



**Hobart  
City  
Mission**  
Caring since 1852

Annual Report 2017





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# About Us

**Hobart City Mission (HCM) has been serving the people of Southern Tasmania for 165 years. This has only been made possible through the generosity of our supporters and volunteers.**

Established in 1852, HCM was the first City Mission in Australia and is the third oldest Mission in the world. HCM offers assistance to those who need it most in the Southern Tasmanian community by providing emotional, physical and financial support and guidance. We pride ourselves on developing innovative programs and services that empower people and enable them to participate in community life with a sense of dignity, purpose and self-reliance.

## Our Vision

Creating compassionate, resilient and connected local communities.

## Our Mission

Guided by Christian values, Hobart City Mission brings together people who give and people in need, through the provision of client focused, holistic and innovative services.

## Our Values



**Honesty**



**Innovation**



**Respect**



**Teamwork**



**Passion**



# Message from the President

This Annual Report showcases another successful year's activities for the Hobart City Mission.

**On behalf of my fellow Board Members, I would like to thank the dedication and support of the staff, volunteers and generous donors, whose combined efforts have touched the lives of so many in our local community.**

Our innovative and successful Small Steps supported accommodation program in New Town has now been complemented by the establishment of the DIY Dads program in Moonah. Both of these initiatives are true partnerships where we have been able to self-fund (through philanthropic support) the ongoing operational costs to leverage the Government and private benefactor support that assisted us in providing the bricks and mortar.

We also launched our re-branded City Mission Op-Shops with the opening of an exciting new larger store at Sorell.

As well as the much appreciated ongoing support from generous donors in our community, large & small, private and corporate – we have this year been the recipients of two very significant and unexpected donations. One has been applied to repaying some of the loan taken out when we purchased the property to establish Small Steps, and the other will enable us to plan and embark on some new endeavours to continue our Mission of identifying and meeting unmet need in our community.

I commend this record of the past year's activities to readers and look forward to your continuing support as we enter our 166th year of service to the community of Southern Tasmania.



**Barry Neilsen**  
President of the Board



“ Hobart City Mission has had the privilege of serving the people of Southern Tasmania for 165 years.

# Message from the CEO

It has been another exciting year at Hobart City Mission as we continue to serve those who are most vulnerable in our community. After three years of operating Small Steps we identified a desperate need for a similar service for single fathers. The result was the launch of our DIY Dad's Program in April 2017.

It is now two years since we finalised our Strategic Plan and we have been working to deliver that strategy in all areas of the organisation. This has been a valuable process and we are now very clear as to where we are taking the various branches of the organisation. That focus is evident in the performance in all areas of Hobart City Mission.

In line with our Strategic Goals we relocated our Sorell Op Shop to bigger, better premises, and redesigned and launched our logo and brand, to name just a few milestones.

**I heard the comment recently that our staff are always smiling. Similar comments are made about the volunteers in our Op Shops. In a work environment that has us**

**trying to help the most vulnerable in our community, I think it is fantastic that everyone comes to work with a positive attitude to the part they play in changing people's lives for the better.**

I would like to thank the Board for their support, and the trust they have shown in the management group to take Hobart City Mission to bigger and brighter things.

**I would like to personally thank all staff for their commitment to their respective roles, and for changing the lives of Hobart's disadvantaged for the better.**

I would also like to thank our donors, volunteers and partners for their generous support. Hobart City Mission has had the privilege of serving the people of Southern Tasmania for 165 years, every single one of those years has seen lives changed as a direct result of this support.



**John Stubley**  
CEO – August 2017

# Strategic Plan Update

We are now two years into our five year Strategic Plan and through the hard work and dedication of our staff and volunteers, progress towards achieving our strategic goals is advancing well. Our strategic goals are:



### NICHE SERVICES

“Identify relevant gaps in service and develop innovative programs creating sustainable change in the community.”



### COMMUNICATIONS

“Integrated and informed communications creating understanding, support and community connectedness around the Mission and its work.”



### SOCIAL ENTERPRISE

“Establish innovative social enterprises that contribute to achieving our Vision and Mission.”



### PARTNERSHIPS

“Become a partner of choice by forming effective sustainable relationships with stakeholders of similar values and passion.”



### COMMUNITY DEVELOPMENT

“Work with communities to enhance their capacity to care for each other and to cope with adversity.”



### PHILANTHROPY

“In partnership with those that give, Hobart City Mission has the financial freedom to provide real and innovative solutions to those in need.”



### GOVERNANCE

“Governance structures that lead to best practice systems, policies and procedures. This is underpinned by a commitment to continuous improvement through Quality Improvement Council accreditation.”



### INFORMATION COMMUNICATION TECHNOLOGY (ICT)

“Identify relevant gaps in service and develop innovative programs creating sustainable change in the community.”



### WORKFORCE DEVELOPMENT

“All staff and volunteers (workers) are supported and encouraged to achieve their professional goals, and are provided with the resources to build specific skills, attributes and capabilities required to be successful in their positions.”

# Highlights of Strategic Plan Progress

The location of all our **Op Shops** has been under review to ensure they are in optimum positions. One result of this has been the relocation of the **Sorell Op Shop** to a larger site in Sorell. The turnover of this shop has increased following the move. We have also expanded the Partridge Nest store on the corner of Barrack and Goulburn Streets to include the under-utilised space next door in Barrack Street, effectively more than doubling the floor area of the store.

Our philanthropic income continues to grow. We were very fortunate this year to have received a significant bequest from the estate of Mr Donald Taylor. In line with Mr Taylor’s wishes these funds will be used to **support aged and homeless men**, and will enable HCM to ensure that some of the most vulnerable in our community are cared for.

We have continued to develop our relationship with the **Southern Midlands Council**. We were successful in a grant application to fund a **School Holiday program** for kids in the Southern Midlands area, in partnership with the Southern Midlands Council.

Development and opening of our **DIY Dads program**. This program has met a significant gap in service to single dads and is the only program of its kind in Tasmania.

A gap in service has been identified in the area of **support for young people** experiencing issues with alcohol and other drugs. We have formed a consortium with other like-minded non-government organisations and are working on a solution to meet this need.

A review has been conducted of all our **IT systems** and the identified efficiencies have been implemented.



# Highlights of the Year



## DIY Dads Launch

We proudly launched our new program, DIY Dads in April 2017 for dads and their children. This was a momentous occasion for many people at HCM who have seen this program develop.



## Great Southern Pram Push 2017

In March 2017, we held our annual fundraising event for Small Steps, the Great Southern Pram Push. We had record numbers attending the event, with attendees commenting that it was a great day out for the whole family. Thank you to all our participants, volunteers, sponsors and donors. We hope to see you at the 2018 event.

## Eastlands Donation Drive

During May and June, Eastlands had a collection drive for our Winter Appeal. Shoppers who donated were kindly rewarded by Eastlands with a \$10 Centre gift card. Over the two months, approximately 840kg of quality items were donated.



## Opening of a NEW Sorell Store

In April, our Sorell Op Shop moved to a bigger and brighter store. We celebrated the move and the launch of the new City Mission Op Shop logo with a community party.



## Christmas Assistance Program

We held our annual Christmas Assistance Program in December 2016. This program provides presents to qualifying customers who show hardship at this stressful time of the year. It was another successful year thanks to the generous donations from the community and the volunteers who helped provide 615 children with presents.



# Highlights of the Year

## PlusTwo

As part of our Winter Appeal, HCM launched a new campaign PlusTwo. Nine restaurants around Hobart added a voluntary \$2 donation to every bill during the month of May, raising a total \$3,635.90.



## Share the Dignity

We were the lucky recipients of over 160 'It's in the Bag' handbags from Share the Dignity. These bags are filled with essential toiletry and sanitary items for women. They have been distributed at our Christmas Assistance Distribution and through our Emergency Assistance offices.



