

WHAT THEY
STRUGGLE
TO SAY
WE HELP
THROUGH
PLAY



centre

The 2021 NAIDOC theme was Heal Country – so pertinent for our Be Centre. NAIDOC’s Heal Country calls for stronger measures to recognise, protect, and maintain all aspects of Aboriginal and Torres Strait Islander culture and heritage. For Aboriginal and Torres Strait Islander peoples, country is family, kin, law, lore, ceremony, traditions and language. And it has been this way since the dawn of time.

Increasingly Aboriginal and Torres Strait Islander people worry about country. For generations they have been calling for stronger measures to recognise, protect, and maintain all aspects of their culture and heritage for all Australians.

It is with a deep understanding that we too at Be Centre heed this call to heal and heal country. We know the many elements that go into healing and add our voices to this call.

It is with deep respect that we acknowledge the Aboriginal and Torres Strait Islander peoples as the traditional custodians of our land – Australia. The Garigal people of Guringai Country are the traditional custodians of this place we now call Sydney and where we are situated in Warriewood on the Northern Beaches. At Be Centre we pay our respects to elders both past and present and emerging. We acknowledge their strength and resilience to thrive as sovereign owners and are honoured to journey with them on the path to healing and conciliation.

Illustrations on the cover and adapted throughout this report are the creation of Beck Feiner – Illustrator @ Beck Feiner Creations.

This work was undertaken in a pro-bono project through UnLtd and IAG ‘What they struggle to say, we help through play’. Thank you for your very generous and impactful support.

Annual Report design & production by Cupcake Design Studio – cupcakedesign.com





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WHAT THEY STRUGGLE TO SAY WE HELP THROUGH PLAY

Dear Sponsor,

We can't adequately put into words what the time at Be Centre has done for our son. His beautiful play therapist saw all the positives in him, and also saw exactly where he needed help. She is helping our lovely child heal, which in turn is helping our whole family heal.

We would like to express our heartfelt thanks for providing a funded place at Be Centre for our son. We genuinely can't overstate the positive impact it has had both on our child and on our whole family.

With sincere thanks,
The parents of a scholarship recipient



Dear Donor,

+ Thank you for my 12 play therapy
Sessions It has helped me make new friend
not feel as anxious, not being so distracted
in class and learning more. I have really
enjoyed my weekly sessions with Nur and
I will miss both my sessions and Nur very much.
Thank you so much because of your
generosity I could do this.

From a thankful child

FROM THE FOUNDER AND CHAIR



**Lead bravely:
go forth and
make positive
impact.**

The COVID-19 pandemic has continued to impact the lives of many during this last year. Lost lives and livelihoods impacting countless families and communities. Be Centre has remained committed to our mission of helping children overcome trauma and heal. And so much healing has been needed and will continue to be needed for years to come.



Alarming statistics showing increases in mental health issues for children under 12 years demonstrate more than ever the need for early intervention services. Increases in children/teens attending hospital because of self-harming and suicidal thoughts, further declines in mental health for people aged <17 years, and increases in domestic violence prompting the World Health Organisation to declare it a shadow pandemic of violence against women and girls.

The final version of *The National Children's Mental Health and Wellbeing Strategy* by the Australian Government is due to be released towards the end of 2021. The draft version puts a very large spotlight on early intervention.

Be Centre applauds this.

Mental health is the most common presentation to pediatricians, accounting for 7 out of 10 cases. Furthermore, a staggering 50% of children with mental health issues are not receiving professional support. This means we need more than a spotlight within a strategy. We need a plan that provides more services and more government funding - especially for our most disadvantaged.

Through Be Centre's scholarship program, 49% of our clients have received access to our flagship play therapy program with no cost to them. And with the change to our Intake process this year, we ensure that our scholarship-based early intervention services are reaching those families in desperate need where children are most vulnerable.

We remain inspired by our mission "to be the leading provider of play therapy and help children heal through rewiring physical and emotional patterns created by trauma". The last two years, in a world that has been captured by COVID-19, Be Centre emerges with courage and strength. We continue to lean on our values to guide us. One value in particular provides a strong foundation for us now - *Lead Bravely: Go Forth and Make Positive Impact*. We will indeed.

We invite you to read this Annual Report and then ask how you may be able to support us.

Deborah Killelea - Founder and Chair

FROM THE CEO



The world we're in

With a global pandemic emerging in March 2020 and continuing into 2021, the mission of Be Centre has never been more important.

Layer over the top the devastating long-term impacts of bushfires and floods, and it isn't surprising we have a mental health crisis on our hands in Australia.

Most disturbing is the increase in mental health issues for children. This last year has been the opposite of a typical childhood with strict stay-at-home orders, school closures, and reduced social interactions. The family unit has also been in crisis with job losses, financial instability, and parenting concerns.

Canada has declared a #codePINK being a term used for pediatric emergencies.

Australia could well follow suit. Kids are not alright. We need to act.

In November 2020, the Productivity Commission's Report on Mental Health was released by the Prime Minister. With five broad areas of reform, it was heartening to read the first area is prevention and **early intervention**. Prioritising the social and emotional development of our children is critical for developing resilient and thriving adolescents.

Be Centre will be doing everything we can to access much needed funding to continue to deliver our early intervention programs to children and their families.

Reflecting on these past 12 months

It has been a roller coaster ride with the lows represented by COVID, natural disasters, and the resulting impact on children's mental health. The challenges we faced over the past 12 months can't extinguish the passion for children's mental health that runs through the veins of every person who encounters Be Centre.

Representing the highs, there is much we are proud of.

In October 2020 we ran the first *Festival of Play* program in the bushfire impacted regions on the South Coast of NSW. The team rallied together to support our regional children. Over 120 children and families attended workshops over a 3-day period. Our support to these communities was possible due to \$50,000 in funding received from three separate grants.

In December 2020 we unfortunately had to discontinue our Glebe Play Therapy program that supported children from Glebe Public School. However, we can reflect on the outcomes achieved over five years through positive survey feedback from parents and teachers, and the findings of the program being presented at the Australasia Pacific Play Therapy Association's 2019 conference.

In February 2021 we ran the second Festival of Play program following the success of the first visit. Funding allowed us to continue to support several identified children who were really struggling. We were able to

support them with one-to-one Play Therapy for a further three months.

In April 2021 our brand awareness campaign launched “What they struggle to say, we help through play”. This beautiful campaign shines a light on Play Therapy. The campaign was the culmination of many months of pro-bono services. We talk in more detail of this support in the highlight stories section of this Annual Report.

In June 2021 we ran a fundraising Art Event with stunning artworks donated by local talented artists. Not only did the event raise \$20,000 to support vulnerable children but we raised awareness of Be Centre as 22 new community members interacted with the event.

There are many other moments over the past 12 months to be proud of and/or grateful for.

Thank you to all our generous funders and donors. In a year that caused so many fundraising events to be cancelled, including our annual Gala dinner, we can't thank you enough for the support you've given so we can continue our work.

