



# SOCIAL OUTREACH ANNUAL REPORT

2010-11



## ABOUT THE COVER

Marianne Little suffered a car accident in 1988 that changed her life dramatically. Since then, she has struggled with memory loss but has made strong progress. These days, she keeps a detailed diary and maintains a well ordered schedule – including weekly art class at the St Kilda Drop In Centre and weekly mass at Cabrini Malvern. Marianne is pictured displaying her artworks at the St Kilda Drop In Centre’s annual art exhibition hosted by Cabrini Health.

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## OUR SOCIAL OUTREACH PROGRAM

Cabrini Health is part of an international network sponsored by the Missionary Sisters of the Sacred Heart of Jesus. Founded by Mother Cabrini in Italy in 1880 to be bearers of God's love in the world, today the Sisters are present in 17 countries and are involved in a wide range of human services.

Our social outreach program was formalised in 1992 with the establishment of Cabrini Centacare, a partnership with Centacare Catholic Family Services (now known as CatholicCare). The success of this experience set the model for the program, which has expanded over the years as we have partnered with other agencies with similar values and goals. We seek to bring value to the relationships through our human, financial and material resources and by leveraging our skills, knowledge and services. The results reflect that strong partnerships are an effective way to address economic and social disadvantage.

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We actively seek opportunities for our staff to be engaged in the program. Working on the premise that most people want to do good, our social outreach program provides a vehicle for staff to make a contribution to the broader community. In turn, this has assisted in the development of a strong culture within the organisation that brings to life our Catholic and Cabrinian values.

**In 2010-2011, the program operated across four target areas:**

**servicing the most marginalised; community development; Aboriginal health;** and **international health**. We are pleased to provide the following report on our activities.

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CORE ANNUAL EXPENDITURE

**\$1m** > **\$1.6m**  
2009–2010                      2010–2011

**Less than 3%**

OF THE FUNDS WERE SPENT ON ADMINISTERING THE PROGRAM

## A YEAR OF ACHIEVEMENT

In the *Cabrini Health Strategic Plan 2010-12*, we set ourselves the target of trebling real expenditure and doubling staff participation in social outreach and community activities by December 2012. This goal reaffirms our identity in several ways. It is a clear expression of our responsibility to continue to look beyond our current services to identify and meet unmet needs. However, as a not-for-profit healthcare service, we operate in a commercial environment. Our commitment to treble expenditure requires us to focus on efficient practices within our organisation that will generate the surplus funds, without sacrificing the quality of service delivery and staff engagement. Thus it is an all-embracing mission endeavour.

Our social outreach program relies on the development of strong partnerships with organisations that have similar values to our own, in order to make a real difference to the people we wish to serve. Therefore, we have developed a strategy for staged growth over the three-year strategic planning cycle. During the past 12 months, we committed to increase core annual expenditure from \$1m to \$1.6m, with the priority of expanding partnerships in the areas of community development and Aboriginal health. I am pleased to report that both of these targets were achieved. Less than 3 per cent of the funds were spent on administering the program, which means that almost all funds directly benefit the people and organisations that need our support.

The core funding allocated to the social outreach program is enhanced with the donation of funds generated through the Cabrini Malvern Gift Shop, as well as fundraising efforts and donations from our staff and associates. In 2010-11, this provided an extra \$180,000 to support the program.

In relation to staff engagement, we undertook a staff survey in April 2010, which showed that 70 per cent of staff were aware of the social outreach program and 17 per cent had been involved in some way during the past 12 months. This has become our baseline measure and we have implemented strategies with the aim of one-quarter of our staff being involved by December 2011.

During the year, the Cabrinian Apostolic Committee undertook a review of our social outreach program against Cabrini Health's quality goals. Pleasingly, 94 per cent of partners interviewed reported that we provide the right service and they are completely satisfied with the relationship. More importantly, through the interviews, we were able to identify ways to enhance the service and/or relationship, so we are well on the way to achieving our quality goals.

