

Primary Care Connect



PC PRIMARY CARE
CONNECT

ANNUAL REPORT
2024 - 2025

30 ANNIVERSARY

30 YEARS EDITION



WIN BIG \$25,000 RIFEWAY

THE ADVISER

GREAT ADVISER READING

WINNER APRIL 15, 2017



INTRODUCING PRIMARY CARE CONNECT

"your community health connection"

As one of the largest single-patient, sector-wide, Primary Care Connect, we are committed to providing a diverse, integrated service to our community. We are a not-for-profit organization that is dedicated to making a difference in the lives of our community members. We are a not-for-profit organization that is dedicated to making a difference in the lives of our community members. We are a not-for-profit organization that is dedicated to making a difference in the lives of our community members.

PRIMARY CARE CONNECT
Community Health Services Hume Region
"your community health connection"

Phone (03) 5223 2200 | www.primarycareconnect.com.au | 399 Wyndham Street, Shepparton



PRIMARY CARE CONNECT

NEW ADVISORY COMMITTEE

Key to meeting community needs

PRIMARY CARE CONNECT

ALCOHOL, TOBACCO AND OTHER DRUG SERVICES

CHIEF EXECUTIVE OFFICER

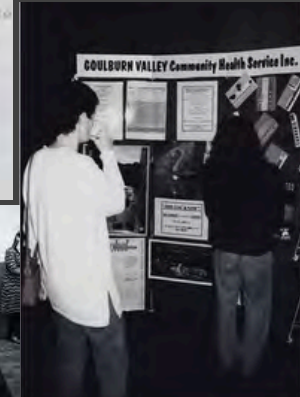
CHAIR OF THE BOARD OF DIRECTORS

COUNSELLING TEAM



SHEDDINGTON News

Celebrate 30 years of Primary Care Connect



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The thirty year edition.



About Us

Primary Care Connect (PCC), is YOUR local community health connection.

Primary Care Connect has been delivering quality health and wellbeing services to YOU, our community, for over 30 years. We are YOUR community health service for the communities of Greater Shepparton, Moira, Murrindindi, Mitchell and Strathbogie Shires.

We envision a community where everyone is connected, supported and empowered to lead safe, healthy and happy lives.

Primary Care Connect specialises in:

- Family Services including Family Violence support and Family Drug Support
- Alcohol and Other Drugs Counselling and Support
- Financial Counselling
- Gambler's Help
- Nursing and Allied Health including our Women's Health Clinic, Dietetics, Physiotherapy and Diabetes Education
- Our very own in-house gym with qualified Personal Trainers
- Health Promotion
- Refugee Services and Refugee Health
- Youth Support



In keeping with the spirit of reconciliation, I acknowledge the Traditional Owners of the lands where we now stand –and acknowledge that these have always been places of teaching and learning. I wish to pay my respects to their Elders –past, present and emerging – and acknowledge the important role Aboriginal and Torres Strait Islander peoples continue to play within communities.

Our Vision

ENGLISH

PRIMARY CARE CONNECT'S VISION

*Everyone in our community is **connected, supported and empowered** to lead **safe, healthy and happy** lives.*

ARABIC

بيان الرؤية للرعاية الأولية:

كل فرد في مجتمعنا متصل ومدعوم وممكن ليعيش حياة آمنة وصحية وسعيدة.

DARI

بیانیه دیدگاه PRIMARY CARE

تمام افراد جامعه ما با یکدیگر در ارتباط بوده، حمایت شده و از توانایی لازم برای داشتن یک زندگی مصون، سالم و شاد برخوردار می شوند.

SWAHILI

MAELEZO YA MAONO YA UTUNZAJI WA MSINGI

Kila mtu katika jumuiya yetu ameunganishwa, kusaidiwa na kutiwa nguvu ili kuishi maisha salama, yenye afya na furaha.

Our Values

ENGLISH

INDIVIDUALITY

We recognise everyone is unique and we strive to understand and build on their strengths.

GROWTH

There are many different paths to a solution, and we support people on their journey.

MEANINGFUL CONNECTIONS

We bring our focus and skill to build meaningful connections.

COMMUNITY

Through equity and quality, we strive to improve the health and wellbeing of our community.

ARABIC

الفردية

نحن ندرك أن كل شخص فريد ونسعى جاهدين لفهم نقاط قوته والبناء عليها.

النمو

هناك العديد من المسارات المختلفة للتوصل إلى حل، ونحن ندعم الأشخاص في مسيرتهم.

العلاقات المجدية

يساعد تركيزنا ومهارتنا على بناء علاقات ذات معنى.

المجتمع

نسعى جاهدين لتحسين صحة مجتمعنا ورفاهيته من خلال الإنصاف والجودة.



DARI

فردیت

ما می دانیم که شخصیت هر کس منحصر به فرد است و تلاش می کنیم تا نقاط قوت آنها را درک نموده و بر آن بیافزاییم.

پیشرفت

راههای مختلفی برای رسیدن به یک راهحل وجود دارد و ما از مردم در سفر زندگی شان حمایت میکنیم.

ارتباطات معنادار

ما تمرکز و مهارت خود را برای ایجاد ارتباطات معنادار به کار می بریم.

جامعه

با رعایت برابری و کیفیت، ما در تلاش برای بهبود صحت و آسایش جامعه خود هستیم.

SWAHILI

UBINAFSI

Tunatambua kila mtu ni wa kipekee na tunajitahidi kuelewa na kujenga juu ya uwezo wake.

UKUAJI

Kuna njia nyingi tofauti za kupata suluhisho, na tunasaidia watu kwenye safari zao.

MIUNGANISHO YENYE MAANA

Tunaleta umakini na ujuzi wetu ili kujenga miunganisho yenye maana.

JUMUIYA

Kupitia usawa na ubora, tunajitahidi kuboresha afya na ustawi wa jumuiya yetu.



Our Board



Wendy Ross

Board Chair

Wendy's Vision for Our Community

A more inclusive community, with opportunities for all. A community where an individual's social identity should not determine their level of discrimination, disadvantage or privilege.



Carl Durnin

Deputy Board Chair

Carl's Vision for Our Community

To support and drive the health, wellbeing and social living standards across the Goulburn Valley region for all residents, irrespective of our diverse backgrounds, cultures and differences.



Kevin Preece

Board Director

Kevin's Vision for Our Community

To live in a vibrant and inclusive community where the vulnerable in our society are supported and valued.



Fraser Kerrins

Board Director

Fraser's Vision for Our Community

To have a community that can access what it needs, when it needs, that is not limited by location and economics.

Our Leadership Team

Primary Care Connects Executive team is led by Chief Executive Officer, Trish Quibell.

The Executive team comprises three Clinical Executive Managers, one Executive of Business and Finance, and one Executive over-seeing People and Quality.

Our leadership structure ensures all teams are supported by an Executive as well as a Management team.

Primary Care Connect is supported by an Executive Leadership team, with Trish Quibell as Chief Executive Officer (CEO) (pictured).





Kim Fitzgerald
Board Director

Kim's Vision for Our Community

Individuals and families across the Goulburn Valley should be able to live, work and play in an inclusive and dynamic community that is well connected to local services that improve health and wellbeing outcomes for all.



Phil Hoare
Board Director

Phil's Vision for Our Community

My desire is to be part of a community that is safe, prosperous, and diverse. A community that cares and is supportive of each other particularly in times of need. I'd like to enhance the broader understanding of community issues and opportunities. I like to see all members of our community be fulfilled, happy and proud of who they are.



Davina Pugliese
Board Director

Davina's Vision for Our Community

To live in a community where all feel supported and valued including the not so obvious 'vulnerable' people such as the farmers working hard to deliver food to our tables. High quality health care available to all, that is governed professionally, with integrity and proactively.



Ka Chun Tse
Board Director

Ka Chun's Vision for Our Community

The residents of Shepparton and surrounding districts should have access to high quality and safe community services and health care, that are governed professionally and proactively. These services should be personalised as far as possible, catering affirmatively to diverse and marginalised groups in our communities.