And I'm incredibly grateful for the opportunity to work with such a talented group of therapists, fundraisers, our founder/chair Deborah Killelea, board members, funders, partners, supporters, and donors who have one thing in common - to help children.

Michelle Carlyle
- Chief Executive Officer



This last year has been the opposite of a typical childhood with strict stay-at-home orders, school closures, and reduced social interactions.

HELP IS NEEDED

50%

of children with mental illness continue to struggle in adulthood¹

Of the nine LGAs in the Northern Sydney district children aged under 15 living in the Northern Beaches were amongst the highest, with

1 in 10

children affected by mental illness²

The cost to the government of late intervention in Australia is

\$15.2bn

each year³

In 2020 suicide remained the leading cause of death of children in Australia⁴

From June-August 2021 there has been a

30%

increase in children/teens attending hospital because of self-harm and suicidal thoughts⁵

World Health Organisation (WHO) included Mental Health in the Sustainable Development Agenda (SDG). It's 3rd key objective and target (3.4) is by 2030 to reduce by one-third premature mortality from non-communicable diseases through prevention and treatment and promote mental health and wellbeing.

Children aged

5-12

are the fastest-growing age group seeking help from Kids Helpline

The pandemic had a greater impact on some Australians, including children and young people, First Nations people, women, and those experiencing mental or physical disabilities, unemployment or financial stress⁶

Childhood exposure to domestic violence (DV) can lead to mental health problems including internalising symptoms such as anxiety and depression⁷

OUR VISION & GOALS

Be Centre is absolutely committed to helping at-risk kids be safe, happy and heard.

Our purpose is to help 'undo the unthinkable'. Young children who have experienced trauma rarely have the words to express how they feel. By providing a safe environment with trained therapists, children can use their natural language of play to make sense of their challenging experiences. What they struggle to say our play therapists can help through play.

Early intervention is critical to provide children with the support they need to become mentally healthy teenagers and beyond. The opposite is to leave trauma unattended leading to a range of possible issues and impacting that child's potential to live a long, rewarding and contributing life. Play therapy is an early intervention approach that has been proven to heal children impacted by trauma. We can't wait for our children to "grow out of their trauma" - they need a safe environment to process their experiences and build resilience.

This year we have reviewed and reaffirmed our values and our strategic priorities as we head into the new financial year:

- **Lead Bravely** - and make positive impact
- **Be Collaborative** - as a vital member of the community
- **Stay Young** - protect the inner child in everyone
- **Keep Growing** - never stop learning, never settle for 'good enough'

Our strategic priorities for 2022-2024 are to:

STRATEGIC PRIORITY 1:

Heal as many children as possible.

STRATEGIC PRIORITY 2:

Becomes leaders in Play Therapy.

STRATEGIC PRIORITY 3:

Strengthen Be Centre sustainability.

We encourage our existing and new partners to work with us to achieve our goals.



- 1 Costello EJ, Maughan B. Annual research review: Optimal outcomes of child and adolescent mental illness. *J Child Psychol Psychiatry*. 2015
- 2 *Their Future Matters Family Investment model (Northern Sydney Stats)*
- 3 Teager W, Fox S, Stafford N. How Australia can invest in children and return more: A new look at the \$15b costs and opportunity. Australia: Early Intervention Foundation, The Front Project and CoLab at the Telethon Kids Institute; 2019.
- 4 Australian Bureau of Statistics
- 5 NSW Health report (17 Aug 2021)
- 6 Bower M, Smout S, Ellsmore S, Donohoe-Bales A, Sivaprakash PP, Lim C, Gray M, Francis A, Grager A, Riches J and Australia's Mental Health Think Tank. COVID-19 and Australia's mental health: An overview of academic literature, policy documents, lived experience accounts, media and community reports. Sydney NSW: et al Australia's Mental Health Think Tank; 2021.
- 7 Bethan Carter, Shantini Paranjothy, Alisha Davies, Alison Kemp. First published 23 Oct 2020.

HIGHLIGHT STORIES

Continuing our support in bushfire impacted regions

The 2019-2020 Australian bushfire season, known as the Black Summer, was incredibly intense. An estimated 186,000 square kilometres were burnt, 2,800 homes destroyed, an estimated 75 people lost their lives, and millions of animals couldn't escape.

In times of natural disasters, the impact on children can be overlooked, yet it's overwhelming. The trauma can change the trajectory of their lives.

We knew we could help.

After initially securing funding in January 2020 to create 500 Therapeutic Play Bags for children in bushfire impacted regions, we wanted to do more.

Additional funding from St George Foundation allowed us to create another 500 Therapeutic Play Bags as well as develop a new program to take directly to the regions.

After consultation with local services, including South Coast Play Therapy and Campbell Page (a South Coast Community Services provider), we developed the *Festival of Play* program which was a series of Sensory Play and Craft workshops for children of all ages and incorporated several parent/carer therapeutic art sessions.

The *Festival of Play* program provided an opportunity to build community through

having fun together alongside the therapeutic benefits of sensory and creative play-based workshops.

The first *Festival of Play* program, held over three days in Nelligen, Mogo and Narooma, ran during the October 2020 school holidays with some restrictions on numbers in venues due to social distancing rules. We developed a COVID-19 SAFE plan for all sessions as well as registering the event with the NSW government as a safety precaution.

The locations were identified by the local agencies as being the most in need of these services. Four Be Centre staff and one volunteer travelled to the South Coast to help run the program.

In February 2021, a second *Festival of Play* program was held in Moruya on the South Coast of NSW where another 250 Play Bags were distributed.

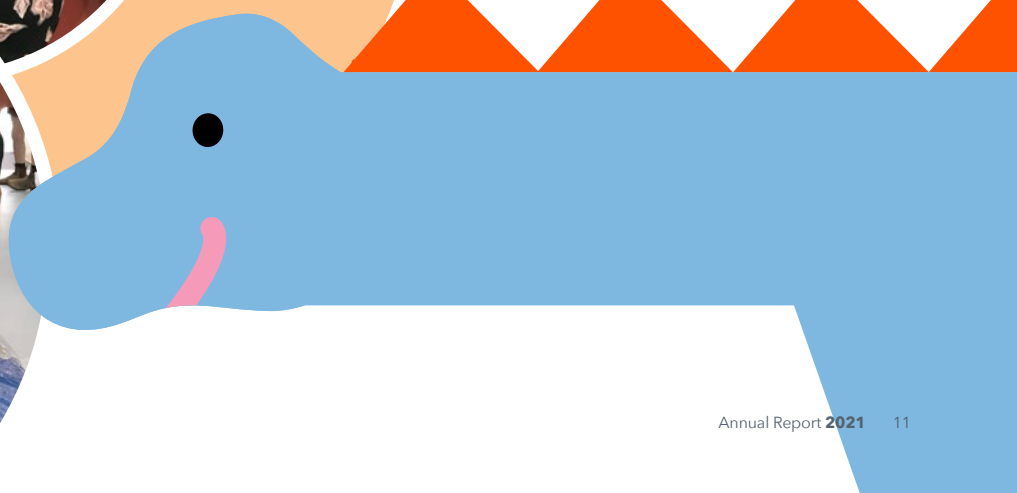
The outputs and outcomes achieved during the *Festival of Play* program exceeded our expectations.

