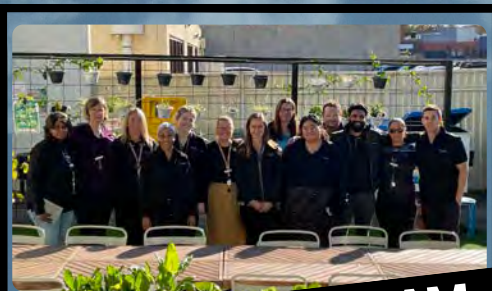


2023 - 2024 ANNUAL REPORT

ESSENTIAL GUIDE: EVERYTHING YOU NEED TO KNOW

PRIMARY CARE CONNECT PRESENTS:



OUR TEAM



OUR IMPACT



OUR COMMUNITY



YEAR REVIEW IN YEAR REVIEW



03 5823 3200



PRIMARY CARE
CONNECT

FULL REPORT →

WWW.PRIMARYCARECONNECT.COM.AU



ACKNOWLEDGEMENT



Primary Care Connect acknowledges Aboriginal and Torres Strait Islander people as the Traditional Custodians of the land and acknowledges and pays respect to their Elders, past, present and emerging.

We welcome people of any age, gender, sex, sexuality, culture, religion and ability.



We sincerely thank local Shepparton resident and proud Yorta Yorta man, Jarvis Atkinson, for being our cover design for this year's Annual Report.

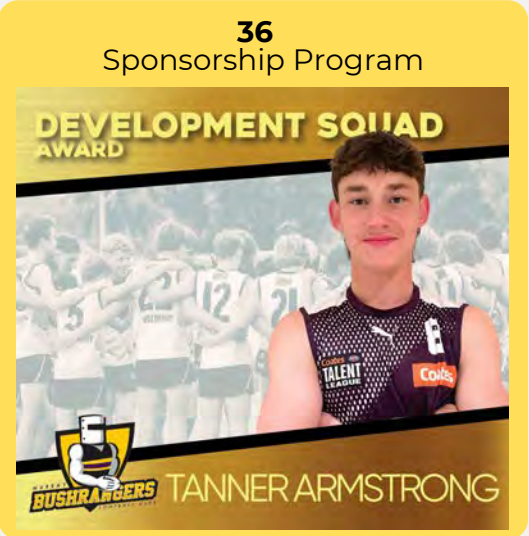
Jarvis is a former client of Primary Care Connect and is now achieving incredible things for the Victorian First Peoples' Assembly and is an Emerging Leader within the First Nations community.

We encourage you to read our story on Jarvis and watch his incredible interview. Jarvis' story is real, raw and vulnerable and is testament to the strength of the human spirit, connection to culture, and that with the right supports, anything is possible.

To watch Jarvis' story, turn to page 22

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OUR VISION

ENGLISH

PRIMARY CARE CONNECTS 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 بیافزایم.

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.

CHAIR REPORT



It is with great pride that I present the 2023-24 Primary Care Connect (PCC) Annual report, on behalf of the Board of Directors, as we reflect on the achievements and challenges of the year. I wish to acknowledge the incredible work and dedication of our staff, so capably led by Trish and the Executive Team. I would also like to acknowledge my fellow Board of Directors who so willingly give their time to provide good governance and strategic direction.

Also, our many partner organisations, who work with our staff to ensure PCC continues to meet the needs of our community. Finally I wish to recognise our consumers, who are the centre of what we do and who we continue to build and strengthen our links with.

A highlight of the year was the consultation process and adoption of the 2024-2028 Strategic Plan. Working with consultant firm Anadrom, significant time and effort went into development of our new Strategic Plan and review of our vision and value proposition:

Our Vision:

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

Our Key Strategies:

- Building Trust-based Client Relationships
- Connecting Services and Integrating Care
- Strengthening Community Ties
- Improving Community and Service Knowledge

Led by Tricia and the Executive, consultation with all staff took place. Feedback from our partner organisations and consumers helped to develop a strong and practical plan to take PCC into the future. Thank you to all who contributed!

The 2023-24 financial year has seen further development of the Alliance of Rural and Regional Community Health (AARCH), with PCC playing lead roles in several committees and community of practice groups. This was evidenced at the inaugural AARCH conference held at Creswick in October 2023. The conference was informative and professional, with impressive keynote and Community Health staff members speaking. PCC staff played key roles in the organising, marketing and presentations at the conference. Well done to all involved. I am sure all of us who attended will be keen to be at the next conference due to the quality and information we gathered.

Reconciliation Week took place from 27th May until the 3rd June 2024. Celebrations at PCC included a staff lunch and talk by Jarvis Atkinson. Jarvis, who is part of the Engagement Team of the First Peoples' Assembly of Victoria, spoke of his journey and Treaty, and what it means for First Nations people.

Jarvis also spoke about his time as a client of services at PCC and how this support had helped him during a difficult time in his life.

A large number of staff were in attendance and were captivated by Jarvis's talk. It was a good link to the work commenced by the Reconciliation Action Plan working group.

Thank you, again, to everyone who has worked hard and continues to strive to have PCC recognized as a leader in provision of services in the catchment we operate within.


Wendy Ross



FROM THE CEO'S DESK

On behalf of the Executive Leadership team I am delighted to present the Primary Care Connect Annual Report for the 2023/24 financial year.

As I reflect on the past year it has been a time of significant change and continued growth within the organisation. Much of that change and growth has been thanks to the commitment that our entire staffing group have made in not only contributing to but embedding our new Strategic Plan. Thank you to all our staff, community and colleagues who contributed to the consultation on the plan that will lead our development for the next four years.

In line with our revised **Vision Statement**, PCC is actively increasing our in-reach into communities across our catchment and looking to optimise our ability to offer services outside of our main office. We aim to ensure that regardless of where in our catchment you live, that you are **connected, supported and empowered to lead safe, healthy and happy lives**.

It was this intent that saw us respond to the Cobram community, in partnership with NCN Health, to establish a pop up support service for Family Violence services in the wake of the tragic death locally. Whilst we already provide regular outreach services it was important to offer additional support to community for information and counselling as needed. In addition we are incredibly grateful to the local stakeholders including a number of football and netball clubs who responded so positively to our Family and Gender Based Violence campaign. Ensuring that people who use violence know there is support to assist them in recognising and addressing their behaviours is an important part of the work to shift the dial on gendered and family violence. This year PCC has also embarked on the development of our first Reconciliation Action Plan. We truly value the support of other local organisations who have invested in their own RAP's and the advice of the Shepparton Reconciliation Action Group. As part of this journey over the next few months we will be finalising our RAP for consideration by Reconciliation Australia.

I am immensely proud of the work our staff do in supporting our local area and their willingness to participate in community activities. The past year has seen PCC standing with community at a number of events including:

- **Wear it Purple**
- **Sorry Day commemoration**
- **GO Tafe Open Days in Shepparton and Seymour**
- **Careers Day Out**
- **NAIDOC Week and**
- **Out in the Open**

All of these events are important in both ensuring that community is SEEN in all of its diversity and for the purpose of raising PCC's profile as a service provider and employer of choice.

In addition to the team at PCC I'd like to highlight the work of some key partnerships, including Shepparton Community Share, the Alliance of Rural and Regional Community Health (ARRCH) and Community Health First (CHF). These partnerships represent a combination of local, rural, regional and statewide networks who each advocate for the services we all provide across our communities within a tight fiscal environment. Without these partnerships and advocacy efforts we would see a diminished service capacity which in turn negatively impacts our community's health and wellbeing.

Finally, after another big year I'd like to extend my gratitude to the PCC Board for their continuing support and guidance and the entire PCC staffing group who continue to exceed expectations in the delivery of community health services across our catchment, pushing PCC to be an exceptional inclusive and accessible community health service.

Health & wellbeing happens in community!



Trish Quibell



OUR BOARD



WENDY ROSS
Board Chair | Active Since 2020

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 | Active Since 2020
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.



