



ANNUAL REPORT
2020-2021





A message from the CEO and Board President

SensesWA has fared well during a year of highs and lows, as the pandemic continued to provide an unpredictable environment. Snap lockdowns and restrictions remained common place and, while Western Australia endured the pandemic reasonably well compared to other states, our economy has changed, with impacts felt by almost every part of our business.

Despite this, we've landed in a strong financial position and with the launch of a new 3-year strategic plan, we have developed a well-founded approach to achieve realistic growth targets. This approach will be underpinned by our new brand strategy, which launched in September 2021, when Senses Australia officially became SensesWA, with a bright, friendly new look and feel. The refreshed brand and supporting marketing campaign is an effective platform to propel SensesWA into the hearts and minds of potential clients and employees and support our growth targets by building our market share with greater brand recognition and trust.

With the growth strategy in place, we have also embarked on a plan to position ourselves as an employer of choice and increase our employee establishment. Introducing tactics to broaden our recruitment reach by diversifying our recruitment marketing approach, enhancing employee benefits and establishing a formal Graduate Program, are reaping benefits in a COVID-19 landscape that is forcing a labour shortage in the sector.

To further reinforce a successful and sustainable successful growth strategy, the Board endorsed the creation of a new Chief Operations Officer role, focusing on undertaking a review and redesign of service delivery, which will optimise therapy productivity, streamline community access and supported living, and ensure services and supports are delivered where, when and how our clients choose.

The Executive Director, Quality and Governance was also an important addition to the leadership team, ensuring our compliance to the NDIS Practice Standards and other legislative requirements and with a remit to safeguarding our clients and employees and commitment to continuous improvement.

We would like to commend all SensesWA employees on their dedication to our client's safety and wellbeing, and for their ongoing patience and resilience during another uncertain year and continued waves of change as we continue to adapt to the NDIS. Their flexible approach meant that our high standards were maintained, and our clients continued to receive the services and supports they need.

Our metropolitan decentralisation strategy has been successful in the northern suburbs following the opening of Edgewater and Morley centres. We have appointed local builder, Alita as our construction partners for our Armadale Centre of Excellence, which will open mid-2022, when Jandakot will become fully operational as well, we'll realise the full efficiencies of devolution in the southern suburbs.

We've experienced solid growth in the southwest region, including Albany, but our Northam centre in the Wheatbelt was impacted by floods in March. However, by developing innovative ways to continue to deliver our services, our clients remain on track to achieve their goals. We also continue to strengthen our presence in Geraldton and the mid-west, with satellite service being offered in towns such as Jurien Bay, Dongara and Port Denison.

Our continued commitment to decentralise our services and deliver services closer to where our clients live are examples of our commitment to delivering excellent client centred services.

Significant progress has been made, with the development of our inaugural Reflect Reconciliation Action Plan (RAP), which has now been endorsed by Reconciliation Australia.

We now have a platform for our long-term commitment to making us a culturally competent and inclusive organisation for Aboriginal and Torres Strait Islander employees, clients, and other stakeholders. The focus of our RAP is supporting our employees to understand and engage with Aboriginal and Torres Strait Islander clients and their families and communities in a way that is respectful of their language, heritage and culture. Engaging with our clients in a culturally appropriate way through well-established relationships will enable us to help them maximise their opportunity to live fulfilling and enriched lives.

We have undertaken significant systems reform with new client record management system, finance management system, and risk management system which have realised improvements in our data integrity, business processes, management of client feedback and enhanced safety and wellbeing in the workplace.

By implementing new systems under the Enterprise Resource Plan (ERP), we will significantly improve the quality of our data and our reporting capabilities, and it will ultimately enable us to improve our communications with our clients.

This year saw two of our valued Board Directors, Ms Judy Hogben and Mr Bruce Campbell-Fraser, resign from their Board roles to pursue other interests. We commenced a Board rejuvenation process and are confident that that we'll enter 2022 with a full complement of Board Directors to ensure that SensesWA continues with its strong governance and leadership.



Lisa Brennan
Chief Executive Officer



Colin Emmott
President, SensesWA Board



Acknowledgment



SensesWA acknowledges and pays respect to the past, present and future Traditional Custodians and Elders of this nation and the continuation of cultural, spiritual and educational practices of Aboriginal and Torres Strait Islander peoples.

Photo: Children at Amelia House celebrate NAIDOC Week



Highlights

Deafblind Camp '21

In March, 130 campers and volunteers attended a four day camp, which provided an opportunity for people who are Deafblind to come together to share experiences and enjoy recreational activities and outings in an environment that was safe, accessible and supportive.

Some activities included tandem bike riding, archery, beach games, flying fox, abseiling, art and craft, geocaching, ballroom dancing, hot rods rides, yoga, massage, fishing, drumming and candle making.



Deafblind Camp 2021 group photo of campers and volunteers.



Deafblind Camp gala event celebrations.

Brand Launch

Senses Australia officially became SensesWA, with a bright, friendly new look and feel.

Our new brand is based on the brilliance of Australian natives and explores themes of nurture and support.

