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A Note from our President, Ricardo Viana

Welcome to the MCGC & CÜRA Community Services Annual General Report.

2014 has been a year of change for our organisation. Our aim for this year was prosperity - something I believe we have delivered. This has been achieved with the excellent work of management, admin staff, care and support workers.

You probably have heard many expressions about 'change' and how it is a positive thing. In my two decades of serving community organisations in varying capacities I have learnt that change is not always a pleasant thing... However overcoming these unpleasant times will make us stronger and trigger the next stage in our development - it helps us to move forward.

In short, it drives progression.

Whatever your concept of change is, I am sure you would agree with me that it always indicates movement and is up to us to move and work with these dynamics.

If you are interested to learn about the changes that have taken place in our organization, the following report will guide you through our new MCGC & CÜRA Community Services.

Finally, I thank you all for entrusting me with responsibility of leading this organisation into this new era.

Please have a safe and happy Christmas and look forward to a new year full of new energy to carry on the next stages in our development.



A Note from our CEO, Suzanne Graham

Hello and welcome to our annual report.

2014 has been a year of accelerating momentum for our organisation. One in which we have seen continued change and growth.

From the 1st July 2014, the Australian Government commenced rollout of the

Aged Care reforms seeking to "create a better system to give older people more choice, more control and easier access to a full range of aged care services." To stay relevant and retain a competitive edge during this period of industry change requires a rapid, strategic and agile response.

"It is not the strongest of the species that survives, nor the most intelligent, but the one most responsive to change." - Charles Darwin

We have responded accordingly - updating our services offering, providing proactive information sessions and changing our strategic and business approach while remaining committed to our Multicultural heritage and our Mission, Vision and Values. This will continue to drive our focus for 2015.

At the heart of both our industry and our organisation is our customers. They remain our highest priority and our core focus is unwavering - to continuously drive our service standards higher, develop supportive relationships with our customers and have a positive impact on their lives with our service.

I hope you enjoy our Annual General Report for 2014. We welcome any feedback or enquiries. Please refer to the back page for contact details.



Introducing CÜRA Community Services

To celebrate 30 years of dedication to community services on the Gold Coast, we announced the exciting re-branding of our Aged and Community Service under the name of "CÜRA Community Service" in August this year.

Through our strategic workshops and creative ideation process we began to look at different names. We tossed lots of ideas, feelings and emotions into the mix with input from all corners of the organisation. We wanted something, short, catchy and easy to pronounce. Most importantly we wanted something that spoke to the unique flavour and essence of our organisation.

We came up with the essence of MCCGC - "you." You matter to us, and we care about you. CÜRA (pronounced Coo-ra) means "care" in Latin and brings to life our vision for an inclusive community that values cultural diversity.

We wanted to put the emphasis on the "U" because it's all about you! The U also forms a smiling face which is representative of one of our core values "Joie de vive."

Behind CÜRA are four brightly coloured pebbles - representing our vibrant, energetic and passionate staff and multicultural heritage. Three of the colours - strawberry, nectarine and marigold are borrowed from our MCCGC colours and the grape represents new beginnings!

A phased rollout of the new branding commenced at our annual International Café event and comes to completion with the launch of our website www.curacares.com which launched in November.



CÜRA Kitchen

Following the change in Meals on Wheels provision of service to the Gold Coast, we identified a gap in the market and responded by extending our food services offering and launching CÜRA Kitchen - our delicious home delivery meal service.

The menu options have been carefully selected by our chef and provide seasonal, fresh and nutritious options for our customers and include gluten free, halal and vegetarian options.

The response has been outstanding, with a sharp upward trend of orders that we will continue to drive throughout 2015.

Growing International Relationships

We are passionate about helping drive and support a strong multicultural future for our community. This intrinsic focus is key to our service offering and is reflected in our appetite to deepen our relationships and understanding of the cultures of the world.

We regularly welcome international groups into the MCCGC & CÛRA Community Services family to enrich the experience for all involved. In partnership with Kings Unitech, we recently hosted a group of largely non-English speaking Japanese nursing students during their study tour of Australia. Supported by facilitators and an interpreter, the students learnt about how Aged and Community care is provided within Australia and our special guest Alan Bester provided information and insights about Dementia before the group experienced our new relaxation room - an initiative to help care recipients with dementia. Hands on and face to face time with our customers and staff meant the group could gain invaluable insights about working in multicultural community care in Australia.

