



ROCKY BAY
Discovering Abilities

Rocky Bay

73rd Annual Report 2011

Our Purpose

Discovering Abilities –

**Optimising the quality of life
for people living with
disabilities**

Our Vision

**To be the Provider of
Choice, known for
innovatively empowering
people living with
disabilities**

CHAIRMAN and CEO'S REPORT

It has been an interesting year to be associated with the Community sector in Western Australia. There were and continue to be, many political and ideological agendas both at a Federal and State level affecting organisations such as Rocky Bay and therefore our clients and their families. As a long established and respected organisation, Rocky Bay has been included in many of these discussions and we (our staff and clients) are privileged to have a voice at such a crucial point in the history of the sector. Some of the key areas addressed or discussed in the past twelve months include:

Self-directed services with Disability Services moving towards a more self-directed approach, where people with a disability will have more flexibility and control of the supports they choose. This has the potential to have far reaching implications for service providers and although many Rocky Bay clients already control their funding, this will necessitate a change in the way we operate.

The Economic Audit Committee (EAC) recommendations outlined a 5 to 10 year position that envisaged the public sector would be a facilitator of services rather than a direct provider, with all areas of service delivery open to competition. From the initial report, a series of recommendations were made to the Premier and he subsequently invited the community sector to work with the State Government to make many of these recommendations a reality. Over the past 12 months there have been many meetings, consultations and forums to facilitate this process and a number of positive statements indicating government's future commitment were made:

"This Government trusts the community sector and it is demonstrating that trust by building funding and contracting arrangements that recognise the valuable mission of the community sector and allowing Community Sector Organisations to focus their resources on achieving better outcomes for Western Australians."

and;

"In many ways, not-for-profit Organisations play an important role in the wellbeing of our State. They support those in need and often play a valuable role in advocating their interests. These Organisations bring a strength of social mission and public purpose to their activities, and empathise with the interests of those they serve. Not only do Organisations of this nature offer greater cost-efficiency and improved social quality, but freed from excessive controls and reporting, they have the proximity and connection to their clients and flexibility to drive social innovation in meeting citizens' needs."

The work conducted at these forums culminated in a series of reforms and additional funding. In order to achieve better outcomes for Western Australians, the EAC implemented a policy that government will need to adhere to and this will facilitate a genuine partnership between public sector agencies and not-for-profit organisations by:

- promoting flexibility, innovation and community responsiveness in the funding or contracting of services by public sector agencies, to better meet community needs;
- encouraging a more productive working relationship between public sector agencies and not-for-profit organisations based on trust, collaboration, accountability and effective and sustainable service delivery;
- clarifying when services are to be put out to open tender and when a more targeted non-market based approach is more appropriate;
- reducing the red tape, the complexities and inconsistencies and standardising terminology to clarify the communication between the parties; and
- ensuring that public sector agencies contract with not-for-profit organisations in a manner that supports sustainable service delivery and recognises the importance of ongoing organisational viability.

In last year's budget, handed down in May 2011, the State Government allocated over \$600 million (for the next 4 years) to the Community Sector. In his various speeches at the time, the Premier outlined that the money had been allocated in order to:

1. Address over a decade of concern regarding the continued sustainability of the community sector in Western Australia;
2. Further develop community services for the benefit of all West Australians and, in particular, the vulnerable and disadvantaged;
3. Significantly expand the capacity of community services to respond to the needs of vulnerable West Australians, including those with disabilities;
4. Enable the community sector to build on and retain specialist skills and knowledge within the disability and community sector so that individuals can be assisted to participate in our community and achieve their economic and social potential;
5. Enable the creation of career paths to stem the tide of brain-drain from the community sector;
6. Enable experienced staff to be retained within the disability and community sector;
7. Create more choice for consumers through investment in service development; and,
8. To lay the foundation for service expansion and innovation which will improve the daily lives of clients and expand the capacity of community services.

Having been directly involved in this agenda, Rocky Bay was extremely pleased by the way in which the agencies and in particular the Department of Premier & Cabinet and Department of Treasury & Finance embraced the need for change, the need for additional funding and the need for a more appropriate form of collaboration into the future.

The National Disability Insurance Scheme (NDIS), was reviewed by the Productivity Commission with a final paper released in July 2011. Both sides of government have agreed in principle with the report. The WA State government has raised concern regarding the suggestion that disability service provision and its funding becomes a federally operated system – which Rocky Bay would also be concerned about. However, most Australians assume that if people are born with a disability or acquire one later in life, that some system, somewhere, will take care of them.

Over 2 million people with disabilities, their families, carers and disability organisations such as Rocky Bay, now expect fundamental reform to the system. An NDIS has the propensity to change the way services are funded and delivered. It is a social reform on the scale of Medicare and compulsory superannuation - two safety nets Australians now take for granted.