LISA BIRRELL
Board Director | Active Since 2021
Lisa’s Vision for Our Community

To live in a vibrant, well connected and resourced community that has access to the same level of services as living in a metropolitan centre.



KEVIN PREECE
Board Director | Active Since 2021
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 | Active Since 2022
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.

KIM FITZGERALD

Board Director | Active Since 2022

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 | Active Since 2022

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 | Active Since 2023

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 and that high quality health care is available to all and that it's governed professionally, with integrity and proactively.



KA CHUN TSE

Board Director | Active Since 2023

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.



“ I am inspired by the collective power of compassion and collaboration to improve the health and well-being of our community. ”

Wendy Ross
Board Chair

OUR LEADERSHIP TEAM

Trish Quibell



**Chief Executive Officer
(CEO)**

**Trish’s vision for our
Community**

We all need to reach out for support at some point in life and Trish’s vision is for a responsive and willing community that holds out its hand. That we can simplify pathways to support and be innovative to the changing needs of our community.

Simone Wilson



**Executive Manager
Business and Infrastructure**

**Simone’s vision for our
Community**

For everyone in our community to have access to services which will help them in their individual growth and development.

Andrea Caia



**Executive Manager
People and Quality**

**Andrea’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.

“The need for connection and community is primal; as fundamental as the need for air, water and food.”

Dean Ornish
Physician and Researcher

“The single biggest way to impact an organization is to focus on **leadership development**. There is almost no limit to the potential of an organization that recruits good people, raises them up as leaders and continually develops them.”

John Maxwell
Author and Orator

Broni Paine



**Executive Manager
Community Services**

**Broni’s vision for our
Community**

To inspire communities to work together, individuals are strengthened, people feel connected and our services are inclusive to all.

Kim Scott



**Executive Manager
Family Services**

**Kim’s vision for our
Community**

A connected, safe and engaged community who can access inclusive and high-quality support which meets their needs and promotes their strengths.

Leigh Stanbrook



**Executive Manager
Health Services**

**Leigh’s vision for our
Community**

To ensure that we provide an innovative and equitable health service to all members of the community. With the key focus on empowering individuals to make informed decisions to achieve positive health and wellbeing outcomes, both as individuals and community.

COMMUNITY PROFILE

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 Area's.

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.

- Our region is unique, beautiful, and rich with diversity. Our community:
- Has a population of over 173,000 people
 - Contains the largest Victorian Indigenous population outside of Metropolitan Melbourne
 - Is culturally diverse with 14.74% of residents born overseas
 - Covers a geographical area of 16,509 square kilometres

SERVICE AREA MAP



COMMUNITY PROFILE SNAPSHOT



Population
173,680



Geographical Footprint
16,509 square kms



Cultural Diversity
14.74% of residents born overseas

PRIMARY CARE CONNECT PROFILE



The Organisational Chart above visually represents the structure of Primary Care Connect and how our teams are divided to be able to service our broader community.

AWARDS & RECOGNITION

At PCC we are focused on recognising and celebrating excellence.

Over the past 12 months, our agency was recognised as an Inclusive Employer by the Diversity Council of Australia - and many members of our team were recognised with years of service and excellence awards.



ORGANISATIONAL AWARDS

- Inclusive Employer recognition - Diversity Council of Australia

YEARS OF SERVICE STAFF AWARDS

★ FIVE YEARS

- Hope Herbert
- Karla Katsoutas
- Nicole Robinson

★ FIFTEEN YEARS

- Teagan Hickey

STAFF RECOGNITION OF EXCELLENCE AWARDS

- Freddy Thuruthikattu
- Arkid Shirokaj
- Rob Liney
- Steph Byrne
- Bronwyn Davis
- Ellen Kemp
- Sheree Monteleone
- Sharna Calder
- Allison Hall
- Nicole Mason
- Ashlee Kenny
- Jaspreet Kaur
- Kai De Juan
- Jayden Doyle
- Myles Keenan
- Lara Trevaskis
- Brett O'Keeffe



Pictured left to right: Lara Trevaskis and Kai De Juan, two of our Staff Excellence Award winners in 2024.

QUALITY



QUALITY AT PCC

The quality systems at Primary Care Connect (PCC) align with the Department of Families, Fairness and Housing, (DFFH), the 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.

PCC has a long-established culture of continuous improvement and strives to ensure our clients and staff achieve the best outcomes possible. In August 2024 PCC undertook recertification against ISO9001 and were thrilled that all requirements of the standard were met/maintained.

In addition to ISO9001, PCC achieved accreditation against the Human Service Standards (HSS) in 2023; these standards have been recently replaced by the Social Service Regulations (SSR) that came into effect in July 2024. The SSR are a set of six obligations that social service providers in Victoria must meet. PCC has undertaken a self-assessment against these regulations and building on the positive outcomes of the previous alignment with the HSS, met all obligations of the SSR.

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 our clients and our community.



CHILD SAFE STANDARDS

During April/May 2024 a working group of PCC staff undertook a self-assessment against the Child Safe Standards (CSS). The working group led a range of initiatives that meant that PCC complied with the CSS.

The initiatives developed and embedded are:

- Reviewed and updated the PCC Code of Conduct, relevant policy, and procedures to include child safety and wellbeing.
- Developed a commitment to child safety and published to website and displayed throughout the Wyndham Street site.
- Developed 'Child Safety and Wellbeing' and 'Mandatory Reporting' Procedures
- Included Child Safety on the Organisational Risk Register.
- Developed a Young Person specific Feedback form, currently being trialled with youth clients.
- Embedded child safety into HR processes including into position descriptions, reference checks and interview questions.
- Included Child Safety and CSS as mandatory trainings for all staff.



“A child’s life is like a piece of paper on which every person leaves a mark.”

Forest E. Witcraft
Author and Orator

STATEMENT OF COMMITMENT TO CHILD SAFE STANDARDS



Primary Care Connect (PCC) is committed to ensuring the safety, wellbeing and participation of all children, young people and their families; we want children and young people to be safe, happy and empowered. PCC is committed to preventing child abuse and identifying early risks and take the relevant actions in removing and reducing these risks.



PCC has a zero tolerance policy to child abuse and neglect, and all allegations and safety concerns will be treated very seriously and consistently with our robust policies and procedures. We have legal and moral obligations to contact authorities when we are worried (concerned) about a child or young person’s safety, which we follow rigorously.

PCC is a culturally safe and inclusive organisation and ensures that all children and young people will receive care that responds to their individual needs. We support and respect the wellbeing of all children and young people, as well as our staff and volunteers. We are committed to the cultural safety of Aboriginal children and young people, the cultural safety of children from culturally and/or linguistically diverse backgrounds, and to providing a safe environment for children with a disability, or who identify as LGBTIQ+.





PCC employs robust human resource systems of recruitment, retention and accountability that prioritises the safety of children; and provides training to all board members, staff and volunteers on child abuse risks and obligations. PCC have specific policies and procedures in place to achieve these commitments.



OUR TEAM

“The strength of the team is each individual member. The strength of each member is the team.”

Phil Jackson
Former NBA championship coach

Primary Care Connect was once again recognised as an Inclusive Employer for the 2023/2024 year by the Diversity Council of Australia. This recognition is indicative of the tireless work our People and Culture team continue to undertake to ensure staff wellbeing, satisfaction and opportunities for growth, and that the culture of our organisation is of the highest standard.