Encouraging Growth & Education

We believe that at the heart of a great organisation is great staff and our key to recruiting and retaining a skilled workforce is growth and education. As we identify new customer needs, our education program responds - allowing our staff to quickly upskill in the required areas. We have access to a diverse pool of onsite and external facilitators and trainers that we leverage to educate and develop the skill base of our staff as required.

From a Risk Assessment and Work Health and Safety training perspective, we launched our "Be a Risk Thinker" initiative at our annual training in February. This message was supported by the Australian Government's "Work Safe, Home Safe" campaign launched in September supporting staff to arrive home in the same condition they arrived to work.

With a future focussed and community minded vision we believe that the development of our staff is pivotal to the ongoing success of the community service industry. Every year

we facilitate a group of students to complete their Certificate IV in Home and Community Care and Diploma of Home and Community Services. Our 2014 students have grasped this opportunity with eager hands, working with the support of the whole of MCCGC & CÛRA Community Services team to undertake a program that will help shape and define their and our community's future. We wish to thank each and every student for their dedication and extend our well wishes as they complete their final units for their qualifications early 2015.



Listening to the Community

We appreciate and value the variety of voices within the community and use feedback to help us shape our service offering, meet needs and enhance our programs, events and products.

The introduction of our Tell Us What You Think form allows our customers, staff and the community to communicate with us quickly and effectively.

Many of our compliments received this year were due to the exceptional service provided by our staff and our various information and education programs including our Falls Prevention, Caf  D and Introduction to Consumer Directed Care sessions.



Our Facilities

The Wellness Centre

We believe in the power of community, sharing and support, and our Wellness Centre provides the space for this to take place. Our Wellness Centre activities encourage interaction and reduce isolation through daily activities, outings, entertainment, guest speakers and information sessions. This program of events is ever-changing and is available in our monthly Wellness Centre newsletter .

2014 saw host of exciting activities at the centre including:

- Information sessions on crime prevention, telecross, falls prevention, hearing and emergency services
- Various entertainment, from Japanese dancers to a gypsy band and performances from the Japanese Violin School
- Special celebrations for birthdays, Harmony Day etc.
- A variety of different outings - from Hinze Dam to the local flying school

We have been joined by over 130 customers in the Wellness Centre throughout the year with over 19,000 hours of service.

Relaxation Room

Within our Wellness Centre is our new Relaxation Room - a multifunctional art space incorporating light, sound, and visuals to create an immersive space for care recipients and their families.

The room allows you to immerse yourself in a multisensory experience of original videos, sound pieces and colour lighting states that have been researched and developed specifically for the purpose of drawing recipients into a state of relaxation. Patients and families are referred to use the rooms when they experiencing stress, fear, anxiety, insomnia or pain. Various staff members also use the room for pastoral care, music therapy and social work to provide a relaxing environment for one on one.

Last year, Efterpi Soropos was awarded a Winston Churchill Fellowship grant to investigate sensory art programs in aged care for the purpose of developing the concept, with a particular focus on people living with dementia. We are thrilled to have invited Efterpi to develop a room for our Wellness Centre - making us the first facility on the Gold Coast to incorporate the state of the art technology and experience.

Our Programs & Events

Creating a Healthy & Sustainable Workplace

We believe in making responsible decisions in order to reduce our negative footprint on the environment. This year saw the installation of solar panels to our premises to help reduce our environmental footprint and deliver substantial savings on our annual electricity tariffs.

We continue to focus on developing our ecologically sustainable pathway with our third planting for our on site edible garden which serves to season our delicious CÛRA Kitchen dishes.

In collaboration with Gold Coast Medicare Local, we also established a "Healthy Workplace" initiative with a walking program in support of International Brain Tumour Alliance. The daily goal is to walk 10,000 steps per person with our overall group target to walk to the Capital City of each Country that our staff originate from. This initiative supports the Gold Coast Healthy and Active Framework.

International Café Event

We introduced the exciting new look CÛRA Community Services at the 6th annual Seniors Week International Café event on the 18 August at Robina Community Centre.

International Café is a free event that we host annually to promote healthy ageing and positive access to aged and community services for Gold Coast seniors.

Key speakers at the event included Mark Tucker Evans from COTA, Verity Barton MP State Member for Broadwater and MCCGC and CÛRA Community Services CEO, Sue Graham.

The day was a huge success with over 600 people through the door, international entertainment and information with complimentary health checks, morning tea and lunch!