An NDIS based on a person-centred, whole-of-life approach will focus on investing in people to maximise independence and participation in economic and social life.

The next step for this agenda is around the determination and agreement in the guiding principles by government, followed by a pilot scheme to be implemented in the next 3 years. Obviously, as a sector, we will continue to lobby for change and the earlier introduction of changes.

National Not for Profit Regulator

In April 2011 the final report was released into the scoping study for a national not for profit regulator. This again could have far reaching implications for the community sector with one of the key benefits sought being less red tape and more efficiency in the current reporting models to government for the sector. The report is available at the link below:

<http://www.treasury.gov.au/documents/2054/PDF/20110706%20-%20Final%20Report%20-%20Scoping%20Study.pdf>

On a more operational level, 2011 continued to be another exciting and busy year for Rocky Bay with a host of infrastructure, service program and general improvements continuing to take shape.

The Lucy Creeth Residence

Redevelopment of the venue was completed last year with further improvements continuing to be made in both the physical infrastructure and in the way we operate the venue. We now have a contemporary home for the residents which we will continue to improve and develop the “home” environment.

Additional homes to McCabe Street

The 15 living units to 64 McCabe Street progressed further with the amalgamation of the entire front verge now achieved. In January 2011 planning commenced with the architects and the Department of Housing with building to commence early in 2012. The infrastructure needed for both the services and additional parking and landscaping to the front began at the beginning of winter and is expected to be completed by the end of October.

Patricia Kailis Centre

In November 2010, the Premier officially opened the Patricia Kailis Centre at 13 Baling Street Cockburn Central in the southern metropolitan corridor. Building works to fitout the venue commenced at the beginning of 2010, with two of the three units ready for operation by the end of October and Posture Tech commencing operations in February 2011. The venue now houses the School Aged Therapy Services (SATS), Employment Services and the Posture Tech seating and equipment modification programs.

The new facility provides the teams with a central location within the region where families can bring their children to participate in therapy assessments; meet other families for support; and meet with therapists to discuss their child’s progress and development. This has already given a sense of “belonging” to families who feel more supported by Rocky Bay.

Having a central office has lead to efficiencies for resources; enables the storage of equipment and assessment tools in one place rather than having to purchase three or four of the same for each office; and improves team work and sharing of knowledge and skills in a more expedient manner. Posture Tech on site also means easier access for families living in the southern area and not having to travel such distances to coordinate therapist and equipment meetings.

Employment Agreement

Negotiations commenced in October 2010 and took the remainder of the financial year to finalise. However, we now have one agreement replacing the previous 7 industrial instruments and this will allow a more efficient, transparent and equitable system for our staff into the future.

The Board and Executive of Rocky Bay would like to take this opportunity to thank our funders, supporters, volunteers and staff for their continued and passionate support of our clients.

The Automotive Holdings Group (AHG) once again hosted a very successful Corporate Golf Day and the event has raised well over \$1 million over the eight years of the association. Thanks to AHG and in particular, Managing Director Bronte Howson, and Paul Laurance of Laurance Scrap Metals (awarded life membership this year for his ongoing support) for their magnificent support provided to facilitate this event. Our thanks also extend to the many sponsors who donated a range of outstanding auction prizes and David Christison, who did an excellent job as MC.

The Royal Fremantle Golf Club again provided the venue to conduct the 30th annual Rocky Bay Charity Golf Day. Rocky Bay sincerely thanks the committee, as well as the members of the club for supporting the day so passionately for three decades.

The State Government, through the DSC, has continued to provide Rocky Bay with recurrent and one-off grants. Rocky Bay maintains a strong professional relationship with the DSC and its principal officers, Chairman Mr Bruce Langoulant and Director General Dr Ron Chalmers, and we thank them both for their support during the year and look forward to the continuation of this strong partnership in the years to come.

The Commonwealth Government, through the Department of Education, Employment and Workplace Relations has again provided Rocky Bay with funding to assist over 230 clients maintain open employment. We thank them for over 15 years of support for this program.

Funding from Lotterywest has made it possible for the fitout of the Patricia Kailis Centre and for many of our clients to receive grants to modify homes, vehicles and purchase such items as personal alarms. Under the Chairmanship of Mr John Atkins and the management of the Chief Executive Officer, Mrs Jan Stewart, Lotterywest has been a wonderful supporter of Rocky Bay over many years and we are indeed indebted to them for their outstanding support.

Rocky Bay has been a beneficiary of Appealathon since its inception and this year, in the new partnership with Variety, received support for a number of fundraising projects through free advertising air-time. Rocky Bay is greatly appreciative of Channel Nine's promotion which assists in heightening public awareness of the organisation. Variety, through their CEO Michael Pailthorpe and Chairman Mark Werrett have been very generous to Rocky Bay in this past year, granting monies for the fitout and equipment for the new Posture Tech premises in Cockburn.