"The *Festival of Play* was a much-needed initiative delivered to our local community who have dealt with devastating bushfires, floods and then COVID 19. Working in partnership with our local play therapist allowed us to promote to our families and community and engage with a variety of parents and their children/carers with differing needs. With the Be Centre bringing their experienced therapists and team, this allowed us to deliver trauma informed workshops while still focusing on fun and creative play. As an early intervention family worker, I certainly learnt a lot about sensory play as well as getting to see my families in a different mode of play. I have received feedback from local services who said their families enjoyed their *Festival of Play* session and I know they would encourage more workshops. I even found myself creating some artwork at one of the adult evening sessions - it was the therapy I didn't know I needed! Thank you all for coming to our region."

Anita McCartney

CCB Project Officer, Campbell Page

During the *Festival of Play* program, some children who would benefit from one-to-one Play Therapy were identified and put forward by a local case worker. Thanks to funding provided by an anonymous Foundation, we were able to send a Be Centre play therapist to the South Coast every week over a three-month period and these children completed our flagship one-to-one Play Therapy program.

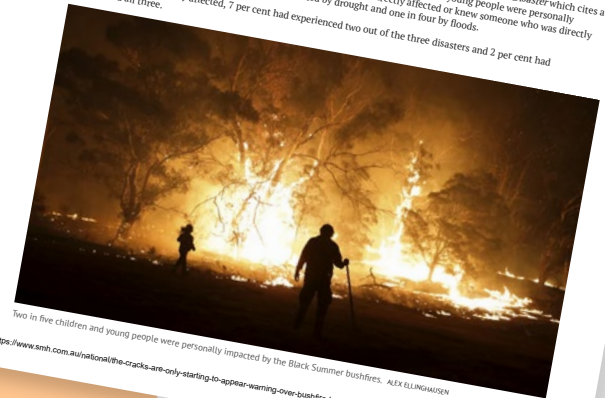


13/08/2021
 The cracks are only starting to appear: Warning over bushfire trauma for children
The Sydney Morning Herald
 Exclusive National Mental Health
 This was published 4 months ago

“The cracks are only starting to appear”: Warning over bushfire trauma for children
 By Caitlin Fitzsimmons
 March 21, 2021 – 12:00am

For our free coronavirus pandemic coverage, [learn more here.](#)

The high numbers of children personally impacted by recent natural disasters in Australia has created a large cohort of young people more susceptible to mental ill health and poor long-term educational and employment outcomes. Those concerns are contained in a new report by Unicef Australia and Royal Far West titled *After the Disaster* which cites a finding from the Advocate of Children and Young People that two in five children and young people were personally impacted by the Black Summer bushfires - meaning they were either directly affected or knew someone who was directly affected - while three out of 10 were personally impacted by drought and one in four by floods. Of those who were directly affected, 7 per cent had experienced two out of the three disasters and 2 per cent had experienced all three.



Two in five children and young people were personally impacted by the Black Summer bushfires. ALEX ELLINGHAUSEN
<https://www.smh.com.au/national/the-cracks-are-only-starting-to-appear-warning-over-bushfire-trauma-for-children-20210317-p570ix.html>

HIGHLIGHT STORIES

What they struggle to say, we help through play

Be Centre has a wonderful opportunity to pioneer early intervention for children through the evidence-based approach of Play Therapy. And in the process of doing so, become a household name.

Recognising there are many things to do to achieve this, one thing is clear; we need awareness of our brand.

“The word ‘play’ implies fun and light touch, when in fact it is one of the most effective ways to connect with children’s subconscious.”

Be Centre is the only charity in Australia dedicated to Play Therapy. Our approach is not a quick fix; but the demand for our services is ever-present and ever-increasing.

We need funding. We need voices, beyond the parent/carer, to be ambassadors for Be Centre. And we need **brand awareness** for that to happen.

Our brand awareness campaign launched in April 2021 was the result of more than 12 months of work. Marketing specialists, brand gurus, illustrators, digital creatives, and many more worked tirelessly, and created something extraordinary.

“What they struggle to say, we help through play”

Throughout April-June 2021 our brand awareness campaign went live. “What they struggle to say ...” could be seen in bus stops, shopping malls, doctor’s waiting rooms, and gymnasiums. In kind services for the campaign from start to finish were valued at over \$550,000.

We are thrilled with this brand awareness campaign. The expression “it does exactly what it says on the tin” is an accurate assessment.

The brand strategy was developed by IAG who was paired with Be Centre through industry social purpose organisation, UnLtd. IAG’s internal creative team, Colab, was responsible for the creative work which was brought to life by illustrator and author Beck Feiner.

IAG are the first brand marketing team in Australia to ever work end-to-end with UnLtd to bring a campaign to life pro-bono, from strategy through to creative and execution.

While Colab created the visual assets, which include distinctive and eye-catching social and out of home executions, IAG’s media agency, Mindshare, assisted in securing media alongside UnLtd’s media partners including JCDecaux, Tonic Media Network and VMO.



Credits:

Beck Feiner - Illustrator @ Beck Feiner Creations

IAG

Anna Rallos: Marketing Innovation Lead

Taddie Lines: Marketing Coordinator

Orla Tomlinson: Personalised & Performance
Marketing Assistant

Annabel Brusasco: Personalised Marketing Specialist

Jessica Yorke: Content and Social Media Consultant

Robin Feiner: Creative Lead

Jax Gordon: Head of Colab

Paris Giannakis: Art Director

Christian Sabado: Finished Artist

Paul Palmas: Digital Asset Coordinator

Katrina Vo: Copywriter

Conrad De Lange: Designer

UnLtd

Rachel Troy: COO - Head of Social Impact Partnerships

Kate Holland: Account Director

Mindshare

Jenn Mule - Associate Director



Art Club

Be Centre's ever popular Art Club is a weekly group program for children who have completed our Play Therapy program.

Art Club supports the transition for some children from their one-to-one weekly Play Therapy sessions to a small group program where they can continue to build their self-esteem and social confidence. With the exception of temporary suspensions caused by COVID-related restrictions, Art Club runs weekly during school terms.

We fondly refer to Karen Atkins as Be Centre's 'artist in residence' but the

truth is she's much more than that. Her creativity, talent, and passion for children's mental health means every week is an exciting exploration of art and craft that encourages expression in a space that continues to be safe and nurturing.

Art Club usually has 6-8 children attending each week and they continue throughout a school term. Art Club wouldn't be possible without the support from a grant received from UnLtd.



HIGHLIGHT STORIES

Big Kahuna

On 29 January 2021, Be Centre took part in the Big Kahuna which is UnLtd's own fundraising event.

UnLtd is a social purpose organisation that supports many children's and young people's charities including Be Centre.

