



FREMANTLE WOMEN'S HEALTH CENTRE

*Services & Resources for Women's
Health & Wellbeing*

Annual Report 2011/12



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WELCOME TO FREMANTLE WOMEN'S HEALTH CENTRE

Introduction

Welcome to the 2011/12 Annual Report. It has been another busy and productive year at Fremantle Women's Health Centre. FWHC has maintained a range of high quality clinical, preventive and health promotion services for women in the south west metropolitan area with some exciting new developments. This report outlines those services and developments and our achievements during the 2011-12 financial year.

Our Vision

Communities which value and support women's health and wellbeing

Our Purpose

To improve the health and wellbeing of individual women and communities, through provision of services within the broad social model of health

Our Organisational Goal

To improve women's health and wellbeing in the South West Metropolitan region through the provision of high quality, holistic and tailored prevention and primary health care, prioritising the needs of women with the highest risk of poor health

Our Values

- Honesty
- Fairness
- Respect
- Women-centred

Our Guiding Principles

Fremantle Women's Health Centre aims to ensure that services and facilities:

- are accessible and inclusive of all women regardless of age, ability, religion, culture, sexuality or socio-economic circumstances;
- are of high quality and based on established best practice information and experience;
- are professionally delivered;
- are provided by staff, supported to be reflective in their practice and to pursue training/development opportunities;
- respond to community needs, and support and promote prevention strategies;
- have integrity;
- maintain high ethical standards; and
- are transparent and accountable.

CHAIRPERSON'S REPORT

The 2011/2012 year started with a focus on our new strategic plan with a view to maintaining and extending Fremantle Women's Health Centre's current operations. This year has seen a continuation of our efforts to maintain strong governance frameworks and further develop the centre's programs to current clients and to the wider community.

The four main pillars of activity identified in the strategic plan included further developing areas such as women's health and wellbeing services, (minimising the incidence of preventable illness and disease and engaging in positive, tailored health promotion) and operational excellence and sustainability (ensuring we have infrastructure that enables access for women most at risk of poor health in the south west metropolitan region).

Relationships and partnerships were also a major area of interest, with an emphasis on strengthening and building current and new relationships to deliver accessible, effective and efficient services and programs, and to build awareness of the centre's services by raising the profile of the centre through use of marketing and communication tools.

Under the leadership of Diane Snooks, the Director, there have been new services developed and relationships built. There have been many new programs initiated, and this year for the first time, the centre has developed a website, enabling easier access for current and potential clients to read the newsletter and gain updates on programs and services.

A Lotterywest grant has meant that the centre has also upgraded its computers and software, making life a lot easier for staff. Diane has done a wonderful job in coordinating our new-look brochures, letterheads and signage which has been in use for a while now and gives consistency to the professional image of the centre.

On behalf of the Board and Staff of the Fremantle Women's Health Centre, I would like to acknowledge the many agencies, community members, funding bodies and Lotterywest for their ongoing support and we wholeheartedly look forward to continuing our relationship in the future.

A special mention needs to be made to acknowledge the loyal and unwavering support of the Director and the staff of the centre for their hard work and teamwork spirit. Anyone attending the centre would be aware of the great energy and enthusiasm shown in everything they do.

Well done to our Board Members, who work hard behind the scenes to support Diane and the staff, and I am confident that we have a strong team for the next year, and I look forward to being part of it.

Annette Chivers

DIRECTOR'S REPORT

2011-12 is the first year of our new three year Strategic Plan 2011-14, which has given renewed impetus and new direction to the FWHC's mandate to provide health and wellbeing services for women in the south west metropolitan region.

The importance of identifying and prioritising the needs of women most at risk of poor health was highlighted in FWHC's strategic planning process. A decision was made to focus efforts in 2011-12 on increasing services to Aboriginal women and young women, and exploring the possibilities of providing outreach services in the City of Cockburn, which is a fast developing local government area with many young families.

The project to increase access to services for Aboriginal women began last year and has continued throughout 2011-12. After establishing links with Aboriginal workers and agencies in the region that had been successful at engaging with Aboriginal clients, FWHC held a very successful indigenous open day in August 2011. The open day was followed up by two indigenous women's clinics in November 2011 and May 2012. As a result there has been an increase in Aboriginal women making appointments with doctors at the centre. There are plans to continue to have clinics and events specifically for indigenous women in 2012-13.