Dr Alan Wilson makes weekly visits to the Residence to check on the health and well being of Rocky Bay clients. He is also available on-call should our nursing team need any specific advice in emergency situations. We are indebted to Dr Wilson for his dedicated commitment to people with disabilities at Rocky Bay.

We are most fortunate to have the support of a large number of volunteers who assist Rocky Bay in a myriad of different ways. Volunteers continue to play an essential part in the effective operation of the organisation, whether it is through spending time individually with clients or through the more formal aspects of committee representation; we thank them for their unstinting and outstanding support. Members of the Rocky Bay Board have volunteered many hours of their time to provide support to our organisation. We are fortunate to have a blend of experience and expertise that provides Rocky Bay with expert advice essential for the effective operation of the organisation.

Mr Frank Crawley (Chairman), Mr Paul Sullivan, Mr Ray Porter, Mr Graham Reynolds and Mr Rob Gray form the Rocky Bay Foundation which continues to provide much needed financial support to the organisation.

Lastly, we would like to take this opportunity to extend our sincere thanks to the Executive, staff and volunteers for their support and hard work during the year. Rocky Bay is most fortunate to have such a dedicated and professional team committed to improving service provision within the organisation. We look forward to the year ahead as we see the hard work put in over the last 12 months in planning and developing business cases, come to fruition with better facilities, better funding and therefore better levels of support for our clients.

We have continued a program of steady growth to the extent that Rocky Bay now has over 500 staff and volunteers providing services to more than 1,500 people with disabilities in Western Australia. In recent years Rocky Bay has consolidated its position as a leader in the provision of services to people with disabilities in Western Australia. The future looks exciting and we are well placed to expand and provide even better services to people with disabilities.

Thank you for your continued support,

Rob Gray

Chairman

Michael Tait

Chief Executive Officer

THE BOARD

Mr Robert Gray - Chairman



- Member of the Finance Committee
- Representative on the Board of Trustees of Crippled Children's Foundation
- Chartered Accountant
- Board member since 1995

Mr Ray Porter – Deputy Chair



- Chair of the Finance Committee
- 40 years as a finance consultant
- Board member since 2001

Ms Caroline Cusack



- Member of the Services Review Committee
- Member of the Policy Development Panel
- Caroline is a Rocky Bay client
- Board member since 1993

Ms Jenny Thornton



- Partner in the law firm Allens Arthur Robinson
- Board member since 1995

Dr Phillipa Lamont



- Phillipa's medical background in the emerging field of Neurogenetics gives her a special interest in the clients of Rocky Bay
- Board member since 2003

-5-

Ms Susan Male



- Susan has been employed in strategic consulting and executive management roles and has a background in Occupational Therapy
- Member of the Services Review Committee
- Board member since 2007

Mr Bruce Dufty



- Member of the Finance Committee
- Chair of the Services Review Committee
- As a former Director of the DSC, Bruce has brought a wealth of knowledge to Rocky Bay Board
- Board member since 2007

Mr Peter Kallenberg



- Peter has been a client of Rocky Bay for almost 40 years
- He previously sat on various committees and was a Board member in the 1990s.
- Current board member since 2009

Mr Chris Catlow



- Member of the Finance Committee
- Experienced executive in the international resources industry
- Fellow of the Institute of Chartered Accountants in Australia.
- Chris and his wife Helga are the parents of a long term client of Rocky Bay
- Board member since 2009

Vale Ms Caroline Cusack – long time Board Member, Client, Life Member and Friend of Rocky Bay

Caroline unfortunately passed away on the morning of Wednesday 7th September in her North Fremantle home. Caroline's first association with Rocky Bay was in August 1966 when she joined the clinical program. She was educated at Yaringa Primary School (a 'special' school attached to Lucy Creeth Hospital) and later at Hollywood Senior High School. For the next 12 or so years Caroline was employed at Rocky Bay as a Clerk/Typist. She also worked with kindergarten children in a voluntary capacity for three years.

Between 1979 and 1990 Caroline lived at Rocky Bay on a full time basis, before moving to her home of over 20 years in 1990 in North Fremantle. She was a founding member of the Residents' Committee, a position that enabled her to improve the living environment for clients on-site at Rocky Bay. She joined the Rocky Bay Council in 1993 and provided exceptionally wise counsel, particularly on matters relating to client issues. Caroline was a member of two important sub-committees of Council - the Client Services Committee, of which Caroline was a member for over nine years and was an outstanding advocate for clients, always making herself available to assist anyone who may be in need of help or advice; and the Programs, Policy and Practice Committee – which looks at the infrastructure that supports the programs at Rocky Bay. Caroline's input into this Committee was of the highest order with her advice and knowledge of client issues ensuring that Rocky Bay has quality policies and programs in place that meet client needs. Caroline was made a life member of Rocky Bay in 2000 for her exceptional contribution to Rocky Bay and she was a most worthy recipient of this honour.