“ She was a very quiet client, but when I handed her the handbag she started crying. She didn't expect to receive something for herself.

- Lorraine, HCM Hobart Reception

# A New Logo...

**Hobart City Mission (HCM) has been providing vital services to the people of Southern Tasmania since 1852. It could therefore be assumed that HCM would be well recognised by the public. However, this was not the case when HCM undertook market research mid-2016 as it was found 46% of people surveyed did not recognise the HCM logo.**

To address this issue we partnered with Hobart based graphic designer Zane Pinner, from Studio Luck Dragon to develop a new logo and brand that better reflects Hobart City Mission and its services.

**The final product focuses on Hobart's largest icon, kunanyi (Mount Wellington) as a sign that symbolises the solid and embedded nature HCM has in the Hobart landscape and community. The Star of Bethlehem acknowledges HCM's history as an organisation founded on Christian values, and as a guiding light of hope and assistance.**

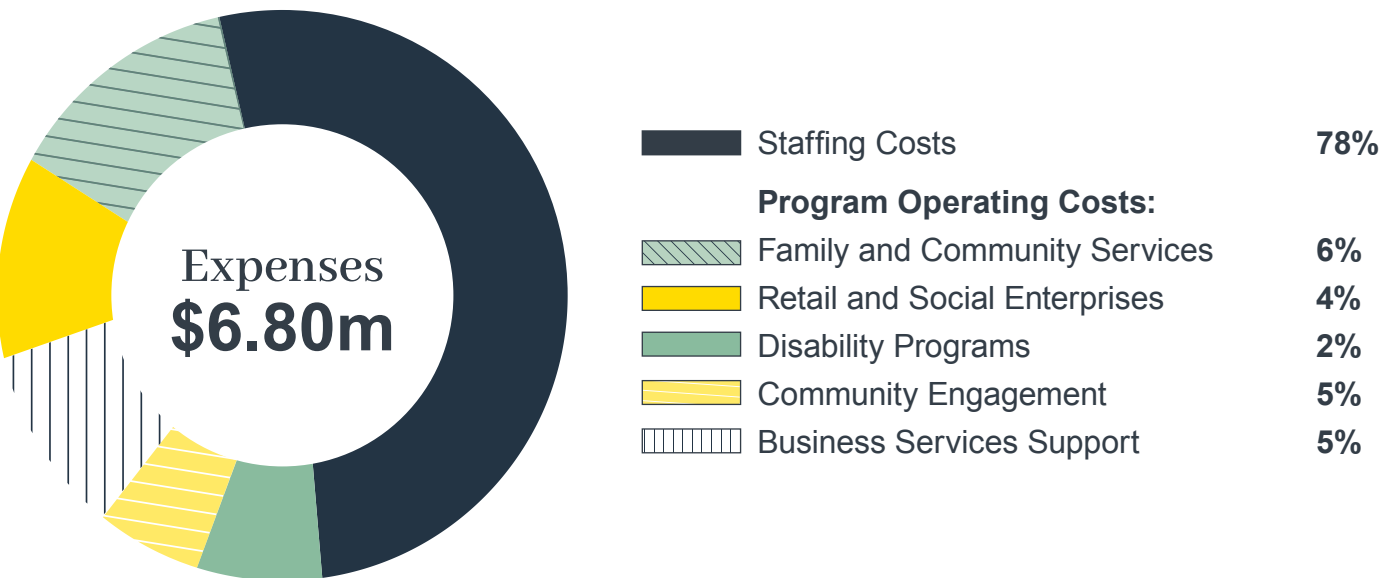
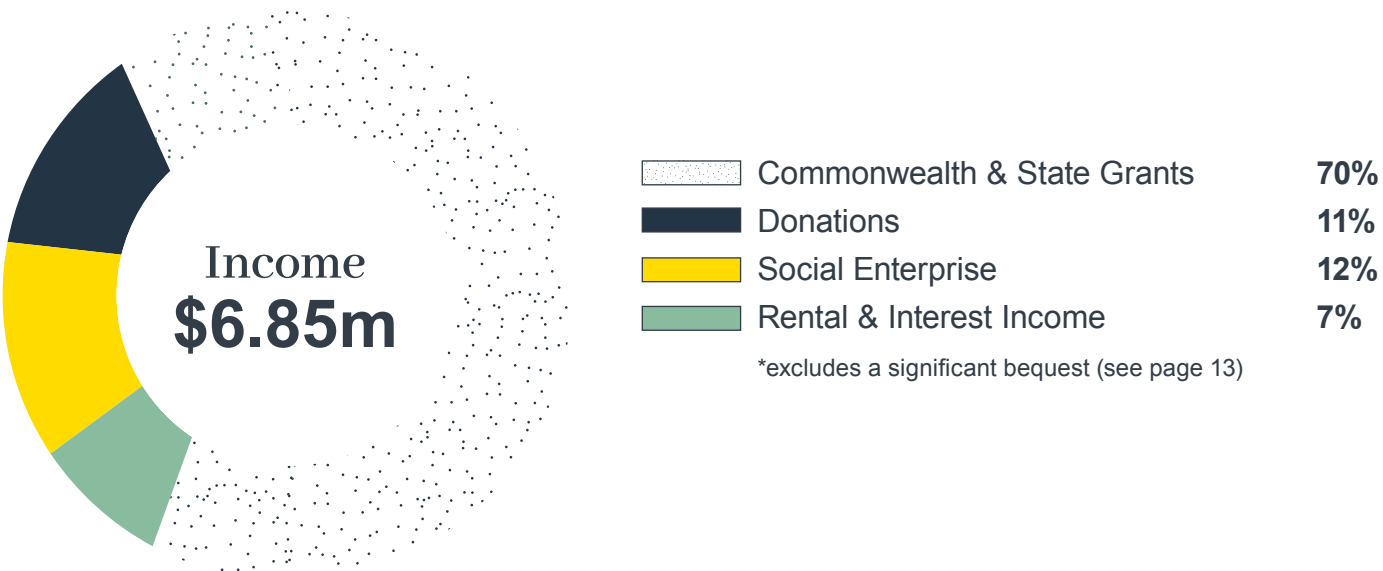
Hobart City Mission's Op Shops have also received a facelift to fit with HCM's new look, but to also strengthen its own brand as part of the retail industry. The stores are now referred to as City Mission Op Shops.