Flowers are formed as a whole, where petals grow to protect new buds, which in turn grow to protect the buds after them.

The brand launched at the Source Kids Disability Expo at the Perth Convention Centre, followed by a marketing campaign to promote SensesWA.



Western Force visit SensesWA stand (Source Kids Disability Expo).



SensesWA new signage Busselton, featuring Kevin and Alison.



Senses' clients, team members and friends at Matagarup Bridge.



Senses' clients, team members and friends walk along the Swan River.

International Day of People with Disability

International Day of People with Disability was celebrated with an accessible walk and morning tea.

Senses' clients, team members and friends gathered at Burswood Park for a group warm up session and a walk along the Swan River to Matagarup Bridge and back. There were lots of laughs and smiling faces along the way.



Senses inaugural Reflect Reconciliation Action Plan cover image.



Senses team members attend the annual Walk for Reconciliation.

Reconciliation Action Plan

Our inaugural Reflect Reconciliation Action Plan (RAP), was developed and endorsed by Reconciliation Australia. A platform for our long-term commitment to making us a culturally competent and inclusive organisation for Aboriginal and Torres Strait Islander employees, clients, and other stakeholders.

Senses were involved in many activities this year including the annual Walk for Reconciliation held in Perth's CBD and NAIDOC week events.

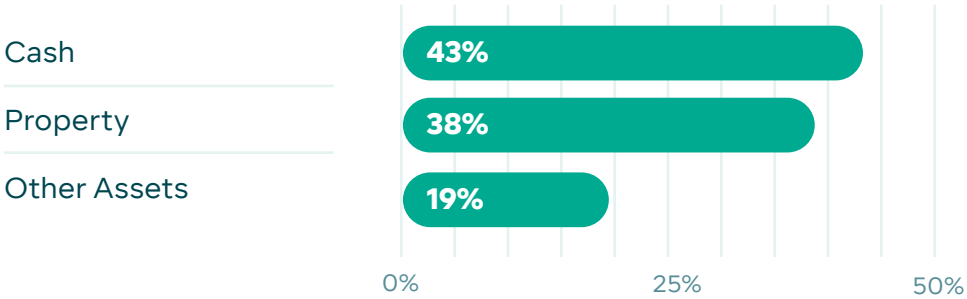
Financials

Financial overview for the year ended 30 June 2021.

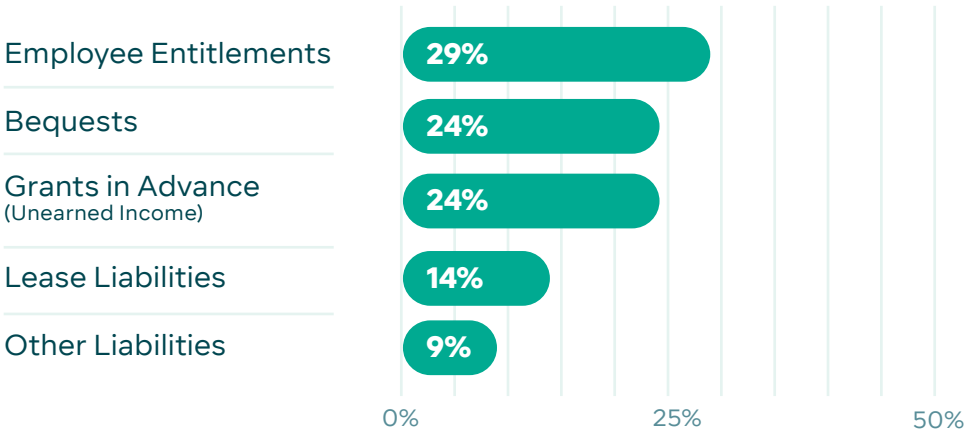
What we earned

	2018/19	2019/20	2020/21
Total Revenue	\$25.660m	\$28.831m	\$29.816m
Government Funding	\$24.395m	\$27.489m	\$27.177m

What we own



What we owe



Locations

Head Office:
Burswood
11 Kitchener Avenue,
Burswood WA 6100

Service Centres:
Edgewater
21 Joondalup Drive,
Edgewater WA 6027

Morley
7 Collier Rd,
Morley WA 6062

Bunbury
1 Spencer Street,
Bunbury WA 6230

Busselton
2A, 9 Harris Road,
Busselton WA 6280

Margaret River
171 Bussell Hwy,
Margaret River WA 6285

Northam
6 Wellington Street,
Northam WA 6401

Geraldton
80A Forest Street,
Geraldton WA 6530

Armadale (Opening 2022)
25 Fourth Rd, Armadale WA 6112

Satellite Services to:
Jurien Bay
Albany

Short Term Accommodation:
York

Supported Accommodation:
Thornlie **Wilson**
Swanview **Morley**
Mt Lawley **Gosnell**
Aveley **Medina**
Dianella x2 **Beechboro**
St James x2 **Bayswater**



SensesWA
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Burswood WA 6100

Providing Therapy and Support across:

Perth Metropolitan
Wheatbelt
Mid West
South West Region
Great Southern

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