



TheBumpWA |

Centre for:
Pregnancy, Childbirth Education
and Early Parenting Services Inc.

Annual Report
Year Ending 30 June 2015

Vision, Mission and Values



VISION

For all women and families to have safe, respectful, informed birth and early parenting experiences

MISSION

To ensure all birthing families are well-informed, well-prepared and well-supported for pregnancy, birth and early parenting.

VALUES & PRINCIPLES

Respect, Integrity, Confidentiality, Inclusiveness, Transparency, Compassion, Empowerment, Safety, Sustainability

Chair's Report JUSTINE HYAMS

New Challenges, New Direction, Same Mission

Throughout the life of a community based organisation, the steady day to day hum of service provision is punctuated by periods of soaring success and unpleasant challenges.

TheBumpWA is currently negotiating such a period of challenge, and whilst it can be tempting to focus on the trials, it is essential that the successes are recognised and celebrated at the same time.

In the year to June 2015, TheBumpWA increased its delivery of education services, consolidated its relationship with Fiona Stanley Hospital, strengthened its financial position and settled into its new home in Cockburn.

During this financial year, TheBumpWA has consistently exceeded targets for its core childbirth education classes, with demand for and attendance at classes consistently high. We have increased the delivery of a number of workshops to meet this demand, delivering a total of 300 individual workshops with attendance over 2500.

TheBumpWA team have delivered 18 Early Pregnancy Workshops, 23 Preparation for Childbirth Series workshops, and 17 breastfeeding workshops. The delivery of active birth workshops increased to 51 from 38 workshops in 2014, and the Especially For You program has seen a similarly significant increase from 35 workshops in 2014 to 41 workshops.

We have seen continued and steady interest in the Dad2Dad workshops (6 workshops) and Old Hands workshops (9 workshops). Additionally our qualified lactation consultant provided over 184 consultations, delivering 159.5 hours of service.

The Mother Baby Nurture Groups continue to be delivered in four locations (Cockburn, Gosnells, Shenton Park, Baldivis) providing essential support and services to women at risk of postnatal depression.

The demand for and attendance at TheBumpWA's classes and Lactation Consults demonstrate the excellent services provided by TBWA team and an indicator of how valuable the services are to expecting, new and experienced families. It also highlights the importance of the diversity of offerings, and a dedication by the facilitators to presenting relevant, desired and invaluable information and services.

Just as 2014/2015 has been a year of achievement, 2015/16 will be a period of consolidation and challenge, one we will be facing head on.

Towards the end of the 2105 financial year, the Department of Health advised TheBumpWA that the majority of the services it provides under contract would cease to receive funding support that has been enjoyed for many years. Although we had anticipated and planned for an adjustment to the Services Contract at the next renewal, the scope of the change was broader than anticipated and has prompted a number of actions in response.

The Board immediately convened a crisis planning meeting and initiated a comprehensive review of the organisational strength, weaknesses, opportunities and threats. A response plan was drafted to direct the short and medium term future of the organisation and secure its financial wellbeing.

The first resolution the Board made in this process was to alter its method of governance. In the past, the Board has taken an oversight role, but with a crisis looming, the Board decided to become a Board of Management and has stepped into more active and direct involvement in the day to day running of the operations of the organisation. Individual Board members have taken on portfolios that are best aligned with their skills, and along with the support

of specialised consultants and strategic planners, are working towards delivery of a final crisis response plan in the third quarter of FY16.

The second, very difficult, decision was made following a viability and structure review in response to defunding. The Board consulted at length with strategic planners and organisational change specialists to assess the viability of the organisation in its existing form during this period of uncertainty. With the Board stepping in to manage key portfolios in the organisation, and legal, accounting and industrial relations support already in place, it was concluded that the tasks performed by the Manager were able to be effectively executed with this model and the role was made redundant. Ms Goodman left our employ in November after serving nearly two years at TheBumpWA and overseeing a period of rapid change for the organisation. Ms Goodman's legacy has been one of financial strength that has ensured adequate resources to allow for effective and considered future planning, rather than reactive decision making.

Finally, and most importantly, the Board has commissioned a full business viability review that will distil the great mass of data we possess into a plan for the future. This plan will include recommendations around education services, new business opportunities, public engagement strategies and the development of alliances with similar organisations.