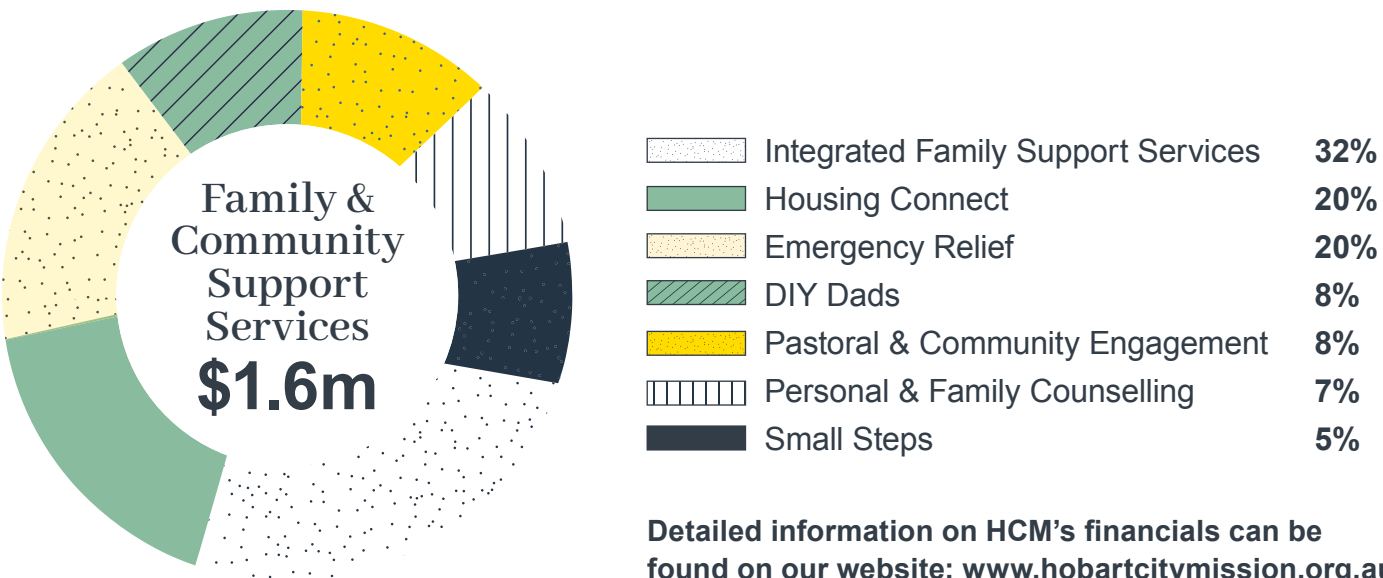
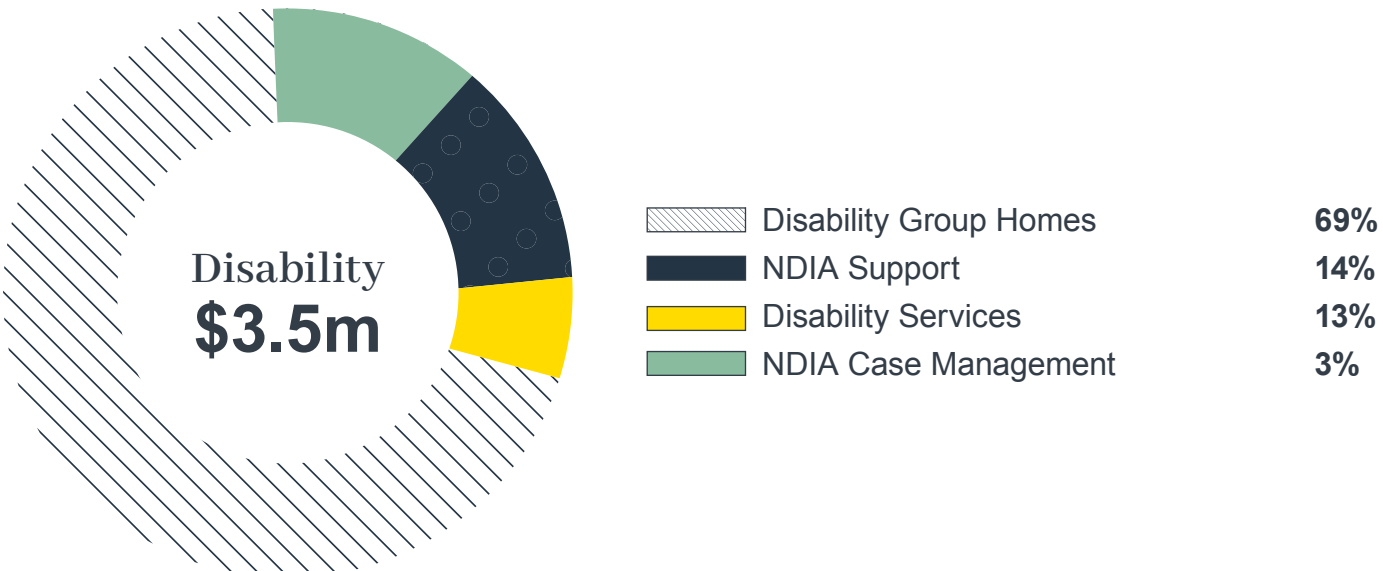
When we rebranded the shops, we decided to continue to refer to them as Op Shops, despite some suggestions that we should move away from the Op Shop concept, at it represented “second-hand”, “worn out” and “used” products. Instead we decided to embrace Op Shop name as we believe it is an opportunity to buy items at a lower cost (especially for those who are struggling in our community), that are in fact in good condition, and a way of recycling “pre-loved” clothing. It is also synonymous with helping a charity fund its community service programs!

The new logos were launched in February 2017 and were well received by staff, volunteers, Board Members, donors, community members and stakeholders.

# Our Year in a Snapshot



# Income Distribution by Service Delivery



Detailed information on HCM’s financials can be found on our website: [www.hobartcitymission.org.au](http://www.hobartcitymission.org.au)

# An Unexpected Gift

We were honoured to be named as one of the beneficiaries to the Estate of the late Mr Donald Taylor. **Sadly we don't know much about Mr Taylor but we are deeply grateful for his unexpected generosity.**

Of the small amount of information we do have about Mr Taylor we know he was born and lived in Hobart for most of his life and spent the latter part of his life caring for his late sister. We are told that Mr Taylor's last remaining family was his cat Crunchy.

Included in his estate was Mr Taylor's family home, which contained some interesting and historic items. These items included many pieces of army memorabilia and Mr Taylor's Hutchins School blazer and year books from the '60s, which have been since donated to the school.

Mr Taylor's estate represented a lifetime of frugality which will live on to benefit a great number of aged and homeless men; the cause of benefit as directed by Mr Taylor in his will.

The HCM Board, CEO and Senior Management Team are currently considering a strategy for the most advantageous use of the estimated \$5.5m proceeds of this estate in accordance with Mr Taylor's wishes.

We look forward to outlining the benefits that these funds will deliver in next year's annual report.



# Quality Assurance

Hobart City Mission is committed to quality service delivery and continuous improvement. This year we underwent our third cycle of Quality Accreditation with the Quality Improvement Council (QIC) Australia, under the Health and Community Services standards. The outcome of this assessment was our re-accreditation with QIC.

We are proud to report that we were assessed as having met all the Quality Standards and have exceeded the standard in the categories of Community and Professional Capacity Building.

The assessors were particularly impressed with the establishment of the Niche Team, who brainstorm and develop innovative ideas to address identified and relevant gaps in service delivery.

They were also impressed by the high level of staff commitment to client outcomes, our collaborative approach internally and externally, and the organisational culture of positive and supportive teamwork across all levels and roles in the organisation.

“ Quality is embedded throughout the organisation with systems well documented, understood and evaluated.

- QA Assessor

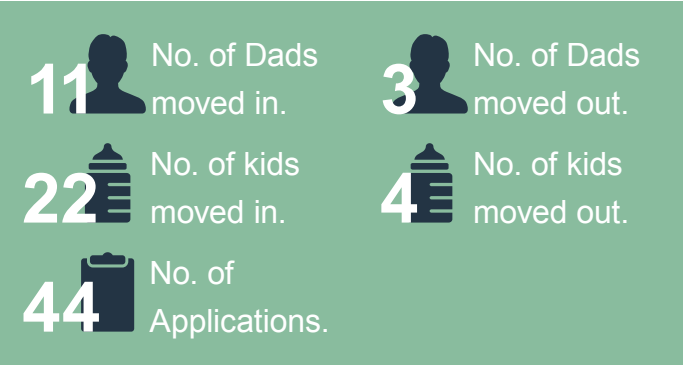




# Our Services

## DIY Dads

In 2016/17:



In April 2017, we officially launched our innovative program, DIY Dads, providing accommodation and support to single dads and their children. The program was the result of Hobart City Mission (HCM) identifying a service gap for single dads who do not have stable accommodation. The State Government also identified this gap and supported HCM to develop the program by purchasing the building necessary for the program, however it receives no on-going government funding. The facilities include 8 self-contained units and a common area and playground.

