



We build strong **PEOPLE**  
strong **FAMILIES** strong **COMMUNITIES**

YMCA **Whittlesea**

# YMCA Whittlesea

## Community Impact Report 2011 - 2012



YMCA **Whittlesea**

33 MORANG DRIVE, MILL PARK 3082  
P (03) 9404 4811 | F (03) 9436 8517  
[WHITTLESEA@YMCA.ORG.AU](mailto:WHITTLESEA@YMCA.ORG.AU)  
[WWW.WHITTLESEA.YMCA.ORG.AU](http://WWW.WHITTLESEA.YMCA.ORG.AU)

## Contents

Mission

Values

CEO Report

Presidents Report

Treasurers Report

YMCA Movement in Whittlesea

Programs, Services & Participation

Community Impact Report

## Mission

The YMCAs of Australia work together from a base of Christian values to provide opportunities for all people to grow in body, mind and spirit.

## Values

- We value the whole person, consisting of body, mind and spirit each of which is of equal importance.
- We value the dignity and intrinsic worth of all people regardless of age, gender, ethnicity, belief or other difference.
- We value the diversity of people, communities and nations.
- We value equality of opportunity and justice for all people.
- We value healthy communities based on relationships between people which are characterised by love, understanding and mutual respect.
- We value acceptance of personal responsibility.



## CEO Report

It gives me great pleasure to present the 2011/2012 YMCA of Whittlesea annual report. This has been a year of executing major organisational change, strengthening our staff culture, celebrating several successes, all the while laying the foundations for a long and sustainable future. This year has clearly demonstrated the strength and commitment of the board, the senior leadership group and the team who work hard every day to deliver quality programs and services to the City of Whittlesea community.

Much of this year has been focused on developing our people and building a respectful, results driven and supportive culture. Perhaps the most pivotal moment was when senior staff travelled to outback Victoria to undertake a three day leadership camp. Performance appraisal and goal setting focused on more accountability and training plans designed to give staff the tools to succeed.

As the Children's Services sector continues to become more heavily regulated our team have worked effectively to update policies and procedures, and educate staff on the new National Quality Frameworks which took effect in January 2012. The by-product of greater accountability and enhanced systems and procedures has also led to greater efficiency and better service quality.

The need for quality disability services continues to be well supported by the community through the uptake of our term WRAP program and holiday WhiSKHA programs.

- Innovative Respite Support And School Holiday Funding (WhiSKHA program)
- Department of Human Services

The focal point for Mill Park Leisure was change and innovation. Marketing was at the centre of this and customer and stakeholder feedback helped guide our actions including the introduction of new group fitness classes and 'value-add member services'. Despite these strategies the increasingly competitive health club environment combined with an aging facility and economic downturn has led to a slump in overall club memberships. Aquatic education continues to thrive as families place more value on water safety.

One of our many successes included our tender for the operation and management of Mill Park Leisure and Services Centre and Whittlesea Swim Centre for a term of up to 9 years.

Our commitment to engaging with marginal groups and new and emerging communities was highlighted through our involvement with Whittlesea Community Connections and our contribution to Australia's 2012-2013 Refugee and Humanitarian program, local Council Multicultural Policy and Action Plan.

October saw us take-on the management of the newly named Northern Health Charity Fun Run (formerly the Meadowglen & YMCA Fun Run & Walk). This collaborative event, hosted by Mill Park Leisure, attracted a record 484 participants and raised in excess of \$11,000 for the Northern Health.

Major changes to the staff structure saw several fresh faces join the team and bring with them new ideas and helped symbolise a positive step forward in building a vibrant new Mill Park Leisure.



As we round off one very challenging year, we are now well positioned to take advantage of growth opportunities throughout the municipality and focus our energy on achieving our 2015 strategic vision.

A number of major changes took place in 2010/11; perhaps the most significant being the resignation of our long-serving Chief Executive Officer, followed closely with several other staff members. We also ceased operation at two of our after school care services in a move towards delivering quality programs and services purely within the City of Whittlesea.

The YMCA experienced several successes in 2010/11. It was pleasing to end the year in a strong financial position; up from the previous year. We continued to deliver quality programs and services to the community including recreation, family and children's services, and disability services. Our commitment to community strengthening initiatives continued with an emphasis on cultural diversity, young people, older adults and people living with a disability. Our energy was also focused on relationship / stakeholder engagement and creating programs to meet the needs of the diverse community.

It is important to acknowledge the amazing team of staff who, during a somewhat turbulent year, remained professional and committed to delivering quality programs and services to our customers.

We extend our thanks to YMCA Australia for their assistance, guidance and support throughout the year. We also thank our partners who have entrusted the YMCA to deliver programs and services that benefit our local community.

