



## Annual Report | 2022

“

... we were able to help more and more carers after a period where the difficulties of the pandemic provided significant challenges to carers ...

”

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# Values

## Vision

A Tasmania where carers have access to excellent services when they need them.

## Purpose

We provide or connect carers with first choice services that build and sustain their capacity to care for family or friends within a broader system of support.

## Values

**Carers First** – we listen to what carers need and deliver results that matter most to them

**Care in all we do** – we care for our work, each other, carers, and the wider world we share

**Integrity always** – we are transparent, act ethically, own when things don't go to plan, treat each other with respect, and do what we say we will do

**Quality every time** – we don't accept *'good enough'*

**Speed that matters** – we are agile and don't put off what can be done today

# Chair's Report



As the sole Carer Gateway provider in Tasmania, Care to Serve Ltd completed its third year following the disruption of the first two years by the COVID pandemic. As the Tasmanian community learned to live with the pandemic, we were able to help more and more carers after a period where the difficulties of the pandemic provided significant challenges to carers, particularly during periods of societal lock downs. We have continued push forward with its vision and mission to support carers in Tasmania but also to shine a light for those carers hidden in plain sight who don't identify as carers, feel entitled to the supports or feel alone in today's society. Whilst continuing to provide the support through the Carers Gateway to those who identify as carers, we have continued it efforts to raise more awareness of those carers doing it alone and offer to ease the difficult burden that comes with supporting those who care and support their loved ones.

The Care2Serve Board continues to provide strategic oversight for the organisation, including a commitment to the strategic plan and the strategic themes of strong service delivery, marketing and communication, leadership and organisational capacity and capability. Governance also remained a focus for the Board to ensure stability and confidence into the future. This work has been a credit to our current and past directors to provide a stable and strong support for management and staff to deliver on the objectives of the organisation and fulfil the obligations of the Carer Gateway.

In the past year, we farewelled Rebecca Moles (as the outgoing Chair), Brett Walker (outgoing Deputy Chair), Renee Anderson (outgoing Secretary) and Belinda Bresnahan. This group of experienced directors had a profound and significant contribution in overseeing the development and implementation of Care2Serve. I would like to particularly acknowledge the leadership of Rebecca and Brett during their tenures which provided unwavering commitment to bringing the organisation to where it is now and where it will go.

We welcomed new Directors Samantha Fox, Sam Wesson, Jarrod Kean and Kirsten Winspear who bring a vast and diverse set of skill sets which will benefit the Board and the wider organisation into the future.

I would like to acknowledge the work and professionalism of all Directors and committee Chairs, past and present, for their ongoing commitment to good governance over the past year. It is a privilege to work with you all.

As Chair, I would like to acknowledge the dedication and professionalism of our CEO, David Brennan who continues to provide exceptional delivery of the Carer Gateway through innovation and energy whilst being committed to the objectives and vision of Care2Serve. The organisation is well positioned to continue to working hard to support carers in our community and provide the right support mechanisms and solutions.

To the many carers in Tasmania, both heard and unheard, thank you for all that you do. You inspire our organisation to strive to ensure you receive all the support that you deserve. We exist to help you through the many challenges you face and will continue to support those that receive it and we strive to bring help to those carers that need it.

# Our Board



**William McShane**  
CHAIR  
Finance Risk and Audit  
Committee CHAIR



**Roslyn Atkinson**  
Deputy Chair, Board  
Member, Human  
Resources and  
Governance Committee



**Sam Fox**  
Secretary, Board  
Member, Human  
Resources and  
Governance Committee



**Sam Wesson**  
DIRECTOR  
Chair, Finance, Risk and  
Audit Committee



**Sue Ham**  
DIRECTOR  
Finance Risk and Audit  
Committee member



**David Morrell**  
DIRECTOR



**Jarrod Kean**  
DIRECTOR  
Finance Risk and Audit  
Committee member



**Kirsten Winspear**  
DIRECTOR  
Human Resources and  
Governance Committee

# Board Attendance

|                          | Eligible meetings | Attendance |
|--------------------------|-------------------|------------|
| Director Ham             | 8                 | 7          |
| Director McShane (Chair) | 8                 | 8          |
| Director Morrell         | 8                 | 6          |
| Director Atkinson        | 8                 | 5          |
| Director Wesson          | 7                 | 7          |
| Director Fox             | 7                 | 7          |
| Director Kean            | 4                 | 4          |
| Director Winspear        | -                 | -          |