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This report provides an overview of our projects and partnerships during the 2010-11 financial year. In presenting the report, I would like to acknowledge the commitment of the Cabrini Health Board of Directors and Chief Executive, the enthusiasm of our staff and the wonderful people with whom we partner, as they are all at the heart of the program's success. Most of all, I would like to acknowledge the privilege of being able to be of service to those in need, and the profound impact this work has had on us as we work together to create a more just world.



**CATH GARNER**

Executive Director Mission Integration



**70%**

OF STAFF ARE AWARE OF THE SOCIAL OUTREACH PROGRAM



**94%**

OF PARTNERS ARE COMPLETELY SATISFIED WITH OUR SERVICE



# 01

## SERVING THE MOST MARGINALISED

*Every day, we are confronted with news and images of those who are living on the fringe of the world we take for granted. Homelessness and social isolation, natural and man-made disasters, disproportionate allocation of resources, restricted freedoms: these are the everyday realities for some people. While we cannot change the world, we have learned that we can make a real difference if we step out of our comfort zone and take concrete action.*

**DURING THE PAST 12 MONTHS, WE INVESTED APPROXIMATELY \$345,000 IN THIS AREA.**

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In Australia, we provided funding to:

- Emerald Hill Mission
- Lighthouse Foundation
- Malvern Emergency Food Program
- Open Family Australia
- Project Respect
- Sacred Heart Mission
- St Kilda Drop In Centre
- St Mary's House of Welcome
- The Way Community
- The Wellington

Overseas, we provided funding to Save Our School Children Foundation Inc. (Philippines) and, through Open Family, to Thao Dan (Vietnam).



In some cases, the funding supported the recurrent operating costs of the service. In other cases, it was for special projects such as the purchase of a new bus for Emerald Hill Mission, a personal development weekend for disadvantaged women through Project Respect, documentation and roll-out of the Lighthouse Foundation model of care, and fitting-out the premises at The Wellington to enable better service provision.

As well as the budget allocation, our staff contributed by:

- Knitting woollen hats, scarves and jumpers for distribution through kogo
- Donating clothing, secondhand goods and Christmas presents to Sacred Heart Mission, St Kilda Drop In Centre, St Mary's House of Welcome, The Way Community and The Wellington
- Volunteering for a monthly shift in the meals program at Sacred Heart Mission
- Contributing their expertise on the Cabrini Lighthouse Management Committee and Sacred Heart Mission Board
- Retrieving unopened portion food items for distribution to services for marginalised people
- Hosting an art exhibition for the members of the St Kilda Drop In Centre art group

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“Christmas at the Drop In 2010 was the biggest yet with well over 110 people attending and having a great time... This day was only made possible due to the generosity from Cabrini Health... It is a truly wonderful effort and touches many people’s hearts to think that there are people at an organisation as large as Cabrini willing to spend time, effort and money for them.”

**SHANE LAWLOR, EXECUTIVE OFFICER, ST KILDA UNITINGCARE**



**BEVERLEY BYFIELD** is Associate Director of Nursing at Cabrini Rehabilitation Service Elsternwick, based at our Hopetoun Street site, where she also manages access and operations. She has been with Cabrini Health since 2007 and joined the Cabrinian Apostolic Committee in 2010.

## **“PROTECTING THE SACRED HEART OF OUR COMMUNITY”**

### **What is Sacred Heart Mission?**

Sacred Heart Mission offers a range of services which assist people when they are in crisis and need immediate support. It addresses a range of basic needs such as access to food, health care, laundry and bathroom facilities and material goods. It provides a safe place for marginalised people.

### **How has the partnership served our social outreach goals?**

Cabrini Health has a long held relationship with Sacred Heart Mission, including operational support, leadership, funding for research and volunteering opportunities for our staff. In this sense, we support serving the most marginalised in a range of complementary and meaningful ways.

### **What does Cabrini Health’s support mean to Sacred Heart Mission?**

With Cabrini Health’s support, Sacred Heart Mission is able to respond to the immediate needs of its clients with meals and linen, as well as plan for the future. For example, financial support for a pilot project designed to reduce the incidence of ‘sleeping rough’ and lessen the impact of homelessness.