In the year ahead the YMCA of Whittlesea Inc will continue to fulfil its values and mission. We will invest heavily in our most precious assets; our people. The newly invigorated team we will work collaboratively with our partners to build strong people, strong families and ultimately a stronger and healthier community. With a new found motivation, we will work hard to expand our services so that our impact is felt more extensively in the Whittlesea community.

**Renee Bowman**  
**Chief Executive Officer**  
**YMCA of Whittlesea**

## Presidents Report

It has been a very busy and productive year at Whittlesea YMCA. CEO Renee Bowman continued leading a refocused team of senior personnel and staff who delivered our community based programs and services. The entire Senior Leadership Team went off site for the first time in years so as to focus on future direction. I was fortunate to attend on one of the days to see firsthand their team building activities and discussions about their roles and responsibilities at the Y and how they were going to be more responsive to our clients, improve program delivery and build staff morale. The Values of the YMCA Movement were discussed at length and the relevance to the senior team, their daily routine and interaction with clients was pivotal in all sessions. It was truly a worthwhile program for all those who participated. Many of the evaluations written by those who attended indicated that for the very first time they felt valued, good about themselves and were positive about their future and that of the Centre.

The Board also went off site and revisited our future direction and unpacked and rewrote a new Strategic Plan. Renee was able to invite Peter Newling from the National Y to facilitate the day's proceedings. Three new Board members were recruited this year and this has added to the skill set of the entire Board.

We were successful with our tender that was professionally produced and presented to the Whittlesea City Council late last year. We will take on the outside pool at Whittlesea as well as the one at MPL. The entire process was led by Renee Bowman, her team of senior personnel and Board members.

As always I would like to thank all staff, whether they are full time or part time, permanent or casual for their commitment and dedication. Living the values of the YMCA Movement is paramount in everything that we do and the programs and services that we provide for our community. Our community is closely becoming the fast growing municipality in Victoria. There are so many opportunities for us to build on with our existing programs and services and to capitalise and seek new business ventures and partnerships for the future.

I would like to personally thank CEO Renee Bowman for all her work over the past 18 months and wish her well with her next professional venture. The Senior Staff who tirelessly put the client's needs first we'd also like to thank. We welcome new CEO Glyn Davies who is very excited about our future and his role as leader. To the Board members as well, who are volunteers, many with full time jobs for their continued support and assistance throughout this year.

**Deborah Patterson**  
**President**  
**YMCA of Whittlesea**

# Treasurers Report

This report should be read in conjunction with the audited Consolidated Financial Statements for the Year Ended 30 June 2012 presented by Kirks Accountant.

These Financial Statements comprise the Income and Expenditures Statement; Assets and Liabilities Statement; Cash Flow Statement and the explanatory Notes including a summary of significant accounting policies. In the opinion of the auditor's the financial report represents fairly in accordance with the accounting policies as described in Note 1, the financial position of the YMCA of Whittlesea Inc. as at 30<sup>th</sup> June 2012 and the results of its operations for the financial year that ended.

The operating after tax profit for the year ended is \$16,195 (\$76,815 in 2011). Despite of a small increase in income (\$21,442), there is a greater increase of expenditure (\$82,062). This is in-line with our streamlining the organizational structure and overall programs and activities started the year before. This included the pay-out for staff who decided to leave our organization during this period.

Thus Cash Flow ending on 30<sup>th</sup> June 2012:

Total Income:	\$4,172,391
Total Expenditure:	\$4,156,196
Profit after tax:	\$16,195
Retained Profits:	\$223,283

Cash Flow Composition for this period:

Net cash provided by operating activities:	\$24,882
Net cash provided by investing activities:	\$15,391
Cash at beginning of the year:	\$706,295
CASH AT END OF THIS PERIOD:	\$746,568

Represented:

Cash term deposit at bank:	\$287,697
Cash at bank:	\$458,026
Cash on hand:	\$845

**Thomas Ling**  
**Acting Treasurer**  
**YMCA of Whittlesea**



*"One of our many successes included our tender for the operation and management of Mill Park Leisure and Services Centre and Whittlesea Swim Centre for a term of up to 9 years."*





## YMCA Movement in Whittlesea

The YMCA began serving the Whittlesea community in 1986 when it was appointed managers of the Thomastown Recreation Centre. Two years later (1988) the YMCA of Whittlesea commenced management of Mill Park Bicentennial Centre, known today as Mill Park Leisure. The YMCA has now proudly managed the Mill Park facility for 25 years, and throughout this time the YMCA of Whittlesea has grown to employ 170 staff, 45 volunteers and today also manages two other sites in Mill Park Heights Child Care Centre and Acacia College OSHC.



