

Mitcham Community House

Teaching | Connecting | Supporting

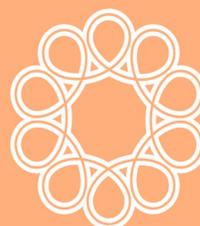
Annual

General

Meeting

Report

1st January 2019 - 31st December 2019



WHITEHORSE
COMMUNITY HOUSES
Bringing our Neighbourhood Together

CONNECTING THE COMMUNITY SINCE 1975

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House

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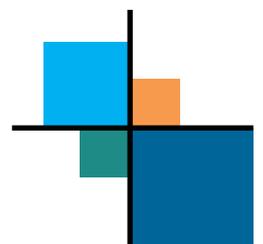
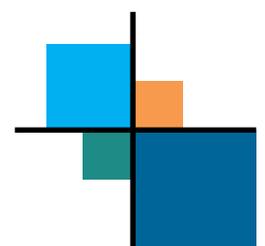


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2019 Committee of Management



Wendy R
Chair Person



Sue F
Assistant Chair



Bob W
Treasurer



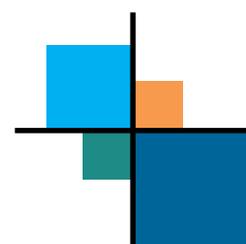
Tara W
Member



Neha B
Member



Shirley B
Member



2019 Office Staff



Anne K
Manager



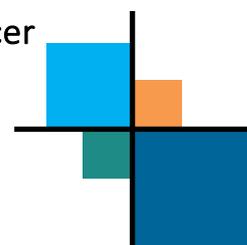
Pam M
Front of House/Admin



Nicky A
Financial Officer



Vrinda F
Marketing & IT Officer



What do we do?

Mitcham Community House has been operating since late 1975, when a playgroup was the first activity arranged. At a meeting convened by the Nunawading Child Care Association in August, 1975, it was brought to notice that Mountview Uniting Church had offered the use of Mountview House (a property adjacent to the church and used only at weekends) for community activities. Originally the House was to have been modified for use as a day care centre for children, but these plans were abandoned after funding for such activities ceased in 1975.

Among those present at the original meeting was Paul Bucci, then the Community Recreation Officer for Nunawading Council. Mr. Bucci was very keen to establish the House as a Neighbourhood House and was instrumental in getting this idea off the ground. Questionnaires were printed, and were deposited at various community locations (e.g. shops, schools, kindergartens, churches) and after two weeks these were collected and the need for such an establishment was confirmed by the results. There would have been over 100 replies.

The early “movers and shakers” were Lyn Mason, Joan Burgess, Pat Bryant, Anne Kline and Kay Wylie.

The Committee was enthusiastic and worked long hours. As the number of activities grew - things became hectic.

Many changes have evolved over the years, as we try to keep in touch with the needs of the community