The Minister for Health and Tourism has granted us an audience in the first week of February, where we will present evidence of our success and discuss the future scope of our role within the Department of Health framework. The outcomes of this meeting will inform the viability review and contribute to the strategic plan. Until that meeting occurs, we have been strongly advised by lobbyists and political advisors to refrain from negative political lobbying.

As we move into 2106, the Board will present a comprehensive strategic plan which will include political engagement strategies and future business options to the members and will provide opportunities for engagement and support.

Until such time, the Board of Management will remain engaged with stakeholders to build the best future for the organisation. Current Board and Portfolios of Oversight are as follows:



Ruby Johnston (Secretary) – People and Culture Subcommittee: Ruby is a professional Human Resources specialist and has been working with staff, external HR consultants and Board oversee recruitment, shortlisting and engagement new childbirth educators to fill demand for the services TheBumpWA delivers.

The P&C Subcommittee have been tasked with reviewing the organisational structure, job descriptions, contracts and remuneration reviews.



Holly Little (Treasurer) - Communications and Marketing Subcommittee: Holly's expertise in Corporate Communications, Branding and Marketing has been heavily utilised over the past 12 months. With recent rebranding, a move to a broader and more relevant social media profile and a comprehensive (ongoing) review of the website, Holly has been a key driver in improving our reach to clients, stakeholders and the broader community.

As we move into the next phase of our marketing strategy, Holly's team will continue to engage with health consumers, increase community awareness of TheBumpWA services and improve ROI on marketing expenditure.



Sara Bayes – Education and Service Delivery Subcommittee: Sara's primary role on the Board is to provide midwifery, childbirth education/research support and quality improvement advice.

Her most recent initiative was the development of a client satisfaction survey, the result of which are summarised in this report and will be very useful for meetings with potential future funding organisations and high-level decision-makers such as Dr Hames, Minister for Health.

Sara has also provided oversight in relation to job description development and recruitment of childbirth educators.



May Bowden (Deputy Chair): Mays' extensive experience within the Not-for-Profit sector has produced a vast body of knowledge of organisational governance and professional conduct and combined it very effectively with her compassion and warmth to produce a precious organisational resource.

May has worked closely with all consultants and has been instrumental in review of internal processes and documentation.

May has also been an invaluable Deputy Chair, providing wisdom, support and backup to the Chair on matters ranging from personnel to strategic direction.



Justine Hyams (Chair): Justine's capacity for high level engagement and campaigning, contract management and stakeholder liaison stand her in good stead to oversee the workings of the Subcommittees and the organisation.

With the continued collaboration of the Board, Justine is committed to guiding the organisation through the tough times ahead.

It is appropriate to also acknowledge and thank recent past board members who have retired this year, Sara Davis and Alison Whitelaw. We appreciate your service and dedication.

Treasurer Report HOLLY LITTLE

In the 2014/2015 financial year TheBumpWA has continued to build on an extremely strong financial position developed over the past three fiscal terms. Despite changes to funding TheBumpWA continues to improve its financial position and deliver profitable services.

In 2013-14 there have been further improvements in financial governance and reporting. The consultant accountant appointed in 2012 has worked with the staff to implement a revised general ledger chart of accounts and cost centres resulting in more accurate reporting of business lines and their performance.

The Finance Committee continues to meet monthly to review reports and provide ongoing strategic input into the organisation's operations. Financial performance is measured against budget in combination with key performance indicators.

The main revenue source continues to be the service agreement with Department of Health to provide Community Midwifery Program Support Services. This income stream is supplemented by low cost complementary services in childbirth education, pregnancy support and early parenting. Grant income has also been earned in the specialist programs for childbirth education in remote areas and in the culturally and linguistically diverse (CaLD) community.

External Accountant Report RONALD LUCAS

Consolidating Financial Sustainability

2014-2015 saw the consolidation of the improvements in financial governance and reporting. Capacity building of key staff undertaking the financial control of the organisation was the main focus. The improvement process undertaken since 2012 now means the Board and management have accurate and timely reports on the financial performance of the organisation.

The Finance Committee continues to meet monthly to review reports and provide ongoing strategic input into the organisation's operations. Financial performance is measured against budget in combination with key on-financial performance indicators.

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2015 highlights:

- The focus on education classes and strategic partnerships with health providers has resulted in a 97% increase in income from these classes. This results from a combination of more classes being provided and also taking on more fee paying participants.
- The relocation was completed for \$30,221 on a budget of \$30,000.
- An overall operating surplus of \$221,508 was achieved for the year.
- An overall surplus of \$427,786 was achieved for the year.