## Finance, Risk and Audit Committee

The Finance, Risk and Audit Committee (FRAC) is primarily responsible for oversight of Care2Serve's finances, ensuring that funding is well managed, audits are appropriately conducted and grant reporting occurs within required timeframes. The Committee leads oversight of organisational risk assessment and frameworks, business continuity and other internal controls.

|                         | Eligible meetings | Attendance |
|-------------------------|-------------------|------------|
| Director Wesson (Chair) | 9                 | 8          |
| Director Ham            | 9                 | 9          |
| Director Kean           | 5                 | 5          |

## Human Resources and Governance Committee

The Human Resources and Governance Committee is responsible for overseeing the organisational governance framework, including policies approved by the Board, business continuity planning, and Director recruitment and onboarding. The Committee also conducts the annual review of the Chief Executive Officer and other strategic workforce and organisational culture management.

|                   | Eligible meetings | Attendance |
|-------------------|-------------------|------------|
| Director McShane  | 2                 | 2          |
| Director Atkinson | 2                 | 1          |
| Director Fox      | 2                 | 1          |
| Director Winspear | 2                 | 2          |

# CEO Report



**This was another tough year, but one also with its share of achievements. COVID-19 again played an unwanted role in the lives of carers and operations of Care2Serve. As vaccine deployment progressed, the willingness to 'get the jab' of Tasmanians of all ages saw our state shine above almost all others nationally and with**

**the incredibly high vaccination rates came a lessening of the restrictions we had lived under the year before.**

In the midst of protecting Tasmania from COVID, carers have often been the shield standing between coronavirus and those for whom they care. Some of the most vulnerable in the community have been protected because carers have locked down their homes, foregone supports they may normally accept in-home, and waited for them and their family to be fully vaccinated before considering the resumption of activities beyond their home. I offer our thanks and gratitude to carers in all corners and islands of our state. Tasmania owes a debt of gratitude to you for your selfless service.

As the year has progressed and although restrictions eased, in-home supports and residential respite were disrupted from care support workers contracting COVID-19. Care2Serve has responded by expanding the catalogue of brokered service providers and continued offering other supports online, including counselling, support activities and workshops. By the end of this year, carers were returning to access face-to-face supports and attending carer retreats around the state.

Notwithstanding the constraints and disruption stemming from COVID-19, Care2Serve has had a successful year. Over the twelve months, we have some significant achievements, including booking over 40,000 residential respite bed nights, holding retreats and events in all regions, launching a brand-new coaching service, and delivering the Carers Hat marketing campaign that has



helped identify over 2,000 hidden carers. Demand for all services continues to increase and we are excited about how we can support carers in a post-COVID lockdown/restriction environment.

Success isn't possible without the right structures and people. Care2Serve is ably lead by a Board with a balance of professional skills and proximate lived experience from the three regions of Tasmania. The Board always remains strategic and future-focused and above all else, passionate about holding-up carers with quality supports. I thank them for their leadership, guidance and support.

This year the Board also underwent a planned and orderly transition of the key executive office holders with Will McShane, Ros Atkinson and Sam Fox becoming Chair, Deputy-Chair and Secretary respectively. I acknowledge the former Chair, Rebecca Moles, and Deputy Chair, Brett Walker, for their support and advice since my commencement in 2018.

The organisation doesn't function without our outstanding teams, lead by Rachael Williamson our Executive Manager Carer Services and supported by a talented back-office, who help carers every day to navigate the maze of complex support systems, stand-up tailored packages, connect them with other carers or offer someone to talk to outside the caring role.

Our teams are passionate about helping carers across Tasmania and have been incredibly resilient over the year, as many have contracted COVID themselves and continuously adapted to changing circumstances and working arrangements. I could not be prouder of how they have come through this year with such energy and purpose.