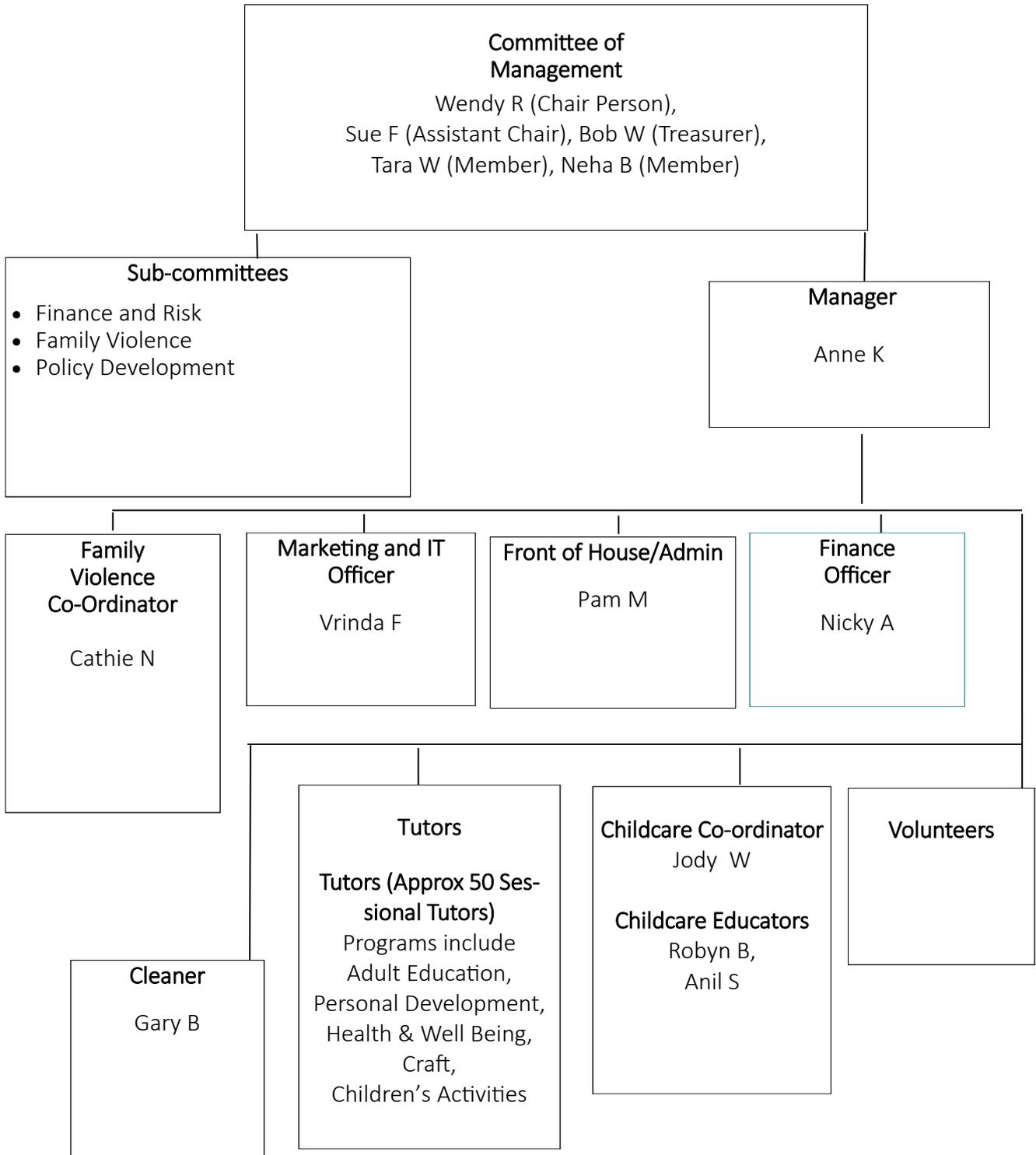
- * The extended family is not available for many people
- * Neighbours are rarely seen
- * Local shopping has largely been replaced by impersonal shopping centres
- * People need venues and activities to fill their leisure time
- * The economic climate makes it harder to find jobs
- * Skills need updating for job retraining

Besides the friendliness, the laughter, the warmth and the companionship available in the House, the classes are kept at minimal cost.

For all these reasons - Mitcham Community House - has continued to grow and provide a venue for bringing people together as a community. A glance at our timetable and a visit to the House any weekday is "proof of the pudding". We offer over 90 different competitively priced activities each week, alongside information sessions and one off workshops.



MCH Structure



Chairperson's Message



Wendy R
Committee Chair

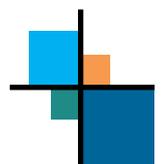
*T*his past year it has been my privilege to be the Chair of the Mitcham Community House Committee and to work with our very dedicated staff team, who work tirelessly to ensure that the House runs smoothly and provides our participants with a welcoming and friendly experience. These are challenging times for the not-for-profit community as costs rise and resources become scarce. In our local community we appreciate that many families are finding it hard to make ends meet and face challenges of their own.

Our challenge is to continue to provide services, social events, and classes which are relevant. Our classes continue to be well attended and we are grateful to our many experienced Tutors who ensure our classes are professional but also provide opportunities for participants to connect and form friendships. Our aim is to provide a warm and inclusive environment and a professional program for participants to enjoy.

I want to thank those who volunteered for our Social Team, our Admin Volunteer Team, gave volunteer assistance in classes and facilitated activities for the wonderful support they provide. We would not be able to continue without them. We welcome new members to join our friendly Social Team.

This year the Social Team organised morning teas which gave people an opportunity to socialise in an informal and friendly environment.

*T*he Social Team also coordinated our Market Day in October. We thank all those who assisted us in making our Market Day such a great success. The day provided an opportunity for people to socialise in the Café run by Ruth, a past staff person, who has returned every year to assist us. Thankyou Ruth. Special thanks also to Helene Boucher, who with the help of the Knitting Group provided goods on the MCH Stall, to Bob and Barbara who provided the sausage sizzle and to Shirley and others who organised the raffle. The Market Day is not only a fundraiser but an opportunity for people to socialise and get to know one another.



Chairperson's Message (continued)

While our Office Staff are daily visible to those who use the House, I would like to pay tribute to our Child Care staff under the leadership of Jodie. Our occasional Child Care service is very important to us and to the families who are able to participate. This year we have been accepted into the Government Child Care Subsidy scheme, which allows eligible families to seek a subsidy when using our Child Care services. My thanks to the Manager, Anne, for overseeing a rather substantial administrative process in order for the approval. The Committee and staff are very proud of this service and while it is always a challenge financially we will do all we can to maintain this important service.

Our Family Violence Service is under the management of Cathie Nederveen, and has been part of the outreach of our House for many years. We thank Cathie and her team for their professionalism and commitment to this much needed program for women.