Andrea Caia
Executive Manager
People & Quality

Simone Wilson
Executive Manager
Business & Infrastructure

Broni Paine
Executive Manager
Community Services

Leigh Stanbrook
Executive Manager
Health Services

Kim Scott
Executive Manager
Family Services



More information on our Board Directors and Executives can be found on our website by scanning the QR code!



Scan me



Board Chair and CEO

On behalf of Primary Care Connect (PCC) we are delighted to present the Annual Report for 2024-2025.

This has been another big year for PCC - made all the more special celebrating our 30th year anniversary at our AGM in November.

PCC staff continue to demonstrate their ability to provide high quality, empathic and inclusive services to our community as we strive to continue building a community health service that is recognised across the communities we service.

A key element to our current strategic plan is the opportunity to expand our outreach services across the five shires we work across. This has seen a concerted effort to provide an increased number of visits to outlying areas and ensuring that clients can receive care close to home.

We are all acutely aware of the restrained fiscal environment we are operating in and we were disappointed to see a lack of meaningful additional funding in the State and Territory budgets.

PCC, together with our partners in the Alliance of Rural and Regional Community Health, (ARRCH) and Community Health First (CHF) continued to advocate for Registered Community Health to be recognised as a key feature of the health landscape in Victoria, with the ability to shift the dial on avoidable hospital admissions, particularly for our most vulnerable populations.

Community Health also stands ready to engage with the Victorian Health Services Plan.



In spite of the slim funding environment PCC has been excited to see newly funded programs come to life and to be working with our diverse funding partners. The Gardiner Foundation and Agriculture Victoria have been a great partners in developing the Accelerating CALD participation in Agriculture program and we have expanded our partnerships with local agencies such as Victoria Police and GV Health for the Multi-Disciplinary Centre and our partners in Family Violence, FamilyCare, VincentCare, Anglicare, Rumbalara, NEXUS and others for the Workforce Demonstration Project funded by Department of Families Fairness and Housing (DFFH).



joint statement

In addition to service delivery, PCC has taken significant steps towards the development of our Reflect Reconciliation Action Plan (RAP) and have commenced our journey to achieve The Rainbow Tick. We have valued the chance to contribute to local and statewide networking and research projects, including the Victorian Council of Social Services (VCOSS) Equity in Climate Adaptation report as a member of the Climate Network.

Finally, as always, thank you to our PCC Board and all staff for putting in a massive year and ensuring that we remain a strong and vibrant organisation. We are ideally placed to expand our integrated services and continue to work with community to identify innovations and connections. We all look forward to the next 30 years.

Trish Quibell

Wendy Ross

Pictured: Left to Right - Primary Care Connect Board Chair Wendy Ross, and Primary Care Connect CEO Tricia Quibell





Our Team

We are so proud of the team that makes up Primary Care Connect! Our aim is to always have a diverse team - one that is representative of the communities we serve.

HIGHLIGHTS/SUCCESSSES

- The establishment of our Inclusion and Equity Framework, which now comprises of four Working Groups focused on Disability, First Nations, LGBTQIA+ and Multicultural cohorts
- The creation of our First Nations Employment Plan which aims to concentrate on providing a culturally safe workplace and ways in which we can attract and support First Nations employees

MAJOR CHANGES

- Our focus on multi-disciplinary Outreach teams
- Increase in Outreach to Euroa in partnership with Murray PHN
- A change in accreditation from 2026

WHAT WE ARE WORKING ON

- Rolling out the actions of our 2024 - 2028 Strategic Plan
- Receiving endorsement for our Reconciliation Action Plan from Reconciliation Australia
- Integrating our new Feedback Framework

Celebrating Excellence

2023/24
financial year

2024/25
financial year

115



Team Members

112

83



Identify as female

86

32



Identify as male

26

13



Born overseas

27

3



Trainees

2

3



University students

4

1



Work experience students

16

Each year Primary Care Connect holds regular All Staff meetings, with two of those being all day sessions annually.

We understand the need to celebrate our successes and to recognise excellence within our team and of the organisation to continue to embed our culture and to strive for the best possible outcomes for our clients.

See below for a list of organisational, years of service, and staff excellence awards throughout the year.

ORGANISATIONAL AWARDS

Business of the Year - for supporting young people and shaping youth pathways

YEARS OF SERVICE AWARDS

FIVE YEARS

- Sonali Jayasundera
- Trish Quibell

TEN YEARS

- Jess Henderson
- Venessa Iaria

STAFF EXCELLENCE AWARDS

- Lily Summers
- Erin Price
- Megan Grimshaw
- Achol Padual
- Kai De Juan
- Margrette Nii Paraka
- Ella Cattanach



The figures shown on the left are for the 2023/2024 Financial Year, compared to our current data for the 2024/25 Financial Year.

Quality

The quality systems at Primary Care Connect align with the obligations of the Department of Families, Fairness and Housing, Community Services Quality Governance Framework. This framework sets objectives of safe, effective, connected and person-centred community services for everybody, every time.

In addition to this framework, PCC maintains accreditation under the ISO9001 Quality Management System. ISO9001 provides the structure for PCC to improve performance, meet client expectations and demonstrate our commitment to quality. In August 2024 PCC undertook a maintenance assessment against ISO9001 which confirmed that we continue to meet all requirements of the standard.

PCC also operate according to the Social Service Standards (SSS), these six standards cover Safe Service Delivery, Service User Agency and Dignity, Safe Service Environments, Feedback and Complaints, Accountable Organisational Governance and a Safe Workforce.



Looking ahead to 2026, we will demonstrate our commitment to continuous improvement by undertaking an assessment for accreditation against the National Quality and Safety Primary and Community Healthcare Standards for the first time. These standards exist to protect people from harm and improve the quality of care in Community settings, they align well with the SSS and provide a framework of processes and structures for safe, person-centered, high-quality care. We look forward to the challenge of achieving accreditation against these National Standards next year. PCC is a safe, inclusive and diverse workplace. Our staff developed the PCC values and have embraced these into everyday practice. These values are supported by the vision that every person in our community is connected, supported and empowered to lead safe, happy and healthy lives. PCC's commitment to quality is evidenced by our successful results of accreditation and is testament to PCC's dedication to provide high-quality, evidence-based care to our clients and our community.



Our Business

Primary Care Connect is the local, leading Community Health organisation located in the City of Greater Shepparton, servicing a large geographical footprint of Northern Victoria within the Greater Shepparton, Mitchell, Moira, Murrindindi and Strathbogie Local Government Areas.

This geographical area represents a significantly large portion of Northern Victoria, with a population in excess of 170,000 and covering a land area of more than 16,509 square kilometres.

Primary Care Connect's strategic focus is to provide services across the entire region, ensuring that our services, clients and team are representative of the communities we live and work in. We are driven to reach clients in rural or isolated areas, increasing access and the overall quality of health for our communities.



Community profile

Primary Care Connect is located in Greater Shepparton but provides services across several LGAs. The figures provided are of the combined service area.



Population
173,680



Median Age
39



Geographical Footprint
16,509 square kms



Cultural Diversity
14.74% of residents born overseas



Aboriginal and/or Torres Strait Islander
3,000+ (3.9% of population)