Caroline was an outstanding person who worked tirelessly to improve the quality of life for clients at Rocky Bay. She was highly respected by clients, staff and colleagues alike. Her sense of humour was matched only by her cheerful and encouraging manner.

The last few weeks and indeed her passing were unsurprisingly just as she lived her life, with great dignity. Caroline touched so many people during her life and none could argue her wisdom, generosity of spirit and general warmth and we will miss her innate ability to understand people and difficult issues and of course her intuitive and philosophical nature – Rocky Bay will be weaker by her going but we have all been made stronger by knowing her.

She will be sorely missed; vale Caroline Cusack



Early days at Rocky Bay



Board Member of Rocky Bay

PATRON

Mrs Tonya McCusker, wife of the Western Australian Governor, Mr Malcolm McCusker.

NON BOARD COMMITTEE MEMBERS

Mr Kim Hayman Finance Committee

EXECUTIVE

Mr Michael Tait Chief Executive Officer
Mr Mervyn Williams Finance Director
Ms Linda Chiu Clinical Services Director
Ms Frances Buchanan Client Services Director
Ms Wendy Tapper Human Resources Director

AUDITORS

Dry Kirkness

FINANCE

The most significant cost items are as follows:

	2008/09	2009/10	2010/11
Salaries and on costs	68.31%	67.80%	66.26%
Agency staff	2.58%	2.55%	5.88%
Depreciation	7.57%	7.40%	4.65%
Motor vehicles	3.88%	3.30%	2.91%
Maintenance	1.85%	3.27%	4.36%
Grounds and building refurbishment	2.01%	1.40%	0.23%
Client equipment	1.87%	3.47%	5.87%

The principal sources of revenue for the year were:

	2008/09	2009/10	2010/11
Disability Services Commission	75.70%	76.59%	77.22%
Department of Employment and Workplace Relations	8.23%	7.71%	7.18%
Other Government grants	2.08%	2.38%	2.08%
Fundraising and donations	7.16%	8.19%	8.22%
Other income	6.82%	5.13%	5.31%

Capital Expenditure for the year amounted to \$6,219,236, of which \$6,035,367 was funded via Capital Grants.

Merv Williams
Finance Director

CLINICAL SERVICES

It has been a very busy year with support being extended to:
TAPS - 96 adults, 74 school age children and 13 preschoolers
SATS - 913 school age children
Statewide consultancy - 21 clients
Posture Tech supported - 191 clients

Projects undertaken this year include:

- Sector annual review of the “Early Childhood to School Age” Memorandum of Understanding (MOU) for another year. The challenge for the early intervention providers is that we now have five school age service providers.
- Successfully facilitated an MOU for the sector around school leavers transitioning into adult services, which will run for one year and be reviewed in 2012.
- Successful tenders:
 1. Provide speech pathology services for 6 months, to early intervention children on waitlist for the Child Development Services. This will be reviewed with a possible extension of the project.
 2. Provide panel members for “Better Start”, which provides services for preschoolers with Down Syndrome, Fragile X, Cerebral Palsy and sight and hearing impairments. This will be on a fee for service basis.
 3. Provide 12 manual handling sessions to 5 schools, the contract being with Department of Education
 4. Provide therapy services to 6 Alternatives To Employment providers in the areas of manual handling, mealtime management and communication, in partnership with the Centre for Cerebral Palsy.

Posture Tech

The team has settled into their new home in the Patricia Kailis Centre in Cockburn Central and it looks fantastic. Word has now gotten out to the sector and beyond, which has resulted in work flowing in.

We were successful in gaining a grant from the DSC to purchase a van to enable the team to provide a mobile service which will assist with minor repairs and maintenance work. However there is a delay in the availability of the right type of van, which we anticipate will arrive later in the year.

Cheryl Lockwood, Posture Tech Manager, has invited two international speakers to provide sector training. Barend ter Haar from the UK provided training for the sector on seating biomechanics, pressure mapping and seating measurement. Bengt Engstrom ran a 3 day workshop on Ergonomics Seating. All workshops were full with delegates from other NGOs.

CAEP

Besides funding all clients registered for services with the TAPS and SATS programs, for the first time DSC has quarantined funds for us to manage and

provide to clients who are receiving therapy service with other agencies and do not hold their own CAEP funds.

Nursing

We have once again been successful in the Department of Health audit regarding clinical care for the residents of Lucy Creeth. The team is continually challenging themselves to better clinical care standards under the direction of the Nurse Manager.