Every day Pam, Vrinda and Anne look after our administration and answer your enquiries, they do an important job ensuring that together with the Committee we have the policies and practices in place for the running of the House. What we don't often see is the physical work they do in setting up rooms making sure all the "domestic duties" are fulfilled. Often unseen and unrecognised. Thank you.

The important news for us at the end of this year has been the impending retirement of our Manager, Anne Kean, who has informed the Committee that at the end of the first term in 2020 she will be retiring. Anne has worked at the House for over 17 years in several roles and took on the role of Manager in 2014. Anne has worked tirelessly over those years and we will be sorry to lose her. We wish her well in her retirement. The Committee will be recruiting early in 2020 for a new manager.

My thanks to our MCH Committee members who contribute behind the scenes in ensuring the house meets all the required regulations. Bob, our Treasurer, who watches our finances closely and works with Nicky our Accountant. We are proud of the excellent accounting that is provided by Nicky and the reports provided to the Committee. Thankyou Nicky and Bob.

I would like to thank Sue F our Deputy Chairperson for her support and friendship, without it I would not have taken on this position, and to Tara and Neha.

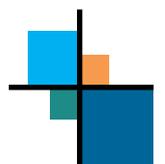
Chairperson's Message (continued)

We need more of you to assist on our Governance Committee, which allows you to have a say on current and future directions of the House.

Thank you to all those people who come to our House for our many classes and activities. We do appreciate your ongoing participation and continuing to make our House a place which is open and friendly.

Finally, I want to thank Anne for her support to me and the Committee over the past year. It has been a privilege for me to serve the House in this capacity.

Wendy Rose AM





**Anne K
Manager**

One of the main strengths of Mitcham Community House continued to be in the provision of health and well-being courses for all ages but especially for the more mature age group. The social value of classes cannot be underestimated, especially in light of the increasing concern about “loneliness” in the community.

Challenges continue to be:

- understanding what are the needs of the community;
 - in attracting more men to the community house;
 - meeting the needs of working families;
 - being more inclusive of an increasingly culturally diverse community, especially those from China, India and Iran;
- recruiting staff, volunteers and Committee members who represent the diversity in the community;
 - being able to expand services with less resources;
 - maintaining financial sustainability;
- keeping up with changes in policy, legislation and compliance.

Classes, Courses, Programs, Activities and Events

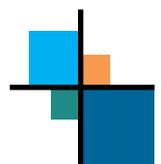
All our classes and activities have a social aspect to them. Friendships are formed, Get Well cards are sent when one of the class participants is ill, birthdays are celebrated and offers of transport are given if someone is unable to get to class.

- Casual attendance activities such as Walking Groups, Games Afternoons, Travel Talks Knitting for Charity and morning teas have allowed people to participate when regular attendance and affordability are barriers to participation. Knitting for Charity grew over the year from a few members in 2018 to sixteen in 2019. However, such activities are only possible thanks to our volunteer facilitators and presenters.
- Classes and activities with a particular benefit such as a skill or health and fitness component continued to be the most popular- such as Strength Training, Chair Exercises, Tai Chi, Yoga, Relaxation and Meditation, Qi Gong, Pilates, Walk'n'Talk, Park Rambles French, Technology and Art.



Manager's Report (continued)

- Evening classes such as Yoga, Pilates, Auslan and French were well attended.
- For younger families, childcare, preschooler party room hire and playgroups were popular activities. We had three facilitated playgroups. They were well attended as having a facilitator helped to bring unrelated families together. The facilitator, Wanda Poon, speaks English, Mandarin and Cantonese. Other playgroups who met at the House included a Mothers' Group and the Multi-Births' Playgroup. The Chinese Grandparents' Playgroup returned. We offered a playgroup for families with six to 12 months old babies after a meeting with the Mitcham Family Centre but did not get the numbers to run it at the available time.
- There were a number of interest groups such as day and evening Book Clubs, Patchwork, Knitting for Charity, Calligraphy and Furniture Restoration.
- French Polishing classes moved to Wonga Park Community House and the Furniture Restoration Group moved to the Vermont Uniting Men's Shed as the Committee is working towards upgrading the room used for these activities. It was sad to lose these groups after so many years.
- Pre-accredited, Learn Local, ACFE courses had a mixed response this year. The English as an Additional Language and Auslan classes achieved good numbers but the Be Career Active course did not go ahead. An Employment and Study Pathways course for EAL learners was developed by the EAL tutor and started with a good attendance but numbers dropped off towards the end of the year. The MACV Consortium, comprising of Mitcham Community House, Avenue Neighbourhood House@Eley, Clota Cottage Neighbourhood House and Vermont South Learning Centre, obtained a second ACFE CAIF grant and developed four employment courses to be offered in 2020.
- We offered a range of computer courses for the general community, catering for iPad, laptop, android and smartphone users.
- Response to marketing via the website, Facebook and Mailchimp (which provide regular updates on what is happening at the community house) continued to grow. It is important to continue with hard copies of the Semester Course Guide and e-News Bulletin as not all our participants have access to technology or are comfortable using it.