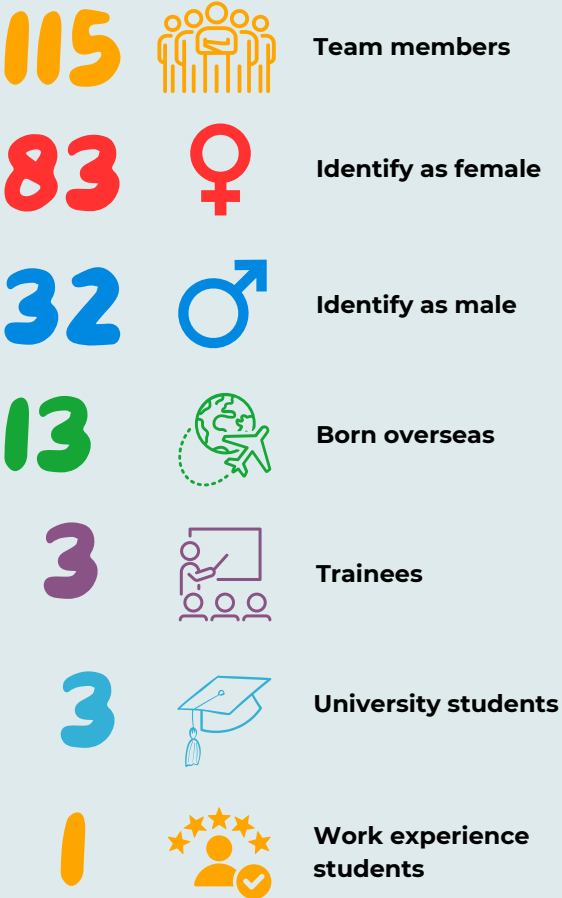
FOCUS ON INCLUSION AND DIVERSITY

PCC operates in one of the most diverse communities in regional Victoria. With the largest Indigenous population outside of Metropolitan Melbourne, and a key regional settlement area for Victoria, it is of paramount importance to us as an organisation that we prioritise Equity, Inclusion and Diversity; both for our workforce and the clients and community we serve.

Primary Care Connect started actively working towards our first Reconciliation Action Plan (full report page 13.), and has created a framework model for how we extend diversity across marginalised communities including LGBTQIA+, multicultural and those with a disability.

The organisation will soon embark on our Rainbow Tick accreditation journey and we look forward to reporting on our progress in the Inclusion and Diversity space over the coming 12 months.

OUR TEAM AT A GLANCE



During the 2023-2024 financial year, our workforce decreased slightly by 2.54%, from 118 down to 115.



PROFESSIONAL DEVELOPMENT AND LEADERSHIP

We are committed to providing ongoing professional development and leadership opportunities for all staff as we continue to build internal capacity. We provide both mandatory and optional training for the full workforce, with professional development this year focused on:

- Workplace health and safety including harassment and bullying
- Child Safe Standards
- Family Violence and the MARAM framework

The organisation places great importance on creating leadership opportunities. This year:

- We have sponsored a team member to participate in the Fairley Leadership Program - our region's premier community leadership program
- Primary Care Connect is a lead partner in the Goulburn Leadership Community of Practice, bringing together identified leaders and emerging leaders across a number of service providers in the region. We have four team members participating in this program this year

BUILDING CAPACITY FOR THE FUTURE

It is no secret that many industries and sectors have been experiencing severe workforce shortages and finding recruitment challenging, particularly in a post-Covid world. We have adopted several strategies including a long term strategy to partner with our local high schools and training providers to meaningfully engage with students who are studying Community Services or Health in VET or VCE. Over the past 12 months we:

- Provided six presentations to a local secondary college for their cohort of VCE VET Community Services and Health students
- Attended two Careers events at another local secondary college focused on Community Services and Health
- Attended our region's premier Careers event for Years 10, 11 and 12 students at DECA for two consecutive days - attended by over 30 regional secondary schools and over 5,000 students
- Participated in the Goulburn Murray Local Learning and Employment (GMLLEN) Careers evening aimed at students looking at further study or career options next year.

HIGHLIGHTS

- Recognised as an Inclusive Employer by the Diversity Council of Australia
- Improved induction practices including the development of an Induction Booklet, providing new staff with a resource containing all the information they may need to know about their employment at PCC

WHAT WE CAN IMPROVE ON

- Consolidating our orientation processes including staff photos



BRINGING OUR

In 2023, Primary Care Connect commenced development of our new Strategic Plan, officially endorsing our new strategy late in 2023.

With a new Board Chair and CEO, the organisation was well placed to refresh our strategy in a new, post-covid world, where our clients and community were at the centre of our discussions and planning.

STRATEGIC PLAN 2024 - 2028

VISION:

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

VALUE PROPOSITION:

- Providing health promotion, early intervention, chronic care management, safety support, and recovery-focused community health services to people living in our catchment.
- Supporting everyone in our community and particularly those who are disadvantaged or at-risk. We take the time to connect with people and listen to their health and wellbeing goals. We then empower people to achieve these goals.
- Building strong and trusted relationships with community groups, removing barriers to access care by providing outreach support, co-locating our services with other essential supports and ensuring care is easy to access regardless of where you live in the catchment.
- Working in multidisciplinary teams internally and with other service providers to deliver integrated and team-based care. Our clients experience holistic intake, clear and connected care pathways, and comprehensive follow-up to ensure they continue progressing and thriving.

Our new strategic plan has been designed to position PCC 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.

The main components of our new, four year strategic plan (2024-2028) are:

Vision and Value Proposition

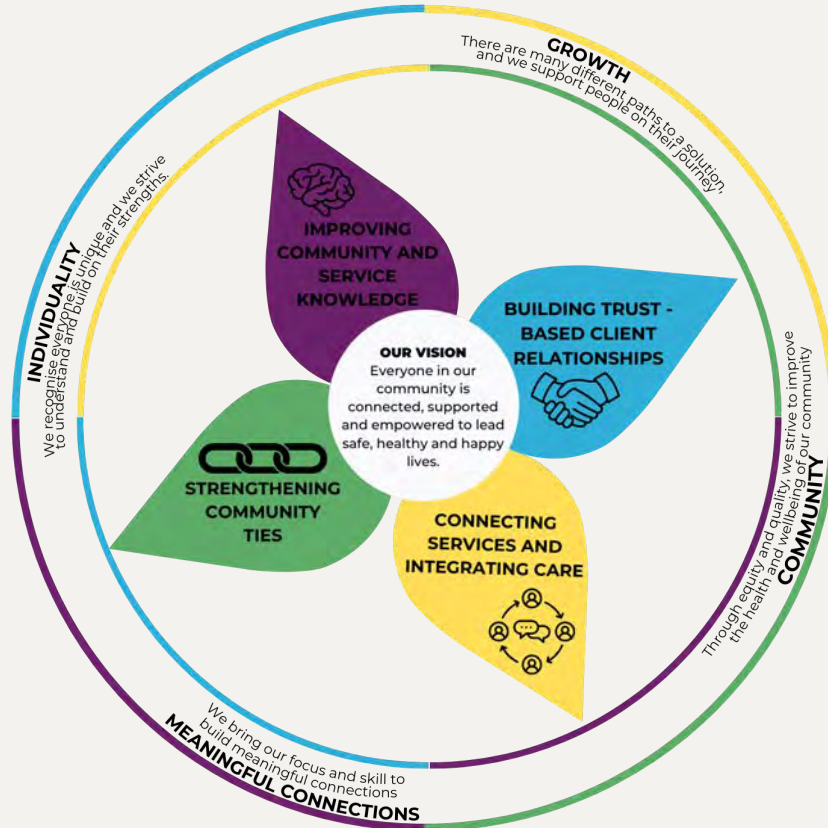
The Vision articulates what PCC wants to achieve for its community in a broad and compelling manner. The Value Proposition provides greater detail on PCC's specific role and focus to deliver its Vision.

Strategic Focus Areas x 4

There are four strategic focus areas identified in the new strategic plan.

Strategic Enablers x 2

In addition to the four main focus areas, two further 'enabling' focus areas were identified. These concentrate on the areas of significant internal focus and performance change required to drive delivery of the strategic priorities.



STRATEGY TO LIFE

OUR KEY STRATEGIES



BUILDING TRUST-BASED CLIENT RELATIONSHIPS

HOW WILL WE GET THERE

- Agile scheduling and care coordination.
- Strengths-based and holistic understanding of support needs
- High quality care delivered by multidisciplinary teams.
- Comprehensive goal-based follow-up.

WHAT DOES SUCCESS LOOK LIKE

Our clients feeling heard, supported, and placing their trust in us to help them achieve their health and wellbeing goals regardless of what their goals are.