### **What were the highlights or key achievements of the project during 2010-11?**

The relationship between Cabrini Health and Sacred Heart Mission is a committed and constructive one, with a good balance of support for operations and innovation evident. My sense is that there is real potential to make a difference to marginalised people through this relationship.

### **What does this project mean for staff of Cabrini Health?**

For staff who want to be involved at the ground level as volunteers (for example, in the Sacred Heart Mission dining room), the opportunities are well and truly there.

# 02

## COMMUNITY DEVELOPMENT

*We recognise that we are part of a community that has complex needs. As a large, not-for-profit organisation, we are committed to sharing our resources to strengthen and develop community capacity and sustainability.*

**IN 2010-11, COMMUNITY DEVELOPMENT WAS A PRIORITY AREA FOR EXPANSION. MORE THAN \$650,000 WAS COMMITTED TO PROJECTS IN THIS PART OF THE PROGRAM, INCREASING FROM \$470,000 IN THE PREVIOUS YEAR.**

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We maintained our long-standing partnerships, with contributions such as:

- Funding to CatholicCare (previously Centacare Catholic Family Services) for family support services in the City of Stonnington; refugee/settlement support in Dandenong and bushfire community recovery in Flowerdale
- Funding the drilling of a water bore for Knoxbrooke's horticulture program
- Supporting MacKillop Family Services youth mentoring program by way of funding and volunteers
- Funding to Sacred Heart Mission's Journey to Social Inclusion research project
- Supporting Very Special Kids with equipment and pro bono biomedical engineering and linen services
- Funding grants for students at Catholic colleges whose studies are in jeopardy for financial reasons
- Contributions to the ongoing formation of the Missionary Sisters and their collaborators in the Stella Maris Province

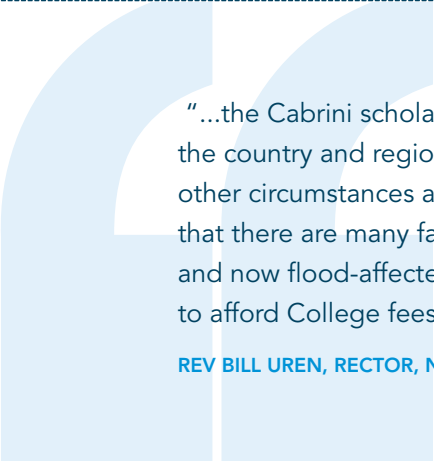
Support was provided to some of our partners to help them raise awareness and funds for their causes, such as the Afghan Australian Development Organisation's annual 'Now Ruz' (New Year) celebration, which provides a night of entertainment, food and friendship for Melbourne's Afghan community.

We strengthened our relationship with Family Life, a partnership that commenced in mid-2010. For example, we provided funding for the Sandringham Community House; advertised and supported Family Life's Open Garden fundraising event; and collected and donated secondhand goods to its Op Shop.

A new partnership was developed during the year with the John Pierce Centre, a service to deaf adults. Cabrini Health's funding is supporting an art program, which promotes social interaction as well as encouraging personal fulfilment from creative expression.

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“...the Cabrini scholarships will be awarded to students from the country and regional areas of Victoria whose financial and other circumstances are difficult. We find in the current climate that there are many families, especially from the drought-affected and now flood-affected, areas of the State who find it difficult to afford College fees.”

**REV BILL UREN, RECTOR, NEWMAN COLLEGE, UNIVERSITY OF MELBOURNE**



**MARJ CLARENCE**, Manager of Cabrini Linen Service, is a member of the Cabrinian Apostolic Committee and was involved in a review of Cabrini Health's social outreach program. She interviewed a representative of Project Respect to understand more about the relationship between Cabrini Health and Project Respect.

## **“PROMOTING RESPECT FOR ALL”**

### **What is Project Respect?**

Project Respect (established 1998) is a non-profit organisation that aims to prevent the exploitation and enslavement of women, including women trafficked to Australia. It promotes respect for all women and works to fulfill its mission through empowerment, education, advocacy and activism.