Manager's Report (continued)

- Street Library- was painted by the Wednesday Art Class and our French Polishing tutor gave it a finishing coat. It was installed at the beginning of the year. Kerrie, our Thursday office volunteer, is the Street Library librarian.
- Offered free dental visits to our playgroups through Carrington Health's "Little Smiles Dental Visits".
- Victorian Active Ageing Partnership- evaluation of the self-assessment tool and offered professional development training forums for our health and fitness instructors.
- Organised an information session for community organisations across Whitehorse on working together to minimize gambling harm. We worked with Vermont South Learning Centre, Avenue Neighbourhood House@Eley and Clota Cottage to hold this event in June at Avenue Neighbourhood Houe@Eley. Thirty local organisations attended.
- Obtained a small grant through Be Connected to run technology classes during the Seniors Festival in October.
- Offered a number of free Come and Try classes during the Whitehorse Seniors Festival and a talk on the history of the Red Cross as part of the Victorian Seniors Festival.
- For Neighbourhood House Week we held a morning tea, which was part of a joint initiative with the other Whitehorse Community Houses with the theme of "Cooking Up Community Spirit". This led to us offering a morning tea each term.
- Manager gave a presentation at a meeting of the Mitcham Rotary Club and was presented with the gift of a touch TV which has been much used for promoting our classes and activities in the foyer of the community house, for our travel talks and for classes.

Manager's Report (continued)

Childcare

- We offered three days of childcare per week on Wednesday and Friday, 9.30 am to 2.30 pm and on Thursday, 9.30 am to 12.30 pm, for parents wanting a child-free break to be able to study, work or catch up on other activities and for their children to socialize. Most families made regular weekly bookings.
- Number of families using childcare was consistent with 8 to 10 families per session and the three hours' session was the most popular with an increasing number of families using the five hours' session.
- Childcare tended to have more children under 3 than over 3 in care and to maintain the staff: child ratios the number of places was capped to 10.
- An emergency drill was conducted in the second half of the year.
- We obtained a grant from Bendigo Bank to buy additional play equipment for childcare and playgroups.
- We were approved for the Child Care Subsidy at the end of the year and the approval applies from 20th January 2020.
- The success of the childcare program is reflected in the regular attendance of the children of local families and second, third and even fourth children being enrolled in childcare.

Mitcham Community House Family Violence Education and Support Service

- Mitcham Community House Family Violence Education and Support Service (MFVESH) continues to be a safe space and much respected service for women who have experienced or who are experiencing family violence and are starting on the path to recovery.
- The Service has continued to meet the requirements of the Regulation and Standards Branch of the Department of Health and Human Services and the expectations of the City of Whitehorse.
- The service was well attended and Cathie continued to develop links with relevant organisations and was sought out as a guest speaker because of her expertise in family violence work.
- A tender was submitted to Family Safety Victoria to provide an expanded service but unfortunately was unsuccessful.
- We thank Cathie for her professionalism and commitment to the program as well as the Family Violence Subcommittee, especially Bob our Treasurer for his work on the tender and to Wendy for her ongoing advocacy of the service.

Manager's Report (continued)

Networking

Networking is an important function of the community house as it helps the community house to keep in touch with the wider community, share resources, collaborate on joint projects and broaden what we offer to the community across Whitehorse.

Some of the networks Mitcham Community House was involved in in 2019 were:

- Networked on a regular basis with the other community and neighbourhood houses in the City of Whitehorse through 6 weekly meetings, an information stand at the Global Fiesta and the Spring Festival. Thanks to the Committee members who assisted on the information stands. Mitcham Community House and Box Hill South Neighbourhood House, coordinated on behalf of the Whitehorse Community Houses, the library display at the Nunawading Library for the months of May and June.
- CHAOS network meetings, when possible, were attended by the Manager, Chairperson (Wendy Rose) or Deputy Chairperson (Sue Fallon).

Partnerships

Partnerships are a great way to share resources and reach more people in the local community. Some of our partnerships in 2019 were:

- Whitehorse Learn Local Organisations;
- Back in Motion- local business;
- Parentzone- we provided a room rent-free for their parenting courses;
- Hawthorn Community House-Older Road User Programs in conjunction with the City of Whitehorse- free program;
- ATO Tax Help Program is run at the community house every year- free service but did not proceed in 2019 as we did not have a volunteer;
- Uniting Food for Families Annual Appeal- we support this appeal every year;
- Together We Do Better Project;
- Victorian Active Ageing Partnership;
- City of Whitehorse- Wiser Driver Program, Whitehorse Seniors Festival and Together We Do Better Project.