In the past the percentage of young women under 25 years of age accessing FWHC services has been low, partly because of the availability of youth specific services in the region – Quarry Street Clinic (sexual health services - FPWA), Headspace (mental health services), Youth Reach South (State government mental health) and Cockburn Youth Centre. This year there has been a substantial increase in young women under 25 years of age accessing both medical and counselling services. This has resulted from our collaboration with Quarry Street Clinic in the lead up to its relocation from Fremantle to Northbridge in June 2012, and in our efforts to target young women with the development of a website, and a sexually transmitted infections health promotion campaign in February 2012.

After consultation with agencies in the City of Cockburn, two areas of need were identified – group services for women with postnatal depression / anxiety and women at risk of developing eating disorders. FWHC was successful in its application to the City of Cockburn for a community grant to provide two Love Your Body groups in Cockburn in 2012-13 – one for young women and the other for older women. FWHC will also facilitate a 10 week postnatal support group in Cockburn in 2012-13 from its own resources.

My thanks go to our caring, hard-working staff members who provide excellent services in a welcoming environment and to the Board members for their enthusiastic contribution and commitment to good governance.

I would like to gratefully acknowledge the ongoing funding support from the WA Department of Health (Women's Health Policy and Projects Unit, Women and Newborn Health Service) and the Mental Health Commission, and the one-off grants from Lotterywest and City of Cockburn.

Diane Snooks

WOMEN'S HEALTH & WELLBEING SERVICES

FWHC provides a range of clinical, preventive and health promotion services and resources in the area of women's health. These include medical, physiotherapy, counselling, health education and group activities, with a crèche facility for some groups and appointments.

Demand for services continues to be high and FWHC is well utilised. There were 9,401 telephone calls to the centre. 1631 women attended 3011 appointments with medical practitioners and 732 women attended 896 appointments with clinical nurses, who also took 464 telephone calls and saw 86 walk-ins for health information and test results. Counsellors provided services to 235 women with a total of 1222 counselling sessions (face-to-face and phone). The program of group activities continues to offer a mix of old favourites with some new groups to meet the changing needs and interests of clients. This year has seen a substantial expansion of the program of health promotion events.

Our Staff

FWHC services were provided by well qualified, experienced, caring, female health professionals, management and support staff, including a full time Director and thirteen part-time staff (6.5 FTE in total). During the year three new staff members were recruited following resignations. At 30 June 2012 staff members included:

Director	Diane Snooks
Manager Clinical Services	Dawn Needham
Medical Practitioners	Marie Dittmer Jane Hanrahan Diane Faulkner-Hill
Clinical Nurse	Selena Geyer Mavrick
Senior Counsellors	Lisbeth Sundqvist Karoline Werner C. Gally McKenzie
Finance Officer	Ronald Lucas
Receptionists	Ali Bouquey-Murray Jenny Saw
Administrative Assistant	Rebecca Cock
Resources Coordinator/ Child Minder	Linda Wilshusen

To minimise the incidence of preventable illness and disease

FWHC's medical and nursing professionals continued to provide a range of preventive health services including cervical cancer screening (Pap smears) which is the most predominant presenting issue (16.7%), breast cancer screening, sexually transmitted infections (STIs) screening, tobacco smoking histories, general medical checks - blood pressure, cholesterol, overweight/obesity (waist measurement and body mass index), renal and diabetic checks (urine analysis), with information and education available on these health issues.

During the year preventive services were targeted to particular groups of women identified as most at risk. Two clinics for Pap smears and breast examinations were provided specifically for indigenous women in November 2011 and May 2012. A STIs health promotion campaign in February 2012 was directed to young women, with information packs being sent to schools, TAFEs and universities in the region.