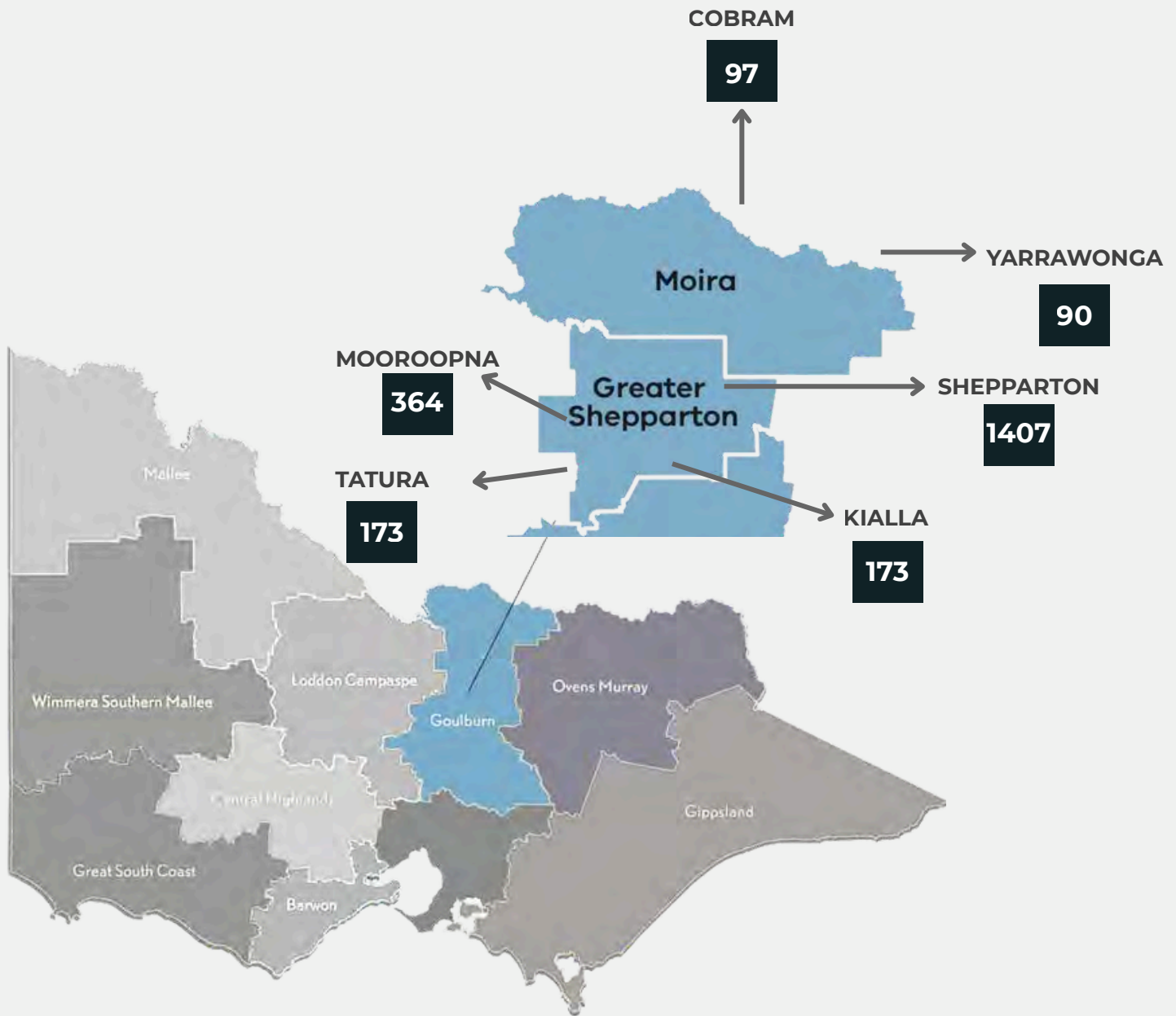
Top Languages
Punjabi, Arabic, Italian, Hazaraghi



Identify as female
50.3% of population



Identify as male
49.7% of population



The graphic above shows the regions in which our clients came from across the 2024-2025 year - from the Moira and Greater Shepparton Local Government Areas. The organisation has made it a strategic priority to expand and grow the range of services offered across the full catchment.

A Regional Review

Primary Care Connect's office is located in Shepparton, however we service the Greater Shepparton, Moira, Mitchell, Murrindindi and Strathbogie communities.

A major focus of the organisation's 2024-2028 Strategic Plan is to increase and enhance service offerings to those communities that fall outside of the main Shepparton area.

With the creation of our Corporate Marketing Strategy and with valuable collaborations across the region with various stakeholder groups, Primary Care Connect has seen an increase in delivering Outreach programs and in attracting clients from outer lying towns and rural areas.


Our Impact



2023/24 Financial year 2024/25 Financial year 2023/24 Financial year 2024/25 Financial year 2023/24 Financial year 2024/25 Financial year

7,939  **9,227**
Total appointments seen by clinicians

2,213  **2,223**
Total clients seen


1,005  **909**
Clients identifying as male


1,204  **1,309**
Clients identifying as female

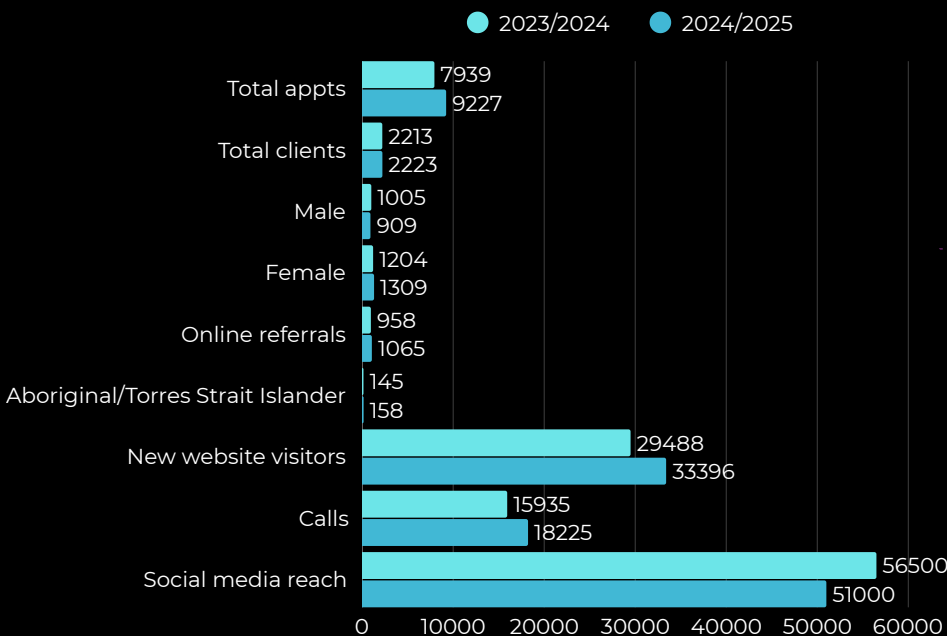
958  **1,065**
Number of online booking requests/referrals received

145  **158**
Clients who identified as Aboriginal and/or Torres Strait Islander

29,488  **33,396**
New unique visitors driven to our website

15,935  **18,255**
Calls answered by our Consumer Care team

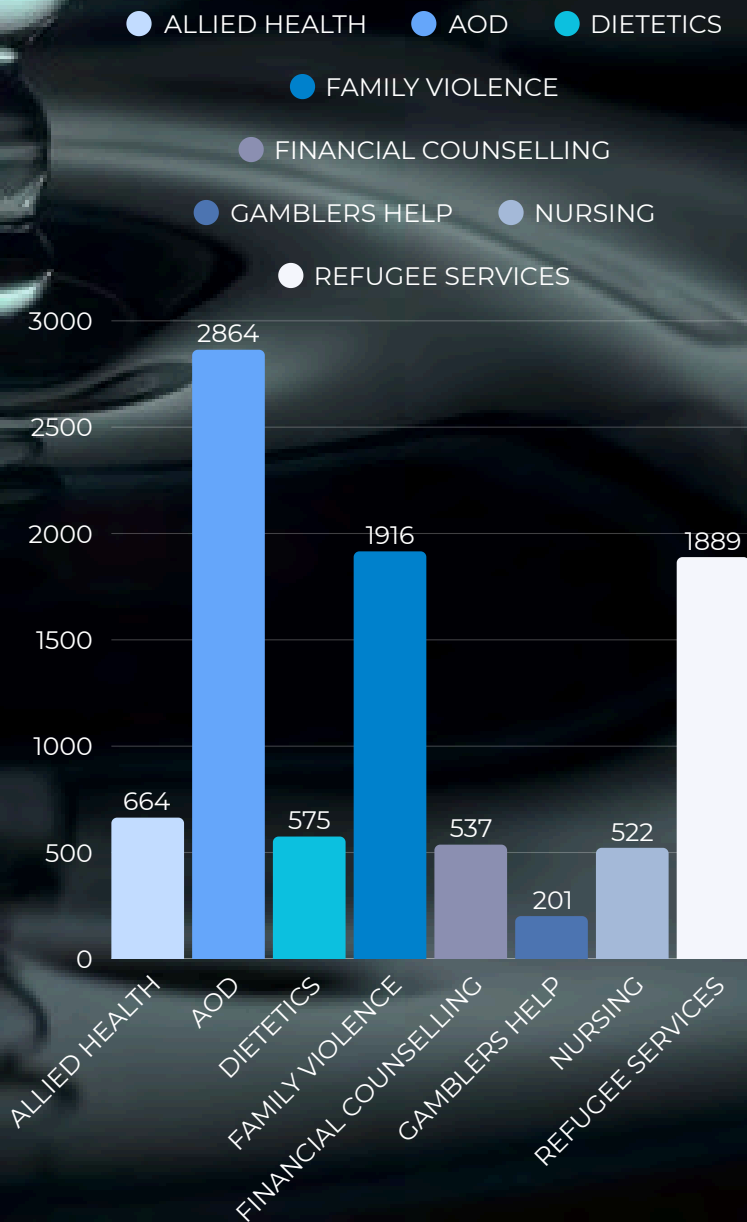
56,500  **51,000**
Facebook and Instagram Reach



During the 2024-2025 financial year, we saw over 16% more appointments.