### **How well do you think Cabrini Health’s work with Project Respect serves our social outreach goals?**

The relationship with Project Respect meets our social outreach goals 100 per cent, especially now that we offer employment to clients, as well as support for the organisation’s community development activities.

### **What does Cabrini Health’s support mean to Project Respect?**

We have opened an important door for the clients of Project Respect by offering employment and dignity. This commitment doesn’t just end with providing jobs – we have also been fortunate to support their wellbeing.

### **What were the highlights or key achievements of the relationship during 2010-11?**

Three employees have come to us through Project Respect: two women and a man in the Cabrini Linen Service. It’s an experience that has opened our eyes and our hearts. Each is working in a team, where they are making friends and fitting in very well. They start out nervous but our staff are really friendly.

### **How have people benefited from Cabrini Health’s work with Project Respect?**

They gain self-esteem, which is really good for them. They love it and the word is getting around. I can see it growing and us helping a lot more people in this way.



# 03

## ABORIGINAL HEALTH

*We want to make a real difference to the lives of Aboriginal people. By focusing on small, achievable goals, we found a place to start and we have been blessed – and changed – in the process.*

**IN 2010-11, ABORIGINAL HEALTH WAS IDENTIFIED AS A PRIORITY AREA FOR PROGRAM GROWTH. EXPENDITURE OF \$160,000 ON ABORIGINAL HEALTH PROJECTS WAS DOUBLE THAT OF THE PREVIOUS YEAR AND RELATIONSHIPS WERE ESTABLISHED TO ENABLE EXPENDITURE TO INCREASE IN 2011-12.**

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Locally, we continued to fund the Stonnington Primary School Indigenous Tutoring Program; supported Indigenous Hospitality House with funding, friendship and donated goods; trebled our annual funding commitment to Opening the Doors Foundation's Indigenous scholarship program; and built on the new relationship with Ngwala Willumbong, offering employment opportunities to men in the residential drug and alcohol therapeutic program and supporting their NAIDOC Week celebrations.


With the help of Foundation 49, and in partnership with Inner South Community Health Service Community Support and Indigenous Access Program, we provided free health checks to people who attended the Yalukit Willam Ngargee Festival in St Kilda in February 2011.

We established a partnership with Authentic Community Training, an independent company offering mental, emotional and spiritual wellbeing programs to Aboriginal men. The directors are committed to developing male leaders and role models in Aboriginal communities across Victoria through their programs 'Connecting Songlines', 'Become Too Deadly' and 'Where's My Uncle'.

The Northern Territory was the other focus for activity. We supported the last year of data collection in the Menzies School of Health Research gECHO project, which is identifying the incidence of rheumatic heart disease among Aboriginal children in remote communities. As well as providing funding, our cardiac technologists provided service, performing approximately 4000 of the 5000 echo studies undertaken over the three-year period. Two groups of staff spent time at Intjartnama Aboriginal Outstation, near Hermannsburg, learning about the land and experiencing Aboriginal culture. We changed the direction of our relationship at Santa Teresa, forming a new partnership with Jesuit Social Services to support their work with Eastern and Central Arrente communities.

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"There was an Australian Rules carnival in Hermannsburg, so all of us went along to see what this was all about. The ground was essentially dirt and there were no changing facilities for the players but the games were played with great enthusiasm and spirit... Dinner by an open fire with the night sky brighter than we have ever seen before was an amazing experience and spending time with our Cabrini colleagues was worth the trip on its own."

**TONY MACKAY, MEDICAL IMAGING DEPARTMENT**



**BARBARA TUCKER** is a member of the Cabrinian Apostolic Committee (joined 2010) who has a particular interest in Aboriginal health and welfare. A retired bookseller, Barbara is pictured at one of her favourite haunts.

## **“IMPROVING LITERACY FOR ABORIGINAL STUDENTS”**

### **What is the Indigenous Tutoring Program?**

The primary aim of the program is to help students achieve academic success among all Aboriginal children at the school – this has led to better self-esteem and social connectedness. Currently it supports eight students.