To support women's physical, mental and emotional health and wellbeing

Women's health services provided by FWHC's doctors and nurses include not only preventive services but treatment and referral services for issues such as mental health; STIs; menopause; contraception; breast, vaginal, menstrual, urinary tract, vulval, cervical and ovarian problems; pregnancy and relationship/sexual issues. There has been an increase in presenting mental health issues, with doctors referring to FWHC's counsellors and referring to other mental health counselling services and private psychologists with a mental health plan.

FWHC counsellors provide short term counselling (up to 10 sessions) for both general issues and perinatal mental health issues. General counselling issues include depression, anxiety, relationship problems, stress, bereavement and loss, family crises, domestic violence, parenting concerns and low self-esteem. The majority of clients presented with high prevalence mental health (depression and anxiety) and relationship issues. The percentage of clients presenting with depression, anxiety, domestic violence and self-esteem issues increased when compared to the previous year. Perinatal issues include stress, anxiety and depression during the antenatal and postnatal periods. If women present in both periods they are entitled to 10 sessions in each. For those with postnatal depression and anxiety there is the option of the weekly therapeutic / support group facilitated by one of the counsellors.

A program of group activities supports the health and wellbeing of clients. It includes a mix of therapeutic, support, exercise, self-help, educational, and social groups, some ongoing, some short-term. There was an increase in group numbers and sessions. The groups included a postnatal therapeutic/support group, Portuguese Women's group, Wise Women Exercise group, Positive Parenting Program (Triple P), two overeaters anonymous groups, eight massage courses, a Mums and Bubs Exercise group, two Love Your Body groups (a body image and relationship with food program), a Yoga class, and Essential Oils Made Simple (for health and wellbeing).

FWHC has a crèche facility that provides child minding for some of the groups and events that run at the centre. The groups / events catered for included Postnatal Support Group, Positive Parenting Program, and Aboriginal Women's Open Day. This year the crèche has also been available for clients attending appointments with doctors, nurses or counsellors on Tuesday mornings. The use of the crèche is limited because of limited resources to staff the facility. FWHC uses volunteers in the crèche when possible.

New developments during the year included

- An increase in Aboriginal clients accessing medical services resulting from a project which involved networking with Aboriginal workers and services in the region, an indigenous open day, and two indigenous clinics.

- An increase in young women accessing medical and counselling services at FWHC resulting from collaboration with Quarry Street Clinic, STIs campaign, and development of a website.
- The Love Your Body, Yoga and Essential Oils groups were all new initiatives in the group program.
- Crèche available for appointments one morning per week.
- The possibilities of providing outreach counselling services in the City of Cockburn were researched, with two areas of need identified – group services for women at risk of developing eating disorders and women with postnatal depression / anxiety.
- FWHC was successful in obtaining a Community Grant from the City of Cockburn to run two Love your Body Groups, one for young women under 25 years and one for older women early in 2012-13. Preparation has begun.
- FWHC will also facilitate a 10 week postnatal support group in Cockburn early in 2012-13 from its own resources and preparation has begun.

To engage in positive, tailored health promotion

FWHC provides health information and education in a variety of ways including by telephone, at appointments with staff, by providing a comprehensive library of books for loan, a large range of up-to-date pamphlets, and health journals / magazines for reading in the waiting room. Regular health promotion events/campaigns organised for groups of women and displays at FWHC highlight particular health issues.

The program of health promotion events has greatly expanded this year, with staff organising regular presentations at FWHC as well as contributing to the organisation and provision of information at regional health events.

Repeated events this year included: Gynaecological Awareness Presentation September 2011, International Women's Day March 2012, and Cancer Council Biggest Morning Tea May 2012.

New health promotion events this year included:

- Indigenous open day August 2011. There are plans to continue to have health promotion events (as well as clinics) specifically for indigenous women.
- Mental Wellbeing Day October 2011. Presentations on how aerobic exercise, yoga, massage and meditation can contribute to mental wellbeing, with participatory demonstrations.
- Women of the World Health Information Day October 2011 at the Italian Club was open to all women but with a focus on CaLD women. FWHC was involved in organising this large regional health promotion event in conjunction with BreastScreen WA and WA Cervical Cancer Prevention Program. 11 organisations provided information stalls and there were demonstrations of Zumba, tai chi and pelvic floor exercises.
- Love Bugs Valentine's (STIs) promotion February 2012 targeted at young women - promotional packs were sent to schools, TAFEs, universities, and there was an article in Fremantle Herald.
- April Falls Day in April 2012 - ICCWA presentation on how to avoid falls and how to get up safely after a fall was directed at senior women.
- FWHC had stalls at the Aboriginal Health Day April 2012 organised by the City of Fremantle and South Metropolitan Public Health Unit and the Over 50s Health