YMCA of Whittlesea is one of 27 independent YMCA Member Associations licenced under YMCA Australia and shares a common vision and mission with the wider YMCA movement. The YMCA is deeply entrenched within the Whittlesea community and has a strong desire to continue working alongside council and other community groups to take the programs and services offered at each of our centres to new heights. Utilising our partnerships with more than 25 schools, 75 businesses and 130 community groups we will continue to identify and address local community issues with specific focus on cultural diversity, disability, young people, older adults and low income families.







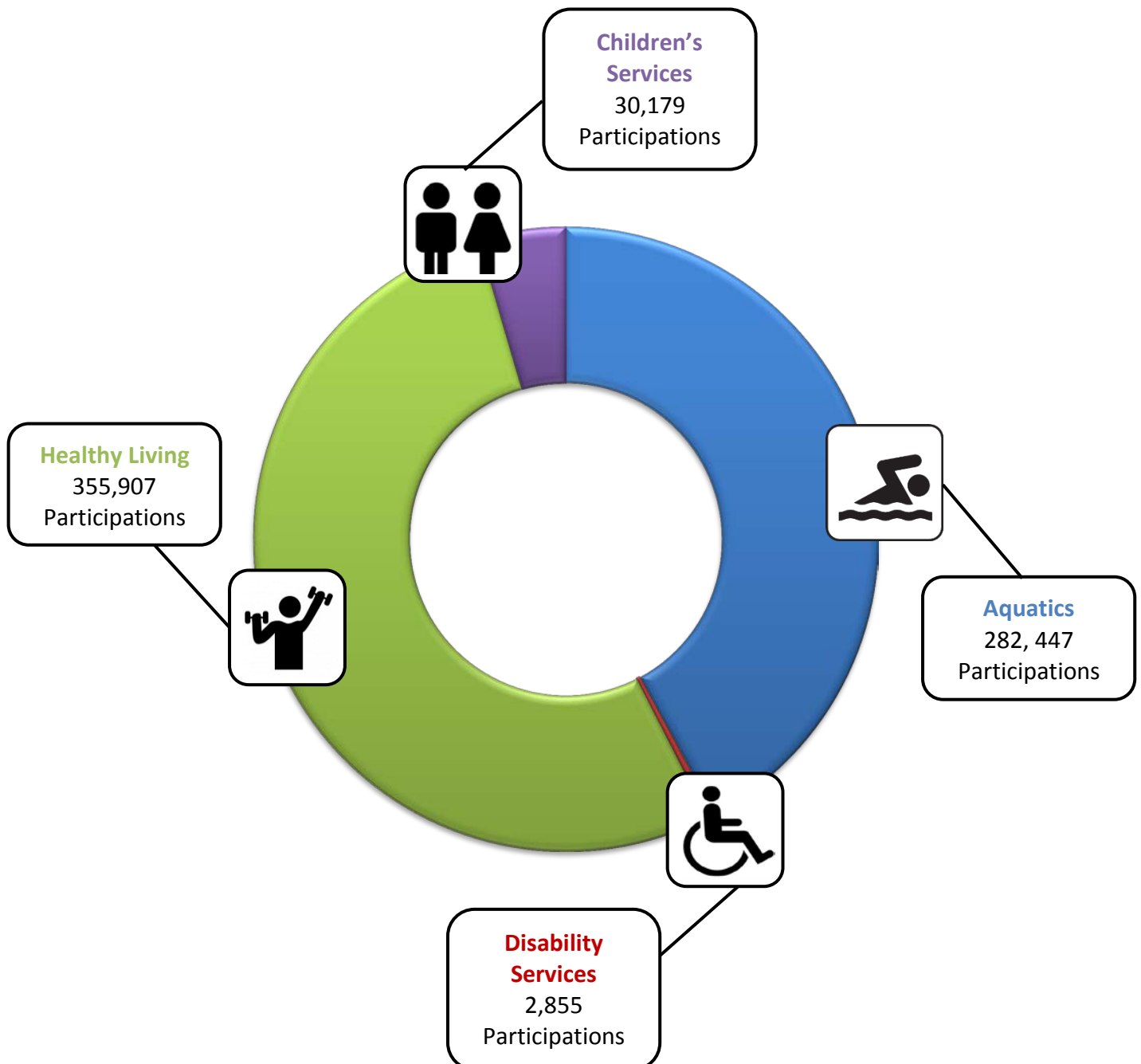
## Programs, Services & Participation

The YMCA of Whittlesea has had over **670,000 visits** this year, across 4 sites within the City of Whittlesea Community. The following table provides an overview of the programs and services delivered by YMCA of Whittlesea.

