

Parent Infant Family Australia

194/137 Norton Street, Leichhardt 2040

Phone: 02 8230 1646

Fax: 02 4456 4462

Mobile: 0439 651 965

Email: director@PIFA.org.au

Website: www.pifa.org.au

ABN: 50 858 076 612

Major Donors

- × Perpetual Foundation
- × The City of Sydney
- × The Scully Foundation
- × The Tom Davis Foundation
- × Females in the Finance Industry (FIFI)
- × HL Foundation

Key Partners

- × The Aboriginal Children's Service
- × SDN Children's Services
- × Murawina Aboriginal Child Care
- × Wunanbiri Aboriginal Pre School
- × Northern Sydney Area Health
- × Department of Corrective Services

Outreach and Training 2008-2009

1. **Working with Vulnerable Families**, SDN Brighter Futures workers
2. **Home Based Work**, SDN Brighter Futures
3. **Clients with Personality Disorder**, Wollongong Brighter Futures Team
4. **Engaging Hard to Reach Clients**, Wollongong Brighter Futures Team
5. **Assisting Parents to Develop their Capacity for Reflective Functioning**, Wollongong Brighter Futures Team
6. **Attachment**, Moruya Health and Childcare workers

Prior to marrying and raising seven children, Deidre's early career as a Physical Education Teacher saw her instructing at sixteen schools in Sydney, Melbourne and Adelaide. From this grew roles in organisation of tennis/netball pageants and the training and presentation of debutantes over many years for major charity balls.

MAUREEN EAGLES Maureen has been employed with Centacare since 1994, when she began as a caseworker in the Community Placement Program, working with homeless adolescents. Since then she has worked across many Centacare programs within the Children and Youth Services Directorate and the Ageing and Disability Directorate. Maureen has a tertiary background in the area of Welfare Studies. She has been the Director of Children and Youth Services Directorate since 2001 and in 2005 was elected to the Board of ACWA, the Association of Children's Welfare Agencies.

TIM WUNDER Master of Business Administration, Macquarie University
Certified Practising Accountant, Australian Society of CPA's
Bachelor of Commerce (Accounting and Finance), University of NSW
Tim joined the Board in 2007. Tim has over 25 years experience in Banking and Finance, predominantly in the field of risk management. He is a CPA and holds post graduate qualifications in management. Tim's involvement in other charity-oriented activity includes serving on the Finance Committee of the combined Jesuit Parishes in the North Sydney area.

MAGGIE VIDEAN Maggie specialises in developing and delivering unique training opportunities to maximise people's professional and personal outcomes. Her work in adult education, communication and professional development spans over twenty years. Maggie has a wealth of experience consulting to both commercial and government organisations in a wide range of HR disciplines. Since starting her own business, par excellence, three years ago, she has worked with clients such as Allianz Insurance, Qantas and numerous SME. Maggie is a much sought after keynote speaker, conference presenter and facilitator and writes for a number of trade, business and personal development publications.

PIFA Board of Management

RON BOYS has been a member of the PIFA Board since 2001 and Chairman since 2004. He brings to the Foundation skills acquired in professional and executive roles of a corporate career as well as background in charity work.

With Post-Graduate qualification in Civil Engineering Ron's background includes co-ordination of professional consultants in building projects, project management of design & construction teams in real estate development, management of corporate activities in major office, retail and industrial developments in Australia and overseas. Senior roles include:

- Vice President Hyland Turnkey Limited (Canada);
- Group General Manager Hooker Projects Australia;
- Director Development Westfield Limited.

Other charity-orientated activity includes assisting in the establishment of Ignatian Volunteers Australia which seeks to recruit, coordinate and place volunteers with established agencies engaged in 'front line' charitable works.

PAUL SHERIDAN Currently Managing Director of Cara Pet Pty Ltd, a supplier of treats and extruded products for pets, Paul is also a working Director of HyClor (Australia) Pty Ltd, manufacturers and distributors of swimming pool chemicals. Paul has been involved in running his own companies for the past 30 years mainly involved in the supply of products to mass merchants and in imports and exports, primarily in the Asian region.

Before being involved in his own companies, Paul worked with the Irish Government in trade which time included serving as the Irish Trade Commissioner to Australia and to the Benelux (Belgium, the Netherlands and Luxemburg) with special responsibility for negotiations with the European Union. Born in Ireland, Paul graduated from University College Dublin with a degree in Economics and Politics.

DEIDRE PERRY OAM first became involved with PIFA in 2005 and joined the Board in 2006. She brings a wealth of experience from her long involvement in charity work:

- Foundation Member for 25 years and President for past 16 years of 'Mater Lives' Committee which raises funds for equipment and projects (such as upgrade of Maternity ward) at the Mater Hospital in North Sydney;
- Involvement in organization of 5 major functions in 2006 to mark celebration of the Mater Centenary;
- Past President of and ongoing engagement with 'Blue & Blue' Committee to raise funds for scholarships to Monte Saint Angelo College;
- Past President of Ex Students for Monte Saint Angelo College and continuing involvement in assisting the College.