On the sands of Manly beach, on a day that left everyone soaking wet through rain and gale force winds, people from media, marketing, and creative/tech industries competed in a surfing competition and at the same time raised money for the charities UnLtd supports.

Be Centre got involved by offering 'on the beach art lessons' and organising an ice-cream truck. We quickly discovered that ice-cream is popular rain, hail or shine. And so is art on the beach! Some of the artwork was involved in the 'after party' raffle helping to raise more funds.

UnLtd raised \$90,000 enabling them to continue to do the great work they do.



Be Inspired Art event

While Be Centre has held an Art Event in the past, this one was being held in the uncertain times of COVID so some unknown territory had to be chartered in the form of a hybrid event. A hybrid event means that some people will attend a real live face-to-face event and others will attend virtually, through ZOOM.

Our goals were to:

- sell all the art that was generously donated and achieve our financial goals
- receive donations in addition to art sales from those who couldn't find that right piece of art
- encourage a minimum of 5% of donors to become regular donors; and
- raise awareness of Be Centre and play therapy.

Every piece of art was to be sold via an online auction over a 5-day period and all art was available for viewing at Gallery109 in Manly. An opening night with refreshments was held on site at the gallery however attendance had to be capped due to COVID social distancing rules. Virtual attendance to the opening night was encouraged and our volunteer Master of Ceremonies, Andrew Stabback, did a wonderful job of engaging our virtual attendees. There were numerous

illuminating interviews with contributing artists, our Be Centre Ambassadors Tom Carroll and Jimmy Wong, the Northern Beaches Mayor Michael Regan, and Be Centre's founder and Chair, Deb Killelea.

It was a fantastic event that was led by Be Centre's new Fundraising & Marketing Lead, Christina Rooney and supported by many other Be Centre team members and volunteers.

The outcomes were:

- 66 art works donated (60 sold)
- \$20,000 raised (\$16,000 art; \$4k donations)
- 96 attendees (41 live; 55 virtually)
- 22 new donors (raising awareness of Be Centre)

An enormous heartfelt thank you to everyone who supported this event. All names are listed in the acknowledgements of this Annual Report.



PARENT TESTIMONIALS

“When we first started at the Be Centre, our family was in turmoil, hard to complete a day as a happy family, but as the weeks past our son made a miraculous transformation, and this was all due to the patience and skills of the most amazing angel that helped our family. We could not be happier with our outcome. Thank you for restoring our family’s happiness.”

“The Be Centre has changed our son’s life and ours. His sessions with his highly intuitive, skilled and knowledgeable therapist have helped him to feel safer in the world, to trust himself enough to be more out in the world and to be able to better manage his sensory challenges. The Be Centre has helped and supported us as parents by truly understanding where our son is at and giving us practical and effective tips to try in our specific circumstances. We can now see a much brighter and far less anxious future for him and our family.”

Helping Tilly get her bubbly confident self back

Around five and a half years ago my partner’s addiction issues were getting out of hand. I needed help and enrolled into a course at Relationships Australia.

Our bubbly, happy little four-year-old daughter Tilly was keeping us together. But we realised, for all our sakes we had to separate.

When we eventually did Tilly changed. Almost overnight she became withdrawn and seemed to lose her sparkle. I didn’t know what to do. Relationships Australia recommended Be Centre and that I explore its Play Therapy program for Tilly.

It seems there were an awful lot of others who had also heard about Be Centre and were waiting for a place for their children. Tilly went on the waiting list and six months later our luck broke and she got a place. Just before her fifth birthday.

When Tilly started at Be Centre, she made an instant connection with her Play Therapist. The good thing about Be Centre is that each child sees the same therapist, at the same time, on the same day, in the same room. This gives them a safe environment to learn how to be themselves, to discover and explore.

It made all the difference to Tilly. She now expresses her emotions openly.

She confidently asks for things, and her confidence is back through the roof.

Be Centre has given both of us coping tools. Both Tilly and me, her mum.

As part of Be Centre’s flagship Play Therapy program parents are offered support with one of Be Centre’s parent support counsellors. They support the ‘whole child’, which in our case includes me.

I now know how to encourage Tilly to talk openly. And I always make time in my day to spend 10 minutes just playing with Tilly.

When she was seven years-old, Tilly began to have a few difficulties at school. We went back to Be Centre for just six Play Therapy sessions. Not for a whole program.

That was all she needed.

Today Tilly is nine years-old and she goes to the Be Centre’s Art Club during school terms. And Tilly says she wants to be a Be Centre Helper one day!

Names have been changed to protect the real ‘Tilly’ and her Mum.

The confidence to cope

It was one year ago when I heard about Be Centre. Sophie was nearly four years-old and her little brother had not yet been diagnosed with autism.

I wasn't coping. I'm anxious at the best of times and had suffered bad post-natal depression twice. I have subsequently discovered this was triggered by my own early life trauma.

The situation was Sophie was refusing to go to pre-school. She was crying and carrying on. She was so scared of being separated from me. She started to refuse to go to the toilet. And then she couldn't, because she became constipated.

I started to dread the mornings. The truth is, I was exhausted. I had run out of ideas of ways to help Sophie. I was just 'losing it'. It was awful.

Meanwhile Sophie's little brother wasn't meeting any of the normal milestones. He didn't babble like Sophie had at four and five months. He wouldn't even respond to his name and he got really upset if his routine had to change.

All our attention was being pulled on to him. Sophie must have felt abandoned and unwanted. But there was just no room in my tank for her. I just wanted her to go off to preschool happily. But she wouldn't.

I was at my wits end and luckily was referred to Be Centre. I hadn't heard of it before, but it is all about Play Therapy with trained therapists. The children have a minimum of 12 sessions with a Play Therapist in a Play Therapy room.