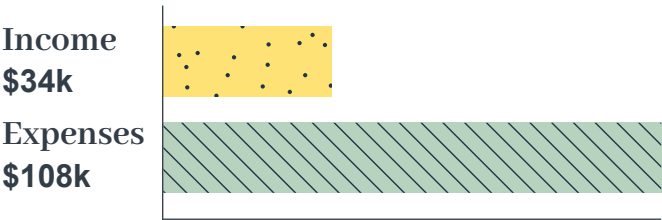
**The launch of the program was well received by the community and media, with national news coverage resulting in letters of congratulations sent from around the country.** So far, we have received an overwhelming 44 applications for the program,

and continuously have a waiting list for vacated units. This support has confirmed to us the real need and support for a service for dads and their children.

We have also had an overwhelming support from the community from fathers who have previously been in similar positions wanting to help out where they can, and other community members who have generously donated craft supplies, toys and educational items to help fill the common area for the use of the children.

**Within its short operating period, already the program has seen 11 dads, and 22 kids through its doors, with 3 dads and 4 kids already transitioned into independent accommodation.**

We would like to thank all the staff, local businesses, State Government and community for their support, dedication and commitment to help fill this gap, and help those dads and children who have previously been without such support.



**When Tony\* first tried to get support to help him care for his children as a single dad, he found it difficult to find any, let alone any support specifically targeted towards assisting single dads.**

Eight years on, it is a different story. Tony had moved to Queensland a few years ago but decided that he needed to relocate back to Hobart with his children as he found himself in a bad relationship, where he and the children were in an unsuitable environment. When he first arrived back in Hobart, Tony found the same issue of no support for single dads – then he discovered DIY Dads.

After living with his mum for a small period of time in Hobart, he and his 3 youngest kids were referred to the DIY Dads program. After applying, he was able to get his own apartment at the program for his family.

“We were living in a two bedroom house, with six people. It was just not right” admits Tony, “I felt awkward, because I didn’t want to interrupt my mum when the kids were loud.”

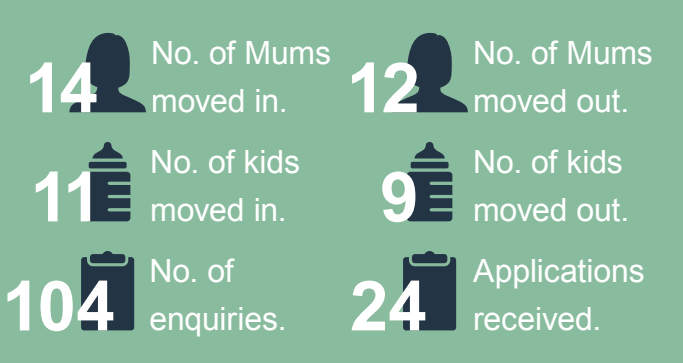
Tony has been living at DIY Dads for over 4 weeks now, and has settled in nicely. After many years of having the kids in and out of his custody, he now has the support that he believes will help him create a stable and positive future for himself and his kids.

\*name has been changed for privacy

# Our Services

## Small Steps

In 2016/17:



The 2016/17 financial year brought 14 new young mums and 11 kids through the doors at Small Steps. These young mums and their children received secure accommodation and around the clock support by our wonderful team of staff and volunteers.

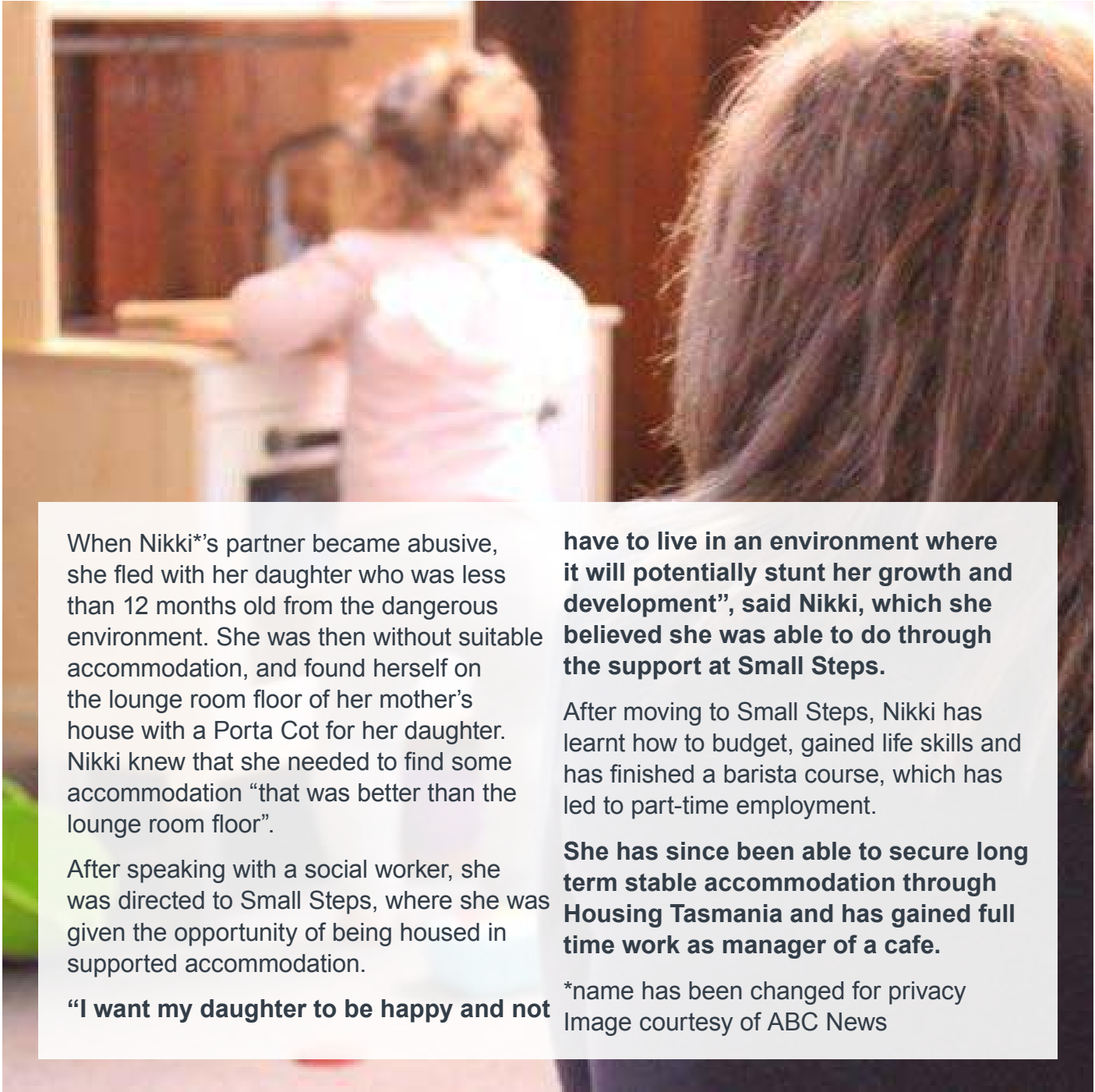
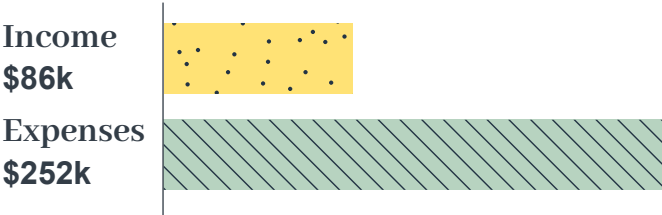
**A range of courses, workshops and support groups provided opportunities for the young mums to develop life and parenting skills in preparation of living independently in the community. 9 kids and 12 mums transitioned out of Small Steps into independent living in the community during the 12 months, with many going on to gain secure employment or completing their studies.**

We also celebrated Small Steps’ 3rd birthday – a great achievement for a program that receives

no on-going government funding. It is without a doubt that this program provides a necessary and vital service for vulnerable young mums in the Southern Tasmanian community. Evidently, the demand is still strong with over 100 enquiries and 24 applications received in the last 12 months.