Key Service Areas	Healthy Living	Aquatics	Children's Services	Disability Services
<b>Our Focus</b>	Striving for a healthier and more active community	Providing Water Safety and Survival Skill Development opportunities	Encouraging children to explore, learn, develop and reach their potential	Providing people with disabilities opportunities to participate in integrated recreation and leisure activities
<b>Programs &amp; Services</b>	Gym Personal Training Group Fitness Ultimate Group Training Living Longer Living Stronger Corporate Health School Programs	Aquatic Education School Swimming AquaPlay Junior Aqua Guard Recreational Swim Spa & Sauna	Long Day Care 3 Year Old Kinder Out of School Hours Care Vacation Care Crèche Occasional Care	WRAP WhiSKHA Child WhiSKHA Teen Volunteer Services
<b>Who</b>	Children Young People Families Older Adults	Children Young People Families Older Adults	Children Families	Children Families Young People Adults
<b>Partners</b>	Government Health Services Corporates Community Groups	Government Health Services Schools Community Groups	Government Schools Kinder Committees Not For Profits	Government Agencies Volunteers Schools Not for Profits

The YMCA of Whittlesea reported a total of **671,388 participations** for the 2011 - 2012 year.

The participation in our Key Service Areas is demonstrated below:





*"Our strength is in Community. YMCA is a not-for-profit like no other. We have the presence and partnerships to not just promise, but deliver, positive change and are proud to have listened and responded to the needs of the Whittlesea community for more than 20 years. As a local not-for-profit organisation, any profit of surplus generated is reinvested back into the community through local programs and events."*



## Community Impact Report

Through its various programs, services and events, YMCA of Whittlesea has had a substantial impact socially, physically, emotionally and financially on the lives of thousands of community members living within City of Whittlesea. These are just some of the examples where our impact is felt:

### Northern Health Charity Fun Run

This year, Whittlesea YMCA commenced management of the newly named Northern Health Charity Fun Run (formerly the Meadowglen & YMCA Fun Run & Walk). This collaborative event, hosted by Mill Park Leisure on the 23<sup>rd</sup> October 2011, attracted a record 484 participants and raised in excess of \$11,000 for Northern Health. The proceeds raised for Northern Health contributed to the purchases of equipment to better aid and care for the patients of the Northern Hospital. The YMCA of Whittlesea has a strong partnership with Northern Health and this annual event is a great way for us to assist important providers of health to our local community and its people.





## YMCA Swimathon & Mill Park Leisure Open Day

On Sunday 11<sup>th</sup> March 2012, the YMCA hosted the first Annual YMCA Swimathon. This event is a national fundraising event, encouraged community members to dive in and help out by swimming as many laps as possible and raising funds to provide disadvantaged families within the community, the opportunity to access Aquatic Education. Mill Park Leisure hosted the event on behalf of the YMCA of Whittlesea, in conjunction with the Mill Park Leisure Open Day. Free activities provided on the day included; Pool Inflatable, Mechanical Surfboard, Bungee Run, Jumping Castle, Animal Farm, a Balloon Artist and a Sausage Sizzle. The day was a huge success, with 1700 visits on the day, 39 YMCA Swimathon participants raising over \$3500, and YMCA Whittlesea ranking 8<sup>th</sup> for fundraising in the country.



## Creating a sense of belonging...

“I have been a member of YMCA at Mill Park for nearly 20 years. In that time I have seen numerous changes to the facility, members and staff, but one thing that remains constant is the friendliness. When I enter the YMCA, I am always greeted by a smiling familiar face, who either addresses me by name, number or both. That friendliness is evident amongst all members.

As I look back, I can honestly say that some of my dearest friends are people I have met through the YMCA. We all go there to exercise but the best part is the coffee stop. Talking to others makes you aware that we all have struggles in life, be it our fitness or ‘fatness’, our families or friends. The YMCA is not only about the fitness of the body, but also the fitness of the mind. The two obviously go hand in hand.

The YMCA staff are obviously employed to do their jobs, but at the YMCA they do this with the greatest amount of professionalism and passion. Whether they are a part of the older team like Carol, Lorraine, Pat, Billy, Kelly, Sue, Cathy or Glenn (no reference to age), or part of the new age guys like Renee, Danielle, Sean, Paul, Gabby and Bianca, each presents themselves with enthusiasm and positivity which then imparts onto members.

For these reasons, I have chosen to stay at the YMCA even though there are many other gyms closer to home (Bundoora) that may offer comparative or better deals than those being offered by the YMCA. After all – you can’t beat a workout that also puts a smile on your face.”

NADIA MONTALTO, Member no. 10