- Expo April 2012, another regional health event organised by the City of Fremantle.
- The Healthy Relationships Seminar June 2012 was an all-day educational event held in at the Intensive English Centre (IEC) at North Lake Senior Campus for migrants and refugees – our Manager Clinical Services and Clinical Nurse contributed to the development of materials and the facilitation on the day, together with staff from IEC, school psychologists and nurses, teachers, and South Metro Public Health Unit staff.

OPERATIONAL EXCELLENCE AND SUSTAINABILITY

To achieve good governance and effective financial management

During the year three Board members resigned and three new members were recruited according to the skill-set required and in line with a new recruitment process designed to ensure the best possible appointments to the Board.

The Board and Director were involved in further development of the Strategic Plan 2011-14 following completion of the work of a consultant firm in August 2011. The consultants were employed to develop strategic, operational and marketing plans with funds from a Lotterywest Organisational Development Grant.

In June 2012 The Board and Director reviewed and developed FWHC's Risk Management Plan which has been included in the Action Plan for 2012-13 for purposes of reporting to the Board's monthly meetings.

The Board and Director have established an effective financial management structure with the Treasurer and Finance Officer, both CPA qualified accountants, and a contractor Bookkeeper, all of whom have many years' experience working in the not-for-profit sector.

Our Board

At 30 June 2012 the Board members were:

Annette Chivers

Chairperson, joined the Board in 2006

Annette has been the Manager of the Zonta House Women's Refuge for the last 7 years. She has worked in a range of areas, including such roles as Associate Director of Development at Silver Chain, Manager of the Careers and Prospective Students Service at Curtin University and Marketing Coordinator for a hotel chain. Annette has also worked for 5 years with the Department of Foreign Affairs and Trade with postings to Thailand, Laos and Israel. Annette is on the boards of the Community Housing Coalition of WA and the Fremantle Domestic Violence Regional Alliance. Annette has a Masters in Human Resource Management and a Bachelor of Business.

Annette joined the Board because of her interest in women's issues and in particular, women's health.

Diedre Timms

Vice-Chairperson, joined the Board in October 2008

Diedre has some 20 years management and community development experience in the not for profit sector in rural and metropolitan environments. She has managed programs and organisations in the areas of disability, women's health, aboriginal health, aged care and community care. She is CEO of Volunteer Task Force. Diedre is a passionate advocate for social justice. Diedre has a Bachelor of Education.

Diedre joined the Board to support services to women by contributing to best possible governance for FWHC and supporting women in the workforce in the not for profit sector.

Yvonne Kirkpatrick

Secretary, joined the Board in November 2011

Yvonne is currently working at Drug ARM WA Inc. as Office Manager. Yvonne has over 37 years' experience in senior management positions. Most of her work has been within the health industry, property industry as well as working for a short period of time within the airline industry. Yvonne has extensive experience in managing complex and demanding projects e.g. refurbishments, and major corporate events.

Yvonne joined the Board because of her interest in women's issues and in particular, women's health.

Tracey Ford

Treasurer, joined the Board in February 2010

Tracey works for Drug ARM WA Inc. as the Chief Financial Officer and has over 8 years' experience in accounting for the not-for-profit sector. Tracey is a CPA qualified accountant, a graduate of the Australian Institute of Company Directors and has a Bachelor of Commerce and a Graduate Diploma in Accounting.

Tracey joined the Board in order to use her skills to contribute to the community and ensure the organisation is the best it can be.