### **How well do you think Cabrini Health’s partnership with Stonnington Primary School serves our social outreach goals?**

Cabrini Health’s social outreach program is important for the community and the partnership between Cabrini Health and the Stonnington Primary School’s Indigenous Tutoring Program is a positive step towards creating mutual understanding. Connecting with the family is essential and this program supports communication between the school and Aboriginal families.

### **What does Cabrini Health’s support mean to Stonnington Primary School’s Indigenous Tutoring Program?**

Working together since 2009, Cabrini Health and Stonnington Primary School have developed a close relationship. Cabrini Health’s financial support has allowed Stonnington Primary School to employ special tutors and the success of the program is reflected in both learning outcomes and increased demand.

### **What were the highlights or key achievements of the project during 2010-11?**

Most students increased their skill levels during the year, with significant improvements in attendance and participation. Two sixth grade students were accepted to Presentation College, a prestigious Catholic girls’ secondary school located in nearby Windsor, commencing 2012 – one of them achieved a part-scholarship based on academic potential. This achievement reflects the positive aspirations of the students.

# 04

## INTERNATIONAL HEALTH

*Australians are fortunate in receiving good quality health care. We are committed to improving the health and wellbeing of people in other parts of the world who do not share our good fortune by donating our expert knowledge, skills and resources.*

**DURING 2010-11, WE INVESTED \$590,000 ON INTERNATIONAL HEALTH. MORE THAN \$90,000 OF THIS SUM WAS THE RESULT OF FUNDRAISING EFFORTS AND DONATIONS FROM STAFF AND OTHER FRIENDS OF CABRINI HEALTH, SPECIFICALLY FOR CABRINI MINISTRIES' SUPPORT PROGRAM FOR ORPHAN AND VULNERABLE CHILDREN IN SWAZILAND, AFRICA.**

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In partnership with Moira Kelly's Children First Foundation (CFF), we provided pro bono life-changing surgery for Aktar Hossain from Bangladesh; completed the complex series of procedures required by Panu Suga from PNG and Joyanto Chakma from Bangladesh; and assisted in a minor procedure for Emai Owen, originally from PNG. We also provided out-of-hospital support for children in Moira's care, with staff organising regular group outings and volunteering at the CFF home in North Melbourne.

We maintained a strong focus in PNG through partnerships with Modilon Hospital in Madang Province, Wapenamanda Centre for Primary Health Care (WCPHC) in Enga Province and Catholic Health Care Services in the Gulf Province.

As well as providing much needed funding, we:

- donated equipment that enabled renovation of the administration building, creation of a dedicated orthopaedic ward to support the newly qualified orthopaedic surgeon and an annual orthopaedic service program at Modilon Hospital.
- undertook a two-week medical service program supported the provision of primary health by WCPHC.
- provided mentoring of the new, inexperienced doctor at remote Kanabea Hospital increased the capacity to care for the local people.

We continued our support of Interplast’s plastic and reconstructive surgery program in the Asia Pacific region, with funding and staff donating their time and skills. We supported basic health and literacy training for women in rural Afghanistan; medical and nursing training for ten Clarist Sisters in India; and a health outreach program to people with HIV-AIDS and a primary health clinic in rural Swaziland. In Swaziland, we continued our support for children orphaned by HIV-AIDS and other vulnerable children. This project benefits from strong support from Cabrini Health staff.

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A new international health project was established in partnership with Sir Run Run Shaw Hospital in Hangzhou, China with the goal of sharing knowledge and improving clinical practice.

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“I had no expectations of what I would encounter in Swaziland and in reality I was slightly hesitant about my visit. Despite its limitations – remoteness; access to funds; illness and limited life-span of the locals – it is a fantastic representation of the mission and values that Cabrini as a whole so clearly demonstrates.”

**SUE RILEY, CORPORATE FINANCE MANAGER REFLECTS ON HER VOLUNTARY SERVICE WITH CABRINI MINISTRIES, SWAZILAND**



**PAUL LANZA** is Administrative Services Manager at Cabrini Health, having worked for the organisation a total of 18 years. He has been a member of the Cabrinian Apostolic Planning Committee for the past two-and-a-half years.