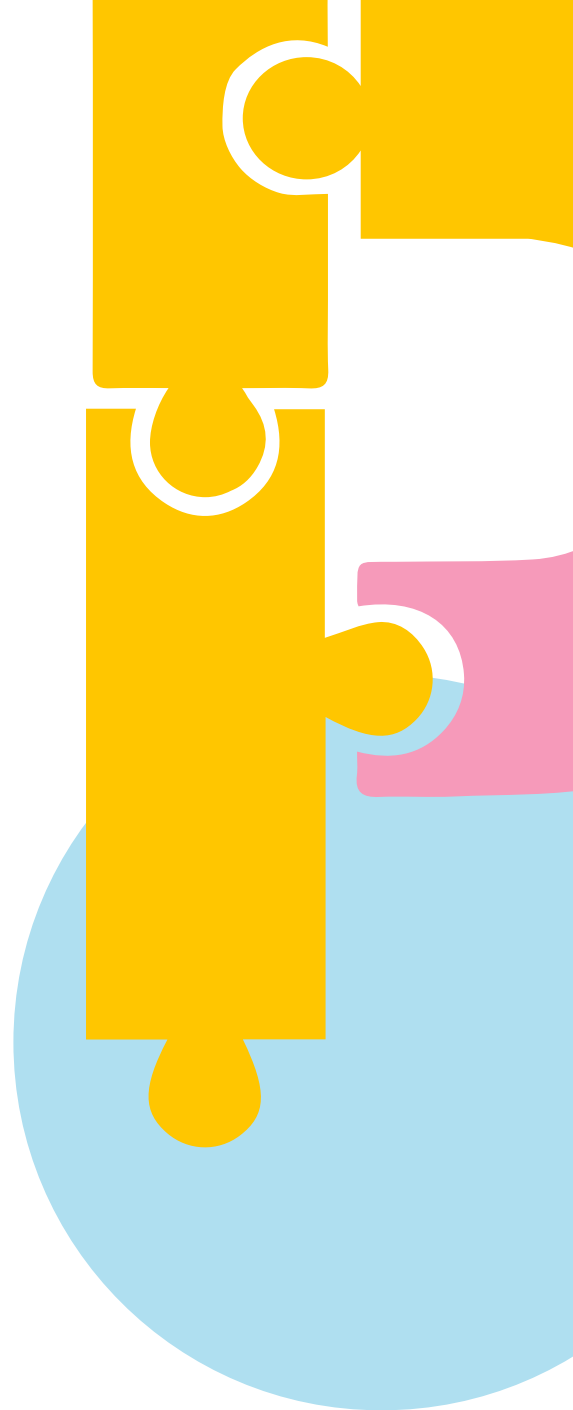
Sophie started there just after her 4th birthday and has now completed a full Play Therapy program. The difference has been wonderful.

With the help of play and her therapist, Sophie has been working through her anxieties, and building her self-esteem and her confidence. Her toilet concerns have gone away, and today, mostly, she heads off happily to pre-school.

As for me? I have learnt a lot about parenting. I now know how to stop my panic from taking over and I am much better at settling both Sophie and my little boy. I won't say it is easy, but I have so much more confidence as a parent than I had before.

Thank you Be Centre

'Sophie's' real name has not been shared to protect her and her story.





COVID-19 TELE-PLAY THERAPY

COVID-19 and the prolonged lockdown is having a devastating impact on the mental health of children with a significant rise in children and teenagers attending hospital because of self-harm and suicidal thoughts.⁸

When the second wave of COVID-19 hit, Be Centre decided it needed to act fast and we immediately offered Tele-Play Therapy for existing clients during the initial week-long shutdown after a careful assessment of their suitability for this delivery method. This proved such a success that we have continued to offer it on an ongoing basis for children who have been unable to resume face to face sessions in Warriewood or Manly. This includes children with compromised immunity and/or those living in the high-risk Local Government Areas. Be Centre has since delivered a total of 56 sessions since lockdown commenced.

Tele-Play Therapy: Impact for clients

For many children, Tele-Play Therapy has been a way of reducing isolation and creating a warm human connection in what is otherwise an anxiety provoking climate. For Play Therapists, it has enabled us to maintain a therapeutic relationship and create a safe container (online) to allow the child to explore and express themselves through their natural language of play.

Play Therapists hold the Tele-Play Therapy sessions in the child's original Play Therapy rooms, sitting on the floor with a laptop. Parents are encouraged to provide a quiet, confidential space for the child with a laptop or tablet and a small selection of toys for their child to interact with during the session. Once the online connection is made, the Play Therapist invites the child to lead the play just as they would if the child was in the room with them. Common activities in Tele-Play Therapy sessions have included drawing / painting, the dolls house, babies, role play, sand play (with the child directing the Play Therapist on where and how to place the miniatures in the sandtray), hide and seek, puppets and Therapeutic Stories. Each session tends to finish with a transitional ritual such as pretending to throw an imaginary ball to the child, who is then invited to pass it back at the start of the next session.

A Be Centre parent of siblings who have benefited from the weekly Tele-Play Therapy sessions has found the sessions a life-line stating "Our two kids look forward to their Tele-Play Therapy session days all week. We have renamed two days of the week 'Play Therapy Day'. Their sessions are the highlight of their week."

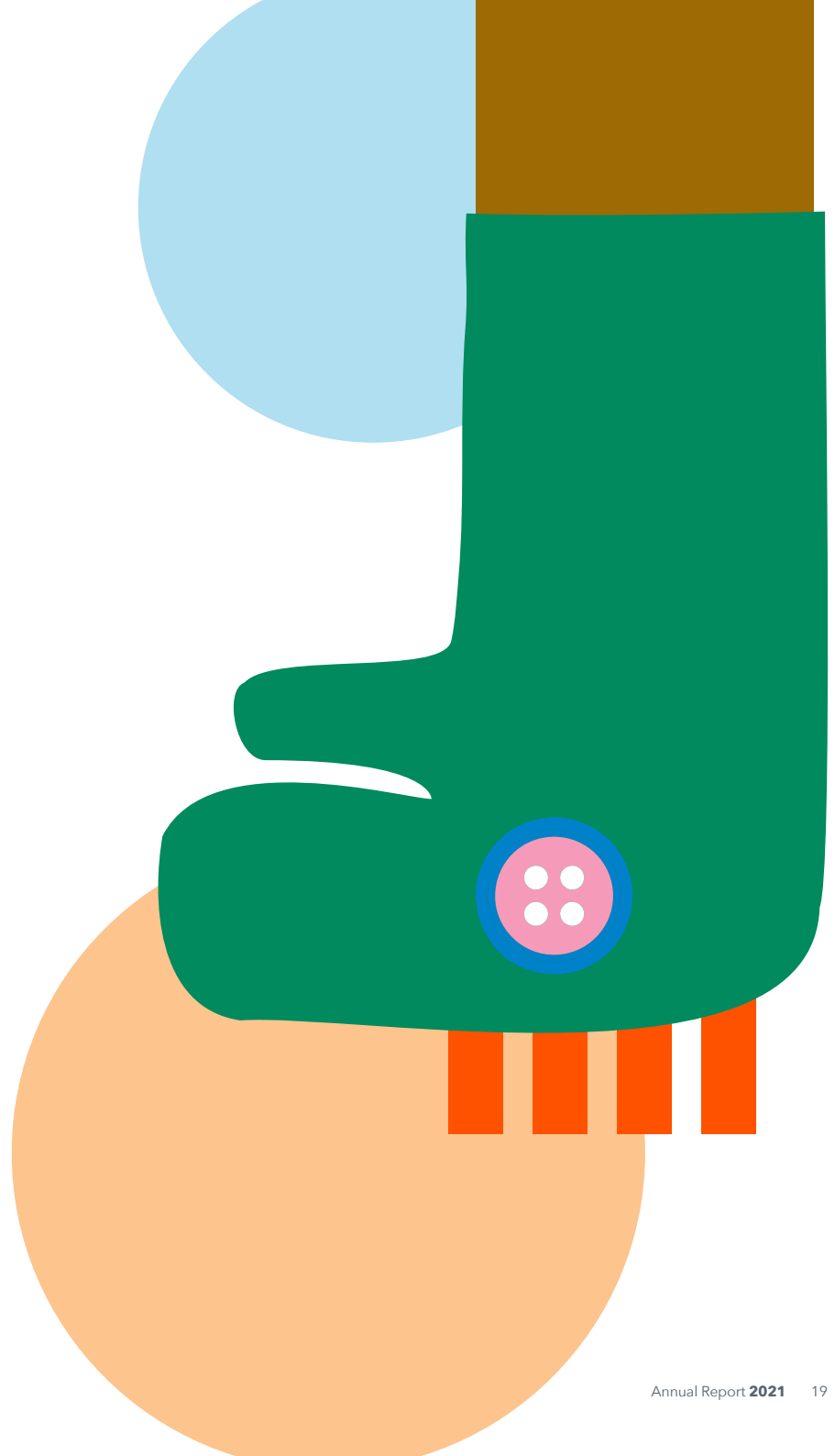
⁸ NSW Health report (17 Aug 2021)