“

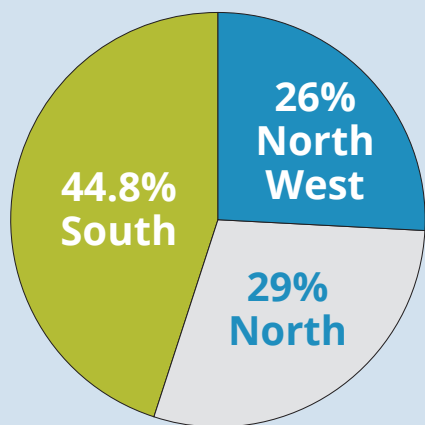
**I offer our thanks and gratitude to carers in all corners and islands of our state. Tasmania owes a debt of gratitude to you for your selfless service.**

”

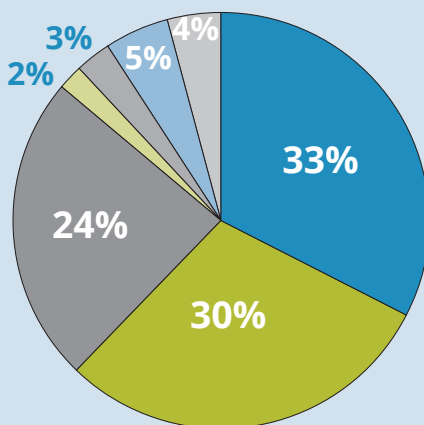


# A Snapshot of Carers in Tasmania/lutruwita

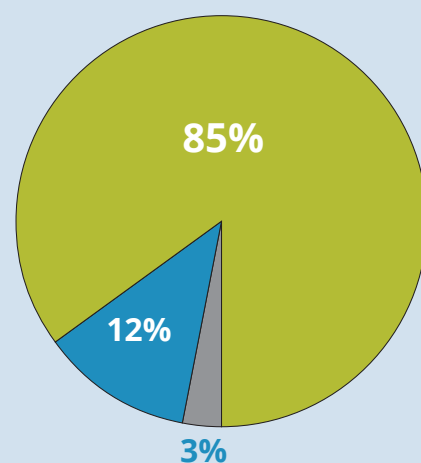
Region of Residence



Caring Relationship



First Nation Carers



- Parent
- Partner
- Child
- Grandparent
- Friend
- Other Relative
- Sibling



- Aboriginal
- Aboriginal and Torres Strait Islander
- Torres Strait Islander

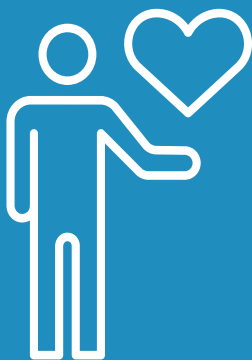


**74.72%**  
Female

**25.27%**  
Male



**0.01%**  
Unspecified



Average Age  
**58 years**

### Top 10 Countries of Birth

- Australia
- England
- New Zealand
- Netherlands
- Scotland
- United States of America
- Germany
- Philippines
- Bhutan
- South Africa



### 35 Languages represented by Tasmanian carers



### Top 12 languages spoken at home

- English
- Nepali
- Dari
- Hindi
- Cantonese
- Mandarin
- Arabic
- Burmese
- French
- Greek
- Persian
- Spanish



# Carer Gateway

## Another successful year for Carer Gateway

**Care2Serve has been delivering services as Tasmania's Carer Gateway provider since the program commenced in April 2019. As the Carer Gateway provider we are the single entry point for a comprehensive range of services for services designed specifically to support carers:**