Manager's Report (continued)

Staff and Tutors

While the Committee of Management is responsible for the governance of the House, the staff are responsible for the day to day management of the House.

- Anne, House Manager, has been employed at the community house since 2003 and has been in the role of Manager since the beginning of 2013. She is retiring at the end of March 2020.
- Pam has been with the House since 2005 and her warmth and knowledge is much appreciated as the Front of House Coordinator, which includes not only reception but also playgroups, rentals, support to the office volunteers and much more. She could run the place.
- Vrinda, employed since May 2018 as our IT and Marketing Officers, continued to make many improvements to our website, social media presence and publications. She goes out of her way to help people and is very knowledgeable.
- Cathie the Manager of MFVESS has been employed by Mitcham Community House since July 2014. She has developed a service of a high professional standard which is recognized by her peers.
- Brynna was employed as the Childcare Coordinator, from March to May. Brynna achieved a lot in a short time in expanding the program for the children. She left for full time work.
- Jodie, was appointed as the Childcare Coordinator in May, further expanding the children's program and is highly skilled and a great addition to the team.
- Robyn, a Childcare Educator, has worked for 29 years in our childcare service providing quality care to the children. Robyn is to be congratulated on her long and dedicated service. She is a quiet achiever.
- Angel is employed as a Childcare Educator, and has been employed in this role since April 2018. She is a dedicated and valued worker.
- Nicky Albert, the Finance Officer, who joined the administration team in 2015, has continued to streamline our accounting processes which have improved the monitoring and accountability of our finances. She can never leave.
- We thank Gary and his team for being so obliging and keeping the House clean since 2015

Our staff are all highly skilled in what they do, are committed to doing what is best for the House, have an excellent working relationship with the Committee and are to be congratulated on their contribution to the success of Mitcham Community House. All our staff put in extra unpaid hours.

Manager's Report (continued)

*T*utors

We had up to 50 tutors over the year and without their interest and expertise we would not have any classes. We are fortunate to have such committed and caring tutors, who come back to us each year. Thank you and well done to you all.

Special mention is given to those tutors who have been involved with Mitcham Community House for:

5 years and over

Richard S - Technology
Jane B - Strength training and Pilates
Debra M - Chair yoga

9 years and over

Birgit V - Strength training and Pilates
Eva D - Yoga
Irene H - Yoga
Lea Y - Strength training
Maree C - Tai Chi and Qi Gong
Ross W - French Polishing
Judy B - Creative Writing

18 years and over

Wendy B - Relaxation and meditation and Yoga
Lucy W - French
Lyn C - both as childcare staff and now Card making tutor
Tamara Doyle- B- Auslan

Manager's Report (continued)

Volunteers

Thanks to all our dedicated and talented volunteers.

The following are regular volunteers in addition to our wonderful Committee of Management volunteers:

- **Office-** Kerrie, Mary Louise and Elizabeth
- **English as an Additional Language (EAL)-** Zaria and Nisanthe
- **Activities and Classes-** Sue C., Mavis, Shanthi, Carol, Sue F., Helene and Bernie
- **Social Team-** Carol, Gaylene, Helene, Shirley, Sue F and Marian
- **Kitchen-** Carolyn
- **VETtrak-** Brenda

Volunteers were recognised through service certificates, end of year function and job references. CHAOS provides annual awards to volunteers deserving of special recognition.

In 2019 awards were given to:

- Robert Williams because of his tireless work as the Treasurer of the Committee of Management in keeping our finances in order over the past 4 years.
- Kerrie Waters for over 12 years of volunteering in the office and doing all those jobs that are often underappreciated. This year she has taken on an additional role as our Street Library librarian.

Committee

Thanks to the Committee of Management, who volunteer their time and do so much for the community house through governance, strategic planning, financial and risk management, policy development, involvement on subcommittees, working bees, fundraising and support to the Manager. Their job is increasingly more complex.

Participants

The House would not continue to open its doors if were not for our enthusiastic and loyal participants.

Special thanks to all our House participants who volunteered their time to help out at our Bunnings Sausage Sizzle Fundraiser and Annual Craft Market (before, during and after).



Manager's Report (continued)

Also thanks to all those who donated tea, coffee, stamps and raffle prizes.

Feedback is always welcome from our participants as it helps us to improve our operations and better meet the needs of the community.

Final Word from the Manager

This will be my last contribution to the Annual Report as I will be retiring at the end of March.

It has been a privilege working at Mitcham Community House the past 17 years and I will miss everyone. Thank you for your support and friendship.

