



The Bump WA

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

## Annual Report

### Year Ending 30 June 2014



## **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**

### **From Strategic Plan to Reality**

In November 2013 Community Midwifery WA changed its name to Centre for Pregnancy, Childbirth Education and Early Parenting Services Inc. trading as TheBumpWA. Strategically the name change was much needed to allow the market to differentiate between Community Midwifery WA and the Community Midwifery Program thus expanding the listening audience from Midwifery to Childbirth Education and Early Parenting Support. Nothing changed in the content of the work that we do. We offer services to all women wherever they choose to have their baby.

The most significant step in the rebranding process was the launch of the new TheBumpWA website in March 2014. The new logo acknowledges our past as Community Midwifery WA using the Mother-Baby symbolism, but is refreshed in teal and green, stepping away from the traditional purple of midwifery. The Community Midwifery Program website (retaining the traditional purple) can be connected to directly or using TheBumpWA website as a gateway. The websites have been designed to be user friendly, with easy to find services, online booking of classes, online library and a news blog.

The opportunity to relocate arose in 2012 when the City of Cockburn offered us a tenancy in the new Cockburn GP Superclinic. A comprehensive proposal was put together to support an application to Lotterywest to fund the fit out of the new tenancy. The project has faced many challenges, roadblocks, revisions and delays. The determination and tenacity of the organisation has resulted in a successful Lotterywest grant of over \$242,000 and the opening of a custom designed suite of rooms to run clinics, workshops and services at the Cockburn Integrated Health and Community Facility. Being co-located with other health professionals and located less than 10 kilometres from Fiona Stanley Hospital is an excellent position from which to continue our strategic initiatives.

Thank you to the Board Members of Community Midwifery WA – Carol Pinch, Sheena McChlery, Alison Whitelaw, Bev Sinclair, Kristin Beckedah, Sara Davis and Sara Bayes for your commitment to the organizations future and driving the new strategic vision of TheBumpWA.



## **Treasurer Report** BEV SINCLAIR

### **Improving Financial Sustainability**

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.

Cash reserves have been built up during the last two financial years through good financial management practices. At 30<sup>th</sup> June 2014 cash and cash equivalents are reported at \$326,448 providing a financial buffer for the relocation of the business.

The 2013-14 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.

<b>Operating Statement</b>	<b>2014</b>	<b>2013</b>
<b>Revenue</b>	\$965,141	\$1,019,379
<b>Operating Expenditure</b>		
Employee salaries and benefits	\$550,453	\$563,371
Depreciation	\$19,777	\$ 22,018
Other administrative costs	\$225,124	\$319,922
<b>Net Surplus</b>	<b>\$169,787</b>	<b>\$114,068</b>

<b>Balance Sheet</b>	<b>2014</b>	<b>2013</b>
<b>Current Assets</b>	\$555,199	\$435,687
<b>Non-Current Assets</b>	\$69,998	\$56,472
<b>Total Assets</b>	<b>\$625,197</b>	<b>\$492,159</b>
<b>Current Liabilities</b>	\$258,958	\$295,707
<b>Net Assets</b>	<b>\$366,239</b>	<b>\$196,452</b>
<b>Total Equity</b>	<b>\$366,239</b>	<b>\$196,452</b>

## Manager's Report KATE GOODMAN

In the 1990's I was fortunate to benefit from midwifery led care in Pittsburgh USA. What made the greatest difference to my family was the education I received attending Lamaze classes which lead me to the midwives of Birth Place at West Penn Hospital. With so many happy memories it was a great honour to join TheBumpWA as Manager in November 2013.

As I commenced my duties a number of key strategic initiatives were near to completion – **re-naming, re-branding, new website and relocation**, so much work has been focused on fully delivering these initiatives. Thank you to outgoing Manager Pip Brennan for over three years of extraordinary passion and commitment, ensuring that women and families have safe, respectful and informed birth and early parenting experiences.

TheBumpWA is run by an extraordinary team of committed, effective and compassionate staff.

<b>Staffing</b>	<b>2014</b>	<b>2013</b>
<b>Head Count</b>	<b>21</b>	<b>18</b>
<b>Full Time Equivalents</b>	<b>7.56</b>	<b>7.47</b>

Ruth McIntosh led our team of Childbirth Educators – Melanie Gregory, Michelle Thomas, Chris Cooper, Katie Enston, Mary Lou Clark and Cherith Graham. Sue Coleson leads our team of Mother Nurture facilitators – Lindy Henry, Maria Pilgrim, Melanie Robson, Julianne Beros, Adele James, Leanne Mottolini, Cath Franco and Dionne Aindow. At the heart of our business our Administration team – Nancy Peters, Sue Clark, Elissa Strumper, Chona Roque, Jane Stanley and Jackie Skilton ensure that all aspects of our diverse business run smoothly.

TheBumpWA partners with North Metro Health Service, Public Health and Ambulatory Care to deliver the Community Midwifery Program across the Perth Metropolitan area. The Community Midwifery Program is staffed by a dedicated team of Managers and Midwives – Jenny White, Elaine Juggins, Dawn Hudd, Gaynor Ward, Sue Kay, Heather Clare, Olga Schutz, Linda Wilson, Sara Davis, Tracy Talbot, Marilyn Allen, Laura Smithwick, Catherine Robertson, Laura Robertson, Sue-Anne Hawkins, Wendy Hoey and Helen Robinson.