This graph measures our performance against comparative data from the 2023/2024 - and 2024/2025 Financial Years

APPOINTMENTS BY SERVICE



Allied Health Programs

- Aboriginal Health Coach
- Community Connector
- Personal Training
- Rehabilitation Clinic
- Physiotherapy

AOD Programs

- Alcohol and Other Drugs Counselling
- Family Drug Support
- Harm Reduction
- Supported Accommodation Program
- Youth Services

Family Violence Programs

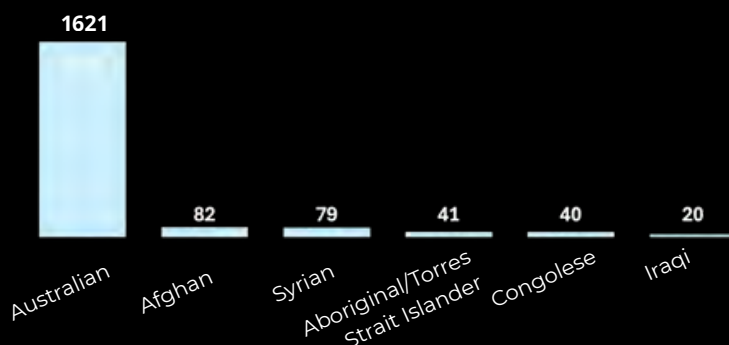
- Victim-Survivor Case Management
- Perpetrator Case Management

Refugee Programs

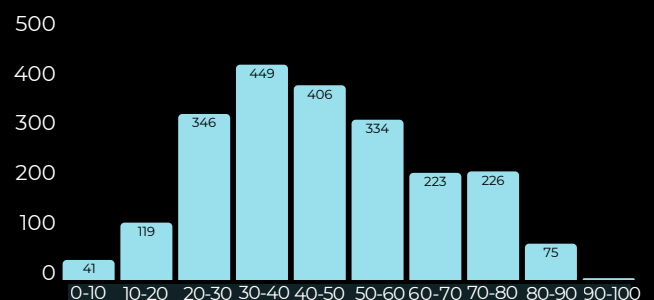
- Bi-Cultural Workers
- Refugee Access Workers
- Refugee Counselling
- Refugee Health Nurses

**Please note that 'Dietetics', 'Financial Counselling', and 'Gambler's Help' are stand-alone programs.*

NATIONALITY

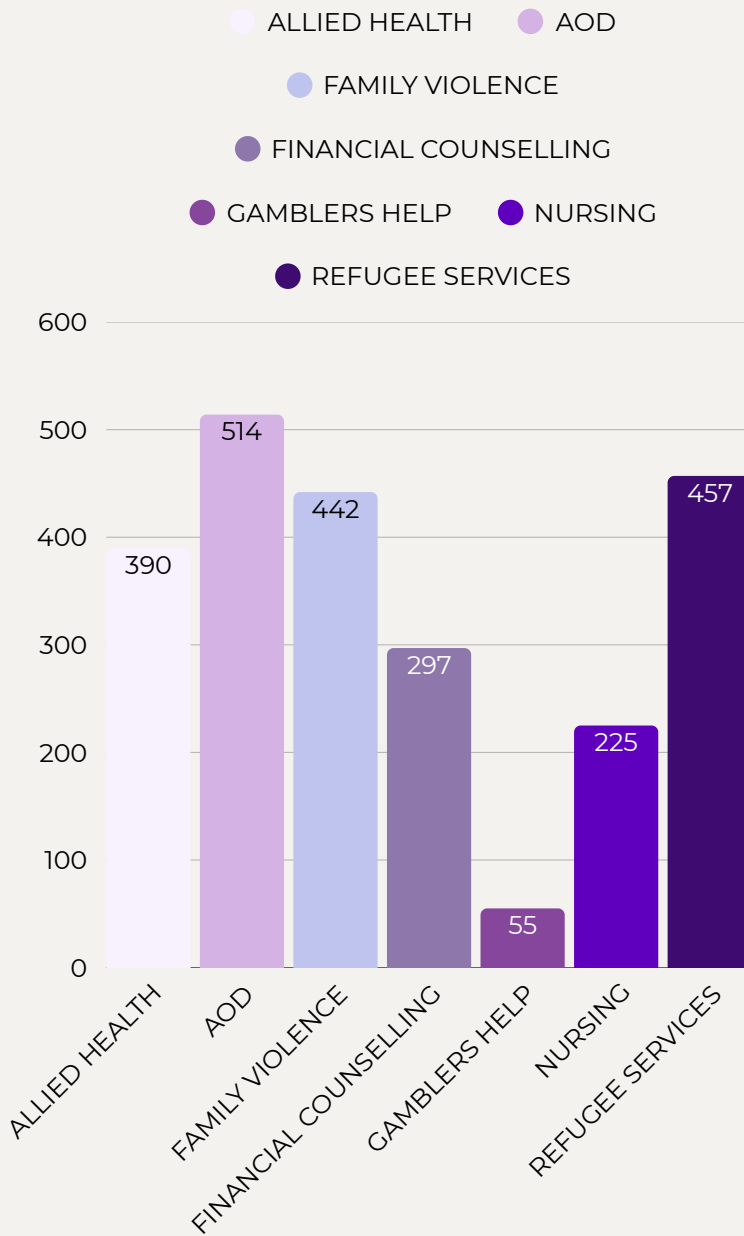


CLIENT AGE RANGE



CLIENTS BY SERVICE

*Please note that 'Dietetics', 'Financial Counselling', and 'Gambler's Help' are stand-alone programs.



Allied Health Programs

- Aboriginal Health Coach
- Community Connector
- Personal Training
- Rehabilitation Clinic
- Physiotherapy

AOD Programs

- Alcohol and Other Drugs Counselling
- Family Drug Support
- Harm Reduction
- Supported Accommodation Program
- Youth Services

Family Violence Programs

- Victim-Survivor Case Management
- Perpetrator Case Management

Refugee Programs

- Bi-Cultural Workers
- Refugee Access Workers
- Refugee Counselling
- Refugee Health Nurses

“

A HUGE thank you for this gym service. Dea is very welcoming, her classes are varied and interesting. The exercises are helping me in many ways.

I am grateful to have this fantastic facility!

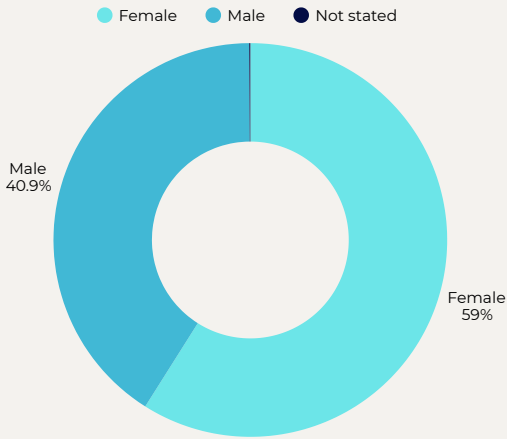
**Laura, Gym Client
90 years young**

”

Our **IMPACT** is measured not just by the numbers of clients we see and appointments had - but by the satisfaction of our clients, and the outcomes they achieve.