SATS

The move to the Patricia Kailis Centre (PKC) has been very positive for the team's development and connectivity to Rocky Bay. New initiatives by the team which have been well received are:

- The Girls Group which is a weekly fun group held at PKC for girls to develop friendships and the opportunity to do 'girly' things
- The Boys Group is held in a community venue with much the same aims, to provide boys with a group and place to experience more masculine endeavours
- We also received funding from Community Services Funding (EYAM), to run several Dear Dad groups, in Cockburn and Mandurah. This is still very much a work in progress with more sessions planned and we hope to encourage more dads to join. The aim of this group is to encourage dads to take opportunities for discussion, share ideas and develop social connections with other dads.

The Mandurah office has experienced ongoing IT issues this year, exacerbated by a building site on the current school grounds. This has resulted in us sourcing a new office in Cooper Street Mandurah. Modifications are still underway and we hope to occupy the premises in the near future. This improved venue should lead to a much more productive and energetic team environment.

TAPS

- Liana Dolzadelli was appointed the new TAPS Manager following the resignation of the previous, long standing Manager who relocated back to Sydney.
- We are currently working with Curtin University staff on a research project around spinal management for Duchenne Muscular Dystrophy clients in Nepal and Perth.
- Rocky Bay therapists and clients participated in a survey conducted by the Service Review Subcommittee titled "How Well Does Rocky Bay Meet Quality Outcomes for People Diagnosed with Muscular Dystrophy".

The findings were positive from both staff and clients. Some areas for service improvement may indicate a stronger advocacy role needs to be taken by the organisation, as it is beyond the scope of this particular program. The findings may also be of importance to the other disability groups.

Pool

As part of our community service, we have local senior citizens and ACTIVATE, a private physiotherapy service, hiring the pool throughout the week. This has helped with further branding of Rocky Bay within the community.

In the coming year, the Clinical Services Division will be focussing on Service Excellence and encouraging staff to reflect on how they are contributing towards the values of the organisation to achieve better outcomes for people with disability.

Work in the sector around individual funding will impact the way therapy services are delivered in the future. We will be looking at how to prepare our teams for these changes and work effectively with them.

Linda Chiu
Clinical Services Director

CLIENT SERVICES

Client Services incorporates programs for home support, respite and social/recreational services to people in the Perth and Peel districts. Through these various programs we:

- create opportunities and support participation in community life
- assist people achieve their personal goals
- support people to maintain lifestyles of their choice

This year, the organisation's respite, accommodation, recreation and ATE services were audited in accordance the Quality Management Framework recently introduced by government. There were no required actions meaning that the services comply with all Disability Service Standards. The following suggestions to further develop service quality were offered:

- For our RecConnect (previously 'The Studio') program to encourage a stronger focus on the use of community leisure options
- Continue the development of a person centred approach to service planning and coordination
- Support staff receive training to develop their awareness and application of a contemporary person centred approach
- The organisation offer or source opportunities for personal development

All these suggestions have been considered and actioned, with positive feedback from clients concerning community leisure and personal development support.

In addition, after the review of Rocky Bay recreation services commenced, RecConnect has broadened its hours of support, developed a clear program guide as requested by participants and increased support to enjoy community based leisure options. It is planned that the focus on community recreation will continue to strengthen.

Also supporting quality improvement, Team Leaders of accommodation and community support programs participated in intensive training in the Person Centred Approach and commenced development of service planning processes in which the person with a disability and/or their family, direct their own services as much as possible.

Significant renovations to The Residence were completed after over a year of sharing bedrooms, outsourcing laundry and buying in meals. All residents agree the short term inconveniences were far outweighed by the pleasure of having

- ensuites to all bedrooms
- paved alfresco dining area
- TV and visitor lounges
- undercover taxi stop and indoor waiting foyer
- private dining room for hosting personal guests
- spa room
- fresh look and increased size of bedrooms and dining room

The new environment of The Residence has been accompanied by some new social events including regular cocktail parties, happy hours, support to enjoy fine dining or movie evenings in Fremantle and short holidays.

The year has seen an increase in request for all services, particularly in adult respite for both out-of-home and emergency support.

The Southern Respite Services guest houses at Beeliar continue to receive positive feedback from both guest and their families, with reservations full up to 6 months in advance.

Respite weekends away from Perth have been popular, with the focus as much on a fun filled experience for the individual, as respite for their primary carers. Both clients and staff participating in Adventure Weekends and Weekend BreakAways return with numerous stories and photos and requests for the services are numerous.

Following renovations in The Residence, two bedrooms with ensuites have been available for respite guests whose support needs include access to a registered nurse, thus limiting ready access to suitable respite options.

Rocky Bay was successful in winning a tender to operate a respite guest house for adults with disabilities in Rockingham, for which the plans have recently been approved by Local Government, and the tender-construction process commenced.

