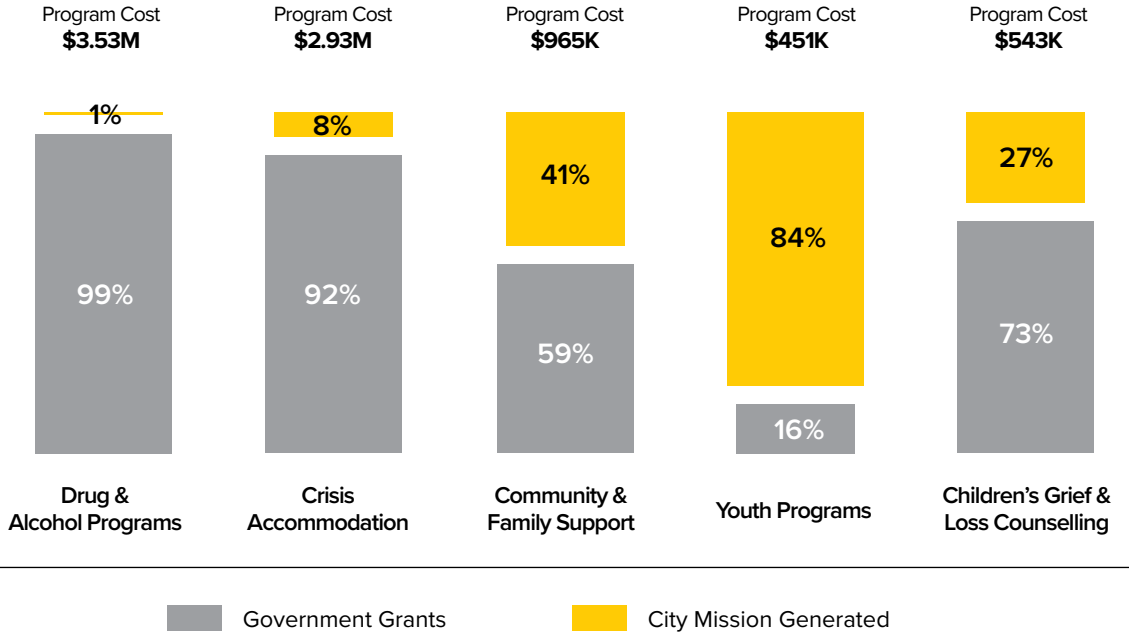
- Government Grants **74%**
- City Mission Generated (Social Enterprise & Program Fees) **12%**
- General Donations **14%**

## EXPENDITURE SUMMARY

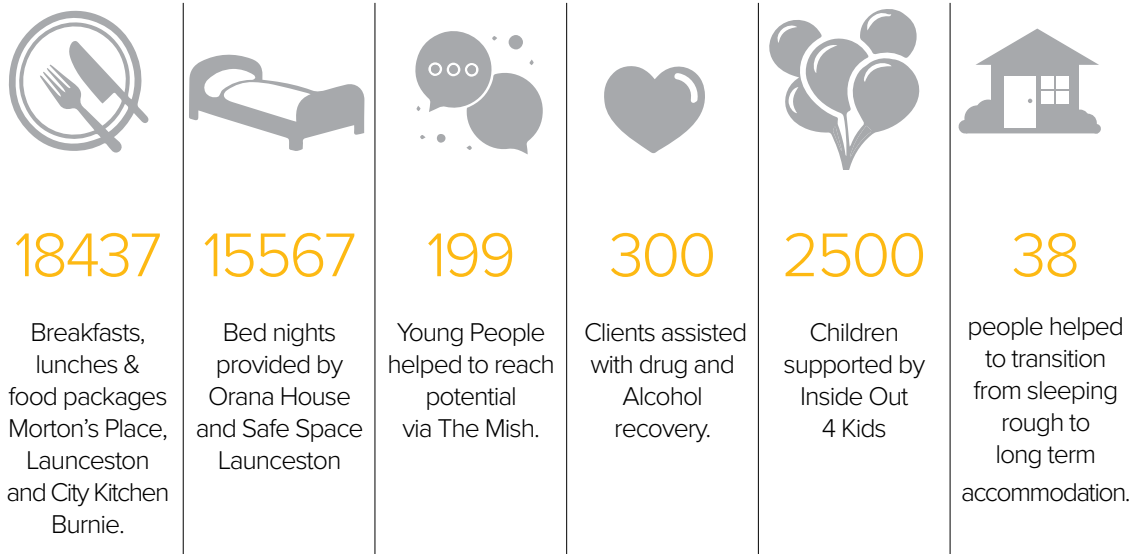


- Client Programs **55%**
- Social Enterprise **27%**
- Administration **18%**

# FUNDING BY FOCUS AREA



# OUR IMPACT



# HEAD OFFICE

48 Frederick Street, Launceston | PO Box 168, Launceston Tasmania 7250 PHONE (03) 6335 3000 | FAX (03) 6334 3136 | EMAIL [office@citymission.org.au](mailto:office@citymission.org.au) | [www.citymission.org.au](http://www.citymission.org.au)