Glossary

ACFE- Adult Community and Further Education

ATO- Australian Taxation Office

CAIF- Capacity and Innovation Fund

CHAOS- Community Houses Association of the Outer Eastern Suburbs

DHHS- Department of Health and Human Services

EAL- English as an Additional Language

EDVOS- Eastern Domestic Violence Outreach Service

Learn Local- ACFE brand

MACV- Consortium of Whitehorse Learn Local (ACFE funded) organisations- Mitcham Community House, Avenue Neighbourhood House@Eley, Clota Cottage Neighbourhood House and Vermont Learning Centre

Pre-accredited- training courses subsidised by ACFE and designed as taster courses which pathway into further education and employment

Anne Kean-2019



Mitcham Family Violence Program Report

The Mitcham Family Violence Education and Support Service (MFV ESS) provides group work and individual support for women currently experiencing family violence effects or who have a history of family violence experiences. The Service has been running continuously since 1986 and is based on feminist and social justice principles with a strong emphasis on education, appropriate referral to other community-based agencies, counselling and mental health services, and legal entities. MFV ESS assists women to learn and develop in a supportive, strengths-based environment. Linkages with other services are fostered through networks revolving around the Eastern Regional FV Partnership (EMRFVP), as well as through relationships and partnerships with key services in the region like Eastern Domestic Violence Service (EDVOS), Carrington Health, Link (Monash) Health, City of Whitehorse, EACH, and the courts.

In 2019, women were referred from EDVOS, EACH mental health service, Wellways (mental health service), Me-Well (NEAMI), Carrington Health, Uniting Connections, Uniting East Burwood, Anglicare, and a number of independent practitioners. Women also approach the service directly via referrals from previous clients.

A structured psycho-educational program on Wednesdays provides facilitated educational and referral support focussed on self-esteem and building a quality life after violence; recognition of women's lived experiences of family violence, parenting education to support children who experience violence within families, barriers to recovery, addressing family violence impacts on women and increasing their knowledge and awareness of the impacts of violence. Referral pathways are offered to women for ongoing support and advice as needed. The Wednesday program provides a unique two-part semester program, and women can attend either one term or both terms of the program, and graduate at the end of the semester. A peer support forum on Thursdays providing facilitated self-support and discussion of women's experiences of violence is a space where the women attending can get equal opportunity to express their views and concerns, whilst receiving facilitated support. This group can also provide a holding space for women if they are assessed after commencement of term.

2019 was the year in which we gathered our resources and bid for a substantial Tender for Therapeutic Intervention in the region. We did not succeed, but we received excellent feedback from DHHS Procurement Branch for our diligence and attention to detail. Thank you Sue Finucane, Bob and Wendy, who assisted myself and the sub-committee to put this together. Although ultimately unsuccessful, we learned much from the process and have definitely flagged to bigger players in the region that we remain open for business. The successful tenderers are in discussion with us to deliver a component of their suite of services.



Mitcham Family Violence Program Report

Mitcham Family Violence Service provides appointments for review and one-on-one support for women. The service is linked to the EMRFVP via participation on the Workforce Development Working Group and and MOU agreement. Cathie is the Co-Chair of this group, and this gives her a seat on the Partnership Executive. Cathie has received additional requests to attend or present at regional settings – this is not possible due to limited hours. There is ongoing significant attendance at regional Forums and training days which Cathie helps to organise, due to the high level of demand for skill extension and updating with the continual rolling out of the FV Royal Commission outcomes across Victoria. We are attending a community of practice established by EDVOS for the Rainbow

Tick accreditation and have been advised by DVVIC that this will suffice in terms of meeting requirements for this accreditation.

MFVESS is well known in the region, and we are aware that we are one of only a couple of reliable and regularly scheduled group-work options in the region. This means that we increasingly provide secondary consultation to other services, and the demands on us to advise regarding group-work and possibly train staff in other organisations in this expert work is increasing. We are unable to meet these demands. Students are also aware of us – from a number of different institutions. We have spent some time in consultation with students approaching us, and although it would be wonderful to participate in a placement situation (and we are fully set up for that), we are unable to provide placement due to time constraints.

MFVESS extends our thanks to the City of Whitehorse and the Department of Health & Human Services. We thank the members of the Committee of Management for their ongoing support of the staff and the programs, particularly members of the FV sub-committee. Wendy, our Chair, has been enormously supportive throughout a difficult year, and Cathie reports directly to her in her role as Manager. Thank you to Anne and the administration team who are consistently supportive of MFVESS. It has been nice to welcome new staff members, particularly Vrinda and Jodie. Robyn and the childcare team including Jodie continue, as always, to be warm and welcoming to the women from our service who use childcare, and always helpful and friendly with us.