STRENGTHENING COMMUNITY TIES

HOW WILL WE GET THERE

- More services delivered in the community.
- New partnerships that support disengaged, at-risk communities.
- Strong connections with community groups across the catchment.

WHAT DOES SUCCESS LOOK LIKE

Our community knows who we are and what we do, and that we are there for them in their time of need. We are our community's community health provider of choice.



CONNECTING SERVICES AND INTEGRATING CARE

HOW WILL WE GET THERE

- Integrated service delivery with partner organisations.
- Connected pathways for chronic care management.
- Seamless cross-referrals.
- Collaborative community health needs and service planning.

WHAT DOES SUCCESS LOOK LIKE

Our clients being able to access high-quality care where and when they need it, and without having to retell their story over and over again.



IMPROVING COMMUNITY AND SERVICE KNOWLEDGE

HOW WILL WE GET THERE

- Increased community participation in service development.
- Comprehensive understanding of client needs, care and service preferences.
- Deep understanding and insights on the services and care that deliver outcomes for our community.

WHAT DOES SUCCESS LOOK LIKE

Having the evidence to know what has the biggest impacts on health and wellbeing outcomes for our community, and using this to design the highest quality of care possible.

TIMELINE OF OUR STRATEGIC PLAN JOURNEY

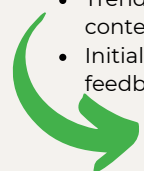


INTELLIGENCE GATHERING

June - July

Establish the repository of information and evidence to drive sound decision making.

- Collation of internal data and peer benchmarking data
- Trend analysis - emerging practice and peer comparison
- Trend analysis - local, state and federal context for community health
- Initial community and client consultation - feedback on PCC



Context Paper



STRATEGIC INTENT SETTING

July - August

Facilitate agreement between senior executives and Board members on strategic intent.

- Initial Board discussion - focus areas, ambitions and risk
- Executive and Managers workshop - strengths, opportunities, weaknesses, threats, and identification of focus areas
- Board and Executive half-day workshop - vision, focus areas and strategic priorities development

Board presentation and endorsement of draft Strategic Plan for consultation



CONSULTATION AND PLANNING

September - October

Reach agreement on the priority initiatives to deliver the strategic intent and articulated vision.

- Staff consultation - all staff meeting and survey
- External consultation - discussion with major local partners, Health Services, DFFH and Murray PHN
- Community consultation - two community lunch presentations and visit to Black Bull Caravan Park
- Executive workshop - measures and initiatives

Board presentation and endorsement of revised draft Strategic Plan.



OUR IMPACT

Our clients and our community are at the centre of everything we do. Our focus for the 2023-2024 year was actively listening to our clients and our community, about the programs and services they need, where they need them and how. We have activated more Outreach services and taken immediate action to address community needs.

HIGHLIGHTS

- Outreach services expanded and actioned according to community needs.
- More opportunities for clients to provide feedback.
- Improved our signage to ease our clients ability to locate us.

WHAT WE CAN IMPROVE ON

- Multi-disciplinary teams that focus on the whole person and not just the problem they present with.
- Feedback framework implementation to provide clients with ease of access to contribute feedback.

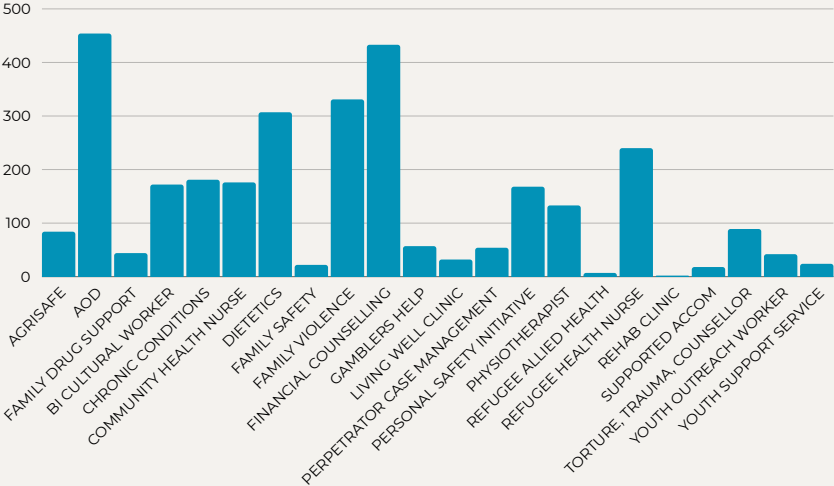


OUR PERFORMANCE

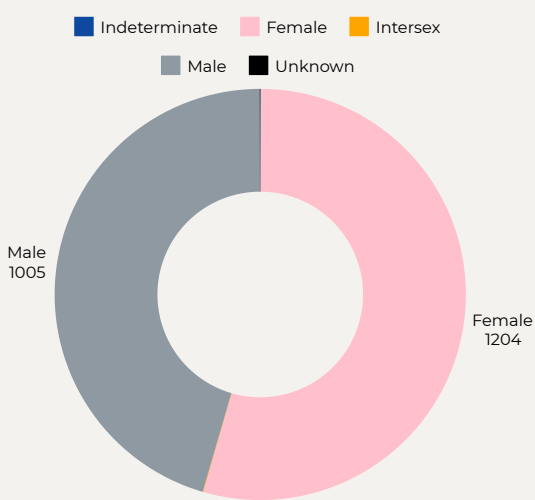
7,939		Total appointments
2,213		Total clients
1,204		Identified as female
1,005		Identified as male
1		Identified as intersex
145		Identify as Indigenous
958		Online referrals received
15,935		Total reception calls received