Until the house is built, interim funding has been released to allow the organisation to offer flexible respite options to address family need.

Subcontracts with several private respite guest houses have resulted in positive out-of-home experiences for a number of individuals and families and the appointment of a Family Liaison Officer has meant Rocky Bay is able to respond more quickly and flexibility to individual family need.

The Getabout program is one of the few ATE programs to become an accredited ASDAN training group. ASDAN is a British initiative that offers standard training packages for all levels of ability: from basic name recognition to more complex domestic, work and community skills. Students pay to enrol, their work is moderated and those passing the units receive a qualification certificate.

ASDAN appears to be the only standardised training package in the world that recognises the needs of people with significant disabilities, so we are pleased to be involved in its introduction to Australia.

Staff who have been accredited as trainers and involved in the ASDAN pilot study presented at the state conference of the Australasian Society for the Study of Intellectual Disability.

A successful Accessible Communities tender has allowed the purchase of a Duet Bike, which means people who use a wheelchair can enjoy a cycling experience. The Duet allows the option of detaching the front part of the bike to operate as a wheelchair, which means the person can enjoy a stop at a café or site of interest. Cycling WA is particularly keen to attract and cater to people with disabilities and has a working group, of which Rocky Bay is a member. This group is planning strategies to achieve this goal, which may include Duet Cycles as a pilot option.



Staff turnover across all services due to the increasing WA workforce shortage has been the biggest challenge experienced this year. Unfortunately it has meant that individuals and families have not regularly received support from staff they know and trust, along with a cost impact of using subcontracted temporary staff. It is anticipated that the increases in remuneration made possible by the recent negotiation of a Rocky Bay Industrial Agreement and increased government funding will assist to redress these vacancies in the next year.

Frances Buchanan
Client Services Director

EMPLOYMENT SERVICES

With the commencement of the new Department of Education Services (DES) program in March 2010 now being adapted across all areas and changes being effectively implemented, Employment Services has progressed well through 2010/2011.

We continue to deliver two DEEWR funded programs – being Employment Support Services (ESS) and Assessments Services. The introduction of the Job Ready system to compliment the ESS program has enabled less paperwork and easier recording of support evidence and report and caseload printing.

Staff have adapted to the new funding tool with both Supported Wage System (SWS) assessments and the newly introduced Ongoing Support Assessments now being completed by independent assessors from the National Panel of Assessors.

The majority of our clients have remained at a level of support already being provided with a small number being placed on either higher or lower support level.

The Stirling office, with its ideal proximity to public transport facilities, has been beneficial to servicing those clients in the northern service area. Refurbishment of Stirling was completed with the new access ramp in place and new office furniture and layout. The outreach offices in Burswood are utilized as required.

We have undergone two audits this year both internal (QA) and external (ISC) with satisfactory results and only minor recommendations required. We have again maintained Quality Assurance accreditation to the 12 Disability Service Standards. The DEEWR Performance Framework Star rating is now determined at all three sites independently. Stirling obtained a Star rating of 4 in the last round and Cockburn Central, with its larger caseload, achieved a 3 Star rating. Burswood data was not sufficient for rating.

Juliet has continued in the role of Manager and an Assistant Manager has recently joined the team.

The departure of two fulltime Monitoring & Support Officers (MSOs) early in 2011 allowed for some restructure in the area permitting three part time staff to be introduced to the Monitoring & Support department which has proved very successful. The Job Development team, with its reduced consultants has enabled discussions centred around caseloads, which has resulted in some new changes now being implemented, allowing future canvassing and job placement to be a the primary focus. Assisting clients to become job ready will be undertaken before they are allocated to the JDC team.

The JDC team has introduced a bi monthly Job Club which has proven successful with guest speakers providing useful and relevant information to jobseekers to assist them to have involvement in their own job search by developing skills and confidence.

The highly successful social and networking function of the Employer Breakfast was held at the Burswood Resort and attended by representatives of all Employment Services employers, Staff, Rocky Bay CEO and guests.

Ongoing liaison with stakeholders, including monthly meetings with Brightwater have assisted with maintaining effective servicing of clients.

HUMAN RESOURCES

The most important resource at Rocky Bay is our staff. Through our excellent staff we are able to provide quality services to clients and with the continuing rapid growth within Rocky Bay, staff are provided with exciting new opportunities allowing them to gain a wealth of experience and knowledge.

Rocky Bay has a diverse workforce and provides a work environment in which every staff member is treated fairly, with respect and has the opportunity to realise their potential and contribute to organisational success.

Rocky Bay recognises the importance of valuing and retaining our staff, retention strategies include; professional learning and development opportunities, traineeships in Certificate in Disability, attractive salary packaging options, flexible working arrangements, higher duties and acting opportunities, generous long service leave conditions, reward & recognition program and providing equal opportunity employment practices across the organisation.

