

# ANNUAL REPORT 2017

A GROWING COMMUNITY



## COLLECTIVE PURPOSE

*Collective Purpose expresses its deepest and most heartfelt gratitude to all former staff, students, volunteers and Board Members for their hard work and commitment and wish them all the best in future endeavours! We warmly welcome all new community members and look forward to continuing to work together!*

Since our official launch in July 2016 by founding partners WayAhead- Mental Health Association NSW, BEING, and Mental Health Carers NSW, Collective Purpose has experienced an incredible period of expansion and growth across the breadth of our activities. In November 2016, we welcomed our first new permanent addition to the Collective Purpose community, International Social Service Australia (NSW Office). ISS joined with a team of roughly ten staff, taking up seven full time equivalent desks. In April 2017, we grew again as we welcomed SMART Recovery Australia's team of six. Both organisations have brought fresh faces and a rich diversity of skills and experience, becoming integral and valued members of the Collective Purpose community.

In November 2016, we entered into a contract with a new IT support service provider and made the transition to Ensys who have proved to be a valuable partner in supporting Collective Purpose's technology system. In other digital news, in December 2017, Collective Purpose launched its brand-new website, complete with online booking system. We have experienced dramatic increase in online engagement with the website, as well as on our social media platforms. This means we are reaching wider audiences than ever before, this is reflected in our growing and increasingly diverse client base!

The Collective Purpose partner organisations have experienced some significant changes in staffing, farewelling some long-term staff and welcoming new faces! Dr. Peri O'Shea resigned as CEO of Being, after several years of fierce leadership. Peri was a critical player in the inception, development and implementation of the Collective Purpose project and we are forever grateful for her hard work in this space! Sage Green joined Being as Acting CEO for a number of months, playing a critical role in leading the team until the appointment of Being's new CEO, Irene Gallagher. Dr Nick O'Connor stepped down from the WayAhead Board and as Chair of the Collective Purpose Governance Committee. We thank Nick for his invaluable service in ensuring the effective governance of the Collective Purpose and welcome Sharyn McGee in her new role as Chair of the Governance Committee.

## MESSAGE FROM THE CHAIR



Collective Purpose has had an exciting year. This initiative of the three organisations has grown from strength to strength over the last year. We continue to collaborate and work well together within our shared office space.

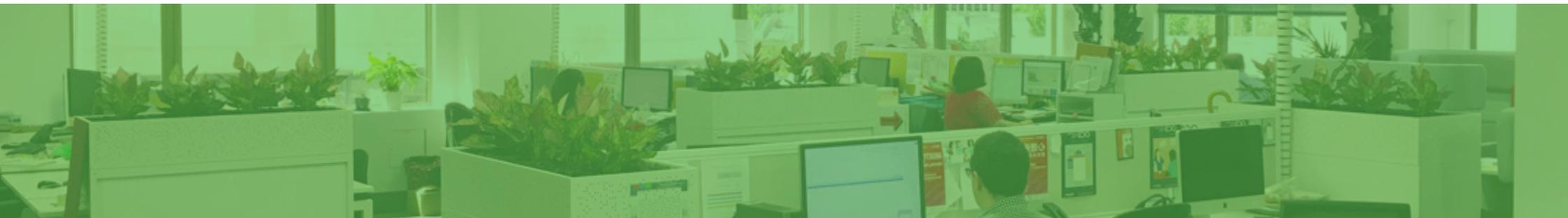
Our marketing plan has seen many benefits already. In the last 12 months, we have attracted a diverse array of organisations to use our facilities on a regular or occasional basis, and we are close to being full in terms of desk hire. The hiring of our conference and meeting rooms by external groups has increased substantially from 2016 and also from our projected usage this year so far. Our financial position reflects these numbers and we are ahead of our projected budget position at this point.

There are challenges ahead as we continue to develop the Collective Purpose model. We will always need to work within the changing landscape of mental health. Following a review of Collective Purpose, the NSW Mental Health Commission has reinforced its support for our initiative and achievements.

Going forward into 2018 the next stage is to develop and foster a sustainable Shared Services model and our CEOs have begun consulting with experts in this field.

The Governance Committee will continue its role in monitoring and progressing our vision for Collective Purpose. Having recently taken on the role of chair, I want to thank our enthusiastic committee members, our committed CEOs, and our wonderful staff and volunteers who have worked very hard to make Collective Purpose an ongoing success. It is a privilege to be involved.

**Sharyn McGee**  
Collective Purpose Governance Committee



# THE COLLECTIVE PURPOSE COMMUNITY

In its first year, the Collective Purpose Community has grown to over 140 dedicated and passionate people. This includes 62 staff, 70 volunteers, and 14 students on placement across the partner organisations and the Collective Purpose team.