**Without the support of the community through donations and volunteering Small Steps would not be able to keep the doors open.** Such support includes the C3 Church, who generously spent a weekend in October installing a new cubby house and vegetable garden for the young mums and kids, which was kindly donated by Bunnings Warehouse and Torenus Timber Mill.

Our major fundraising event for Small Steps, the Great Southern Pram Push was a great success in March 2017, with nearly 200 people attending throughout the day. The support received through this event by participants and local businesses was overwhelming.



When Nikki’s partner became abusive, she fled with her daughter who was less than 12 months old from the dangerous environment. She was then without suitable accommodation, and found herself on the lounge room floor of her mother’s house with a Porta Cot for her daughter. Nikki knew that she needed to find some accommodation “that was better than the lounge room floor”.

After speaking with a social worker, she was directed to Small Steps, where she was given the opportunity of being housed in supported accommodation.

**“I want my daughter to be happy and not**

**have to live in an environment where it will potentially stunt her growth and development”, said Nikki, which she believed she was able to do through the support at Small Steps.**

After moving to Small Steps, Nikki has learnt how to budget, gained life skills and has finished a barista course, which has led to part-time employment.

**She has since been able to secure long term stable accommodation through Housing Tasmania and has gained full time work as manager of a cafe.**

\*name has been changed for privacy  
Image courtesy of ABC News



Our Services

# Emergency Assistance

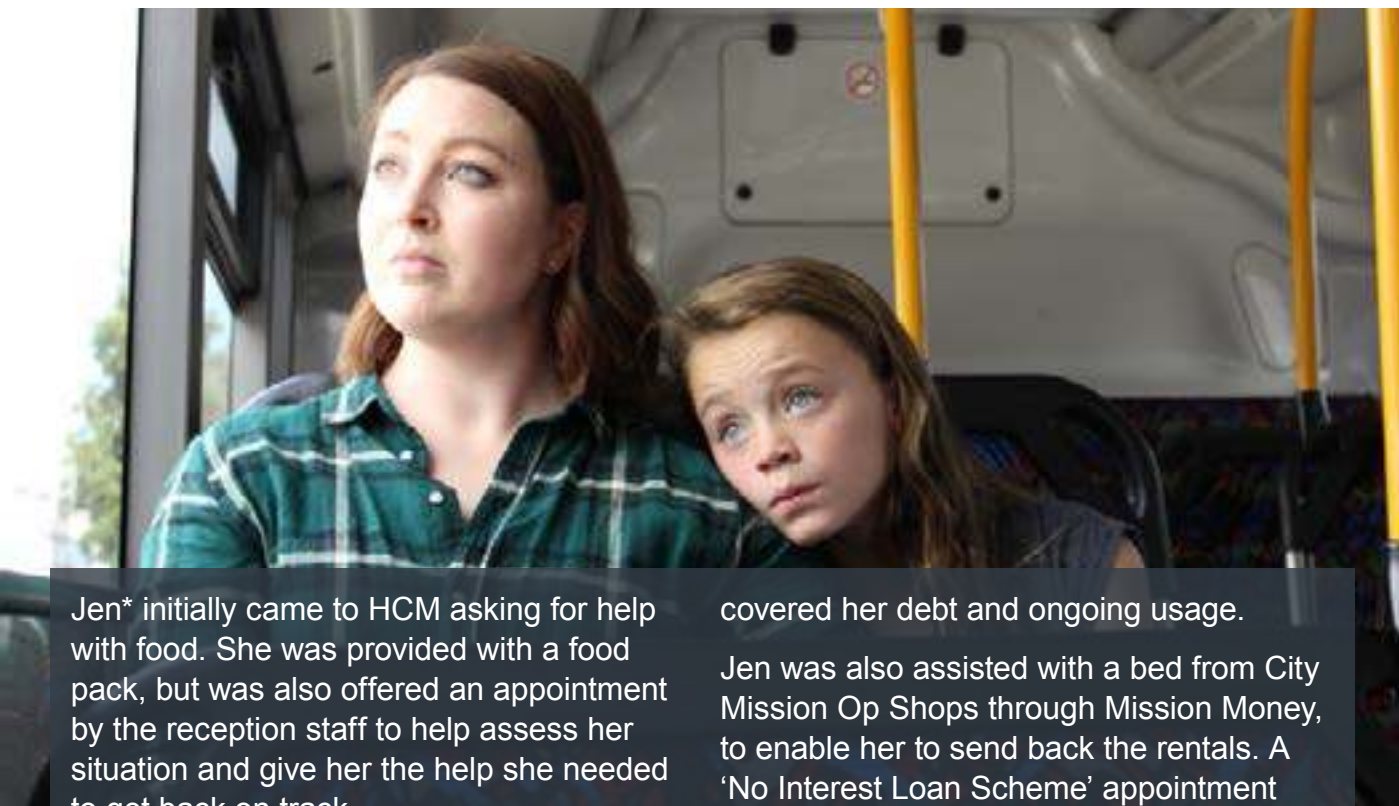
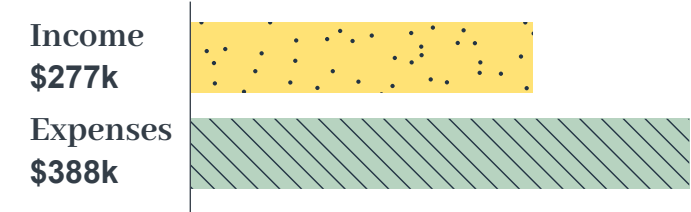
Hobart City Mission (HCM) has provided emergency assistance from our beginning in 1852.

**165 years later and it is still one of our core operations. These days the government provides funds for the program to assist in alleviating immediate crisis. However, we now not only help the immediate needs with handouts, but also try to give a hand up by identifying the underlying reasons for hardship and homelessness, to break the cycle.**

This process includes assessments by appointment. Assistance can include food packages, or vouchers for food, clothing, electricity, gas and Telstra. We also provide assistance and advice in negotiating payment plans, budgeting and advocacy. Food packages are provided without appointment to those who are not able to book in.

**Our approach of having assessment appointments with qualified staff is unique to Hobart City Mission and is only made possible through the generous support of our donors.**

In 2016/17:



Jen\* initially came to HCM asking for help with food. She was provided with a food pack, but was also offered an appointment by the reception staff to help assess her situation and give her the help she needed to get back on track.

**Jen had never had to ask for help from a charity before, but after losing her job she was dealing with a number of new stresses and problems she had never come across before. She had an overdue power bill, overdue rental fees for beds and whitegoods, and no food for herself or her two young children.**

During the appointment she was assisted with food vouchers and a hardship payment to help with the power bill. A payment plan was also arranged for 12 months, which removed the threat of disconnection, and

covered her debt and ongoing usage.

Jen was also assisted with a bed from City Mission Op Shops through Mission Money, to enable her to send back the rentals. A ‘No Interest Loan Scheme’ appointment was also set up, which enabled her to return and replace the whitegoods.

This assistance meant she was now paying less than 16% of what she was paying with the rentals.

**‘I’ve now been able to manage my budget sustainably and the future is looking brighter’ says Jen, ‘I can’t thank Hobart City Mission and the staff enough for helping me when I needed it most.’**

\*model used and name has been changed for privacy

## Our Services

# Housing Connect

In 2016/17:

193  Clients assisted.

Hobart City Mission (HCM) has a strong passion for addressing homelessness within our community. Our Housing Connect team strive to get the best outcome for clients who need support to overcome the constraining barriers of homelessness. The Housing Connect team have worked very hard during the last 12 months to develop strong connections with other organisations within the community, to work holistically for the client. HCM have had a lot of successful outcomes in the past year, with 193 clients being provided with housing support.