- Comprehensive intake and assessment processes using the Carer Star Assessment tool enabled us to identify carers' needs and priorities in their caring role. We also assisted carers to navigate services and offer them support with referrals where and when needed.
- Tailored support packages provide carers with practical supports to help them in their caring role, including services such as in home respite, domestic assistance, personal care, meal preparation and transport to/ from medical appointments. Packages may also assist carers with the provision of a training course or device to assist them in their education or employment.
- Emergency respite is provided in situations where a carer needs help in a crisis, an unplanned or imminent event, and the need must be resolved within 72-hours. We have staff on-call 24/7 to assist with coordination of support should an emergency arise.
- Counselling is offered face to face, over the phone, or via zoom. This is a free and confidential short term intervention support that gives carers the opportunity to talk about their caring context and receive therapeutic support. Grief counselling is also able to be accessed after the caring role has come to an end.
- Residential Respite booking services are available to assist carers and those they care for to access residential respite in one of Tasmania's Aged Care Facilities.
- In-Person Peer Support offers carers an opportunity to spend time with other carers in a safe and welcoming setting where they can talk about their caring role in a session facilitated by one of our team. Sessions can focus on specific topics of interest that are requested by carers such as practical skills or knowledge development.
- Retreats have again been offered this year across Tasmania. Over three nights and four days, carers have the chance to discuss aspects of their caring roles, connect with other carers, participate in wellbeing activities and just have some much needed down-time.





An Australian Government Initiative

In August 2021 Care2Serve commenced delivery of Carer Coaching, a new service which offers individualised support to carers providing an opportunity for them to reflect on their experiences and needs, assisting to identify personal goals or make changes important to them. Coaching offers up to six 1:1 sessions with one of our coaches and can be accessed face to face, over the phone or via zoom.

## Engaging communities across Tasmania

During this year Care2Serves Community Engagement Officers have assisted to raise awareness of hidden carers across Tasmania by connecting with 162 sector organisations. With the COVID-19 pandemic still having an impact on the delivery of expos and community events this year, the number of opportunities to connect with the community was reduced, despite this we attended 17 Expos, health and family activities across the state.

We actively promote the services provided by Carer Gateway to health professionals, community sector organisations, local businesses and schools. 100% of high schools were contacted this year with a view to promoting early identification of young carers, enabling them to be supported by Carer Gateway activities and receive support in applying for the Young Carer Bursary.

Our First Nation Engagement officer has been in regular contact with aboriginal services statewide, resulting in positive relationships being developed between our organisations with a number of workshops and community activities being offered. We were grateful to have the opportunity to attend NAIDOC week activities across Tasmania as a result of these relationships.

# Carer Gateway

## Valued partnerships

### Migrant resource centres

Care2Serve have worked with Migrant Resource Tasmania and Mirant Resource Centre North since commencement of the Carer Gateway contract in 2019. Bi-cultural workers are trained to assist in the identification of hidden carers, they are able to provide an explanation about the services able to be accessed through the Carer Gateway including intake, registration and assessment. Bi cultural workers are also trained in the facilitation of the Carer Support Plan and work together with carers to identify the goals that are most important to them. Carers are able to access face to face counselling with the support of interpreters, they are assisted to navigate the maze of services and access supports for which they are eligible.

### Primary Health Tasmania

Our partnership with the Primary Health Network (PHT) over the past three years has been a very valuable. The partnership has included supporting promotion of Carer Gateway and awareness raising activities with General Practitioners, Pharmacists and Allied Health professionals. PHT has continued to promote Gateway services on The Tasmanian Health Pathways website and enhanced public awareness of services for carers through the inclusion of supports on the FindHelpTas website. This has grown to 143 listings included in the carer category. A webinar was held to promote awareness and engage organisations who have exposure to carers inline with direct service provision activities. Additional promotional activities included sharing Care2Serve Facebook content, inclusion of articles in Primary Health Update newsletter, presentations to PHT staff and an article in Primary Health Matters.

## We supported carers across Tasmania

Carer Gateway has supported thousands of carers over the year. Carers have been from all regions, walks of life and caring journeys. Some needed our help to navigate the maze of services, others needed help finding a bed for residential respite, others needed a coach or counsellor to talk to and some others needed time out through tailored support packages or special events. Each carer has been supported according to their needs and what will best help them. Here is what some of them said about us.

It is often hard to navigate social services like Centrelink, my aged care but the team at Care2Serve have been able to help me access the right information and department.

It is much easier than trying to muddle through yourself.



**Lesley** - Carer for her daughter with mental ill health



**Rosa** - Carer for her elderly parents

“ During an emergency when mum had a fall and broke her wrist, Carer Gateway was there to provide the much-needed support and respite.

They organise in-home respite and help my parents get ready for bed and feel settled in the evening.