The main reason for the difference between the operating result and the overall result is the LotteryWest grant income which was used to fit-out the new premises.

Cash reserves have been built up during the last three financial years through good financial management practices. At 30th June 2015 cash and cash equivalents are reported at \$545,596.

The 2014-2015 Financial Statements were prepared and audited by Francis A Jones Pty Ltd, a summary of the appears below. The full financial report is available on request.

| Operating Statement | 2015 | 2014 |
|--------------------------------|------------------|------------------|
| Revenue | \$1,323,134 | \$965,141 |
| Operating Expenditure | | |
| Employee salaries and benefits | \$598,753 | \$550,453 |
| Depreciation | \$23,675 | \$19,777 |
| Other administrative costs | \$272,920 | \$225,124 |
| Net Surplus | \$427,786 | \$169,787 |

| Balance Sheet | 2015 | 2015 |
|----------------------|--------------------|------------------|
| Current Assets | \$776,001 | \$555,199 |
| Non-Current Assets | \$317,510 | \$69,998 |
| Total Assets | \$1,093,511 | \$625,197 |
| Current Liabilities | \$299,486 | \$258,958 |
| Total Equity | \$794,025 | \$366,239 |

The Bump WA User Experience Survey December 2015

Summary

Background The Bump WA is a not-for-profit organisation providing information, education and support to expectant and new parents. The organisation is Western Australia's only independent comprehensive antenatal and early postnatal support service; there is no comparable or equivalent service in the state. As well as serving the general public, The Bump WA is currently contracted to the NMAHS Community Midwifery Program (CMP) to provide administrative and promotional support for the service as well as pregnancy and parenting education and advice to its clientele. The Bump WA offers a range of antenatal and postnatal classes, clinical support with breastfeeding and information about childbirth choices, a lending library service, and equipment hire (for example, TENS machines for pain relief in labour). The service has two unique selling points: it is independent of any particular maternity care service or setting, and thus is able to provide objective evidence-based information in relation to pregnancy, birthing and parenting, and it provides support and community to women and their families when no other service does – in the very early postnatal days and weeks when they are most vulnerable to a range of suboptimal physical, mental and emotional outcomes. Over the last 20 years the service has grown exponentially in response to consumer demand. The organisation also provides vital support to women and families who would otherwise be isolated during their childbearing year and at risk of all that comes with that in terms of diminished mental health.

Rationale Customer attendance and encounter-specific data is gathered routinely by the service, however the purpose of conducting this more comprehensive survey was to develop a deeper understanding of The Bump WA's users' experiences, and of the self-reported impact of its services on users' childbearing outcomes, through a 'snapshot' survey of past and current customers.

Methods 1200 users of The Bump WA in its current and former incarnation (as 'Community Midwifery WA') were invited to take part in this online survey. Responses were collected in an electronic questionnaire comprising 10 questions. Data were analysed by question; numeric data were summarised by frequency count and qualitative

responses were thematically analysed into broad themes that characterise participants' comments. Participation was completely anonymous, and consent to participate was implied by participants' submission of a completed survey.

Results Completed surveys were received from 166 respondents, 155 (93%) of whom were expectant or new parents (mainly mothers) describing their experience of using The Bump WA's services during pregnancy or after their baby's birth. These 155 respondents used the organisation's services on 519 occasions, which is a clear demonstration of customer satisfaction and 'brand' loyalty. Of the organisation's offerings, the most accessed are the antenatal preparation for labour classes; the greatest impact of attendance at which was to reduce childbirth fear and anxiety, and to improve confidence in the ability to give birth. Attendance at antenatal classes also improved many respondents' ability to cope with labour and birth, which is known to be associated with reduced medical intervention.

Summary The findings of this service user evaluation clearly identify The Bump WA as an organisation that performs a vital function in the community. The results strongly indicate that, although its economic impact has not yet been conclusively determined, the service may well also be responsible for significant health care dollar savings. The evidence derived from the results of this survey, however, leaves no doubt that the organisation should continue to exist in its current form.



Thank You to Our Supporters 2013-14



**Government of Western Australia
Department of Health
North Metropolitan Area Health Service
Public Health and Ambulatory Care**

North Metropolitan Health Service funds TheBumpWA to deliver antenatal education, administration and post natal support services for the Community Midwifery Program. We are also funded to deliver a childbirth education service for Refugee and Migrant women in the southern suburbs of Perth.