We are driven to help make lasting and effective change in the lives of our clients, their families and loved one's.

CLIENT GENDER



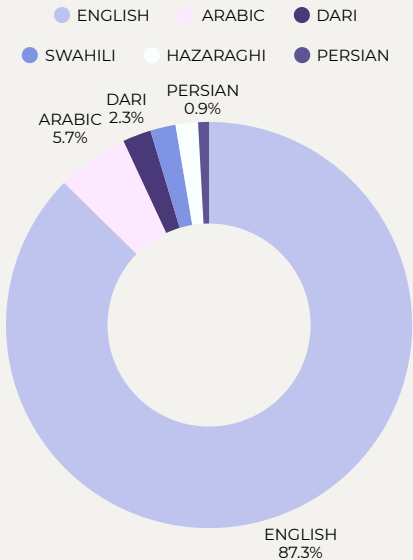
“

Tim credits his AOD Counsellor at Primary Care Connect, Sharna Calder, for her crucial role in his recovery.

“Sharna helped with guidance, support, advice, and holding me accountable to my own goals and expectations. I had reached rock bottom and knew it was time for change.”

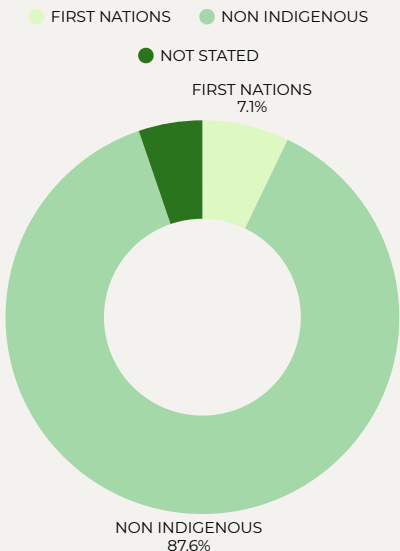
”

PRIMARY LANGUAGE

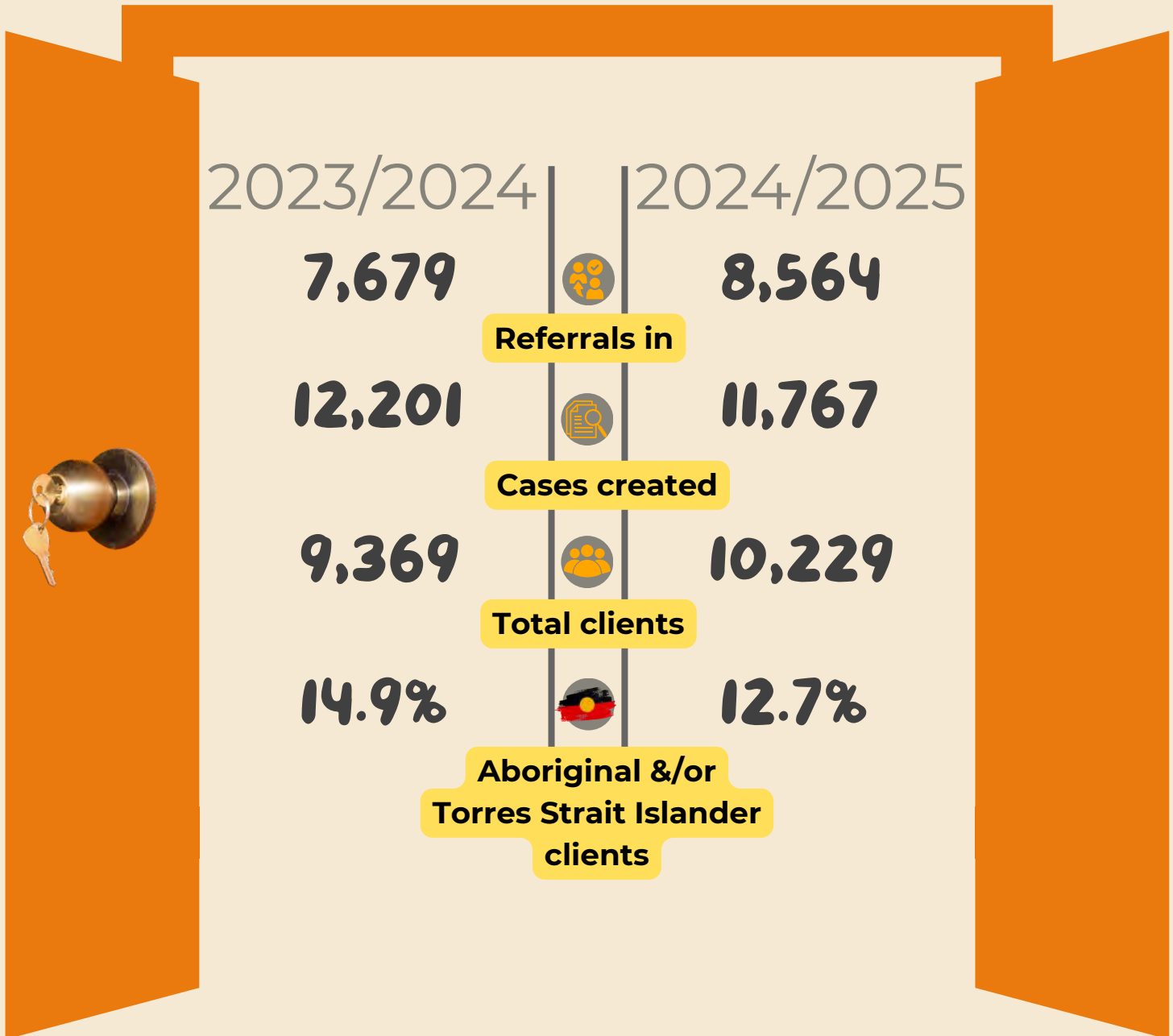


Pictured below is Tim Fletcher, who is now celebrating over 12 months sobriety and is sharing his experiences with others through Narcotics Anonymous. Tim is now employed and back in his children's lives.

FIRST NATIONS STATUS



Our Performance



The data above depicts comparative data for The Orange Door - Goulburn for the 2023/2024 fiscal year, compared to the 2024/2025 fiscal year.



STOP

VIOLENCE



Addressing the issues

SHEPPARTON MDC PARTNERSHIP

In March of 2025 the new Shepparton Multidisciplinary Centre (MDC), providing a holistic service for victims of recent or historic sexual assault, child assault, family violence and gender-based violence.

Primary Care Connect is one of six partners which also include the Department of Families, Fairness and Housing, Australian Childhood Foundation, Centre Against Sexual Assault, Goulburn Valley Health.

“The Shepparton Multidisciplinary Centre has been designed to be a welcoming, safe, and confidential location for victims of family violence, sexual offences and child abuse to access dedicated care and support,” said Acting Chief Commissioner Rick Nugent, at the official opening of the facility. The Shepparton MDC is the eighth of its kind in Victoria.

Jen Bosse, Sexual Assault Nurse partnered with **“Share the Dignity”** to have a FREE vending machine installed at Primary Care Connect for period products, addressing the period poverty experienced by some of our most vulnerable women across the region.

64% of Australian menstruators have found it difficult to buy period products and close to 30 per cent have worn a tampon for more than four hours, due to cost.



Pictured left to right is Jemma Scott, Harm Reduction Worker, Health Promotion Officer Lily Summers and MDC Sexual Assault Nurse Jen Bosse, who's tireless work saw the installation of the FREE period product vending machine now located in our main bathroom for client and community use.

affecting our communities



TACKLING GENDER-BASED VIOLENCE

Primary Care Connect continues to be a strong and loud voice in the fight against gender-based and family violence. With one Australian woman being murdered every four days (most often at the hands of a current or former intimate partner), our community sadly has not been immune and the organisation has continued to react immediately to community needs when an incident of horrific violence occurs.