Tele-Play Therapy: Impact for Be Centre

Since the global outbreak of COVID-19, Tele-Play Therapy has been widely used internationally to provide safe therapeutic experiences for children. Over the last year we have carefully considered the pro's and con's of Tele-Play Therapy, undertaken training and developed our own guidelines to enable Play Therapists to determine whether it is in the best interest of the child.

When assessing whether a child is suitable for Tele-Play Therapy, the first key question is "can the child regulate?" We want to avoid a situation where a child becomes dysregulated during a session and we cannot easily contain the child online. This means we need to carefully consider children with complex trauma backgrounds. The second question is "can the parent/carer provide a safe, consistent and confidential space?" The family must be willing and able to support Tele-Play Therapy which includes being able to be in the next room and able to support from a safety and technology perspective.

While face-to-face delivery of Play Therapy is our preferred method, there is certainly a clinical justification for Tele-Play Therapy and it has proved hugely beneficial for the right children during lockdown. Moving forward, we are excited about our strategic plans to potentially offer this to children in remote communities.



PARENT SUPPORT

Without a doubt, it has been a challenging year for parents/carers who have been coping with their own COVID-19 related anxiety, job losses/insecurity, financial stress, and relationship breakdowns.

On top of this, parents/carers have been thrown back into juggling home schooling, work from home and social isolation. It is no surprise that incidences of domestic violence have sadly increased considerably during the COVID-19 pandemic.

At Be Centre we have continued to support parents/carers to be change agents in their own home. Our focus is not just on healing the child in Play Therapy but how we can strengthen the whole family unit. Our new triage process is vital to this process as it enables us to identify parents/carers in crisis from the moment we receive a new Professional Referral. During 2020/2021, our Parent Counsellor, Michelle Mott and our Family Therapist, Mironne Golan held over 291 free parent support sessions with parents/carers. This greatly enhanced the outcome of the children attending Be Centre for Play Therapy. The feedback we received from just one parent is that the combined support has "healed our whole family".

When the second wave of COVID-19 struck we were quick to adapt our support by offering both tele-counselling and phone counselling to ensure ongoing support for parents and carers during this difficult period. A small number of face-to-face sessions were held for parents in crisis which included sandplay therapy and "walk and talk" therapy which combines exercise and counselling.



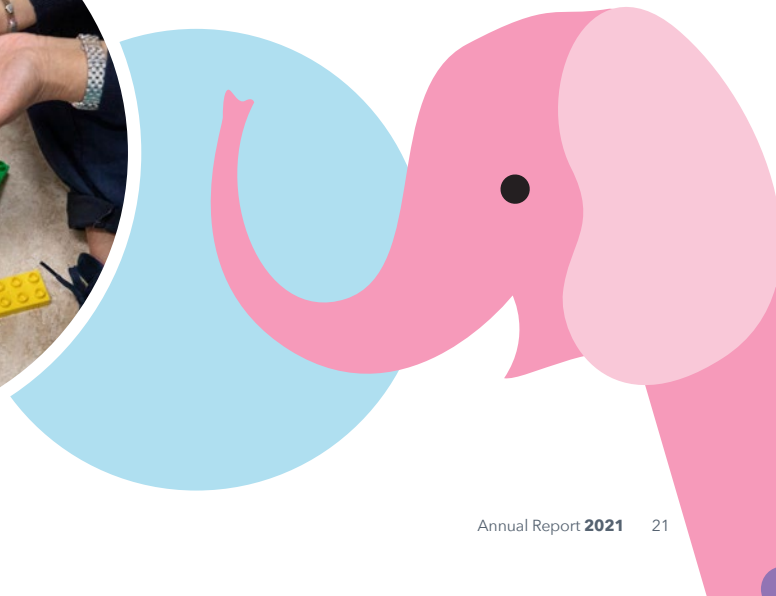
Our more formal parenting programs, which are offered either in a group format or one on one, include:

Circle of Security is a relationship evidence-based early intervention program. Parents develop knowledge to understand and support children's ongoing needs to go out and explore the world and be able to come back for love, warmth and support. This enhances the attachment security between parents and children.

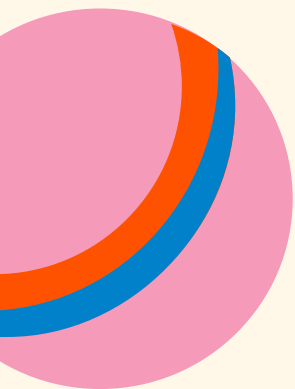
Tuning into Kids is an evidence-based program that focuses on the emotional connection between parents/carers and their children. Tuning into Kids has proven success in improving parenting, parent-child relationships, emotional competence and behaviours.

Tuning into Teens recognises that the brain's most dramatic growth occurs during adolescence. The program is designed to help the parents/carers assist their teen negotiate this challenging time and reduce conflict in the family.

Parent Child Attachment Play is an early intervention program developed by Debi Maskell-Graham based on the latest attachment research which shows that supporting the parent-child attachment relationship sets the scene for the best outcomes for children right into adulthood. We coach parents/carers on how to hold home-based play sessions with their child using a known attachment mechanism (Head Heart Hands).