Having the care support worker at home to assist mum and dad takes a lot of weight off my shoulders.

”

I find the counselling service fantastic. It has helped me have a clearer mind, which is essential in my caring role.

If I can't care for myself, I can't look after mum.



**Christopher White** - Carer for his ageing mum

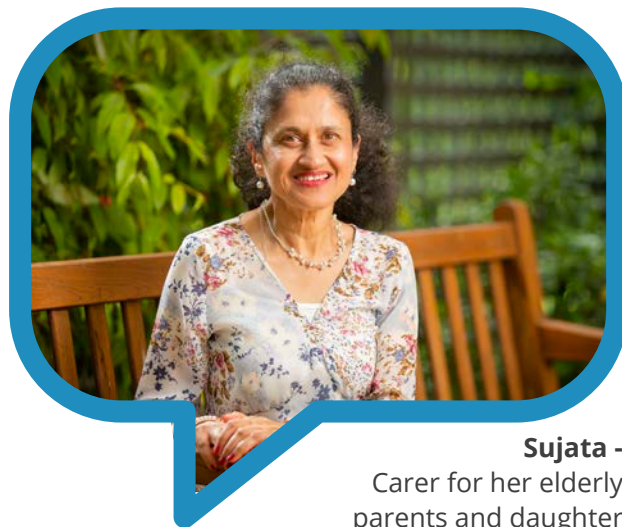


Care2Serve organises a person to come fortnightly to care for Micheal so that I can do the shopping without having to rush around.

It has given me a completely new lease on life. Having the care support worker at home with Micheal while I shop means I can relax and just breathe.

- Kathryn

Carer for her husband with life-limiting condition



**Sujata** - Carer for her elderly parents and daughter

“ All the workshops I have attended have been excellent. You get to connect with other carers, share your story and form a good support network.

These sessions enabled me to start my own support group with other carers.

”

## Strong marketing and communications drives increased awareness

### Carers Hat Campaign

The Carers Hat continued to raise awareness about Carer Gateway and to help hidden carers self-identify as carers and prompt them to access supports. The multi-channel campaign has built on what commenced last year and also adapted to the changing circumstances stemming from COVID-19. The campaign will continue until the end of 2022, at which time a national campaign is anticipated to commence.

### Social media

Social media was an important channel for raising awareness. This channel provides an excellent opportunity for low-cost, broad-reach marketing. Facebook and YouTube were mostly used for older demographic segments and we piloted TikTok to reach young carers aged under 25 years of age.

**1,024,316**  
impressions

**10,876**  
link clicks



**WE INCREASED THE NUMBER OF FOLLOWERS BY 96% AND INCREASED THE NUMBER WHO LIKED OUR PAGE BY 92%.**

### Outdoor media

This year, outdoor marketing was limited to bus backs. In total, ten buses were deployed in Burnie, Devonport, Hobart and Launceston, with half in the Greater Hobart area. We estimate the each bus was seen nine times by an estimated 360,308 people statewide.

**5.6M**  
impressions statewide



### Print media

Across the year, we actively sought opportunities for awareness raising, primarily through local community-based newspapers. Mastheads included:

- The Advocate
- The Examiner
- Eastern Shore Sun
- Glenorchy Gazette
- Hobart Observer
- The Senior

The readership of each edition is 150,122 across the papers. Each edition focused on profiling carers

and how they have benefited from receiving support from Carer Gateway.

### Television and radio

Care Gateway was promoted on television and radio over the year, with both the Carers Hat and COVID support campaigns. Campaigns have centred on 30 second commercials for both the Carers Hat and COVID Support campaigns.

| Radio Station        | TV channels |
|----------------------|-------------|
| 7 HOFM Hobart        | 7TAS        |
| LA FM Launceston     | Win         |
| Chilli FM Launceston | TDT10       |
| 7SD Scottsdale       | SBS         |
| Chilli NE Scottsdale |             |
| 7AD Devonport        |             |
| Sea FM Devonport     |             |
| 7BU Burnie           |             |
| Sea FM Burnie        |             |
| 7XS Queenstown       |             |

**7,251**  
total ads to air



## COVID Campaign

In response to COVID restrictions and the challenges carers faced to keep their families safe from the virus, the Department of Social Services showed great humanity and adjusted support guidelines to be more flexible around carer needs. A campaign was developed to raise awareness of carers and the broader community that a range of additional supports were able to be accessed.