With thanks to our partners at NCN Health and Yarrawonga Health, Primary Care Connect now holds regular outreach clinics across the catchment.

In May of 2025 the organisation held our own candlelight vigil to recognise the lives lost and impacted by family and gendered-based violence.

Pictured left to right is Executive Manager Family Services Kim Scott, Suzanne Jacobs, and Specialist Family Violence Advisor - AOD, Carolynne Winbanks.



Leveraging our united strength, Alliance of Rural and Regional Community Health (ARRCH) CEO's led by Trish Quibell met with Sam Birrell MP at Primary Care Connect in 2025 to discuss several key items, including preventative health, ARRCH initiatives to address health inequity and to ensure health happens in community.

Sam Birrell MP is the Member for Nicholls (the electorate of Greater Shepparton), and was announced as the Shadow Assistant Minister for Regional Health in early 2025. The meeting was productive and the ARRCH alliance looks forward to continuing an open dialogue with Ministers from across Federal and State Government.



Shadow Assistant Minister for Regional Health, Regional Education and Federal Member for Nicholls pictured front and centre with ARRCH CEO's, meeting on Yorta Yorta country at Primary Care Connect.



Primary Care Connect's partnerships and collaborations, like those with the Alliance of Rural and Regional Community Health (ARRCH) and Community Health First (CHF), play a critical role in ensuring that we have a significant voice in discussions with government and decision-makers. By having a seat at the table, we can effectively inform and advocate for policies that directly impact Community Health. These partnerships allow us to present a united front, amplifying our collective voice and ensuring that the needs and experiences of our community are heard and addressed at the highest levels. This collaborative approach not only strengthens our advocacy efforts but also helps in shaping policies that are more responsive to the real-world challenges faced by primary healthcare care providers and their clients.

In addition to these strategic alliances, our involvement with Shepparton Community Share enables us to connect and collaborate on a local level. This platform allows us to pool resources, share knowledge, and leverage our collective strengths to achieve a greater impact than we could individually. By working together, we can address local health challenges more effectively and create innovative solutions that benefit the entire community. These collaborations enhance our ability to deliver comprehensive care and ensure that we remain responsive to the evolving needs of those we serve. Through such partnerships, we continue to build a robust network that is instrumental in driving positive change and improving health outcomes in our region.

Primary Care Connect remains a committed partner with The Orange Door (TOD).



Partnerships



Community Services

It has been another big year for the Community Services teams, seeing significant growth across all program areas, as we work extensively to continue to connect and support the diverse communities across the five catchment areas we service.

This year the financial team provided over **7420 hours of support** to clients as we experienced an increase in demand for financial counselling support services. Earlier this year Primary Care Connect was successful in securing funding for the next three years to provide a financial capability program that focuses on increasing financial literacy for individuals and providing early intervention, thus reducing reliance on financial counselling interventions.

The Refugee Program workers have worked tirelessly to engage and support newly arrived refugees in the Shepparton area to help them connect and settle into the local community.

In 2025 we have collaborated with the LSL centre at Goulburn Ovens Institute of TAFE to enhance the supports available to refugees, to empower individuals from refugee backgrounds to thrive within our community. The Gamblers Help Program continues to raise awareness around the harm of gambling and the effects it may have on individuals as well as affected others. The program focuses on early prevention and education to make one more aware of the impact of gambling and the various types of gambling available especially as the world continues to be more technology focused. The Alcohol and Other Drugs team continue to provide practical, emotional, and educational support to individuals and their families living in our community whose lives are significantly impacted because of substance use.

Broni Paine

Executive Manager Community Services

**#END
OVERDOSE**

The organisation held its second annual END OVERDOSE event in August 2024. The event coincides with the International Overdose Awareness Day observed on August 31 annually across the globe.

Our aim for this event is to provide a safe and nurturing space for community to come together, remembering and honouring those lives to overdose.

In 2024 approximately 50 community members joined us with over 20 tribute locks now adorning our vertical garden wall.

The event and idea was created in 2023 by Media and Communications Coordinator, Shara Scott. Pictured is Shepparton resident Christie Hodgson, leaving a tribute lock for her beloved sister who was sadly lost to overdose.





Health

It has been another big year for the Health team as we continue to expand our focus and goals to our current Strategic Plan.

This year we have seen a new program come on board into the Health Team – Multidisciplinary Teams in General Practice. This program has seen some of our Allied Health team members working in collaboration with General Practitioner clinics located in the Strathbogie Shire to provide a range of holistic Multidisciplinary Team care to clients to enable a true wrap-around of support services to communities with difficulty accessing Allied Health services. Planning continues to occur to expand these services further into the Strathbogie and Mitchell Shires, and we are actively seeking new partnerships and opportunities to bring programs and services directly to individuals and communities who need us most!

This year we also have seen the official opening of the new Multidisciplinary Centre building in Shepparton, one in which PCC is a proud partner of. PCC forms part of a local consortium to provide service provision through the Shepparton Multidisciplinary Centre. These centres bring together a range of partnering agencies in the one building to provide a client-centred, integrated and holistic response to victim survivors and non-offending family members of sexual assault. I am very proud of the work the Health Services team have conducted this year and the opportunity we are provided to positively impact the health and wellbeing of community is something we are truly grateful for.

Leigh Stanbrook

Executive Manager Health Services

Family Services

As Acting Executive Manger of Family Services for Primary Care Connect I am pleased to provide this summary on behalf of the team.

I want to acknowledge the hard work and dedication by every member of the team in continuing to provide trauma-informed responses to our community who experience and use family violence. It has been an incredibly busy year for Primary Care Connect's Family Violence Programs in supporting our clients between The Orange Door – Goulburn and Primary Care Connect.

This year saw the successful establishment of the Workforce Demonstration Project led by PCC alongside partnering agencies, the project is aimed at attracting and retaining staff to the Family Violence sector.

We continue to focus our efforts in challenging the behaviours of those who use violence in our community.

In May 2025 the organisation held its first candlelight vigil in support of the SafeSteps Vigil held in Melbourne. We now have our Purple Tree of Hope placed prominently in our Reception area with messages of love, hope, support and solidarity for victim-survivors and tragically, for the lives we have lost.

Ellen Kemp

**Acting Executive Manager
Family Services**

Pictured leaving a message on our "Purple Tree of Hope", from left to right is Executive Manager Family Services Kim Scott, and Acting Executive Manager Family Services Ellen Kemp, right.



Highlights

- Prevention workshops provided to Maori and Pacific Island Communities- Family Violence Education
- Sharkcage Program - A human rights approach to empowerment and healing for women who have experienced sexual assault or family violence.

What we're working on

- Extending outreach locations across our communities
- Respectfully challenging sexist attitudes and drivers of family violence

Data snapshot



TOTAL
CLIENTS SEEN

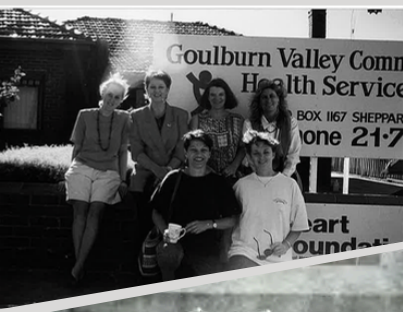
Primary Care Connect

In 2024 Primary Care Connect officially turned 30!

From our humble beginnings in 1994 when we were known as the **Goulburn Valley Community Health Service** and operating as an Alcohol and Other Drug (AOD) service, to now being known as **Primary Care Connect** and providing over 30 FREE programs and services to our broader communities across a range of program areas - it has been a privilege to grow and evolve in alignment with community over the last 30 years.

Pictured below are some of the very first photographs of Primary Care Connect! Top left is what we believe to be the first photo taken of the service, taken out the front of our first location in a red brick building on Marungi Street.

Primary Care Connect then relocated to Fraser Street in the Maude Street Mall and the pictures below are from the opening of that particular building. And then of course moving over to the right is our current, modern and large premises located on the main street of Shepparton. Now employing over 110 staff and supporting thousands of clients per year, we thank our community for trusting us for 30 years with your health and wellbeing needs!



Primary Care Connect hosted two events to recognise and celebrate our 30 year milestone.