Organisational Development

With the introduction of Rocky Bay's new industrial agreement covering all staff, we are now able to offer more flexible working arrangements, purchased annual leave and the ability to take long service leave after five years. Rocky Bay recognises that the health and wellbeing of our staff will result in the quality of their work outcomes, decision making and productivity and through Rocky Bay's Health & Wellness program, various health and wellbeing initiatives are explored and made available to staff.

Occupational Safety & Health

Providing a safe and healthy workplace which is free of hazards is a primary goal for our employees, clients, volunteers and visitors to Rocky Bay. Having integrated risk management into our daily practices, Rocky Bay is working to achieve Worksafe accreditation. Consulting with employees and developing a safety culture through our OSH Officer, OSH representatives, Health & Wellness program and team meetings have taken priority in the past year. Our success is dependent upon the commitment, motivation, enthusiasm and persistence of all employees.

Volunteers

We are most fortunate at Rocky Bay to receive the services of many unpaid volunteers. Our volunteers for the year numbered 103 including students. Assistance provided by volunteers is greatly valued and a variety of tasks are undertaken including:

- One-on-one support with a volunteer attending a Tafe course with two clients and one support worker or by joining a swimming, music or cooking activity.
- Volunteers provide assistance to the administration staff and also significant contributions have enhanced events including Walk with Me and Carols by Candlelight.

Rocky Bay supports students ranging from year 10 secondary school through to university students. The requests by students vary from 20 hours of community service to placement of final year clinical therapists for two months.

Volunteering from groups of corporate employees has enhanced events such as the AFL Grand Final lunch and Melbourne Cup lunch for clients and their families. A garden tidy-up project at the residence at Rocky Bay by a team of corporate employees has also been valuable.

Training & Development

In providing quality services to clients, Rocky Bay recognises the importance of skilled staff. In December 2010, 21 Disability Support Workers graduated with a full Certificate III in Disability and two others have completed the training since. Three received a statement of attainment. Since February 2011 eleven staff members have been enrolled in this same training and will graduate in December.

Our Training Department has also provided 16,563 hours of additional non-accredited training internally to staff across the organisation as well as making arrangements for the completion of 3,870 hours of training and professional development provided by other agencies / training institutions at a cost of \$38,040.

Rocky Bay Training has continued to build relationships with other Disability Service Providers by providing training in Assistance with Medication and Manual Handling to seven organisations.

Between September 2010 and March 2011 the Training Department was actively involved in one of the year's biggest projects – the development of a new training resource entitled *Personal Care Support in Disability Services* developed for use in Rocky Bay's induction program. This training resource has seen the production of a training DVD which stars 16 Rocky Bay clients and focuses on important principles for best practice and the development of an appropriate working relationship for a disability support worker when providing support for personal care for people with a disability. This resource will be made freely available for training organisations and services providers nationwide in September this year.

Thank you to all staff and volunteers for ensuring that quality services have been provided to our clients and for assisting Rocky Bay in achieving organisational goals for 2010-2011.

Wendy Tapper
Human Resources Director

MARKETING

The Marketing Department has witnessed many changes this year.

Sadly, after over 10 years at Rocky Bay, we said goodbye to our Director of Marketing, Betty Cottrell. Betty was instrumental in setting up the raffle program and many of our events which, over the years have supported Rocky Bay's clients, providing those extras in life which we take for granted and allowing us to achieve our purpose to improve the quality of life for people living with disabilities.

Our raffle program contributed significantly to our bottom line, but due to rising costs, the Board decided that we would no longer conduct the raffle in shopping centres. It continues to be promoted through our telemarketing efforts.

Other events have maintained their popularity and have helped promote Rocky Bay's image in the community and raise awareness of our programs.

AHG Corporate Golf Day remains our highest fund raising event, this year reaching the fantastic milestone of raising \$1 million over the 8 years that it has been conducted. Our thanks go to Bronte Howson for his on-going support. Along with the Royal Fremantle Golf Day, now in its 30th year, these events are the back bone of our fundraising program.

Particularly gratifying was the auction of two photographs by Rocky Bay client, James Bradshaw that raised significant funds for James, half of which was returned to Rocky Bay, which was a very generous gesture.

The Model of the Future and Little Aussie competitions continue to be favourite activities in the community and Rocky Bay Day was conducted as a street appeal in the city. However, the reduced number of volunteers has meant that this event will no longer take place.