During the 2023-2024 financial year, we increased online referrals by over 36%

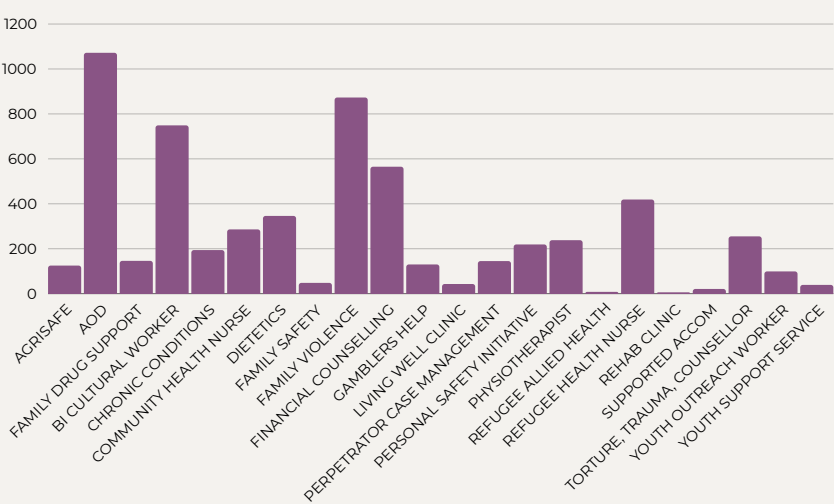
CLIENTS BY SERVICE



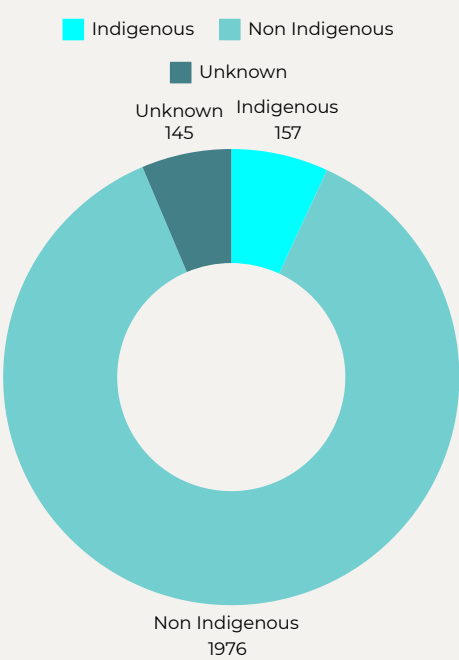
GENDER



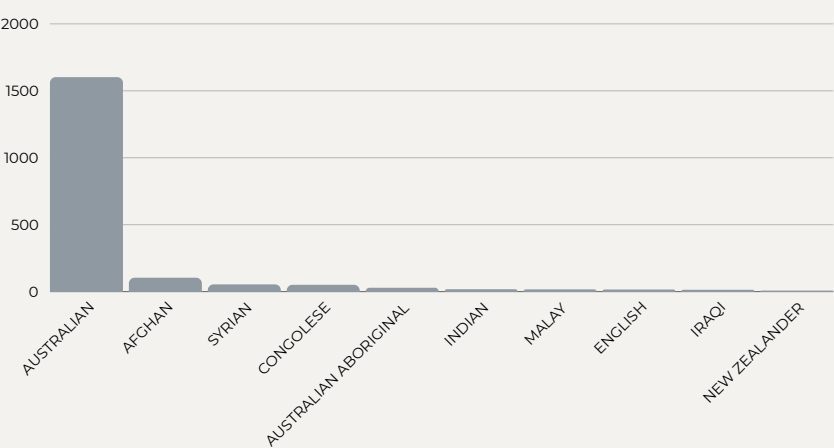
APPOINTMENTS BY SERVICE



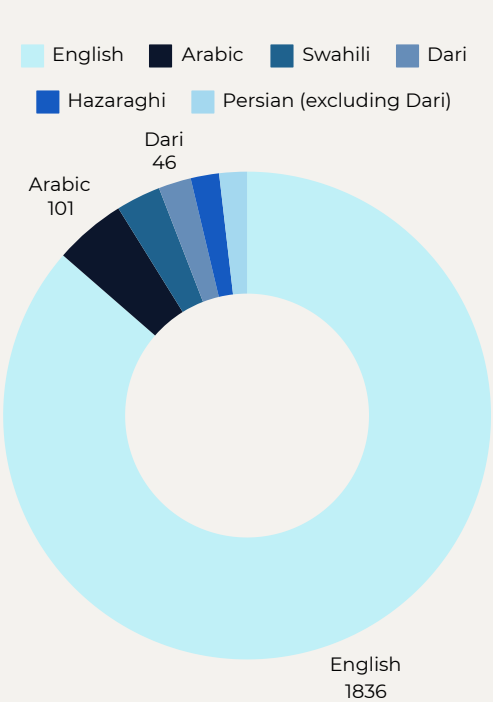
CLIENT INDIGENOUS STATUS



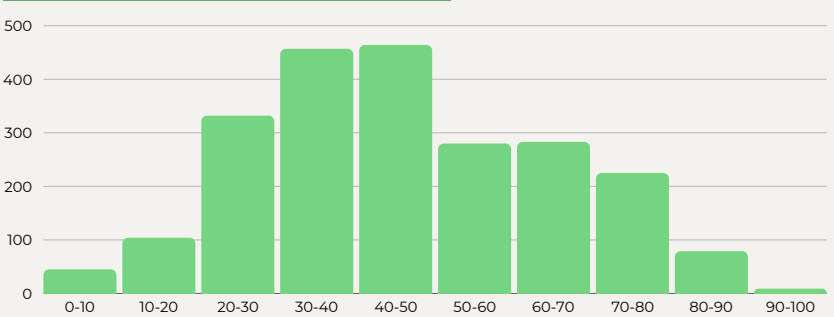
NATIONALITY



PRIMARY LANGUAGE



CLIENT AGE RANGE



COMMITMENT TO

Primary Care Connect operates in the Goulburn and Murray regions, a location with the highest population of First Nations people outside of metropolitan Melbourne in Victoria.

With “The Voice to Parliament” referendum held in October 2023 causing harmful and divisive rhetoric, something which we know deeply affected our local Indigenous community, our CEO and Board of Directors endorsed the organisations first Commitment to Reconciliation Statement, and commenced actioning our very first Reflect Reconciliation Action Plan, leading the way for Primary Care Connect to embark on our reconciliation journey.

[DOWNLOAD COMMITMENT TO RECONCILIATION STATEMENT HERE](#)

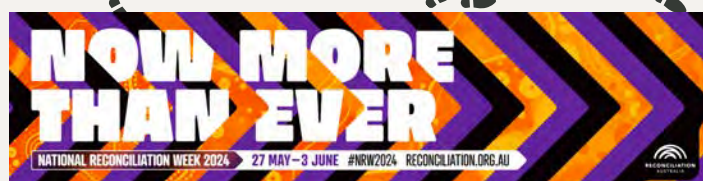
RECONCILIATION ACTION PLAN

In late 2023, our CEO put a call out to establish a working group to develop the organisations very first Reconciliation Action Plan.

The working group has been established with nine permanent members, and Primary Care Connect is embarking on the Reflect Reconciliation Action Plan, with support from Reconciliation Australia.

Since 2006, Reconciliation Action Plans (RAPs) have enabled organisations to sustainably and strategically take meaningful action to advance reconciliation.

Based around the core pillars of **relationships, respect and opportunities**, RAPs provide tangible and substantive benefits for Aboriginal and Torres Strait Islander peoples, increasing economic equity and supporting First Nations self-determination.



National Reconciliation Week 2024, observed annually from the 27 May - 3 June, proved to be an incredible learning journey for our team, as we had Ikwa Baksh and Jarvis Atkinson join us from the First People's Assembly to discuss Treaty.

It was a full circle moment for PCC and Jarvis, as he returned to the organisation as a former client who has managed to completely transform his life. It was a powerful presentation with our staffing group becoming more informed about Treaty and why it is so important.

Primary Care Connect also joined forces with Mooroopna Park Primary School during National Reconciliation Week, installing an art display of students artwork.

Pictured: Ikwa Baksh and Jarvis Atkinson with PCC staff and CEO, Trish Quibell.



RECONCILIATION

WHAT WE'VE ACHIEVED SO FAR:

- Established our RAP working group
- Endorsed by our leadership team including our Board of Directors, CEO and Executive team
- Informed our full staffing group and provided updates at each All Staff meeting days
- Presentation by Jarvis Atkinson and Ikwa Baksh from the First People's Assembly of Victoria
- Partnered with Mooroopna Park Primary School to install a National Reconciliation Week Art Display in our main foyer
- Attended local First Nations days and celebrations of significance including National Sorry Day, National Reconciliation Week and NAIDOC Week
- Engaged with Rumbalara Aboriginal Cooperative, Many Mobs, Shepparton Region Reconciliation Group and the First People's Assembly of Victoria
- Researching First Nations suppliers and opportunities to engage with First Nations suppliers
- Researching opportunities to enhance our cultural safety to encourage more First Nations employees

ALWAYS WAS

ALWAYS WILL BE

THE POWERFUL TESTIMONY OF JARVIS ATKINSON

Following on from his First People's Assembly presentation, Jarvis sat with our Media and Communications coordinator to share his incredibly compelling story of substance abuse and recovery, of which PCC was one of the service providers supporting Jarvis during his journey.

Jarvis' story is powerful, real, raw and inspirational. It shows the strength of the human spirit, and that with the right supports, anything is possible.

We are so proud of Jarvis and know that his story will serve to help and inspire others. Please click Jarvis' picture below to be taken to his interview.



WATCH JARVIS' STORY HERE

WATCH NOW

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 are extended across the Goulburn Murray region, including;

- Moira Shire
- Greater Shepparton
- Strathbogie Shire
- Mitchell Shire; 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.

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



“PCC is great service that does well to operate without discrimination, in a regional area.”

Kara

2024 PCC Client



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 Determinates 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

- Community Health Nursing
- Community Connectors Program
- CP@ Community Paramedic Program
- Dietetics
- Farmer Health (AgriSafe)
- Health Connection Gym
- Physiotherapy
- NSP Program (Needle Syringe Program)

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

COMMUNITY SERVICES

As the Executive Manager of the Community Services team, I am thrilled to provide this summary for the 2023/2024 year, and I commend my team for another amazing year of providing much needed support to our communities.