Jane de Lacy

Member, joined the Board in 2005

Jane has over 17 years' experience working in mental health services in both inpatient and community settings. She is a Clinical Social Worker with a special interest in the social determinants of women's health. Jane has had extensive experience providing clinical support to women with both severe and high prevalence mental disorders such as depression, anxiety and complex post-traumatic stress disorders often associated with family and domestic violence or a history of abuse. Jane is currently employed by Fremantle Adult Mental Health Service as a Senior Social Worker and Community Liaison Officer for Women at Risk. Jane has a Bachelor of Arts and a Bachelor of Social Work.

After a long professional association with Fremantle Women's Health Centre, Jane joined the Board to contribute further to the development of women's health services in the local community.

Pippa Worthington

Member, joined the Board in November 2010

Pippa's professional experience is in marketing, community engagement, coaching and volunteer management in the education sector and with not for profit organisations. She has worked both here in Western Australia and in Ireland, and has also run her own consultancy assisting people to make positive change in their lives. Pippa has a Bachelor of Commerce in Marketing and Management.

Pippa joined the Board as a way to contribute to the local Fremantle community particularly in her interest areas of women's interests and mental health.

Trish Cowcher

Member, joined the Board in April 2011

Trish has worked for many years in the community sector as a campaigner and political activist on local, national and international campaigns and advocacy. She has also been a board member of Oxfam Australia. Trish has a Bachelor of Arts in Politics and Women's Studies.

Trish joined the Board to work with women in the community sector to provide safe affordable health services for women, particularly those most marginalised or not able to access the current health system.

Diana Player

Member, joined the Board in November 2011

Diana has worked in the field of Women and Newborns health for over 25 years. She is currently the Clinical Midwifery Consultant at Kaleeya Maternity Unit and has travelled and worked extensively as a midwife in the United Kingdom and remote areas of Australia. Diana has a Bachelor of Psychology with minors in Social and Developmental Psychology and Certificate in Family Planning. Diana is an active member of the Australian College of Midwives and a committee member with the Women and Newborn Network WA advocating for improvements in maternity care for women and families.

Diana joined the Board due to her interest in Women's Health and a belief that the Fremantle Women's Health Centre is a fantastic holistic health facility that offers great support for women in the community.

Nicola Smith

Member, joined the Board in April 2012

Nicola is a qualified lawyer who specialises in Family Law with additional experience appearing in the Supreme Court of WA on Inheritance Act Matters. Nicola also volunteers at the Fremantle Community Legal Centre to assure that legal advice is available to everyone, not just those who can afford to pay for it.

Nicola joined the Board to do her part to ensure that quality services are accessible to all people, especially women.

To increase income from existing and new sources to improve & expand services & programs

FWHC received a 15% increase in State Government funding for 2011-12 aimed at improving sustainability in the not-for-profit community sector. This increase in our recurrent funding from Department of Health and Mental Health Commission enabled a substantial increase in salaries which is of great assistance in the recruitment and retention of suitably qualified and experienced staff members. It has certainly been a great boost to staff morale and an acknowledgement of the good work they do.

Although the 15% increase is very welcome, it is about sustainability of current services and will not address the need for growth income to fund increased services to meet the growing demand in the region. A key challenge for FWHC is how to generate adequate income to meet this growth in demand.

The Director has provided the necessary information to our funding bodies, in terms of service provision and pricing of services, to be considered for a further 10% for the 2013-14. Although at the time the announcement of the 25% sustainability funding package was made this further 10% was guaranteed, this is no longer the case and services must demonstrate that the increase is necessary to provide the current level of services for which they are contracted in a way that will meet the new outcomes being proposed.

We were successful in obtaining a Lotterywest grant to upgrade all the IT equipment and software, and develop a website as well as replace some furniture. All of this was installed by the end of December. FWHC's new website greatly facilitates our capacity to keep clients informed of services and activities, to attract new clients and potentially to attract more volunteers and donations. The new IT equipment has resulted in greater efficiency with administrative tasks which frees up staff to spend more time with direct service delivery.

A City of Cockburn Community Grant was received to facilitate two Love Your Body groups in 2012-13 as part of the outreach work identified as important in the strategic planning process.