**We take pride in working to assist clients to achieve the best outcome for them. Our support ensures that they are able to move forward with their lives with pride, and the appropriate knowledge to prevent homelessness within the future.**

“ In Tasmania,  
approximately 150  
people sleep rough on  
the streets each year.





## Our Services

# Disability Services

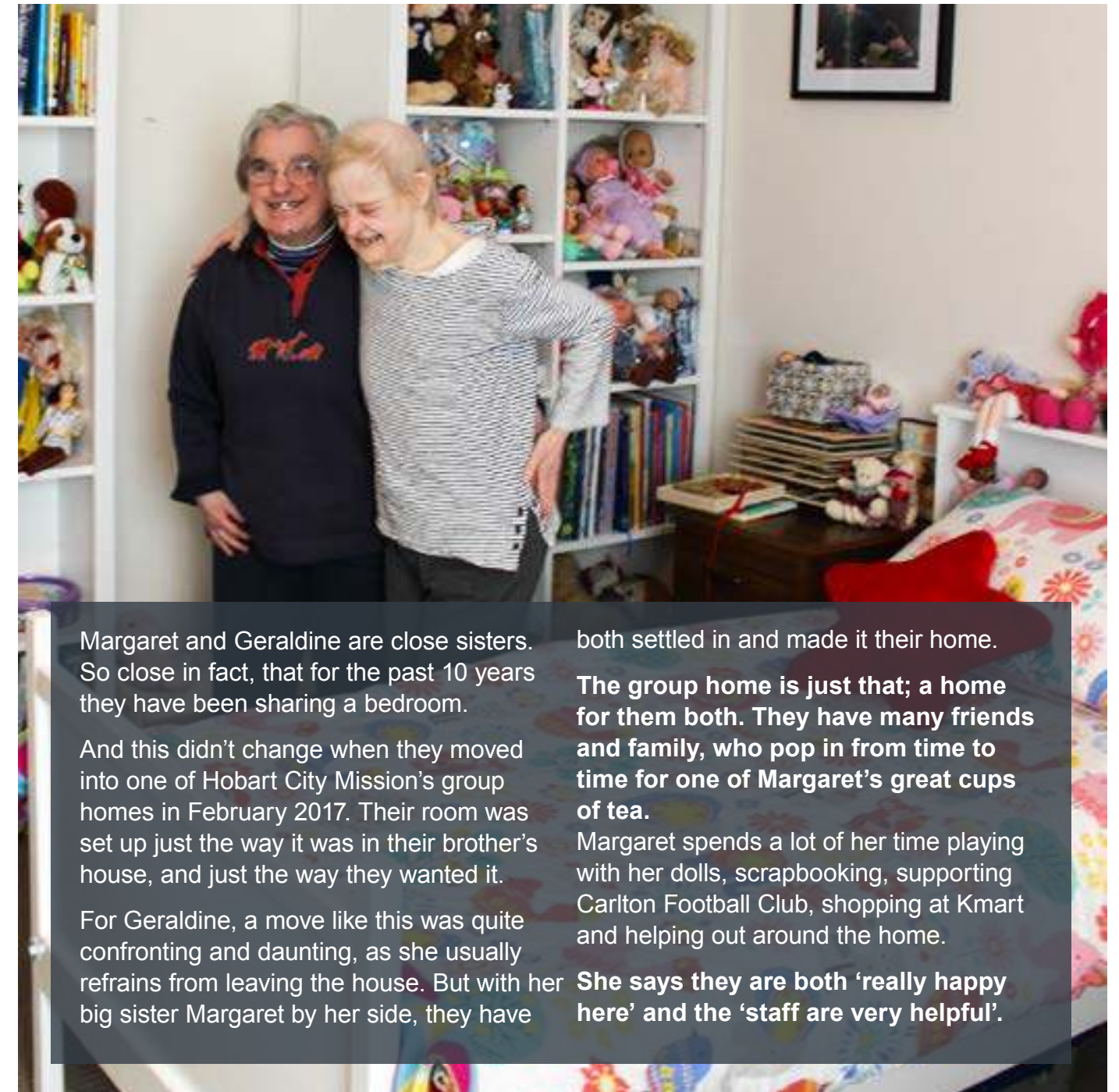
“ She says they are both ‘really happy here’ and the ‘staff are very helpful’.

**Hobart City Mission (HCM)’s Disability Services cover a wide range of support for those living with a disability. This includes supported accommodation, life skills, in home support, daily living, social skills, case plan support and coordination, and community participation.**

As an accredited provider, HCM has been transitioning services and clients to the National Disability Insurance Scheme (NDIS) as the scheme rolls out. This includes the age group of 25-28 years who were transitioned into the NDIS system throughout Tasmania in January 2017.

**During the 2016/17 financial year, HCM assisted approximately 45 individuals with working towards their goals through the NDIS.**

We have begun preparing for the next 12 months, where we will see the rolling over of our four group homes to the NDIS. This transition will be something new for all concerned. The residents, staff and families will adapt to individual contracts, instead of the block funding that is currently being used.



Margaret and Geraldine are close sisters. So close in fact, that for the past 10 years they have been sharing a bedroom.

And this didn't change when they moved into one of Hobart City Mission's group homes in February 2017. Their room was set up just the way it was in their brother's house, and just the way they wanted it.

For Geraldine, a move like this was quite confronting and daunting, as she usually refrains from leaving the house. But with her big sister Margaret by her side, they have

both settled in and made it their home.

**The group home is just that; a home for them both. They have many friends and family, who pop in from time to time for one of Margaret's great cups of tea.**

Margaret spends a lot of her time playing with her dolls, scrapbooking, supporting Carlton Football Club, shopping at Kmart and helping out around the home.

**She says they are both 'really happy here' and the 'staff are very helpful'.**

Our Services

# Chaplaincy

Hobart City Mission (HCM)'s School Chaplaincy Program is there to provide support to help the emotional wellbeing of students. HCM's chaplains provide emotional support to students through one-on-one meetings, group sessions or during school trips and excursions. By being there when the child needs them most, HCM's chaplains create a friendly connection within the school community.

HCM has continued the Chaplaincy Program in the past year at Kingston Primary, Moonah Primary, Rosetta Primary, Oatlands District High School and Campania District High School.

**A highlight of the 2016/17 financial year for the School Chaplaincy Program was the 'Fuel up at Lunch' Program which was delivered at the Oatlands School. This program ran weekly and was facilitated by a volunteer parent. Meals and support were**

**provided to vulnerable students in a formal sit down meal style.**

**The aim of the program was to provide nutritional meals, whilst also fostering social inclusion. Students also learnt social skills such as appropriate conversation at the table and table manners, whilst also learning the skills and having the responsibility of setting the table and cleaning the dishes.** The meals were provided through HCM's PerMission to Eat Café, and was funded by a grant from Communities for Children.



“ We always have yummy food. – ‘Fuel Up for Lunch’ 6 year old student

“ The students are always polite and now I get lots of thank you’s. I enjoy their company, we have become very close. - Mary Lou ‘Fuel Up for Lunch’ (Volunteer Facilitator)

“ The best thing is getting to see friends. – ‘Fuel Up for Lunch’ 10 year old student



Our Services




# Prison Chaplaincy Program

**Hobart City Mission (HCM)’s Prison Chaplaincy Program provides pastoral care and support for inmates at the Hobart Reception Prison. This support works towards creating a connection for the inmates, and to provide support that can help the individual transition and participate in the community after their release.**

The 2016/17 financial year saw a restructure by the Hobart Reception Prison, reverting to the traditional fast turnover system. HCM responded by condensing the Life Skills Program to multiple sessions per week for a few weeks, to help suit the short-term structure.