We welcomed Kelly Woolstencroft into the role of Manager of Community Services in late 2023.

In August of 2023 we also saw our inaugural #ENDOVERDOSE event.

The campaign was powerful and it was heart warming to see our community, the local media and politicians jumping on board to show their support for our campaign and tribute lunch. Our Gambler's Help and Refugee teams have once again embedded themselves into our local communities to achieve the best outcomes for our clients. In 2023 I was thrilled to join our Multicultural Connector, Roland Kalamo, at the Inaugural Alliance of Rural and Regional Community Health (ARRCH) Conference where we presented on "Strengthening services through community collaboration - co-designing for refugee communities".



HIGHLIGHTS

- #ENDOVERDOSE campaign
- Refugee Week staff information day
- Flood recovery case management
- Presentation at the ARRCH Conference on Refugee support

WHAT WE CAN IMPROVE ON

- Providing information in the languages our clients speak and read
- Embedding ourselves into the diverse communities we serve

OUR COMMUNITY SERVICES PROGRAMS

ALCOHOL AND OTHER DRUGS SUPPORT

- AOD specific counselling
- Family Drug Support
- Women's Supported Accommodation

FINANCIAL COUNSELLING

- General financial counselling
- Budgeting and money plans
- Advocacy with creditors and lenders
- Negotiations with creditors and lenders on your behalf
- Financial literacy

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

REFUGEE SUPPORT

- Refugee counselling and advocacy

YOUTH AOD OUTREACH SUPPORT

- Educate and empower young people on the harmful use of alcohol and other drugs
- Work actively with the young person to identify goals
- Link in with additional supports as required
- Suitable for young people between 12 to 25 years

“

My sessions with Nicole have been life changing. I've learned so much and have now focused on taking care of myself, and I've never felt better for it!

I have never found such a supportive service before, and had a support worker who was so supportive in helping me get myself back on track. I will miss my sessions with Nicole but am happy to know I can always come back if I need some extra support.

Lynette

2024 Family Drug Support Client

”

data snapshot

2,865



Appointments
seen

876



Clients seen

FAMILY VIOLENCE



What an unbelievably big year it's been for our Family Violence team, servicing our clients between Primary Care Connect and also through The Orange Door - Goulburn.

I want to commend our team on navigating through what has been a complex and emotionally charged year with gendered based violence becoming a matter of national urgency.

Our community was not immune and our team was saddened when we tragically lost a local woman to this violence.

We quickly sprang into action, and I am so proud of the team for ensuring our Cobram and Moira communities in particular were provided with additional supports through this time, in partnership with our wonderful friends at NCN Health who offered us facilities to operate from.

We have been overwhelmed by the support received from our broader community with our gender violence campaign and we continue to look forward to working with more sporting leagues and clubs in 2025 to roll out our messages.

We know that to stem the tide of violence, we need to focus on challenging mindsets and behaviours of those who use violence and it has been positive to see more people volunteering to come forward for help to stop using violence and intimidation.

HIGHLIGHTS

- Roll out of our gender violence campaign and the support received from our wider community
- Additional supports provided across our catchment, responding to community fear and need

WHAT WE CAN IMPROVE ON

- Working with specific groups in community in the preventative space
- Improve understanding and capacity to respond to sexist attitudes and drivers of Family Violence

OUR FAMILY VIOLENCE PROGRAMS

FAMILY VIOLENCE - VICTIM-SURVIVOR SUPPORTS

- Specialist Case Management (family violence support that assists victim survivors who are experiencing family violence)
- Personal Safety Initiative
- The Orange Door (intensive assistance and support for adults, children and young people experiencing family violence)

PEOPLE WHO USE VIOLENCE CASE MANAGEMENT PROGRAM

- Working with people who use violence to bring about meaningful and lasting change

data snapshot

1,498



Appointments
seen

335



Clients seen

“Thank you so much. You are a blessing of help for my little family. You have helped me so much with the battles I am facing right now. May more workers like you in your field help more victims. Thank you”

HEALTH



It has been another big year for the Health team as we looked to align our focus and goals to the new Strategic Plan. Our team has looked at sourcing opportunities to bring more services to our wider community, particularly for our more vulnerable and rural communities. Our CP@Clinic, ran through our Community Connectors program achieved incredible results and I am so proud of the team for bringing Community Health direct to our communities who need us most. CP@ conducted clinics at places including residential caravan parks, The Salvation Army, Neighbourhood Houses and Community Houses, with 1,330 people being seen. This resulted in more than 500 referrals to PCC and other service providers, enhancing the health and quality of life outcomes for our clients. The Health team continues to seek partnerships and opportunities to bring programs and services directly to individuals and communities who need us most!

HIGHLIGHTS

- Skin check bus and hearing checks to our rural communities - over 800 people supported
- CP@Clinic engaged with 1,330 of our most vulnerable community members, providing 51 health and wellbeing education sessions resulting in 587 additional referrals into PCC and other health and social services providers in the Greater Shepparton region
- Community Cancer Exercise Program - an innovative program linked in with Oncology at Goulburn Valley Health - over

WHAT WE CAN IMPROVE ON

- A multi-disciplinary approach to supporting those who have experienced sexual assault
- Local partnerships to support those in distress, bringing more mental health services to our community
- Expansion of services into the Strathbogie Shire, bringing more services to our wider community than ever before!

OUR HEALTH PROGRAMS

NURSING AND ALLIED HEALTH

- Community health nursing
- Diabetes Education
- Dietetics
- Farmer health
- Health connection gym
- Personal training
- Physiotherapy
- Needle Syringe Program (NSP)
- Women's Sexual Health

HEALTH PROMOTION

- Available to business, industry, schools, tertiary and VET educators
- Focus on healthy lifestyles including active living, health eating and tobacco and vaping cessation
- Community engagement

REFUGEE SUPPORT

- Refugee Health Nursing
- Bi-Cultural Workers
- Health System Navigator

data snapshot

3,373



Appointments
seen

1,002



Clients seen

“ L.I.A (LUNGS IN ACTION) classes are very beneficial to my lung issues and Dea is a wonderful trainer who's classes are run in a very professional manner. She has created a very warm and welcoming atmosphere.

Without L.I.A my health would have deteriorated. ”

Helen Dunstone

2024 PCC Lungs in Action Client

COMMUNITY EVENTS

Attending, supporting and sponsoring local events allows Primary Care Connect to be fully immersed within the communities we operate in - engaging with people and raising the profile of our organisation. We prioritise events that showcase marginalised communities including multicultural, First Nations and LGBTQIA+ specific events, and those events which have a Health focus such as the "Ladies Who Lunch" event. Over the 2023-2024 financial year, we really amped up our inclusion and involvement, and attended:

JULY 2023

- NAIDOC GVFL Fashion Event + Seymour community march

AUGUST 2023

- Wear It Purple event - GOTAFE (pictured - Gambler's Help team member Arkid) (SPONSOR)

SEPTEMBER 2023

- Greater Shepparton Secondary College - Health and Community Services taster event

OCTOBER 2023

- Ladies who Lunch - fundraising event for breast cancer (SPONSOR)

NOVEMBER 2023

- Out in the Open - our region's largest and premier event celebrating LGBTQIA+ (GOLD SPONSOR)

FEBRUARY 2024

- GOTAFE Open Days - Seymour and Shepparton

APRIL 2024

- Converge on the Goulburn - our region's largest cultural diversity event (SPONSOR)
- Love your Sister Cobram fundraiser (GOLD SPONSOR)

MAY/JUNE 2024

- Sorry Day Ceremony - Shepparton (staff pictured below)



HEALTHY COMMUNITIES

Our Health Promotion team (HP team) use place-based and system-based approaches to implement changes in settings to enhance health.

We work to support change within the Social Determinants of Health to enhance the environments where people live, work, play and study, and will promote the wellbeing of future generations.