The first was celebrated with our broader community by hosting a Primary Care Connect Open Day.

The second was a formal event where past and present Board Directors, CEOs, and staff were invited, along with a raft of stakeholders and community to recognise the tireless efforts of everyone involved in achieving 30 years of service to our communities.

We hope you enjoy the following pages where we pay homage to 30 years.

CHEERS TO THE NEXT THIRTY!



turns

30



Jacquie Phillip, former Primary Care Connect CEO and inspiring Keynote Speaker at the formal 30 year event.

Formal Event

On Monday 25 November 2024, **Primary Care Connect** hosted a formal event at The Woolshed, celebrating 30 years since the organisation was incorporated. Attended by current and former Board Directors, CEOs, staff and stakeholders, the evening provided an opportunity for guests to honour the occasion. The keynote speech was delivered by Jacquie Phillip, former CEO of Primary Care Connect and a powerful Welcome to Country was performed in language by Dylan Charles.

Primary Care Connect CEO Trish Quibell, First Nations artist Dylan Charles and Primary Care Connect Board Chair Wendy Ross pictured at the formal event.



Primary Care Connect Media & Communications Coordinator and MC of the formal 30 year event Shara Scott, pictured with Dylan Charles.





Celebrating 30 years

In the first time since incorporation, Primary Care Connect threw its doors open and threw a party for the whole community to celebrate our 30 years of providing much needed programs and services across the region.

The event was officially opened by local Yorta Yorta/Ulupna man Dylan Charles, who treated us all with a Welcome to Country in Yorta Yorta language, as well as a Smoking Ceremony and Didgeridoo performance. It was a powerful connection to country and culture appreciated by all in attendance.



Dylan Charles performing a powerful Smoking Ceremony as part of the Primary Care Connect Open Day.

PRIMARY CARE CONNECT OPEN DAY!



The Open Day was held in our Community Garden space, with stalls and entertainment set up in the Morgan Room including face painting, henna tattooing and information stalls for those interested in finding out more about our programs.

The Open Day was a culmination of the past 30 years, and we look to providing more of these open door opportunities in the near future.

Staff lined up excitedly alongside community to get their faces painted. Pictured is Brett, Ellen and Achol from Primary Care Connect.

with community





Goulburn Valley Community Health Service (GVCHS)

was incorporated in 1994. The service operated as a Drug and Alcohol agency until funding was received for a Domestic Violence Outreach Worker.

Soon after, additional funding was received and the organisation developed from a Drug and Alcohol agency into a Community Health Service.

1994

A Community Health Nurse, Sexual Health Worker, Family Planning Worker and a Health Promotions Project Officer joined the team which enabled the organisation to provide health education, health promotion and primary care services.

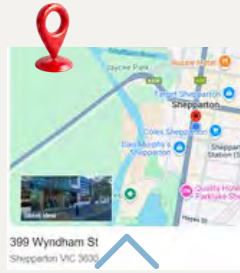
GVCHS moved to a bigger premises in Fraser Street which provided central access for the community and improved the profile of the organisation.



1995

2002

In 2001, the Board of Directors purchased the current site in Wyndham Street and following extensive renovations, staff moved into the new premises in June 2002.



2012

Following a name change to **Primary Care Connect** in 2011, capital funding was secured to expand upstairs with the project completed in December 2012.



2015

Primary Care Connect's Community Garden was established in 2015-2016 and is still used today!



Thirty years of impact with



Primary Care Connect saw a growth in Family Violence service provision through the Royal Commission in 2019, to better support women and children experiencing or recovering from Family Violence and to hold men accountable for their use of violence. This also triggered the commencement of discussions around the opening of **The Orange Door Goulburn (TOD)**. TOD was officially opened in 2021.

The **Community Health First Alliance (CHF)** was established in 2024, bringing together all 24 registered Community Health services in Victoria with a shared vision of improving health and wellbeing outcomes for all Victorians. **Community Health First** aims to; deliver the right care in the right place, at the right time; focus on health, not illness; and to reduce health inequity.

Today, **Primary Care Connect** is a thriving Community Health service, the predominant provider of Community Health across the *Greater Shepparton, Moira, Strathbogie, Mitchell and Murrindindi Shires*. From our humble beginnings in 1994, to now providing over **30 free programs and services** across community, and employing up to **120 staff**, Primary Care Connect continues to grow and evolve with our communities. Here's to another **THIRTY YEARS** of servicing our COMMUNITIES!

2017

2021

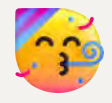
2022

2024

2025!

Another redevelopment of **Primary Care Connect** occurred in 2017 and saw the completion of the new **Gymnasium** which has proved to be another major benefit, allowing the expansion of program delivery and the potential to connect and interact with sectors of the community in new and different ways.

Primary Care Connect joined the **Alliance of Rural and Regional Community Health (ARRCH)**, a collective of the 11 independent community health services across regional Victoria, who are committed to improving the health and wellbeing of their communities. The focus of ARRCH is to reduce health inequity in regional and rural Victoria by addressing the social determinants of health.



Primary Care Connect

Growing our strategy -

In late 2023 Primary Care Connect's new Strategic Plan was unanimously endorsed, and for the past 12 months our team has worked towards achieving the goals we set for Year one.

The 2024 - 2028 Strategic Plan was designed to position Primary Care Connect as a highly valued service provider across our broader community, one that is viewed as an integral part of local health and social service systems, by peer organisations, funding bodies and our communities.

BUILDING TRUST-BASED CLIENT RELATIONSHIPS



What we said we would do:

Initiatives <i>How will we get there?</i>	Expected Commencement
PCC model of care and care manual development	Commences Year 1
Master scheduling review and integration	Commences Year 1

What we've done:

"A Model of Care" has been developed, supported by models of care for every program and service. These Models of Care are an important resource that ensure our services are high quality, safe, delivered consistently and are underpinned by the best evidence available. **We have been reflecting on our service schedule** and how it can best be designed around the needs of clients. This has included mapping where our clients live, to inform future outreach locations and support integrated and multidisciplinary care to enhance client experience.

CONNECTING SERVICES AND INTEGRATING CARE



What we said we would do:

Initiatives <i>How will we get there?</i>	Expected Commencement
Service pathways analysis and partnership strategy development	Commences Year 1

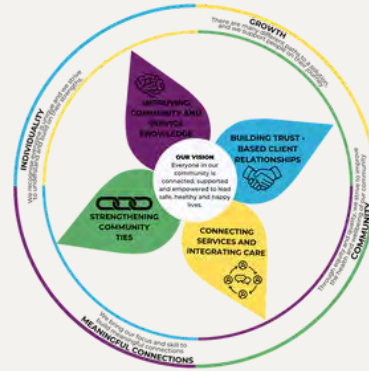
What we've done:

Primary Care Connect has commenced **mapping existing external stakeholders and partnerships** to identify current service pathways and strengths, and the gaps and opportunities for future partnership development.

12 months of progress

We are passionate about **“BRINGING OUR STRATEGY TO LIFE,”** and we are pleased to report on our progress over the past 12 months. The main components of our 2024-2028 Strategic Plan are:

- Vision and Value Proposition
- Four Strategic Focus Areas
- Two Strategic Enablers



Pictured to the left is the visual representation of our Strategic Plan. At the centre of the visual is Our Vision, followed by the four strategic focus areas, circled by Primary Care Connect's Values.

STRENGTHENING COMMUNITY TIES



What we said we would do:

Initiatives <i>How will we get there?</i>	Expected Commencement
Marketing and Communications Plan implementation - public awareness raising	Commences Year 1

What we've done:

The Marketing and Communications Plan has been developed and implementation has occurred across the 2024/2025 year. The plan is focused on increasing knowledge about who we are, what we do, and on breaking down the barriers to access that currently exist, including providing information in language, using the platforms and types of communication our communities need.

IMPROVING COMMUNITY AND SERVICE KNOWLEDGE



What we said we would do:

Initiatives <i>How will we get there?</i>	Expected Commencement
Feedback framework	Commences Year 1

What we've done:

Client feedback is a critical source of information to provide insight about a client's experience with us, and better understand client needs and preferences. We have developed a new **Feedback Framework**, which details a robust feedback loop for requesting and receiving feedback from our clients, followed by reflection, response and resolution. The client feedback loop has been designed to ensure we maximise the opportunities provided by any feedback received.