The creative centred on an animated graphic that meant we were able quickly activate and had ease-of-deployment across multiple channels. Commercials went to air on television and radio and were used in print and social media too.

## Has COVID-19 impacted your role as a carer?

### You're not alone.

Carer Gateway can provide support in a variety of ways. We can help with food and medicines or apps to help the caring role.

Carers can also talk to our counsellors to work through the issues of isolation, understanding available supports or just someone to talk to confidentially.

Call **1800 422 737** (& press 1)  
or visit [carergateway.gov.au](http://carergateway.gov.au)

An Australian Government initiative

Smart. Simple. Safe.

# 2.297M

Social Impressions

# 7,079

TV commercials spots

# 172

Radio commercials

# 403K

Total Reach

# 63,082

Emails sent to carers

# 17,318

Text messages

# HACC

## Skills, support and connection through HACC

In partnership with the Tasmanian Department of Health through the Home and Community Care program, we have once again delivered a range of psychoeducational workshops and other carer-centred events and courses. The purpose of the program is not only to support carers with maintaining positive wellbeing and resilience, but also help with the practical skills of caring. The adjunct outcome of the program is to connect carers and help reduce the social isolation that is often a by-product of caring journeys.

### Some of the offering:

- Mental Health First Aid
- Caring for someone with Autism
- Suicide prevention
- Planning for the future
- Back care and manual handling
- Caring for someone with dementia
- Qigong and meditation
- Caring for someone with cancer
- Taking charge of pain
- Yoga for a centred life
- Yoga for relaxation
- Mindfulness course (online)
- Mindfulness sleep program

This year we also trialled some art-based activities, such as needle felting, painting and ceramics, with a focus on stress reduction and mindfulness elements that are associated with tactile activities. These sessions were very popular and will be continued next year.

We also piloted a six-week sleep program based around mindfulness. Carers found this useful for learning techniques over multiple sessions.



## What some of Carers had to say

**1,614**

hours of support



**94%**

would recommend the activities to other carers

**43**

courses & workshops



# 94% satisfaction

“I now pay more attention to what my body is doing when under stress and feel I can now take steps to regulate my emotions. The changes I have made include committing to mindfulness moments when I notice my body getting tense. I also now pay particular attention to other people and how they are reacting which has proven to be invaluable when caring for other people”

“I really enjoyed having some time out for myself. The group felt safe so we could share our experiences and learn from one another”

“A lot of useful information that I can put into practice in everyday life to make life much easier”



# Financially Secure

**Care to Serve Ltd is a charity registered with the Australian Charities and Not-for-Profit Commission (ACNC) and is externally audited each year.**

Despite the impact of COVID-19 on how services needed to be delivered through digital channels, continues to be financial sustainable. We remain confident in our ability to manage the changed environment and to provide essential support to carers within the community.

The 2020-21 financial year saw the introduction of new Australian Accounting Standards for both revenue recognition and leasing. Total annual revenue of \$5.4M consisted of grant funds for the ICSS, Mental Health, HACC, NDIA and Carer Gateway establishment activities. The Care to Serve Ltd financial surplus of \$2M is largely driven by the change in revenue Accounting Standards which now recognises revenue in line with the date of receipt whereas previously this was recognised in line with expenditure.



## Care to Serve Ltd Financial Results

| FUNDING SOURCE | PROGRAM   | AMOUNT           |
|----------------|---|------------------|
| DSS            | ICSS - Disability & Carer Support Program Grant | 6,268,628        |
| DoH            | HACC Grant                                      | 230,294          |
| Other          |   | 209,326          |
|                | <b>TOTAL INCOME</b>                             | <b>6,708,248</b> |
|                | EXPENSES  | 5,918,608        |
|                | <b>NET SURPLUS (Deficit)</b>                    | <b>789,640</b>   |
| <b>KEY</b>     |   |                  |
| DoH            | Department of Health Tasmania                   |                  |
| DSS            | Department of Social Services                   |                  |