Available to businesses, industry, schools and tertiary VET educators, we focus on active living, healthy eating and vaping and tobacco cessation with co-benefits of mental health and environmental sustainability.

Take a look at what we have been up to over the 2023/2024 year!



VIOLET TOWN COOKING CLASSES

Our HP team saw an opportunity to run cooking classes in the Violet Town Community House as they had a big kitchen that was underutilised. Our team designed a four session program that focused on quick, cheap, and easy meals, with an element of nutritional education. The program was open to all, but there was a concentration on residents who used the food share program and needed extra support with creating easy and tasty meals from ingredients they would receive in the food share boxes. You might be inclined to think that the only health outcomes of a cooking class are learning how to cook and increasing skills in the kitchen. However, one of the significant outcomes of the program was social connection.

The cooking classes fostered a sense of community as they brought strangers together to not only learn a new skill or try a new cuisine, but a place to chat, share a meal and even make a new friend. While there was only a small group of people that attended the sessions, the impact on individual confidence in the kitchen and connection to each other and the community was profound. The HP team was invited to write an article by the [Women's Health Goulburn Northeast World Localization Day Magazine](#).



“Our Health Promotion team incorporates environmental sustainability at the core of their programs and initiatives.”

Jackie and Lily
PCC Health Promotion team



MICRO-KITCHEN GARDENS WITH LOCAL SCHOOL COMMUNITY HUBS

Our HP team was successful in applying for a Greater Shepparton City Council community matching grant to conduct some micro-kitchen garden workshops. The workshops were one off sessions, where our young, local students learnt how to plant seedlings and look after them to enable growth to become fresh fruit and vegetables! The program had 75 participants over three different workshops. Our HP team worked collaboratively with Community Houses and the Greater Shepparton Lighthouse Foundation to promote the program and provided on the ground support when the workshops were run.

Our HP team looks forward to extending this program to many other schools across our community, supporting them with their own kitchen gardens in schools!

GREATER SHEPPARTON VAPING STRATEGY

The Primary Care Connect Health Promotion team have joined forces with the Goulburn Valley Health Promotion team and the Healthy Communities team at the Greater Shepparton City Council to reduce the number of young people taking up the habit of vaping and direct those who are already addicted to harm prevention and quit services. This included a workshop to support parents in having conversations about vaping with their children and a survey distributed to high school students to understand attitudes and knowledge towards vaping. The Health Promotion team have engaged with Gippsland Health who have run a successful vaping education session program. They will be running a train the trainer session for the collective team to better understand how to run education classes on vaping. Additionally, as a collective the team are also supporting the health teachers at Greater Shepparton Secondary College with vaping as a topic young people face. The students will put together posters that inform audiences of the harms and other issues caused by Vaping. The posters will have the opportunity to be displayed across Greater Shepparton, supporting a youth lead approach to the issue.



OUR GRASS IS GREENER...

The Health Promotion Team cares and tends to the PCC community garden. As part of this includes planting seedlings according to the season, as well as harvesting vegetables and fruits when appropriate. During May they set up a worm farm to increase PCC sustainability, where staff are encouraged to put their fruit and veggie scraps in the farm to feed the worms and boost the production of compost and “worm juice”. So far, the community garden has delivered a wide range of produce for everyone to enjoy, including strawberries, lemons, spring onion, radishes, carrots, lettuce, silverbeet, tomatoes, basil, mint, dill, chives, coriander and rosemary. We’re looking forward the spring and summer months as we wait for the blueberries and passionfruit to grow.

PCC IN THE MEDIA

It has been a massive 12 months for our Media and Communications team, as our marketing needs were prioritised in the newly endorsed Strategic Plan. Our focus has been on raising awareness in our broader communities about PCC, the services we provide and how our community can reach us. We trialled new and exciting advertising initiatives with our partners at Love the GV and McPherson Media, and partnered with several GP bulk billing clinics to run advertising. We contributed to larger conversations with our #ENDOVERDOSE and Family Violence campaigns, and this year produced PCC's very first Program Guide, available in English, Arabic and Swahili.



OUR PERFORMANCE

1,550,479



Website hits generated

29,488



New unique visitors - website

56,500



Social media reach

3,773



Combined social media followers

During the 2023-2024 financial year, we doubled the number of new visitors to our website!

- ### HIGHLIGHTS

 - Developed our first ever comprehensive Program Guide, available in English, Arabic and Swahili. So far, we have distributed over 2000 Program Guides across community!
 - Produced two video advertisements which have been played over 80,000 times!
 - Increased our website hits from 440,000 to over 1.5 million!
 - Launched our #ENDOVERDOSE campaign, attended by approximately 100 people
 - Launched our Family Violence/Gendered Violence campaign across the entire catchment

- ### WHAT WE CAN IMPROVE ON

 - Simplifying and improving our online referral forms
 - Simplifying our website for ease of use
 - Adding translations to our website

Over the 2023/2024 period we developed several heavy hitting campaigns, targeted at issues that impact our region and our community the most.

Two of the campaigns we are most proud of is our **#ENDOVERDOSE** campaign, and our **gendered violence** campaign, both of which were supported by our local media, sporting clubs, politicians and other service providers. We remain incredibly thankful to our wider community for supporting our campaigns and most importantly, allowing some of our most vulnerable community members to feel seen and heard.



Our inaugural **#ENDOVERDOSE** campaign was launched in August 2023, to coincide with International Overdose Awareness Day, which is observed on August 31 each year. Substance use and abuse is one social issue which impacts our communities at a higher than average rate. Recent statistics show that one Australian every four hours is lost to overdose, and that is a toll we want to see reduced. Our **#ENDOVERDOSE** campaign and event was supported by our local media and business, with two businesses donating over 100 padlocks for people to leave a personally engraved message for their loved one lost to overdose. We now have approximately 50 engraved padlocks up on our vertical garden memorial wall with over 100 guests joining us for our first **#ENDOVERDOSE** tribute lunch.

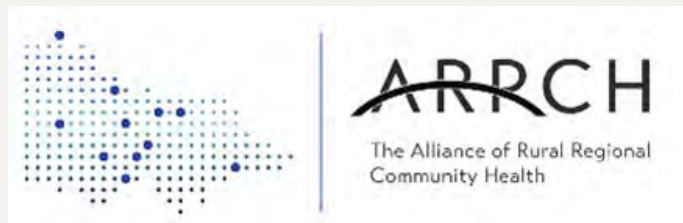


Gendered based violence once again became a matter of national urgency at the start of 2024, with one woman every four days being murdered, often at the hands of a current or former intimate partner. Primary Care Connect and our community were impacted by this when, in April 2024, a local woman was tragically found murdered inside her Cobram home. Within 48 hours multiple teams at Primary Care Connect, along with our partners at NCN Health in Cobram, sprang into action and were able to instate family violence outreach support for the Moira community held at NCN facilities. With support from local businesses and service providers, and in particular our sporting community, our Media and Communications team developed a confronting yet compelling Gendered Based Violence campaign. A special thank you to Stanhope Football Netball Club and to Katy Football Netball Club for taking a stand with us, promoting our posters and support programs and immediately jumping on board to help promote our campaign. PCC stays focused on this issue and with the support of our community look forward to continue to roll out this campaign in late 2024/2025.



INFLUENCE & ADVOCACY

ALLIANCE OF RURAL AND REGIONAL COMMUNITY HEALTH - ARRCH



One of our key partnerships over the past several years has been the inception of **ARRCH, the Alliance of Rural and Regional Community Health**. The alliance brings together all 11 stand alone community health services across the state operating in rural and regional areas.

Over the past 12 months the alliance has:

- **Jointly applied for funding submissions to bring much needed services to rural and regional communities**
- **Created documents proving the success and outcomes of several programs to highlight to government - namely the CP@ program**
- **Held the inaugural ARRCH conference**

The **Inaugural ARRCH Conference** was held on the 5th and 6th October at the scenic RACV Creswick. The theme of the conference was **'Engaging with communities to address health equity, the rural and regional way.'**

The conference had a strong focus on the social determinants of health, and through this lens, presented many successful and innovative health service delivery models, and research that reveals solutions to improve the health of our communities.