Walk Together 2014

We believe in an Australian culture of welcoming, generous and compassionate actions. We believe in an Australia that recognizes the equality and dignity of all people - no matter who you are, where you're from or how you arrived here - and extend our values of fairness and friendship to everyone. We dream of a nation that celebrates diversity, made up of communities where people of our First Nations, asylum seekers, refugees, international students, skilled migrants and every other human being can experience the joy and security of belonging.

On Saturday 25 October, thousands of people united in 20 cities and regional centers to celebrate the diversity that makes Australia great. For the second year, we took part in this annual event at Southport Parklands with over 150 attendees and participants from the GC Multicultural Network, New Life Uniting Church, The Islamic Society, MCCGC Youth Ambassadors and the general public.

Special guests included Verity Barton - Member for Broadwater on behalf of Glen Elmes - Minister for Aboriginal and Torres Strait Island and Multicultural Affairs, Des Lacy, The Police Commissioner, Sunny Ray and the Gold Coast Suns.

Café D

We believe that community, energy and vitality are key to maintaining independence for our seniors. In association with Medicare Local, we developed the Café D program to provide a healthy living, exercise and eating program to gain practical knowledge in leading a balanced lifestyle.

Over 80 happy customers attended the Café D program that includes cooking, nutrition, cultural and exercise sessions in a fun and friendly format.



"The yoga was excellent. The whole idea of breathing, movement, healthy food, sharing and friendship is what makes a happy community."

“Dream Come True”

We believe that a fundamental component to business success is a solid foundation. That’s why, in partnership with Opportune Ltd (the NFP arm of Opportune Group) we offered a special “Dream Come True” Business Management Course to support the multicultural community to learn how to own and operate a business according to Australian regulations.

The 12 week course commenced on the 2 October at MCCGC & CÜRA Community Services and covers strategic development, structure development and registration, Australian government requirements for banking and financial reporting and product and services marketing.

16 participants were selected to join the course funded by the Economic Participation Grant Funding through Cultural Diversity QLD. The course concludes with a hands on market stall experience in practical retailing as well as a 6 month follow up support session to ensure our participants are on track to see their business dreams come to fruition.

Gold Coast Supporting Older People from Culturally and Linguistically Diverse (CALD) Backgrounds

One of our key aims as an organisation is to increase access to aged care services for older people from CALD communities. The key priorities and achievements for our 2014 “Supporting Older Peoples from CALD Backgrounds Project” were:

- Development of approaches and activities to increase customer knowledge and informed decision making about residential and aged care support services
- Ongoing liaison with local CALD Communities to identify their needs and to provide information about aged care services
- Liaison with key community and service networks to promote the project and to provide information about the issues affecting older people from CALD backgrounds
- Convening of the Residential Age Care Services Reference Group, attended by representatives from local residential aged care services, CALD communities and the ACAT
- CALD Carers Forum 2014, which was attended by 85 CALD Carers, friends, service providers of carer services and representatives of various CALD communities. The Forum provided an opportunity for Carers to speak about their experiences and to discuss and make recommendations for improving the status of Carers. A comprehensive report was completed and documents the forum proceedings, issues raised by Carers and provides a number of recommendations for further improvements in services to CALD Carers
- Conducting cultural awareness education to staff of residential aged care and support services in the Gold Coast area such as Domain Care, Lutheran Aged Care, Ozcare, Robina Housing Service, Gold Coast University Hospital, Robina Hospital and the Commonwealth Respite and Carelink Centre



Gold Coast Multicultural Network

In 2013, two existing multicultural networks amalgamated to form the Gold Coast Multicultural Network (GCMN). Members of the GCMN consist of interested organisations, community members and service providers who share a common purpose of enhancing the lives and wellbeing of Culturally and Linguistically Diverse (CALD) persons within the Gold Coast community, and assist in reducing the risk and disadvantage that are associated with language and cultural barriers.

Building on this momentum, the GCMN went onto develop a three year Strategic Action Plan in 2013 with three agreed priority areas, which articulate and demonstrate GCMN’s commitment to the CALD communities of the Gold Coast.