**HCM’s Prison Chaplaincy Program is funded through the generosity of the donors.**

In 2016/17:

- 113**  Individual prisoners visited.
- 40**  Have been repeatedly visited while others have moved on.
- 25**  Have received practical assistance.



# Our Services

## Family Support

In 2016/17:

108



Families Assisted.

During the 2016/17 financial year, HCM received recognition from the Tasmanian Police for their support and professionalism in the community through the Integrated Family Support Services (IFSS). This service provides outreach family support to assist vulnerable children, young people and families.

A highlight of the year has been the development of a research plan by the IFSS team to collect anonymous data from interactions with clients. The aim of the

research is to recognise patterns and themes of the types of support and processes that are working for our families, and to identify the areas in which we need to strengthen our practice. This research has been well received by staff and clients, and data is accumulating fast for the final analysis.

The IFSS team has also undergone some staff changes in the last year, with two new members joining the team and a team leadership restructure.

“ Henry\* is doing so well and has made such gains with a lot of work at home, supportive teachers and gym coaches, along with Hobart City Mission IFSS support to us as a family. I hope that we can work together to continue to close the gap for him socially and emotionally between him and his peers.

\*name changed for privacy





Our Services

# Personal and Family Counselling

In 2016/17:

42! Clients Assisted.

The past year has brought many changes to the Personal and Family Counselling program at Hobart City Mission (HCM). Lyn Buckley has begun filling David Lewis' shoes after his retirement. Lyn has taken a full time role providing this service five days a week, between our Hobart and Moonah offices. This is an expansion on the previous provision of two days a week at Moonah. This move means that we are able to help more families, partners, young adults and children cope with their struggles in life.

**The 2016/17 financial year saw 42 individuals receive support through this program, which we are excited to see increase with the new availability.**

HCM's Personal and Family Counselling program aims to empower, develop capacity and strengthen resilience for today's complex

“When I come to counselling, I am able to unload my problems, and I can leave feeling refreshed again.”

environment. The free program is available to any adult or child who is having difficulties with relationships, anxiety, depression or just needing someone to talk to.

**If you need to speak to someone, please call 6215 4200 to book a free appointment.**



# Farewell David Lewis

**After 20 years of passionate service, our counsellor David Lewis is retiring. David's time at Hobart City Mission's (HCM) started in 1997.** As he was nearing the end of his University studies, David decided to work in the not for profit sector for a two year period in order to gain some experience whilst helping the community. Consequently David began working in HCM's Emergency Relief program. Two years came and went and now, 20 years on, it is clear that HCM became a much bigger part of David's life than he originally planned.

David recalls the Emergency Relief program at that time being provided through a small store, where fresh produce and food were provided. David began to dig deeper into the stories of the individuals who came in for help, to try to understand the underlying issues that were contributing to them finding themselves in a crisis situation.

This influenced the transformation of HCM's Emergency Relief program to provide further assistance beyond the immediate presenting needs. HCM moved to a model of support where staff would try to unravel why people

were presenting in crisis situations. Through provision of booked interviews, suitably qualified staff began addressing the underlying issues. This is now something that makes HCM's Emergency Relief program stand out from the others.

In his time at HCM, David also developed and implemented the "Friends Here to Hear" program. This program involved David training and supporting a number of volunteers to go out in the community and provide support and companionship to people who were socially isolated. It was due to David's passion and commitment that this program was such a success and was able to make a real difference to the lives of so many. **David believes the best thing about HCM is that 'we get on with the job,' and he is a strong advocate for the organisation – "when you donate \$10 to Hobart City Mission, \$10 stays in Hobart", says David.**

**On behalf of everyone at Hobart City Mission, we would like to thank David for his dedication and care, and wish him the best in his retirement.**



“When you donate \$10 to Hobart City Mission, \$10 stays in Hobart.

- David



Our Services

# City Mission Op Shops

Our Op Shops have seen a lot of change in this past year. We have reaffirmed the focus for our Op Shops to:

- Raise revenue, and therefore raise funds to support Hobart City Mission programs and services.
- Raise awareness of Hobart City Mission and represent its core purpose and values.
- Enriching the community by fostering connections and providing support, with a particular focus on our communities of customers, volunteers and staff.
- Be recognised as an organisation that promotes environmental sustainability through recycling and reusing.

The 2016/17 financial year has seen a strategic growth and progression in our Op Shops through the products on offer, store locations, the rebranding and marketing communications. Our product offer has expanded to include cost competitive new products, such as small electrical items and a range of whitegoods, as well as new manchester and bedding.

As a result of a review in store operation, we have relocated our Sorell Op Shop, and

the sales to date indicate that the move has been beneficial. Unfortunately, the review has also resulted in the closure of our store at Claremont. We continue to look for new and better sites for our Op Shops.

**With the rebranding of Hobart City Mission, our stores have also been rebranded to City Mission Op Shops. This move has provided us with a strong identity in the Op Shop market and will result in more recognition for HCM.**

The Op Shops have also had a strong refocus on marketing, with the production of a television commercial, complemented by consistent advertising in regional papers, letterbox drops, promotions and increased use of social media. This consistent and integrated marketing effort has strengthened our market and brand identity.

**We cannot forget the fantastic efforts of our volunteers, who willingly give their time to make our shops what they are. Our customer service is second to none thanks to our volunteers, and we are reminded of that on a regular basis from the great feedback we receive from customers and peers.**

In 2016/17:

230,000  Customers.



# Our People Volunteers

In 2016/17:



Hobart City Mission (HCM) is proud of our reputation, which attracts volunteers who want to be involved with the programs and services we offer to connect local communities. Our volunteers highly recommend volunteering at HCM to their friends, customers and clients to discover for themselves what it is like to be such a valued and respected member of our volunteer team. Each and every volunteer contributes to the success of HCM by making a difference to people in need within our local communities. Many of our volunteers are the familiar and comforting face to customers in our local City Mission Op Shops.

HCM is an advocate of social inclusion. We value and encourage diversity and offer a range of volunteering opportunities to suit everyone with many using their volunteering experience as a pathway to employment. Many of our volunteers often say volunteering has given them a new found confidence, which we see as we work together with our volunteers.

The 2016/17 financial year brought a record number of volunteers to Hobart City Mission with 178 active volunteers; 132 of them working within the Op Shops. This is the highest number of volunteers in HCM's 165 year history, and is attributed to the increasing expansion of our Op Shops.

### Volunteers assisted HCM at the following 2016/17 events

- The Great Southern Pram Push
- Festival of Voices Big Sing Bonfire
- HCM Christmas Assistance Program
- Hobart City Demons Sausage Sizzle



I joined HCM as a volunteer at the start of 2017. At first I began volunteering 2 regular days a week, and due to my health, I found it hard to sit for long periods of time. Once I built my confidence, I eventually took a more active role, helping where I felt I could.

Over time, volunteering has given me the confidence to return to my hobbies and business interests. I now have motivation to get up and do things.