The conference was well attended with over 300 guests including government ministers and with keynote guest speakers including Australian journalist Professor Stan Grant, Deputy Secretary for Public Health, Professor Zoe Wainer, and The Hon Mary-Anne Thomas, Minister for Health.

Our very own Executive Manager of Community Services, Broni Paine and Multicultural Community Connector Roland Kalamo presented at the conference, titled **"Strengthening services through community collaboration - co-designing for refugee communities"**.

Our Media and Communications Coordinator was a key lead on the conference working group, with PCC heavily involved in the coordination and management of the event.

Pictured top to bottom:

Photo 1: Executive Manager for PCC Broni Paine, and Roland Kalamo presenting at the Conference.

Photo 2: Ballarat CEO Sean Duffy, Bendigo Community Health CEO Mandy Hutchinson, Guest Speaker Professor Stan Grant, Acting CEO of Sunbury Cobaw Community Health Julie Landy, and Grampians Community Health CEO Greg Little.

Photo 3: Group shot taken at the Conference.



Without advocacy, vulnerable people cannot be heard or given credence...They cannot be supported, protected or defended and their rights will be lost.

Without advocacy, vulnerable people have no power and will be invisible.

Michelle O’Flynn
QLD Advocacy Incorporated

COMMUNITY HEALTH FIRST



In its second year of inception, Community Health First (CHF) has brought together all 24 stand alone and independently managed community health services across the state.

Its aim is to be united as one voice to create opportunities to create a positive dialogue with government, advocating for the sector and encouraging greater investment into community health as we see the proven benefits of investing into preventative health care measures, rather than relying on the acute system which is already under immense pressure.

In November 2023, CHF published and released its 2024/2025 Victorian Budget Submission following two weeks of briefings with Victorian MP’s at Parliament House.

Anna Robinson, Chair of Community Health First said “Community Health First has put forward a Victorian Budget Submission that will reduce demand on Victoria’s hospital system through investing in targeted prevention and early intervention programs delivered right here in our communities.”

While it was always going to be a tight fiscal budget, Community Health First was pleased not to lose funding, but disappointed in the missed opportunity to increase investment into the sector.

Community Health First has continued to renew calls to Government to invest in ensuring all Victorians have access to the quality healthcare they need, when and where they need it.

LOCAL PARTNERSHIPS

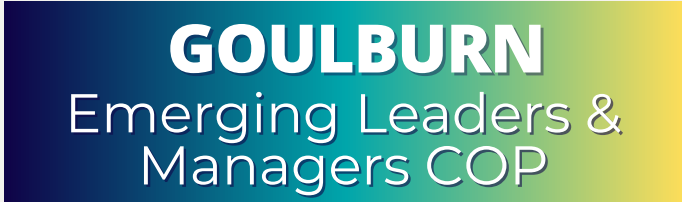
We continue to value our local relationships and partnerships with service providers which allows us to collaborate, increasing resources and our ability to provide services across the full catchment.

Shepparton Community Share



PCC continues to be a founding partner of Shepparton Community Share - an alliance between The Bridge Youth Service, Connect GV, FamilyCare and PCC. It allows us to enhance our service delivery, leveraging off our shared and individual expertise to provide holistic and wrap around care for each of our clients. This alliance has been active since 2016 and continues to be a valuable partnership for our four partner organisations.

Emerging Leaders and Managers CoP



The Goulburn Emerging Leaders and Managers COP is a new initiative, launched in early 2024 by the *Goulburn Local Site Executive Committee*. (LSEC)
The COP brings together emerging leaders from each of the LSEC’s partner organisations, aiming to increase our knowledge of each other, ultimately improving the services we provide and the outcomes that can be achieved for each of our shared clients. PCC has five emerging leaders participating in this leadership COP.

THE ORANGE DOOR



Family Safety Victoria led the statewide rollout of The Orange Door network, with The Orange Door Shepparton officially opening in 2021.

The Orange Door network aims to be accessible, safe and welcoming, providing quick and simple access to support for:

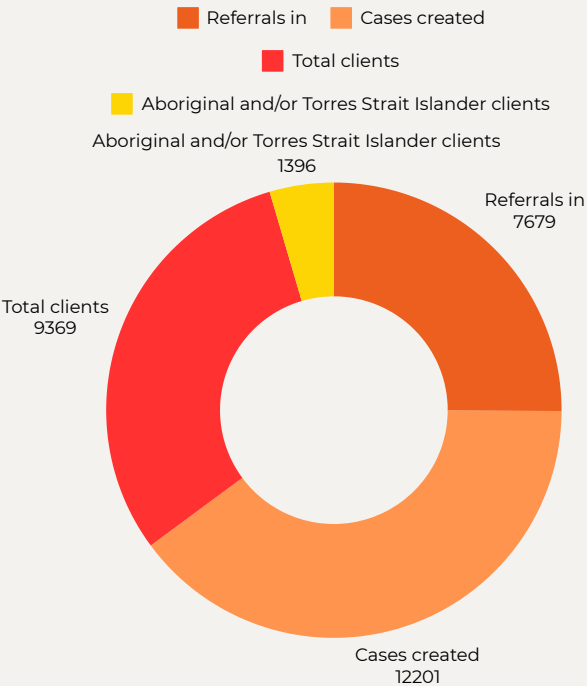
- adults, children and young people who are experiencing family violence
- families who need support with the care and wellbeing of children and young people
- perpetrators of family violence.

It brings services together as a partnership so that individuals and families don't have to go to multiple services or to retell their story multiple times to have their needs met. In Shepparton, The Orange Door partnership exists between Primary Care Connect, Nexus, FamilyCare and Rumbalara. PCC continues to be a key partner in delivering services for The Orange Door - Goulburn. The Orange Door (TOD) acts as a central intake point for women and families needing to access support. The facility has been carefully considered with lots of bright, open and secure spaces for women and children to come and seek support.



OUR PERFORMANCE - 2023/2024

Referrals in	Cases created	Total clients	Aboriginal &/or Torres Strait Islander clients
7,679	12,201	9,369	14.9%



SPONSORSHIP PROGRAM

Our sponsorship program supports groups and individuals in the community. Our aim is to increase participation and to eliminate exclusion due to costs.

Our sponsorship program assists in improving the physical and mental health, education and/or social connections of our community.

In the 2023 - 2024 year, we:



invested \$20,000 into Community Sponsorships



supported FOUR families/individuals



supported SEVEN groups/community events

Groups and Community Events supported:

Black Eagles Basketball Club - Love Your Sister
- Murchison Cricket Club - Pasifika Festival -
Shepparton City Soccer Club - Yoruba Association - Jets Gymnastics Squad

This year one of our sponsorships went to the Armstrong family. The Armstrong's have two very gifted children - Ellie and Tanner, both of whom were selected for the Murray Bushrangers program. Below is a testimonial from the family about how our sponsorship supported the family, and how it allowed both Tanner and Ellie to achieve their dreams.

“On behalf of my wife Dani, and children Ellie and Tanner, I would like to express how thankful we are of the sponsorship you provided this year. The support you provided Ellie and Tanner by way of fuel vouchers made a huge difference, and enabled us to attend every training session and all games.

This year Ellie was selected to compete in the Vic Country diversity game, where she sustained a broken finger. She was still able to travel over to Wangaratta to train with the Murray Bushrangers each week, and played the last two games of the season. Tanner not only earned selection into the U16 Murray Bushrangers program, due to his solid performances he was given the opportunity to trial for the U16 VicCountry squad. Tanner was awarded a position in the final squad that competed in the National AFL U16 Championships on the Gold Coast and was awarded the Most Valuable Player.

As a result of his outstanding performance, Tanner has also been named for the U16 All Australian squad for 2024.

Thank you for supporting us!



Brad, Dani, Ellie and Tanner
The Armstrong family



FINANCIAL



REVIEW