Carols by Candle Light

Carols at Rocky Bay allow our clients, families, staff and the local community to become involved in a Christmas event in the grounds at Mosman Park. The Cottage Choir sang an assortment of Christmas Carols inviting the guests to join in. Thankfully the weather was a bit kinder to us this year and all the attendees enjoyed a balmy evening in the garden. The event raised around \$5,000 through gold coin donations and the sale of candles, Christmas baubles and a sausage sizzle that was run by a crew of volunteers from the Lions Club of Nedlands/Claremont. We would like to extend our sincere thanks to Loxam Construction, our major supporter and also Mosman Park Pharmacy for their valuable contribution to the evening.

The Diamonds and Pearls Ball

The Burswood Resort was again the venue for the annual Diamonds and Pearls Ball in May. Over 220 guests enjoyed a sumptuous meal and quality wines and were entertained by MC, Tod Johnston and his band Peace Love. This year we welcomed special guests, Daniela Pirone and Stefania Muscara from My Kitchen Rules who entertained a select group of guests at a pre-dinner champagne

cocktail party. The guest auctioneer for the evening, David Christison encouraged robust bidding that ensured the success of the main auction. The event raised over \$65,000 and congratulations must go to all those involved in making this evening such a success, particularly Barry Pound from L J Hooker Settlements as major sponsor.

Walk With Me

An initiative of Ability First Australia, this event is a chance for our clients to mix with the local community and at the same time raise awareness of living with a disability and the ever present need for funds.

The leisurely walk around the Mosman Park foreshore encouraged clients and their families, staff and friends to be involved. There were six ambassadors (Rocky Bay clients) who raised in excess of \$8,000 through donations and sponsors.

The walk will become an annual national event ensuring clients are the main focus. Congratulations to those involved in the organisation of the day and a very special thank you to our wonderful ambassadors and all those who participated.

Telemarketing raised above budget funds for the year and the team has been working hard to ensure the work of the organisation is communicated in each call made.

The achievements of the marketing division would not have been possible if not for the dedicated individuals and organisations who continue to support us. A sincere thanks to the following:

- The AHG Group for conducting and continued support of the Rocky Bay Corporate Golf Day. Thank you to the supporters and donors of the day, especially Bronte Howson and Dave Christison whose enthusiasm at auction time helped us raise a record \$158,171 this year
- Royal Fremantle Golf Club and its members for their continued generosity and support of this annual charity golf day which has raised in excess of \$775,000 over the past 30 years
- LJ Hooker Settlements for its valuable support of the Diamonds and Pearls Ball
- The supporters and donors of the silent auctions, wine wall, raffles and the AFL wall of fame at the Diamonds and Pearl Ball
- Our dedicated team of raffle sitters who were out in the shopping centres every day selling tickets on behalf of people living with disabilities
- The individual car dealerships for providing us with vehicles for display at our raffle stands in various shopping centres throughout the metropolitan and regional areas

This year's raffle winners were:

R310	-	Peter Martin
R410	-	Kevin Ashby
R111	-	Candice Pratt
R211	-	Rhiannon Phillips

Appealathon

Our sincere thanks go to Channel 9, who, through Appealathon, provided valuable air time to support the promotion of our events throughout the year.

Beneficiary Events

For the past 14 years, The Annual Les Clefs d'Or Ball has been conducted on behalf of Rocky Bay. While the Ball was put on hold this year, Rocky Bay was happy to receive a donation of \$3,000 from their organising committee.

SPONSORS and DONORS

Rocky Bay could not continue to provide services and support to people living with disabilities without the generosity of many West Australian Organisations and Individuals.

We have listed below (in alphabetical order) those who have provided major support to our organisation

Advanced Logistics	Loxam Construction
Amcap	Motorone
Ansvar	Macquarie Charitable Foundation
Appealathon	Mosman Park Pharmacy
Automotive Holdings Group (AHG)	Mosman Park Town Council
B Fitzgerald Family Trust	Netlink
Beach House Art	96fm
Brookfield Multiplex	Patersons Securities
Channel 7 – Telethon	PEACH
City of Melville	Perth Wildcats
Claremont Nedlands Lions Club	Peter Morrison family
Commonwealth Bank	Pro- CP International
Concierge Ball Committee	Quokka
Dreamboats	Royal Fremantle Golf Club
Dr Hermann Raith	Rugby WA
Elizabeth & Tony Kirby	Stan Perron Charitable Trust
Ernst & Young	Sunday Times
Freehills	Sylex
Grant Thornton	Swan Brewery
Kathleen Hardie	Terry Crommelin
Hesta Super Fund	United Way
Jardine Lloyd Thompson	Variety
Kailis Jewellery	VDM Group
KTM	West Coast Eagles
Lawrence Business Management	West Australian Newspaper
Laurance Scrap Metals	Willy & Mimi Packer
Leeuwin Estate Winery	
L J Hooker Settlements	

The invaluable contribution of the community of Western Australia, along with the families of our clients, staff, supporters, volunteers, our support groups, and the many other donors have enabled us to optimise the quality of life for people living with disabilities.