*When SMART Recovery Australia moved into Collective Purpose in May, we perceived it would be a welcoming, open space. We didn't realise the extent to which this was true: we've found ourselves in an office environment that is not only professional and comfortable, but genuinely friendly, with a true sense of community that is often sadly absent from modern workplaces. Apart from the infinite tide of cakes and food, we're beyond ecstatic to be working in conjunction with other CP organisations, and the valuable learning made possible by such close proximity. It is beneficial to be working alongside like-minded organisations; admire others' work; and see on a daily basis other commitment to the third sector. All of that being lead by the most highly educated reception team in the country can only be a recipe for success, and we look forward to another great year working alongside the entire team at Suite 501, and building our collective power for the communities we serve.*

Ryan McGlaughlin, Executive Director, SMART Recovery Australia



Wear it Purple Day celebrations

## DOING GOOD, TOGETHER

Joint celebration of a range of awareness raising and advocacy days, including Wear It Purple Day, International Fetal Alcohol Spectrum Disorder Day, Waitangi Day, World Bipolar Day, International Day Against Homophobia and Transphobia

The Collective Purpose community has jointly raised funds for a number of worthy causes:

- Our 2016 yearly holiday collection was made in memory of our colleague and friend, Jean Mackay, and donated to three of her favourite charities. A total of \$360 was raised and donated in equal parts to Amnesty International Australia, the Asylum Seeker Resource Centre and Prince Fluffy Kareem
- \$1,117.50 was raised for the Cerebral Palsy Alliance Australia through the Step-Tember Campaign, with the four Collective Purpose teams recording a joint total of 2,280,999 steps!
- \$184 was raised in support of the Yes! Marriage Equality campaign through the sale of YES badges at Collective Purpose reception.



## ROOM HIRE SNAPSHOT

*"Everything was just perfect. Thank you! We really liked your space and we will definitely return."*

TOTAL ROOM HIRES	239
NOT-FOR-PROFIT CLIENTS	32
GOVERNMENT CLIENTS	5
PRIVATE/CORPORATE CLIENTS	28

*"We were very impressed by your venue and the professionalism of the staff available onsite to assist on the day and prior to our arrival."*

*"It was fantastic and we were looked after very well. Eloisa and Alyce were fantastic supports and go over and above what is expected of them. We were lucky to have them."*

## WORKING TOGETHER AT THE HUB

Collaboration remains at the heart of the Collective Purpose vision and mission. The shared expertise and healthy appetite for new knowledge among the Collective Purpose community organisations and staff creates an optimal environment for rich learning experiences, both formal and informal. These have included:

- Cultural Awareness training
- MindOut! LGBTI Mental Health capacity building
- Collective Purpose Volunteer Week 2017 celebration
- Joint Team Building sessions
- Verge Collaborative Leadership workshop
- Collective Purpose Leaders' Forum

*"International Social Service (ISS) Australia's NSW Office relocation into the Collective Purpose shared office environment has been incredibly worthwhile. We can now enjoy the benefits of professional reception services to greet clients and access to the professional Collective Purpose interview and training rooms. Our work is more efficient through utilizing Collective Purpose's advanced I.T system and provider, which also allows us access to fully remote services. Moreover working within the open planned environment has created more collaboration between the NGOs and we also enjoy access to a range of health and wellbeing activities."*

Damon Martin  
Manager, Intercountry Adoption Service & NSW Office  
International Social Service Australia



## WELL BEING

Collective Purpose continues its commitment to wellbeing in the workplace and has expanded the regular schedule of wellbeing and social activities to include a broader range of activities. Notably, we have started staff Lunch and Learn sessions, providing an opportunity for staff to come together over lunch to shared knowledge about areas of expertise or experience. Topics have included approaches in New Zealand to reducing the stigma experienced by people with a lived experience of mental illness, and a report back on Being policy officer Kirsten's trip to the UN Conference on the Rights of People with Disabilities in New York.

## DEDICATION

This year's efforts at Collective Purpose are dedicated to the memory of much loved colleague and friend Jean Mackay, whose passionate commitment to social justice is an inspiration to all who knew her.



## THE COLLECTIVE PURPOSE TEAM

Cecilia Rais, Human Resources Manager  
Anna Heldorf, Operations & Promotions Manager  
Trevor Hattersley, Finance Manager  
Maureen O’Keeffe, Human Resources Assistant  
Sarah Priestley, Human Resources Assistant  
Suzanne Weber, Bookkeeper  
Michael Cobby, Finance Assistant  
Alyce Cannon, Hub Coordinator  
Eloisa Cullington, Community Lead

## ACKNOWLEDGEMENTS

Collective Purpose wishes to thank some key champions who have been vital to the success of this exciting new venture:

- The NSW Mental Health Commission and former Commissioner John Feneley and Commissioner Catherine Lourey, for their unwavering support of the partner organisations and this collaborative venture
- Board members of each of the partner organisations and, in particular, members of the Governance Committee, who give generously of their time and expertise to ensure the success of the initiative
- Collective Purpose’s loyal clients, who have provided feedback and helped us continue to refine and improve the model. We would especially like to acknowledge Verge Collaborative, ThinkChangeGrow, Collaborative Minds, Living Planit, People Safe, Vinnies, NADA and the Heart Foundation for their continued partnership.
- The staff, students and volunteers of all Collective Purpose partner and member organisations who make this project as special as it is.