The three priority areas include:

1. Engagement Strategy
2. Multicultural Events and Activities
3. Our Structure, Our Membership

As part of the GCMN Engagement Strategy, it was determined a series of “Community Consultation Dinners” was an appropriate and effective engagement strategy with the aim of;

- Identifying and building relationships with a diverse range of community members and leaders
- Extending and broadening the membership and engagement of CALD communities with the GCMN
- Gathering information and experiences of CALD under the themes of Community Services, Health, Employment, Education, Housing and Family
- Adding value to the existing body of evidence, data, personal stories and accounts of people from CALD backgrounds living on the Gold Coast
- Determining a way forward for the GCMN to continue its relationship and engagement with CALD on the Gold Coast.

Over 60 participants and 18 members of the GCMN participated in the evenings, which resulted in the collection of valuable data and industry insights. A wrap report will be distributed early 2015. The chair of the network will be passed onto Multicultural Families Organisation with the secretariat for the network remaining with MCCGC as part of the council remit.

Grants & Funding Applications

Grants and funding form an important part of the revenue streams for continuing growth and development of the organisation. We applied for a number of grants & funding in 2014 which are detailed below:

- HACC Submission for Centre Based Funding
- Youth Development & Support Program
- Energex Community & Sustainability Fund
- OLGR - Jupiters Casino Fund
- NIB Foundation
- Community Gambling Benefit Fund for a Vehicle for Meal Deliveries
- The Greater Charitable Fund
- Medicare Local Gold Coast - Innovation Grant for Café D
- Jamie's Ministry of Food - Pop up Kitchen
- Divisional Donation Fund
- CBF Treasury - Vehicle
- COTA Qld for Seniors Week
- Community Grants
- Commonwealth Bank Community Fund
- Optus Community
- City of Gold Coast - Divisional Application for Funds
- CCRC Funding - Carer's Forum
- Australia Post - Multicultural Schools Program in Collaboration with GC Suns
- Cultural Diversity QLD - Economic Participation Grant
- ACAR Tender
- Department of Social Services Future Care Program
- Department of Social Services Older Persons Action Program
- Queensland Government Diversity Grants
- CDQ Economic Participation Grants

Government Reporting Obligations

We continue to actively report on all deliverables under a broad range of programs in line with our Government Service Agreements. This year's reports included:

- Dept. of Communities, Child Safety and Disability Services (QLD)
 - Community Care Home Support Service (HSP<65) - Financial Acquittal Report 13/14
 - Community Action for a Multicultural Society (CAMS) - Bi-Annual Performance and Output Reports (Jul-Dec 2013, Jan-Jun 2014)
- Dept. of Social Services (Australian Government)
 - Home Care Packages Programme (Level 2 & 4) 13/14 Financial Report
 - Commonwealth HACC Programme >65 - Annual Output Variation Report and Financial Accountability Report 13/14, quarterly Minimum Data Sets (MDS) Reports
- Dept. of Health and Ageing (Australian Government)
 - Community Partners Program (CPP) - Annual Report 13/14
- Local Government and small grants funding acquittals and reports

From a Quality perspective:

- Policies and procedures review - National Care Solutions
- As part of a continuous improvement framework and prudent internal control, an internal financial Audit was carried out by the Treasurer - Mr Peter Loughnane - in March 2014. No adverse findings were identified whilst recommendations for 'best practice' financial operations continue to be implemented.

Policy & Procedures

Consistent application, review and optimisation of policies and procedures underpins all of our operations. To ensure compliance to legislation, funding guidelines and the recent Aged Care Reforms we have commenced review of our Policy and Procedure manual with the assistance of National Care Solutions. The full review is due for completion in 2015 and will incorporate new policies and procedures around the new Governance Structure and Consumer Directed Care initiatives.



Operations

The MCCGC & CÜRA Community Services team is constantly evolving in line with the supply and demand of the community. We currently have 77 staff, with 22 fulfilling coordination, clinical and management functions and 55 Home Care Workers and Wellness Centre staff. All of our staff play pivotal roles in the provision of care and service to our 567 customers across the Gold Coast region. Together we speak approximately 30 different languages which enables us to meet the diverse cultural and linguistic requirements of our customers and the community.

We welcome referrals for the Commonwealth Home Support Program to service more customers in social support, personal care and the Wellness Centre. Our domestic program continues to be a high need area in which we work with local communities and referrers to ensure that we meet customer demand.

The high demand for our packaged care enables us to maintain them at full capacity for the majority of the year. The table below provides an overview of our program and service delivery rates to the community across 2014.