## **“MAKING AN IMPACT OUTSIDE OF AUSTRALIA”**

### **What is the Afghan Australian Development Organisation?**

Established 2002, this is a voluntary, non-profit, non-government organisation. Its primary purpose is to assist in the reconstruction and sustainable development of communities within Afghanistan. In recent years, projects in Kabul, Herat and Qarabagh districts have provided life skills such as vocational training, basic literacy, numeracy and health training.

### **How well do you think the project serves its social outreach goals?**

The relationship between the Afghan Australian Development Organisation and Cabrini Health meets our social outreach goals by providing underprivileged people with support in their own communities. The organisation works with women and girls aged 13-16, particularly in rural communities, to improve their access to education, healthcare and employment.

### **What does Cabrini Health’s support mean for the project?**

Cabrini Health’s funding enables the provision of an education program for poor, illiterate, rural women. As well as literacy and numeracy, the women learn necessary life skills such as basic physiology, hygiene, nutrition and social etiquette. It makes a big impact on the lives of the recipients.

### **What were the highlights or key achievements of the project during 2010-11?**

More than 100 disadvantaged Afghan women underwent health and education programs. These important life skills build their self-esteem and enhance their standing in their communities. The impact is multiplied when they share what they learned with their (often large) families, with significant flow-on effects.

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## ACKNOWLEDGEMENTS

*We believe that by working together we will be able to create the energy, wisdom and expertise required to overturn injustice, disadvantage and powerlessness. We acknowledge the following organisations that have been our partners during 2010-11:*

### **AUSTRALIAN-BASED ORGANISATIONS:**

Afghan Australian Development Organisation  
Australian Catholic University  
Authentic Community Training  
CatholicCare (previously Centacare Catholic Family Services)  
Emerald Hill Mission  
Family Life  
Indigenous Hospitality House  
Inner South Community  
Interplast Australia & New Zealand  
Intjartnama Aboriginal Corporation  
Jesuit Mission Office  
Jesuit Social Services  
John Pierce Centre  
kogo  
Knoxbrooke Inc  
Lighthouse Foundation

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Malvern Emergency Food Program  
MacKillop Family Services  
Mannix College  
Melbourne Overseas Mission  
Menzies School of Health Research  
Moira Kelly's Children First Foundation  
Newman College  
Ngwala Willumbong  
Open Family Australia Inc  
Opening the Doors Foundation  
Project Respect  
Sacred Heart Mission  
Santa Teresa Health Clinic  
St Kilda Parish Mission Drop In Centre  
St Kilda Youth Services  
St Mary's College  
St Mary's House of Welcome  
Stonnington Primary School  
The Way Community  
The Wellington Collingwood Inc  
Very Special Kids

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**OVERSEAS ORGANISATIONS:**

Cabrini Ministries, Swaziland

Catholic Health Services, Diocese of Kerema, PNG

Franciscan Clarist Sisters, Hazaribag, India

Missionary Sisters of the Sacred Heart of Jesus, Stella Maris Province

Modilon General Hospital, Madang, PNG

Save Our School Children Foundation, Baguio City, Philippines

Sir Run Run Shaw Hospital, Hangzhou, China

Thao Dan, Saigon, Vietnam

Wapenamanda Centre for Primary Health, PNG

## ABOUT CABRINI HEALTH

### OUR MISSION

#### Who we are:

We are a Catholic health care service inspired by the spirit and vision of Mother Cabrini and the Missionary Sisters of the Sacred Heart of Jesus.

#### What we believe:

We are a community of care, reaching out with compassion, integrity, courage and respect to all we serve.

#### What we do:

We provide excellence in all of our services and work to identify and meet unmet needs.

### OUR VALUES

Our values form the base of our mission, are built around what we believe and drive how we act. They are drawn from Mother Cabrini's life and reflect her heart, her spirit, her conviction and her approach. They are:

- **Compassion**
- **Integrity**
- **Courage**
- **Respect**

ASHWOOD  
BRIGHTON  
ELSTERNICK  
HAWTHORN  
MALVERN  
PRAHRAN

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