To deliver high quality, cost effective health services

Attention is paid to the recruiting of well qualified and experienced staff members, provision of appropriate supervision and training, and the optimal management of FWHC's human resources to ensure the provision of high quality services. The training budget has increased and FWHC takes advantage of low cost training provided by WACOSS (to member organisations) and Department of Health, no cost training provided by City of Cockburn and sponsorships provided for other training options. The Director was successful in obtaining an AIM scholarship for an AIM management course.

FWHC consistently gets feedback from clients and other agencies about the high quality of the services provided. The annual client satisfaction survey was conducted between March and May 2012 with 93 client responses. The results indicate continuing satisfaction with the quality of services provided by FWHC, with 95.5% of respondents giving overall ratings of the services in the two top categories very good (81.1%) and good (14.4%). 98.9% said they would return to FWHC. Ratings for individual services

were also high with combined very good and good ratings of 96.4% for doctors, 97.8% for receptionists, 100% for nurses and 100% for counsellors. There were also many very positive comments about the comfortable, safe, relaxed, welcoming environment and the friendly, caring, helpful, respectful, professional staff and high quality services. Suggestions for change included more after-hours services, better advertising of activities (local papers), shorter waiting times for appointments, and a quicker response regarding test results.

Efforts are made to continuously improve efficiencies in the delivery of clinical and counselling services and to source the most cost effective supplies.

To ensure infrastructure, including accommodation for centre-based and outreach services and programs, that enables access for women most at risk of poor health supported by effective and efficient operations

FWHC has had a major upgrade of its technology infrastructure made possible by a Lotterywest grant to enable more effective and efficient operations.

The Director and Board members have engaged with key personnel at the Cities of Fremantle and Cockburn as well as Fremantle Medicare Local in order to investigate possible future accommodation options for FWHC. An accommodation needs assessment was undertaken by the consultants employed to develop the strategic plan and the need for larger central premises plus outreach facilities was highlighted. Consideration has been given to re-location in the City of Cockburn. At this stage there is no clear way forward as acquiring larger premises and renting rooms for outreach work is dependent on obtaining the necessary funds and on partnering with other organisations interested in co-location which would be essential in attracting a Lotterywest building grant. This will be an on-going project.

RELATIONSHIPS AND PARTNERSHIPS

To strengthen existing partnerships and build new relationships which enhance our ability to deliver relevant, accessible, effective and efficient services and programs

FWHC has several partnerships with other service providers. Two are very long standing – Fremantle Hospital and Fremantle GP Network (now Fremantle Medicare Local) – and the others are more recent – Outreach Mental Health and a two private psychologists.

The Fremantle Hospital continence and women's health physiotherapist continued to work from FWHC one day per week as part of the hospital's outreach services. She takes self-referrals, referrals from FWHC staff, other agencies and clients referred through the Fremantle Hospital system.

The Fremantle Medicare Local ATAPS Counselling Service continued to employ a counsellor to work at FWHC one half day per week. The counsellor sees women with depression and anxiety who have been referred by a GP, including our doctors.

FWHC has engaged an independent mental health nurse of Outreach Mental Health, under the federal government Mental Health Nurse Incentive Program, to take referrals from FWHC's doctors of clients needing long term support for chronic mental illness.

A private psychologist utilised FWHC's crèche on a regular basis for counselling sessions with her clients living in the Fremantle area who couldn't access child care and whose children could take advantage of the crèche facilities during the session or when she was working with the whole family.

A second private psychologist operates from FWHC on Friday taking referrals from our doctors and other GPs in the region.

Other relationships established included those with Aboriginal workers in the region with the aim of developing strategies to attract and retain more indigenous clients, and those with other health service providers for more effective and wider reaching health promotion.

The Counsellors maintained good working relationships with agencies in the region and organised an annual networking event for those agencies / services that refer to, and/or take referrals from, FWHC's counselling services. Child health nurses in the region are responsible for a high proportion of referrals for postnatal anxiety and depression and also facilitate the Positive Parenting Programs at FWHC.

The Manager Clinical Services initiated a meeting with clinical managers in other women's health services and FPWA to discuss issues of mutual interest and concern with the view to having regular meetings.

The Director continues to be involved in a number of bi-monthly regional networking meetings and working parties – the Family Support Services network, the CaLD Services network, and the DCP/ Mental Health Services working party. The DCP/ Mental Health group has clarified and developed referral pathways and organised joint training on collaborative practice for counsellors in the region.