# SOCIAL ENTERPRISE

## YOUNGTOWN MISSION SHOP

351 Hobart Road, Youngtown  
Mon-Fri: 9:00am–5:00pm  
Saturday: 9:00am–4:00pm  
(03) 6343 2115

## LAUNCESTON MISSION SHOP

Cnr Wellington & Frederick Streets,  
Launceston  
Mon-Fri: 10:00am–5:00pm  
Saturday: 10:00am–4:00pm  
(03) 6335 3011

## MISSION ON GEORGE

73 George Street, Launceston  
Mon-Fri: 10:00am–5:00pm  
Saturday: 9:00am–2:00pm  
(03) 6331 2710

## PROSPECT MISSION SHOP

142 Westbury Road, Prospect  
Mon-Fri: 10:00am–5:00pm  
Saturday: 10:00am–4:00pm  
(03) 6343 5914

## RAVENSWOOD MISSION SHOP

65-67 Ravenswood Road,  
Ravenswood  
Mon-Fri: 10:00am–5:00pm  
Saturday: 10:00am–4:00pm  
(03) 6339 6173

## NEWNHAM MISSION SHOP

73 George Town Road, Newnham  
Mon-Fri: 10:00am–5:00pm  
Saturday: 10:00am–4:00pm  
(03) 6326 2222

## GEORGE TOWN MISSION SHOP

12-16 Sorell Street, George Town  
Mon-Fri: 10:00am–5:00pm  
Saturday: 10:00am–4:00pm  
(03) 6724 2942

## DEVONPORT MISSION SHOP

52 Don Road, Devonport  
Mon-Fri: 10:00am–5:00pm  
Saturday: 10:00am–4:00pm  
(03) 6423 5984

## BURNIE MISSION SHOP

2 Alexander Street, Burnie  
Mon-Fri: 10:00am–5:00pm  
Saturday: 10:00am–4:00pm  
(03) 6431 9930

## WYNYARD MISSION SHOP

11 Goldie Street, Wynyard  
Mon-Fri: 10:00am–5:00pm  
Saturday: 10:00am–4:00pm  
(03) 6442 4769

## ULVERSTONE MISSION SHOP

7 Reibey Street, Ulverstone  
Mon-Fri: 10:00am–5:00pm  
Saturday: 10:00am–4:00pm  
(03) 6425 4698

## UPTIPTITY

Cavalry Road, Mowbray  
Mon-Sun: 8:30am–4:30pm  
(03) 6326 2214

## BURNIE RESALE SHOP

289 Mooreville Road, Mooreville  
Mon-Fri: 9:00am–4:00pm  
Sat-Sun: 10:00am–2:00pm  
Public Holidays: 10:00am–1:30pm  
(03) 6430 5865

## CENTRAL COAST RESALE

106 Lobster Creek Road,  
West Ulverstone  
Mon-Sun: 10:00am–4:00pm  
(03) 6419 4555

## CIRCULAR HEAD RESALE SHOP

22475 Bass Highway, Smithton  
Mon-Sun: 10:00am–4:00pm  
(03) 6409 4015

# SUPPORT

## EMERGENCY RELIEF & HOUSING – COMMUNITY ASSISTANCE

48 Frederick Streets, Launceston  
(03) 6335 3000 | [familyservices@citymission.org.au](mailto:familyservices@citymission.org.au)  
55 Mount Street, Burnie  
(03) 6432 2543 | [familyservices@citymission.org.au](mailto:familyservices@citymission.org.au)

## MISSION HEALTH

99 Wellington Street, Launceston Tasmania 7250 | (03) 6335 3000 | [missionhealth@citymission.org.au](mailto:missionhealth@citymission.org.au)

## MISSIONDALE

75 Leighlands Road, Evandale Tasmania 7212 | (03) 6391 8013 | [missiondale@citymission.org.au](mailto:missiondale@citymission.org.au)

## SERENITY HOUSE

122 West Mooreville Road, East Cam Tasmania 7320 | (03) 6435 4654 | [serenity.house@citymission.org.au](mailto:serenity.house@citymission.org.au)

## ORANA HOUSE

156 George Town Road, Newnham Tasmania 7248 | (03) 6326 6133 | [orana@citymission.org.au](mailto:orana@citymission.org.au)

## COLLECTION OF DONATED GOODS

(03) 6343 2115 | (03) 6431 9930