The year that was...

2024

JULY

Primary Care Connect's Board funded the **CP@Clinic program** providing free health checks to communities via Outreach, addressing a major gap in service delivery for our region



SEPTEMBER

Primary Care Connect CEO Trish Quibell, along with two of staff attended the **17th annual National Rural Health Conference** which was held in Perth, attending with the Alliance of Rural & Regional Community Health (ARRCH).



NOVEMBER

Primary Care Connect was awarded a **Business Excellence Award** for providing various opportunities for students to connect via the School to Work Program in the Greater Shepparton LGA!



AUGUST

The second annual **'END OVERDOSE'** event was held in conjunction with the International Overdose Awareness Day. Our campaign was globally recognised!



OCTOBER

Primary Care Connect unveiled its updated **Referrals Page** which included two new forms; Self Referral Form and Service Provider Form to simplify access to our services.



DECEMBER

Primary Care Connect held its first ever **Open Day** and a formal event honouring the organisations 30 years since incorporation at the end of November.





JANUARY

Primary Care Connect was invited to and attended the **Rumbalara Health Festival Day** and connected with mob.



MARCH



The new **Multidisciplinary Centre** was opened in Shepparton, providing specialist support for victims of sexual assault. Primary Care Connect is a partner providing nursing under the partnership.

MAY

The new **Financial Support program** commenced, aimed at improving financial literacy and offering group education to community.



2025

FEBRUARY

For the first time since running the program, Primary Care Connect took the **InFocus program** to the Cobram community. InFocus is an education and support program for loved one's impacted by AOD use.



APRIL

"Under The Same Stars" was held in Shepparton. CEOs and Executives were invited to spend a night sleeping 'rough' to support homelessness. Primary Care Connect was represented by Shara and Achol, our Media team.



JUNE

Primary Care Connect hired its first ever **Osteopath** to commence Osteopathy as part of our Outreach support at the Euroa Medical Clinic. Program to commence in July 2025.



Our Program Areas

Primary Care Connect provides over 25 programs and services focusing on a range of health and wellbeing issues.

Our office is located in Shepparton, however our services extend across the Goulburn Murray region, including; Moira, Greater Shepparton, Strathbogie, Mitchell and Murrindindi Shires.

We pride ourselves on providing **person focused care** that empowers people and allows them to take control of their lives, bringing about long lasting and effective change.

ABORIGINAL HEALTH COACH

- Aboriginal Health Coaching
- Connecting you with other services and resources.
- Advocating for your needs
- Helping you access our gym facilities

ALCOHOL AND OTHER DRUGS

- AOD specific Counselling
- Family Drug Support
- Women's Supported Accommodation
- Youth AOD Outreach Worker

FAMILY VIOLENCE

- Specialist Case Management (family violence support that assists victim survivors who are experiencing family violence)
- People Who Use Violence Case Management Program (working with perpetrators of Family Violence to bring about real change)
- Family Violence Support (culturally safe and appropriate family violence support)
- The Orange Door (intensive assistance and support for adults, children and young people experiencing family violence.)
- Financial Counselling

FINANCIAL COUNSELLING

- General Financial Counselling
- Budgeting and money plans
- Advocacy with creditors and lenders
- Negotiations with creditors and lenders on your behalf
- Financial literacy
- Financial Support Program

GAMBLER'S HELP

- Counselling related to harmful gambling
- Financial Counselling
- Counselling and support for family and friends
- Community engagement
- Schools education
- Community events
- Venue support

HEALTH PROMOTION

- Available to business, industry, schools, tertiary and VET educators
- Focus on healthy lifestyles including Active Living, Healthy Eating and Tobacco and Vaping Cessation
- Community engagement
- Place-based and system-based approaches to implement changes in settings to enhance health
- We work off Vic Health's public health initiatives to support change within the Social Determinants of Health - The environments where people live, work, play and study are safe and healthy, and will promote the wellbeing of future generations.

NURSING AND ALLIED HEALTH

- CP@ Clinic
- Diabetes Educator
- Dietetics
- Health Coaching
- Health Connection Gym
- Physiotherapy
- NSP Program (Needle Syringe Program)
- Osteopath
- Refugee Health Nurse
- Rehabilitation Nurse
- Sexual Assault Nurses @ Multidisciplinary Centre (MDC)
- Women's Sexual Health Nurse

REFUGEE SUPPORT

- Refugee Counselling
- Advocacy
- Bi-Cultural Workers
- Multicultural Community Connectors
- Support for families
- Refugee Health Nurse

YOUTH AOD OUTREACH

- Educate and empower young people on the harmful use of alcohol and other drugs
- Work actively with the young person to identify and set goals
- Link in with additional supports as required
- Suitable for young people between 10 to 25 years
- Can work with schools and educators
- A fully tailored and customised program



Events

Each year Primary Care Connect actively researches local events and initiatives across our broader communities as a way of embedding ourselves into the communities we provide services to.

It allows us to learn more about our communities, and to engage, listen to and learn from our community members.

We love to participate in, and sponsor community events that align with our vision and the services we deliver, and we jump at the chance to join in on events that celebrate diverse and marginalised communities. See below for a list of the events we gratefully attended across the 2024/2025 year.

JULY 2024

ALLIED HEALTH FUTURES FORUM

We were thrilled to be part of the first ever **Allied Health Futures Forum**. An initiative led by the Goulburn Murray Local Learning and Employment Network (LLEN), the forum saw over 200 students, parents, and school representatives in attendance at the GV Hotel. The event aimed to showcase the varying allied health careers available to students across the region.

NAIDOC FLAG RAISING CEREMONY

Our CEO and members of staff attended the Flag Raising Ceremony held at Rumbalara in honour of **NAIDOC Week**.



AUGUST 2024

WEAR IT PURPLE

Hosted by our friends at GOTAFE, our team celebrating love, PRIDE, and the right to be who you are without judgement at the **GOTAFE Wear it Purple** day event.



SEPTEMBER 2024

GREATER SHEPPARTON SC STUDENT DAY

Along with other health and community services organisations, we once again held a stall at the **Health and Community Services taste tester day at Greater Shepparton Secondary College**.



JANUARY 2025

RUMBALARA HEALTH FESTIVAL

It was great to join in with local mob and the more than 500 people who attended this festival day, complete with a health passport that could be stamped by learning more about all of the organisations participating on the day.



APRIL 2025

GET ACTIVE MOIRA

An annual event across the month of April hosted by the Moira Council right across all Moira communities - promoting healthy living and fitness for all ages!



MAY 2025

CAREERS DAY OUT AND GANBINA CAREERS NIGHT

Nothing is as bright as the futures of our region's students and our team got to witness that first hand at the Ganbina Careers Night and Careers Day Out.

The Ganbina night was attended by approximately 40 First Nations students, with our Aboriginal Health Coach Rory, and our People and Resilience team Emily and Bek representing Primary Care Connect on the night.

Careers Day Out was attended by over 3000 students from right across the region and the energy was ELECTRIC! We thank the more than 300 students who came and visited our stall - trying out the vaping and sugary drinks activities, grabbing a merch bag and helping us paint the showgrounds in a sea of purple Primary Care Connect bags!

MAY/JUNE 2025

SORRY DAY CEREMONY AND NATIONAL RECONCILIATION WEEK

Each year the Greater Shepparton community commemorates with the Sorry Day event at Monash Park, Shepparton. This year's commemoration was led by Shepparton Region Reconciliation Groups (SRRG) Co-conveners Uncle Bobby Nicholls and Diedre Robertson with students from many of the region's schools taking part.









11:48

5G 97

Primary Care Connect

4.1 (7) · Community health center in Victoria · Open

www.primarycareconnect.com.au

Overview Photos Reviews Services



Call



Directions



Website



Share

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Shepparton VIC 3630
29 m · 8 mins



Open · Closes 5 pm

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Primary Care Connect
www.primarycareconnect.com.au