Cathie Nederveen, Manager



Mitcham Family Violence Education and Support Service statistics 2019

Groups/ appointments/ childcare provision	Number of sessions offered	Women attending Childcare attendances
Support and discussion group (Thursday)	36	Average attendance – six women per group
Wednesday Living safe and free 2 in term 3 Women Living Safe and Free 1 in term 4	2 x 24 hour program	Average attendance of 3 in term 3 Average attendance of 6 in term 4
One on One appointments for women with the Program staff	Available during set hours Tuesday, Wednesday, Thursday	Appointments well attended including intake and referral assessments. Some women require two appointments due to complexity.
Children using child care		T3 0 uses. T4 10 uses by 1 individual family, 1 individual child (including appointment times) 1 family for intake and assessment, 1 child, two uses
Note: Staff absence in terms 1 and 2		

Cathie Nederveen, Manager



Treasurer's Message



Bob Williams
Treasurer

With our lower COM numbers this year it has been easier to discuss and dissect our regular financial reports that our experienced accountant Nicky prepares and circulates weekly, only at our usual bi-monthly COM meetings.

To assist, I have regularly circulated a simple spreadsheet using Nicky's reports listing each program's income and expenditure and net result in order, so we can monitor how each program is progressing.

We finished our financial year 31 December 2019 with a deficit of \$464 which was well within the deficit budget we approved.

I Would like to thank my fellow COM members for their contributions and diligence in keeping our Community House "financially afloat" through the year. This would not be possible without the wonderful, caring work carried out by our Manager Anne and her very capable team. Their careful adherence to our as usual tight budget has enabled us to not only fulfil the needs of every program offered by the House but also to look outward at future possible initiatives.

Anne and her staff also ensure that everyone who comes through our door experiences a warm and friendly welcome as is evidenced every time any of the COM team come in.

Bob Williams
Honorary Treasurer



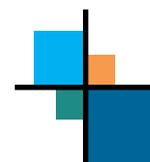
Vettrak: Student Management System

The number of unique Students attending classes during 2019 is 791

Vrinda F

Here are top 15 programmes in 2019 that ran with at least 15 participants enrolled :

Term	Programme	Count
Term 3	Wiser Driver	26
Term 1	Walk N Talk	22
Semester 1	Park Rambles	22
Term 3	Knitting	19
Term 2	Park Rambles	18
Tuesday Term 1	Strength Training Tuesday - Birgit	17
Semester 2	Walk N Talk	17
Term 3	Auslan-Introduction(FeeForService)	17
19Y Tue 7pm	Yoga Tuesday 7 pm	16
Term 4	Knitting	16
Term 3	Playgroup - Open (Facilitated) Wednesday	16
19EAL Pre-Intermed	ACFE - EAL English as an Additional Language	16
FriB 9.30am T3	Strength Training Friday - Birgit	16
FriL 11am T4	Strength Training Friday - Lea	15
Fri L T1	Strength Training Friday - Lea	15
19AUSBeg T1	ACFE - AUSLAN BEGINNERS	15

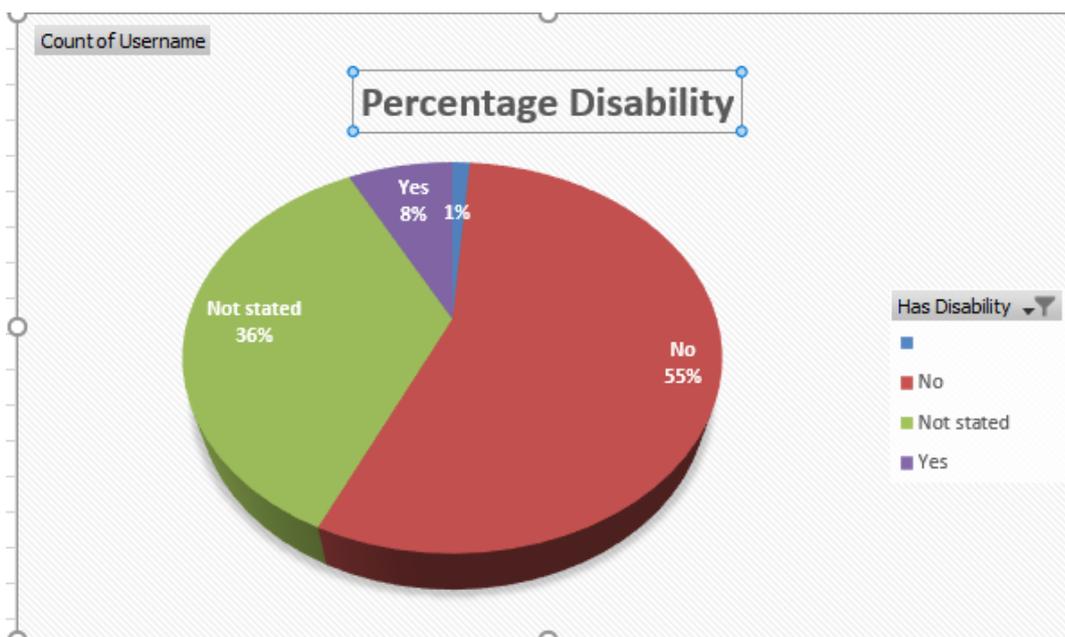


Marketing Report & Data Analytics 2019

These are the bottom 15 programmes in 2019 that where there were minimal enrolments and as a result, had to be cancelled:

Term	Programme	Count
19ItaTravel T2	Italian Essentials for Travellers	2
19PG Babies T3	Playgroup for Babies	1
19Zum Wed T2	Zumba - Wednesday	1
19CM Xmas Saturday	Card Making	1
19UkeBeg T3	Ukelele Beginners	1
19SOAP T3	Soap Making	1
19 TimeOut T1	Time Out For Dinner	1
19PG Tue T4	Playgroup - Open (Facilitated) Tuesday	1
19PG Babies	Playgroup for Babies	1
19FR T4	Furniture Restoration - Self Directed	1
19ItaTravel T3	Italian Essentials for Travellers	1
19MorningTea	Adult Learners Week Morning Tea	1
19Games 23July	Games Afternoons	1
19CD CakeTopper	Cake Decorating	1
19ItaBeg T3	Italian - Beginners	1
19R&M Summer Mon	Relaxation & Meditation - SUMMER	1

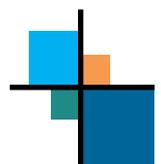
Client Ability Breakdown:



Age Distribution : Average age of client is 56.35. In the Chart Blue is the age of client and red depicts number of clients. Last year approx. 258 out of 791 had not completed the age field on their enrolment form, hence data is an approximate, and based on data we have.



Indigenous status of clients attending Programmes at MCH



Vettrak Client Language Spoken at Home

Client -> Language spoken at home	Client Count
English	1813
No Data	811
Chinese	36
Mandarin	27
Hindi	22
Korean	21
Sinhalese	20
Spanish	16
Cantonese	10
Tagalog	9
Polish	9
Vietnamese	7
Eastern Arrernte	6
Filipino	5
Macedonian	5
Urdu	5
Thai	4
Khmer	4
Russian	3
Telugu	3
Fijian	3
Iranic	3
Italian	3
Japanese	3
Persian (excluding Dari)	3
Other Southern Asian Languages	2
Indonesian	2
German	2
Punjabi	1
Samoan	1
Arabic	1

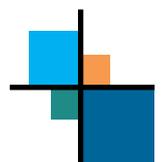
Marketing Report & Data Analytics 2019

Post Code Distribution

Client -Postcode	Count
3132	866
3133	421
No Data	341
3131	334
3130	213
3135	95
3111	92
3134	82
3109	53
3136	42
3128	27
3125	27
3152	27
3138	23
3129	15
3106	14
3151	13
3155	11
3723	11
3156	10
3114	10

Client Gender Breakdown

Client -> Gender	Count
Female	2029
Not stated	664
Male	160
Indeterminate/Intersex/ Unspecified	7



Facebook & Instagram : Social Media

Facebook posts have been used to market upcoming events as well as share activities that are in the community and other surrounding neighbourhood houses.

Webite: Front Face of the Organisation

The website has undergone a big revamp with relevant information and directing people back to the house for more information. Relevant Keywords to enable Google Searching (SEO) have been introduced, as Google has changed the way it does search and is constantly upgrading its Analytics platform. The course Guide is now available to be viewed as an e-book on our website.

Other Marketing

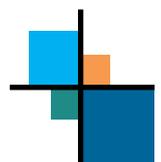
- Mitcham Signarama helped us with our signage with Market Day and Signage regarding our Activities. I will continue to foster good working relationships with small business in Mitcham.
- We applied and secured a Grant from the Australian Government Initiative (BeConnected through the Good Things Foundation). The initiative behind the grant is to help older adults get online. Our technology team has helped many older adults through this grant.
- Our Course Guide was made available as an e-book, and continues to evolve, making it more relevant for our community.
- Internal Marketing has moved away from paper to displays on the Internal TV Screen.
- We continue to use the internal newsletter and continually change the format, so it remains relevant. We also continue to print the digital Newsletter so it is accessible for those that prefer reading a hard copy.

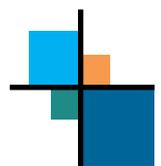
In terms of Information Technology everyone in the house has been upgraded to the same Windows platform so sharing of applications is consistent.

As usual, all relevant and business critical data is backed up regularly and we installed updated antivirus application, enabling better virus detection on our platforms.

Our telephone system was successfully upgraded to NBN, we thank our IT Contractor Chris K for handling all the issues arising with our telephone system and our IT hardware upgrade.

Vrinda F, Marketing and IT Officer





In the spirit of respect, Mitcham Community House acknowledges the Aboriginal peoples of Australia as the traditional custodians of the land on which we reside, work and travel.



We gratefully acknowledge the support of these funding bodies and peak organisations.



Mitcham Community House

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