**I have made so many friends – the staff and volunteers are wonderful.**

My health and mobility has improved

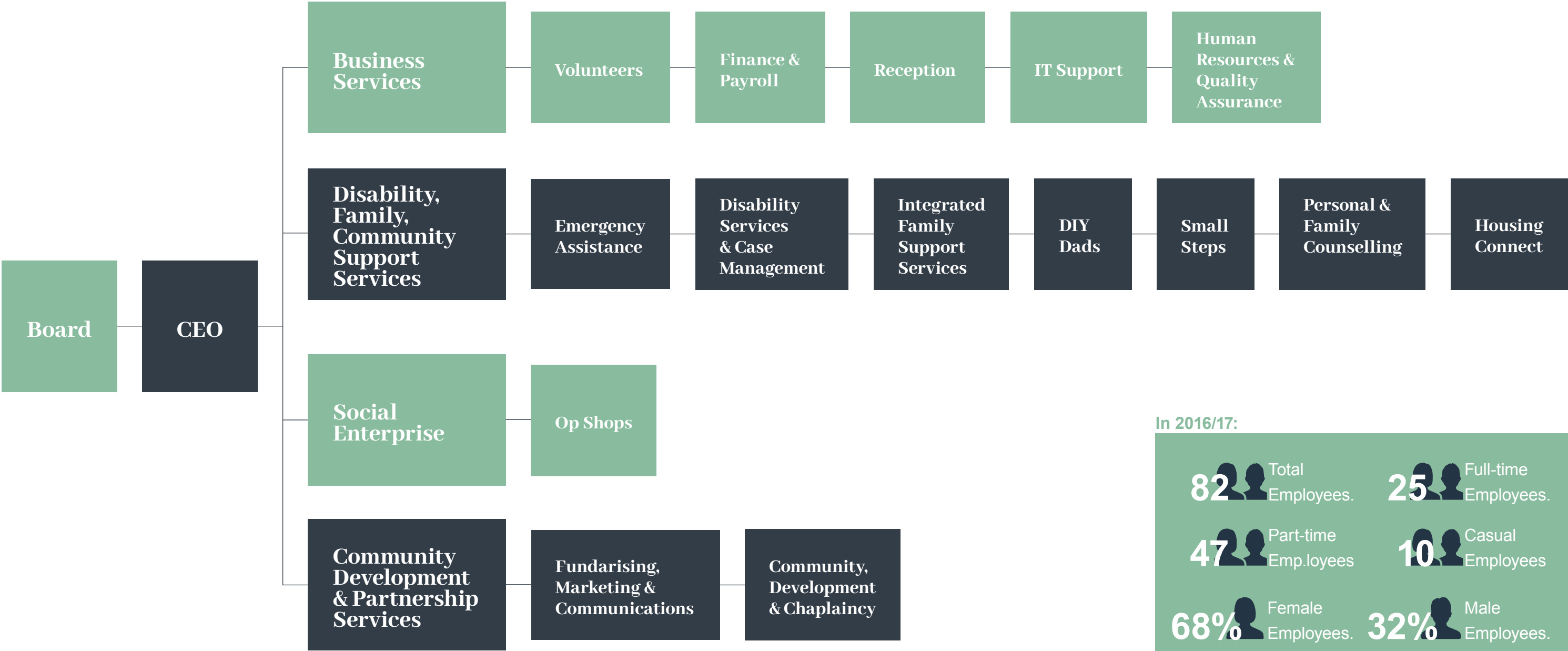
drastically. Since January, I have lost 12kgs, stopped smoking and have discarded my walking stick. I can now assist to lift furniture and feel more useful as part of a team. I have offered to volunteer for an additional day every few weeks – something I never imagined I would be able to do.

**I cannot thank everyone at HCM and City Mission Op Shops for this amazing opportunity and the support they have given me. Thank you for the opportunity to feel useful once again.**

- Paul, Moonah Furniture Warehouse



Our People  
Employees



Our People

# Meet the Board



“ Ever since I became involved with HCM, I have been both humbled and appreciative of the enormous effort provided by the large team of volunteers that support so many of its activities. I am pleased to be able to be part of this team who willingly devote their time and skills for the benefit of our community.

Barry Neilson  
President B.Eng.



“ After full time employment, I gave some time to HCM to help with management process development, and I was impressed with the wonderful work being done with the less fortunate in our community.

John Minchin  
Deputy President BE, MBA



“ In my experience, Hobart City Mission has always been community-focused, ‘meeting people where they’re at’ in discovering and addressing their needs. All staff contribute a great sense of purpose and ‘camaraderie’.

Robin Errey  
B.A. (Hons), BSoc. Admin



“ I am pleased to volunteer as a Director of Hobart City Mission because of the commitment that the organisation makes to our community and the positive impact on the families/individuals/clients we support.


Damian Egan  
B.Ec., LL.B, CTA, FAICD

Full biographies of Board Members can be found on our website: [www.hobartcitymission.org.au](http://www.hobartcitymission.org.au)



Our People

# Meet the Board



“ Tasmanians are volunteers and I am proud to be a steward of HCM’s 165 years of being Hobart’s central source for enabling people who give to help those in need.

**Gil Sawford**  
MBA



“ I volunteer for Hobart City Mission because it works tirelessly at the coal face of need in the community and is making a real difference in people’s lives.

**Bernadette Ulbrich–Hooper**  
GAICD, LLB. Grad Cert. in Legal Prac;  
B.App Sc. Grad Cert. of Education (TESOL)



“ My favourite thing is the Mission’s focus on real local issues and needs. Supporters know they make a difference in their community. I am honoured to be part of it.

**Dr Gabby Brown**  
BBiotech (Hons). PhD



“ I volunteer for HCM because I want to help disadvantaged people in my community. I think anyone who enjoys good circumstances should share the benefits and support HCM.

**Peter Gartlan**  
B.Com MAICD

Full biographies of Board Members can be found on our website: [www.hobartcitymission.org.au](http://www.hobartcitymission.org.au)



Our People  
Farewell



Rebecca Kardos



Rob Fiddymment



Rip Shield

During the last 12 months, we have said goodbye to three board members. We would like to sincerely thank Rebecca Kardos, Rob Fiddymment and Rip Shield for the commitment and dedication to Hobart City Mission.

**We wish them all the best with their future endeavours.**

Our People – Meet the  
Senior Management Team



John Stubley  
CEO

**Hobart City Mission (HCM) is committed to developing and sustaining a leadership team that will lead the organisation in achieving our goals, delivering services and outcomes, planning strategically for the future, providing operational direction, facilitating discussions and making decisions on initiatives and branding.**

HCM’s Senior Management Team (SMT) aims to meet this commitment, whilst promoting and endorsing HCM’s values and culture in all aspects of the organisation and operations. The SMT, through the CEO, advise and make recommendations to the Board regarding the scope of their responsibilities.

In the 2016/17 financial year, the Senior Management Team welcomed two new members, Tim Saul and Margot Maddock.



Our People – Meet the  
**Senior Management Team**



**Annette Clark**  
Community Services Manager



**Margot Maddock**  
Business Services Manager



**Michelle Folder**  
Partnerships Manager



**Tim Saul**  
Social Enterprise Manager

# Thank You

7HO Radio  
ABC Giving Tree  
Alan & Hilary Wallace  
Bendigo Bank  
C3 Church  
Deloitte Hobart  
DJ Motors  
Eastlands Shopping Centre  
Energizer Church  
Festival of Voices  
Firefly Media Productions

Fuji Xerox  
Hobart City Demons  
Jon Jarvela Photographer  
Leith Hope Memorial Trust  
Margate Christian Church  
MyState  
St John's Presbyterian Church  
StreetSmart Australia  
Tadpac  
Tasmanian Community Fund

Telstra  
The Estate of the late Donald Taylor  
The Fairbrother Foundation  
The Friends' School  
The Mercury  
The Myer Foundation  
Vodafone  
Win TV  
Zonta Club of Hobart



# How Can You Help?

There are many ways that you can support Hobart City Mission:

- Financial donations via our website, over the phone or in person
- In-kind donations
- Consider a gift in your will.
- Develop a Corporate Partnership with Hobart City Mission
- Volunteer and donate your skill and time.
- Attend our fundraising events.

Thank you in advance, for supporting those most in need in your community.

For more information on these opportunities to help, visit our website or call (03) 6215 4200.



**(03) 6215 4200**

**50 Barrack St, Hobart**

**Monday to Friday**  
8.30am – 5.00pm

[info@hobartcitymission.org.au](mailto:info@hobartcitymission.org.au)

[www.hobartcitymission.org.au](http://www.hobartcitymission.org.au)

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City  
Mission**  
Caring since 1852



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