To achieve partnerships and/or mergers that enhance FWHC's role and positioning in the not-for-profit, community-based women's health services sector

Consideration has been given to the possibility of FWHC merging with a compatible organisation to strengthen viability and sustainability, and take advantage of cost savings through shared resources and economies of scale. Initial discussions have taken place with the CEO of South Coastal Women's Health Service. The Director and CEO have regular meetings in order to build a collaborative relationship.

FWHC has been a long-time member of Fremantle GP Network and has an MOU with them for the ATAPS counselling service that operates from our premises. Currently, FWHC is building a relationship with the new entity the Fremantle Medicare Local that has replaced FGPN. The Director was involved in the strategic planning process for the Medicare Local and has had discussions with the CEO about possible co-location with them, as well as seeking advice about possible relocation to Cockburn as part of the new GP Super Clinic being built there.

MARKETING COMMUNICATIONS

To build awareness by raising the profile of our organisation

This year has seen the development of a website and a branding make-over. We engaged a graphic designer to design a new logo and all new promotional materials including letterhead, compliments slips, business cards, pamphlets, banner, street and building signage.

FWHC has maintained good communication with existing clients about services and activities through the quarterly newsletters, email updates and flyers/posters at the centre. Posters highlighting FWHC's services and newsletters are widely distributed to libraries and agencies in the region to increase visibility among potential new clients. The website provides information for both current and potential clients. Extensive networking and collaboration with other agencies over service provision, health promotion and group activities ensures the maintenance of FWHC's profile in the region. FWHC has also participated in the local TAFE orientation day and given presentations about our services at various agencies to both workers and client groups. We have been successful in getting a couple of articles written by local newspapers about our services and events and have placed notices in the Community Noticeboard of the Fremantle Herald.

To facilitate community engagement

FWHC continues to have good community engagement with a range of different groups of women, including CaLD women with 44% of medical clients and 33% of counselling clients being born overseas. The vast majority of women clients are in the 25-44 and 45-60 year age brackets. This year there has been considerable focus and effort at engaging with Aboriginal women and young women.

To advocate and represent the needs and interests of women to improve women's health and wellbeing outcomes by building strategic partnerships

The Director has continued her support for the Women's Health Sector by maintaining involvement in the WA Peak of Women's Health. The Peak was successful in obtaining a grant from Lotterywest to employ a consulting firm to progress the recommendations of the Women's Health Matters: A 10 Point Plan of Action that the Peak developed and launched last year. The Peak has established a good working relationship with the Women's Health Policy and Projects Unit, Women and Newborn Health Service, which has developed a draft WA Women's Health Strategy 2011-2014. It had also planned to set up a database for use by all women's health services in Western Australia. This would have enabled uniform collection of data that would inform planning for the whole sector. A raised profile for women's health together with sound statistical evidence of the needs / demands for service provision and the effectiveness of that provision are essential in making a compelling case for growth funding of women's health services that can enable more services that improve health outcomes for women. Very disappointingly, these plans have fallen through due to lack of resources. FWHC will now proceed with developing its own database to improve data collection, reporting and service planning capabilities. The Lotterywest grant for an IT upgrade also included funds for a database.



Diane Snooks,
Director



FREMANTLE WOMEN'S HEALTH CENTRE



Dawn Needham,
Manager Clinical Services



Selena Geger Mavrick,
Clinical Nurse



Diane Faulkner-Hill,
Medical Practitioner



Marie Dittmer,
Medical Practitioner



Jane Hanehan,
Medical Practitioner



Gally McKenzie,
Senior Counsellor



Lisbeth Sundqvist,
Senior Counsellor



Karoline Werner,
Senior Counsellor



Rebecca Cook,
Administrative Assistant



Linda Wilshusen,
Co-ordinator Resources



Ali Bouquey Murray
& Jenny Sawi Receptionists



Fiona Dunham,
Physiotherapist



Doreen Wilkinson,
Bookkeeper (Contractor)

OUR TEAM '12

Not Pictured: Ronald Lucas
Finance Officer