Much of my focus this year has been learning how the core business works and bringing clarity to the business model to ensure that we are running a strong and sustainable not for profit business that can continue into the foreseeable future. Four business lines stand out – Childbirth Education, Community Midwifery Program, Early Parenting Services and Other Resources (including library and birth pool hire). The new legal name The Centre for Pregnancy, Childbirth Education and Early Parenting Services Inc. describes perfectly the work that TheBumpWA is engaged in. In 2014 we declared our marketing strategy: **To be recognised as the “go to” organization for all Pregnancy, Childbirth Education and Early Parenting Services in Western Australia.** This year we worked hard to differentiate ourselves from Community Midwifery WA, offering our services from a broader base, trying to appeal to a wider audience, where midwifery led care is a choice, whatever your needs are during pregnancy.

To further our strategic plan we continue to maintain connections and develop partnerships with a number of local and national organizations including Australian College of Midwives, Western Australia Council of Social Service, Ngala, City of Gosnells, Health Consumers' Council, Fiona Stanley Hospital, Perth Central & East Metro Medicare Local, Meerilinga, Post and Antenatal Depression Association, Fremantle Women's Health Centre, Australian Breastfeeding Association, My Midwives, Save the Children, Immunisation Alliance WA, Womens and Newborns Health Network.

## Service Reports

### Childbirth Education

TheBumpWA runs a series of classes and workshops to meet the needs of pregnant women and their families across the Perth metropolitan area.

In 2013 we launched Early Pregnancy, a class designed for trimester one covering all the questions a woman might want to ask in early pregnancy. In 2013 we ran 11 sessions of the program and in 2014 increased to 14 sessions.

The mainstay of childbirth education in trimester two is the Preparation for Childbirth Series. In 2014 we ran 16 workshops each lasting for six weeks (2013 12 workshops). In addition we ran 16 Breastfeeding workshops (2013 13 workshops), 25 Especially for You sessions (2013 10 sessions), 8 Old Hands sessions (2013 5 sessions) and 6 Dad2Dad workshops (2013 5 workshops).

As baby's due date draws near we recommend the Active Birth Workshop. This four hour weekend session focuses on the experience of childbirth, empowering parents to take an active role in creating the best possible birth experience. In 2014 we ran 38 workshops with 285 participants (2013 42 workshops with 365 participants).

To address women's post natal needs, in 2014 we launched Early Days, a class designed to assist Mums and Babies manage the early days. In this 6 week facilitated course the content is broad and client driven and typically covers parenting styles and routines, coping with sleeping and crying. And most importantly is designed to keep women connected with the community based support as her family needs change.



## **Feedback from classes**

### **Early Pregnancy**

"Very informative. A wealth of information. Thank you very much!"

"Small class enabled everyone to participate and ask questions"

### **Preparation for Childbirth**

"We loved our Educator – very enthusiastic and helpful, I really liked that the classes were structured to what we as individual couples wanted and needed. The postpartum period was extremely beneficial as that was what I was mainly stressed & concerned about."

"It was a very informative program and I really enjoyed learning more about childbirth. The educator was very caring and gave great advice. I would like to attend a post baby class if they have one in the future. Thank you"

"Even though I thought I had Googled everything it was great to learn things I didn't know. My husband found it really educational – as mums-to-be I think we forget that we may chat and learn from other mums but partners don't always have the opportunity."

"Relaxed environment, Educator kept class interested, kept on topic and was light hearted. Answered questions enthusiastically and had a lot of time to explain things clearly."

### **Breastfeeding Workshop**

"Really clear demo of good breast feeding attachment. Really good to have a mum demo how she did it and answer questions."

"Good hearing about how clever babies are!"

"Useful to learn about latching on technique, feeding on demand, not being concerned about routine & not being just concerned about weight."

### **Active Birth Workshop**

"Very happy we took the time out to do this workshop even having baby #2 now it's nice to feel more positive and in control about my experience."

"Our Educator with her loving nature and encouraging yet realistic approach symbolises from a practical perspective (and not just by reading a book) that natural childbirth is positive and being well informed can contribute to parents having stronger confidence and contentment for the beautiful day ahead that will change their lives forever in an amazingly beautiful way. Thank you."

### **Dad2Dad Workshop**

"The workshop opened my eyes to the reality of post-natal. Probably more worried leaving now – but in a good way. Better to know the reality!"

"Seeing other men with similar issues/concerns – I feel slightly better prepared, if only with ways to talk to the partner"

### **Especially for You**

"Thank you so much. You have not only brought us clarity but also a warming & kindness we will carry through until the baby is born. See you soon."

"This class is helpful for fathers. I would recommend to all new fathers. Thank you!"

### **VBAC / Positive Caesarean**

"Thanks, I was worried this workshop would be one sided and try to push for a VBAC but I found it balanced so that was refreshing!"