Program	Services/Customers	Hours
Café D	246 Customers	842.75
Fee for Service	148 Instances	155.50
Level 2	5814 Instances	8934.17
Level 4	10776 Instances	17048.75
CHSP 65+	21152 Instances	36011.83
CHSP <65	1396 Instances	1518
Total (Overall inc brokerage/seniors etc)	41588	66599.75

The transition to Consumer Directed Care on 1 July 2015, has seen us commence a trial of 3 customers on package care since June 2014. This trial has allowed us to develop appropriate packages of care and service delivery that meet the ongoing and changing requirements of the care recipient and their family members. Feedback from our trial families has been pivotal to our continuous improvement during the trial. Families have so far reported this trial to be a positive change to their delivery of care, which will prepare us well for 1 July 2015.

To assist in this transition, we have proactively started discussing the changes with our current customers to ensure they are prepared and comfortable prior to the rollout.

Presidents Award

The presidents award was introduced in 2013 to identify and celebrate individuals who contribute across the organisation in a variety of important ways. We seek to recognise results oriented staff members who encourage a positive and friendly work environment, excel in performance and customer service standards and contribute to quality improvement.

In 2013 we recognised the stellar efforts of Yoko Abe and Deb Judd for their dedication and hard work across the organisation. We are currently taking nominations for the 2014 Presidents Award to be announced at the Staff Christmas Party in December.





2014 Highlights

- Mobile Solution: Mobile implementation and TRACCS Finance CDC setup trial complete
- Introduction of Staff Service Acknowledgement of 3, 5 and 10 years (To be presented at the Staff Christmas Party)
- Inaugural Meeting held at MCCGC of the new Gold Coast Multicultural Network (combining the Multicultural Service Network and the Multicultural Wellness Network)
- Received Medicare Local funding approval for a Multicultural Planning Day for the Gold Coast Multicultural Network auspice by MCCGC
- Received nominations for the City of Gold Coast Australia Day Awards for Anne Nides, Nao Hirano, Erin Mercer and the Youth Ambassador Project. We extend our congratulations to Nao Hirano for winning the Australia Day Award
- Received funding from the Department of Transport and Main Roads to compile a Chinese language 'Road Safety Booklet' developed in partnership with Queensland Police Services
- Our CAMS officer continues a membership role on the consumer representative group for the Gold Coast University Hospital

Our Vision for 2015

With our eye firmly on the future, we believe it's important to have a clearly defined vision to take into the new year. Our vision for 2015 includes:

- Annual Internal Audit in March/April 2015 across all organisational functions to ensure compliance and inform best practice
- Focus on growing our Fee For Service business streams to diversify and strengthen ongoing sustainability. Strategies include:
 - Appointment of a Business Development Manager and sales staff to package and promote fee for service services and products (meals) in the Home Care space
 - Continued development of the CÛRA Kitchen model offering catering services, delivered and takeaway meals to clients, partner organisations and public
- Transition from an incorporated association to a company limited offering new business opportunities and more versatile legal structure. Concurrently, rebranding to a new trading name, CÛRA Community Services, will bring fresh identity and opportunity to enter the market place and build new and existing business
- The organisation will pursue Greenbiz Certification as a response to it desire to be a socially responsible corporate citizen
- System review and unit costing will form an important priority in the next 6 months as the organisation (and industry) responds to the introduction of the governments Consumer Directed Care (CDC) agenda. Financial and customer management systems will be adapted to handle individual budgets for clients and deliver new efficiencies in a world of less case management funding and increased market competition

Treasurer's Report

The 2013/2014 year financial results represent solid performances across all organisation activity. A net surplus of \$224, 986 was achieved from a \$4.2 million turnover.

Department of Social Services funding remains the primary income contributor for the organisation. Consumer income continues to grow as we move to a more user pays system. We continue to maintain a conservative approach to our investments, which bolster our income.

Total expenses for the financial year remained steady compared to the previous financial year. This reflects the steady income over the same reporting period.

A one off adjustment to carry forward revenues from 12/13 resulted in an increase in retained profits for the 13/14 period. These funds are being reinvested in the organisation to develop existing and new business opportunities. This includes expanding our home care services and our new Cura Kitchen, which has been developed from identifying a gap in the market and implementation of TRACCS time recording and clinical care system.

With the introduction of the My Aged Care Gateway in July 2015 and the consolidation of a range of Department of Social Services including HACC to the Commonwealth Home Support Program we will need to continue being diligent in monitoring the financial impact and also the opportunities that will be open to us moving forward.

I look forward to continuing to build income streams that will produce long-term sustainability for our clients and staff.

Peter Loughnane
Treasurer





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