HOW WE HELP - THE NUMBERS



1844

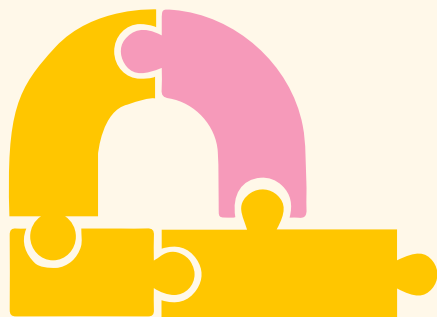
Play Therapy sessions

145

children attended Play Therapy

49%

of Play Therapy sessions provided on a scholarship basis



39

families benefited from Parent Child Attachment Play

85

Bushfire Crisis 1:1 Play Therapy sessions



8

holiday community workshops with **49** participants



12

Festival of Play (bushfire impact workshops) with **164** participants



33

Art Club sessions



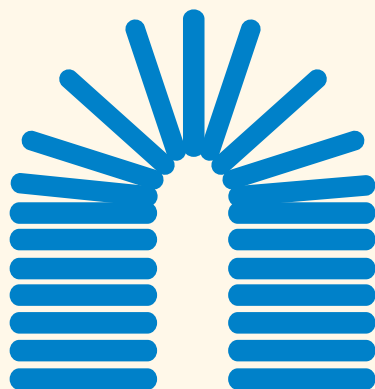
Pro-bono marketing & legal support

- \$555k UnLtd
- \$41k Johnson Winter & Slattery

400
playbags
distributed



291
Parent
support
sessions



FUNDRAISING

1155+ hours

of skilled & unskilled volunteer time donated (even with reduced hours under COVID lockdown restrictions)

\$29k+ raised

at our fundraising event

\$630k+ donated

goods & services. This includes services facilitated by our partners at UnLtd who secured support through:

- IAG \$177k
- Tonic Health Media \$296k
- Val Morgan \$50k
- JCDecaux \$11k

LOOKING AHEAD - 2022 & BEYOND

Challenging situation with COVID

With COVID being ever-present in 2022 and beyond, Be Centre, has a focus on innovation, increasing our digital capabilities, and looking towards creative partnerships and collaborations.

Strong growth plans

Our plans for strengthening our organisation have been articulated in our 2022-2024 strategic map.

STRATEGIC PRIORITY 1:

Heal as many children as possible.

We will extend our reach to children and their support networks through our existing Play Therapy program, the introduction of Tele-Play Therapy, the development of new programs for children, and an increase in parent support counsellors. We will champion partnerships and broaden our networks with the goal of increasing funding to support the delivery of more services.

STRATEGIC PRIORITY 2:

Becomes leaders in Play Therapy.

We will utilise technology and data to demonstrate the impact of Play Therapy - building recognition and trust. We will demonstrate our expertise in trauma by developing new services including short courses to educate families, teachers, and other community members. We'll attract new passionate and talented team members due to our reputation as a leading authority in Play Therapy.

STRATEGIC PRIORITY 3:

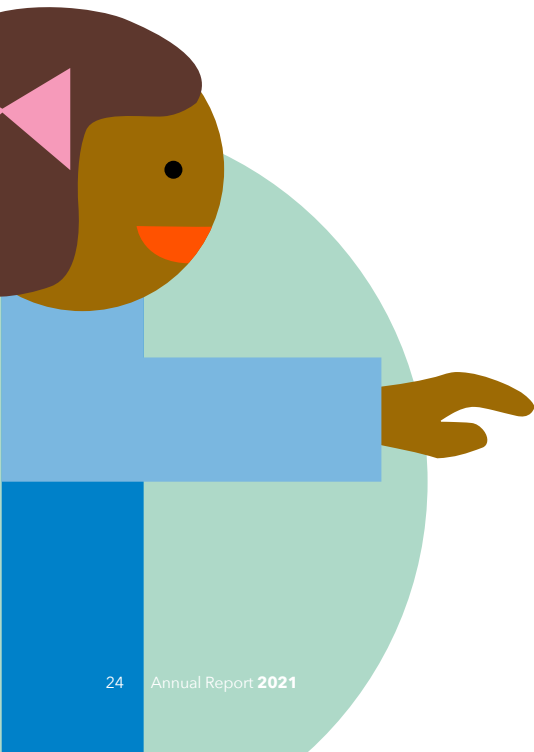
Strengthen Be Centre sustainability.

We will increase our funding through more successful grant applications, brand awareness, and a strong communication strategy which will increase our individual donor base and other revenue streams.

Living our Team Essence

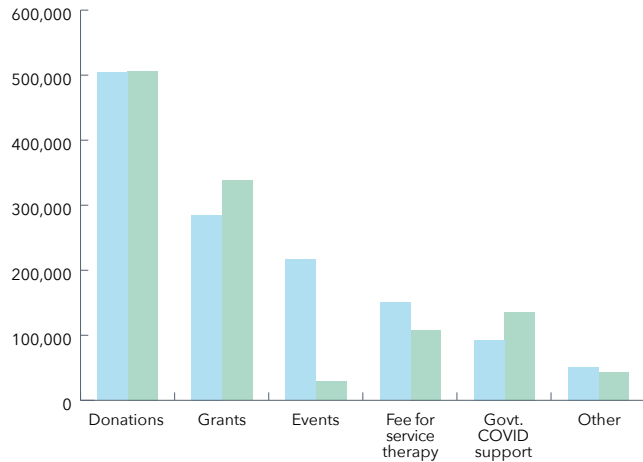
This year, the Be Centre team created our Team Essence which sets out the Commitments we make to "the whole team" and the Behaviours that demonstrate the Commitments. In other words, our Team Essence is how we have agreed to play together as a team.

Our Team Essence springs from Be Centre's Values and is the foundation for our culture. And at the heart of our culture are the children and families that we support.



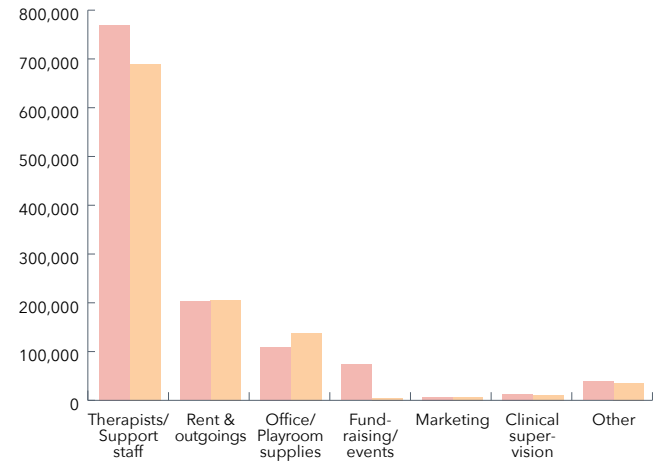
FINANCIALS - KEY DATA

Income



Income	2020 (\$)	2021 (\$)
Donations	503,876	505,149
Grants	285,417	342,737
Events	216,584	30,137
Fee for service therapy	150,164	108,393
Govt. COVID support	92,641	135,241
Other	51,033	43,110
Total	1,299,715	1,164,767

Expenses



Expenses	2020 (\$)	2021 (\$)
Therapists/Support staff	769,383	689,236
Rent & outgoings	202,953	206,190
Office/Playroom supplies	109,008	139,585
Fundraising/events	73,613	4,398
Marketing	7,290	7,050
Clinical Supervision	13,314	11,323
Other	38,707	35,950
Total	1,214,268	1,093,732

THE BE CENTRE TEAM

Ambassadors

Jimmy Wong
Nici Andronicus
Tom Carroll
Cate Baird - Youth Ambassador
(July 2020 - January 2021)

Board

Deb Killelea - Founder and Chair
Michael Laybutt - Board Member
Mark Lollback - Board Member &
Fundraising Committee
Karen Oxenbury - Board Member
Joanna Samios - Company Secretary
Chris Wilcox - Board Member

Fundraising Committee

Mark Pretty - Chair
Christine Blampied
Linda Volker
Andrew Stabback
Georgie Torrens

The following people contributed to the Fundraising Committee throughout the year: Venessa Hunt, Kimberley Gire.