"Thank you so much. This workshop has helped me a lot with my midwifery studies so I can inform women about VBAC. I have learnt the importance of allowing women to share their story and debrief at workshops and help them feel involved in the discussion."

"I particularly enjoyed the tips for the little things I could do to feel more in control."

### **Early Days**

"I appreciated the leaders' expertise in facilitation, her knowledge & experience. It was a safe place to be. We were given unbiased information. The workshop was homely and comfortable. We had the ability and confidence to let the group go where it needed to go."

"Amazing camaraderie, support, laughter & similar minded and aged mums."





## Lactation Consultations

However natural breastfeeding may be it can sometimes take a while to get feeding well established. Our qualified Lactation Consultant provided over 204 consultations in 2014 (159 in 2013) delivering over 226 hours of service (124 hours in 2013).

Feedback from women included:

"I had a lot of questions and concerns about breastfeeding and the Consultant reassured me that what I'm doing is correct and advised me of things to look out for re good attachment and when baby is windy. Very helpful and I feel a lot more confident now."

"The Consultant was very helpful and supportive during both our visits. She made lots of helpful suggestions and listened to our thoughts and issues well. We made a friend as well as received a professional service."



## Mother Nurture Groups

The Mother Nurture Program is a closed group offered for women struggling with the demands of early parenting who may be at risk for post natal depression. Since its inception in 2009, the Program has been delivered to over 201 women. During 2013-2014 the Program was run in Baldivis, Beechboro, Gosnells and North Fremantle.

In 2014 a comparative evaluation of Mother Nurture and Making Sense of Motherhood was undertaken by Dr Amma Buckley of Curtin University. The research was funded through a grant provided by Western Australian Association for Mental Health. The study included an extensive online survey of past participants and a focus group meeting to expand on facets of the survey.

Feedback from survey respondents was overwhelmingly positive indicating that these groups meet the needs of women experiencing postnatal depression and anxiety. Women reported the mutual benefits of feeling both understood and supported amid the emergence of strong friendships associated with attending a support group. Ongoing benefits post-group included greater confidence and better coping skills and strategies for dealing with anxiety.



## Refugee and Migrant Women's Childbirth Education Program

TheBumpWA has been running a service for Refugee and Migrant Women in the Southern suburbs of Perth since 2009. We partner with Ishar Multicultural Women's Health Centre who covers the Northern suburbs from their offices in Mirrabooka. Gosnells Women's Health Services continues to support the program in the South allowing us to provide clients services from their consulting rooms.

In 2014 the Program received 57 new referrals and was able to provide services to 48 of those referred. Consultations were offered by phone, in the office or at home (antenatal and postnatal) depending on the needs of the client. In 2014 the Childbirth Educators conducted 173 appointments and there were 98 occasions when interpreter services were utilised.

The use of interpreter services continues to be essential to the success of the program. Clients come from a wide range of countries including Ethiopia, Sudan, Congo, Spain, Iran, Indonesia, Zambia, Taiwan, China, India, Burma, Pakistan and Afghanistan. This year we have seen an increase in the number of multips who have less need for childbirth education but need more support for a first pregnancy in Australia.

Work has been progressing at a systemic level as we have continued to participate in Women's and Newborns Health Network Refugee Migrant Models of Care Working Group. Workshop feedback indicated some key areas of need including: the need for contraceptive education, the value of interpreter based discussion of services, a recommendation to refer women subject to female genital mutilation to female specialist obstetrician.



## West Pilbara Communities for Children

TheBumpWA has been funded since 2011 to deliver an antenatal and postnatal program to the West Pilbara community as a Community Partner of West Pilbara Communities for Children. In May / June 2014 nine sessions were delivered by our Childbirth Educators in the West Pilbara communities of Karratha, Roebourne, Pannawonica, Paraburdoo, and Tom Price. These sessions provided the opportunity for 101 participants to explore their existing knowledge, as well as learning and developing new understandings about pregnancy, childbirth, and parenthood. The sessions were conducted by midwives and childbirth educators experienced in working with a diverse range of families and service providers.

Evaluation of the project continues to confirm the positive outcomes in terms of participants' satisfaction, knowledge and skills gained from the sessions. Comments from participants reinforce the need for pregnancy, childbirth, and parenting sessions accessible to West Pilbara communities at a local level on an ongoing basis.



## 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.



**West Pilbara  
Communities  
for Children**



TheBumpWA has been re-funded for 2013-14 to deliver antenatal education to parents and High School students, and antenatal education train the trainer for service providers in the West Pilbara.



We spent 2013-14 finalising the Lotterywest Grant and preparing the new grant for the fit out. We are so grateful for their ongoing support



**CITY OF MANDURAH**  
—A CITY BEHOLDING THE FUTURE—

City of Mandurah has funded TheBumpWA to deliver Mother Nurture Groups in Mandurah from 2012-2014. City of Mandurah negotiated for us to deliver an Art Therapy workshop in 2013, as well as extra support at the Marigold Playgroup. We thank them for their generous support.



*And when our baby stirs and struggles to be born it compels humility:  
what we began is now its own.*

**Margaret Mead**