We would like to acknowledge the enormous contribution, passion and commitment Gailene Keen provided to Be Centre over nine years and wish her the best in her new chapter.

Clinical Staff

Anna Charleston - Clinical Development
Manager & Play Therapist
Fiona Howell - Clinical Supervisor &
Play Therapist
Alyce Goss - Play Therapist
Erin Butler - Play Therapist
Fiona Geoghegan - Play Therapist
Nur Heitz - Play Therapist
Michelle Mott - Parent Counsellor
Mironne Golan - Family Therapist
Lorraine Lee - Intake Clinician
Meg Lewis - Play Therapy Intern
Robyn Turton - Play Therapy Intern

Staff

Michelle Carlyle - CEO
(effective October 2020)
Christina Rooney - Fundraising &
Marketing Lead (effective March 2021)
Maree Webster - Financial Administrator
Gailene Keen - Fundraising & Development
Manager (July 2020 - March 2021)
Laura Pretty - Fundraising Co-ordinator
(July 2020 - March 2021)
Cate Baird - Digital Communications
(July 2020 - January 2021)

THANK YOU

Thank you to the many individuals, Trusts, Foundations, companies and organisations who contributed so generously to Be Centre this year to ensure we could continue to support children during uncertain times.



Funders

Our funders ensure we are delivering on our goals of helping as many children as possible. The funds go directly to supporting Be Centre and providing disadvantaged children and their families with Play Therapy scholarships. Special mention and thanks to:

Foundations:

Bayard Foundation
Bennelong
Foundation
Milton Foundation
Novus Foundation
Protrust Foundation
Rodney and Judith
O'Neil Foundation
St George
Foundation
The Charitable
Foundation
Vernon Foundation

Individuals:

Duncan and Alison
White
Fraser and Sylvia
McKenzie
Mark East and
Margaret Hartmann
Mark Lochtenberg
Patrick Teodorowski
Siobhan Butler
Susie Campbell

Corporate/other:

Catholic Care
Damien Greer
Lawyers
Dee Why RSL
Dominos Pizza Mona
Vale
Jason Falinski
Stronger
Communities
(Department of
Industry)
Northern Beaches
Council
Rotary Upper
Northern Beaches
Stockland CARE
Two Five Sports
Consultancy
UnLtd
Upper Crust Pies
Collaroy

Supporters + Volunteers

Our heartfelt thanks to our amazing supporters who provide services and in-kind gifts so Be Centre can keep our focus on supporting children. Thank you to these supporting individuals and organisations. We couldn't do what we do without you. We would like to give a special mention to:

ACCO Brands
Australia
Acorn Press
Active International
Adam Spencer
Anita Schumann
Anna Barr
Archie Rose Distilling
Co
Atsi
Australian Reptile
Park
Bear the Builder
Beck Feiner
Bill Atherton
Bower Sands
Budgy Smuggler
Bunnings Narrabeen
Carol Gibbons
Photography
Christine Bower
Coolwyn Nurseries
Dad & Dave's
Brewing
Danielle Lovatt
David Wigg
Debbie Waters

Educational
Advantage
Fabio Silvestre
Fackelmann Australia
First National Manly
Fishing Station
Four Pillars Gin
Francia Pty Ltd
Freshwater Brands
Gailene Keen
Gallery 109
Geoffrey Hannah OA
Glass on the Grass
GroupM
Hasbro
Hoselink
IAG
Island Interiors -
Cabana Lifestyle
Australia
Jamberoo Action Park
Jan Cristaudo
JC Decaux Australia
Jessica Cluff
Johanna Geluck
John Wardroper
Johnson Winter &
Slattery

Judee Ann Radford
Judith Roach
Karen Atkins
Karynne Courts
Keith Newcombe
Ken Taber
Kerry Dracakis
Lazybones
Liesel Edis
Linda Volker
Lindsay & Edmunds
Chocolatier
Liquido
Luna Park Sydney
Lyn Hammond
Mal Tennant
Marissa Edwards
Matilda Dumas
Matt Wilcock
Maxine Devlin
Maxwell Williams
Minuteman Press
Mona Vale
Mont Marte
Morva Belot
Nada Herman
Nancy Martin

Nubo
Panzera Watches
Penrith Whitewater
Papandrea Fine
Foods
Pittwater Wines
Rachel Carroll
Roger Blackmore
Scott Petrie
Sean Hutton
Second Earth
Skyzone
Sunday Supply Co
Susie Campbell
The Langham
Winning Appliances
Tom Carroll
Tonic Health Media
TreeTop Adventure
Park - The Hills
Val Morgan
Vandoros
Velia Newman
Will & Wind
William Knight
Willow Bay Australia
Winning Appliances

Our volunteers contributed over 1155 hours of their time and skills over the last 12 months, showing such amazing support throughout the year.

Our supporters donated the equivalent of \$630k in goods and/or services in support of Be Centre.

Andrew Stabback
Cate Baird
Cherelle Martin
Christine Blampied
Deloitte (Corporate
Working Bee)
Fraser and Sylvia
MacKenzie
Gailene Keen
Georgie Torrens
Graham Mott
Heather Mead

Holland Touw
Jan Read
Jarred Isaacman
Jasmyndawkins
Jimmy Wong
Joy Cusack
Karen Atkins
Kate Holland
Laura Pretty
Linda Berry
Linda Volker
Louise Denver

Mandi Burton
Mariela Salisch
Mark Lollback
Mark Pretty
Megan Hamilton
Michelle Mott
Mironne Golan
Nici Andronicus
Olivia Karaolis
Penny Dalton
Phil Carlyle
Phil Keen

Rachel Troy
Rebecca Fry
Robert Steers
Robyn McDonald
Robyn Nordstrand
Ron Efrat
Sharyn McAlpin
Steve Schinagel
Stewart Tanswell
Susie Campbell
Vikki Tanswell
Wendy Cummins



HOW TOGETHER WE CAN HELP THOSE WHO STRUGGLE

Now more than ever your support can make a giant impact to a small child.



Mental health and wellbeing challenges for children and families are on the rise. Your support can help Be Centre stop cycles of harm through early intervention. Some ways we value your support to help children and families in great need are:

Volunteer with us

Partner with us

Fundraise with us

Join our events

Follow us



To find out more please see our website www.becentre.org.au or connect directly through: info@becentre.org.au

To donate easily now connect through the below QR code:



Identifying details of children and parents/carers mentioned in this report have been changed to protect their privacy.

www.becentre.org.au

P: 02 9913 7000 E: info@becentre.org.au

Be Centre Foundation Ltd is a registered charity
CFN 12268 ABN 58 128 050 037