Feedback from Clients

"This group has meant so much to me that nothing will ever take its place. Nothing will ever replace this group or you people for me" (Mothers' Group)

"This group has been everything I imagined a mother's group would be – a unique experience where I could say and think things I never dared even know about before." (Mothers' Group)

"I would not have survived without this group. It was that I had a place where I could come and cry, especially with no partner to cry with or to cry to. This group helped me find my mum and my dad again and to go home with my baby. I'll always be grateful for that." (Mothers' Group)

"My daughter told me that my worker has helped me be a happier Mum" (Aboriginal Home Visiting service)

"I have been able to get a good job because I feel I deserve it now" (Aboriginal Therapeutic Group Member)

Feedback from Training

"The training has changed my approach to my work. I am no longer only focused on improving language but now see myself as an important relationship in the lives of the children I am seeing" (Speech Therapist, Training)

"We have begun to try to be secure bases for the children in our care and take account of the processes in the nursery as well as the programming" (Child Care Worker)

"Now I know why I feel so tired at the end of some days, and know I can't be there adequately for the clients unless I look after myself" (Brighter Futures Worker)

Feedback from Projects

(A worker's feedback from the Prison Group)

After an initial period of waiting and uncertainty, the group started in the second week of the first school term. Since starting the group, we have had a steady attendance of 6 mothers and their children ranging in ages from 18 months to 4 1/2 years.

Every session starts with the "Hello Song" which Shiri composed and goes around the whole group and asks for their names in turn, while the children have fun beating a drum to "knock on the door". Each session finishes with the "Goodbye Song" another Shiri original, with a personal farewell to each member with naming again.

After the hello song we start the art work for the day. This is a variety of activities using paint, crayon, pens or glue, sparkles, etc. We have also had some memorable days with fresh potters clay. Playdough was a big hit, making it on the spot and colouring it. Water play is a spontaneous activity which some children really enjoy. One mother in particular loathes the "mess" but is gradually becoming more tolerant.

We have introduced a book reading at the end, to engage the children while the mothers clean up. The children love this and want to touch the pages again and again. We also do a song and dance segment which the children love.

One of the challenges has been to get the mothers more involved with the children's art and not just engrossed in their own. Another challenge has been maintaining a non directive approach which is so alien to the prison culture. At times we feel as if the prison atmosphere disappears in our sessions and at other times it crashes in on us, like when allocation of stores and 'head counts' intrudes on our group time.

The mothers become more engaged as the weeks progress and have started asking for various activities, they are beginning to acknowledge the usefulness of the group, mostly through jokes about how one or another of them really look forward to us coming.

In the last playgroup for the term there was a real sense of a void opening up for the women with our coming absence during the school holidays. This was ameliorated to some extent with a craft activity that they could take away from the group and complete in their own time.

PIFA's WORK

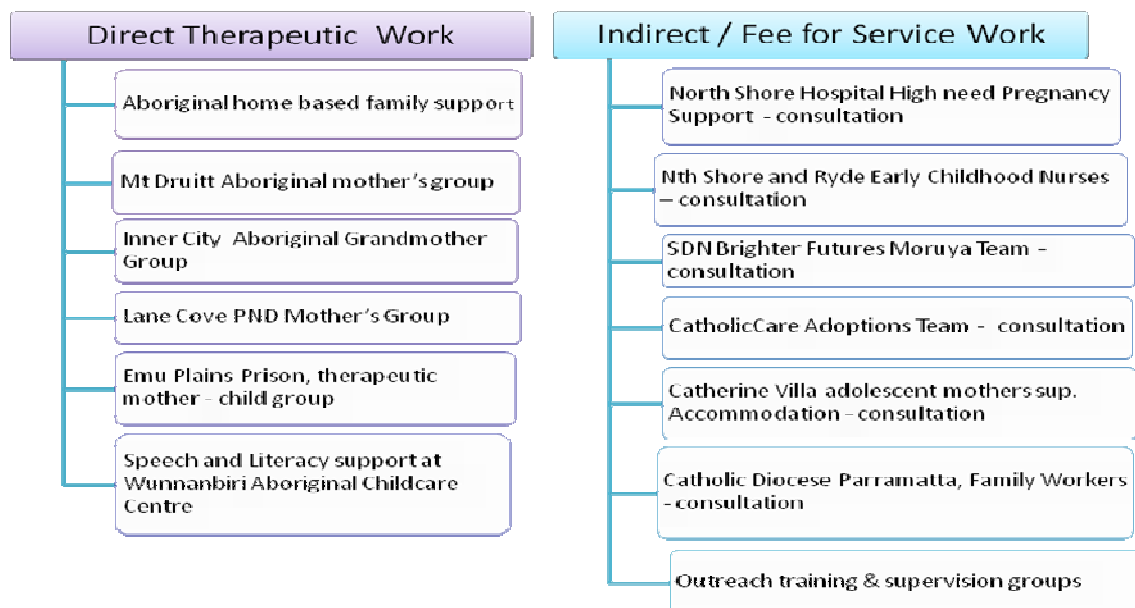
Since its inception in 1988 PIFA has doubled the number of consultants who contribute to our work. In 2008-2009 we directly supported 28 families throughout Sydney and more than 6,500 families indirectly via the mentoring and consultation component of our work

PIFA's work is based on the understanding that the quality of the relationship between babies and their early carers forms a foundation for later life. With this in mind we work in the two key areas of; Direct support to vulnerable children and their families during pregnancy, birth and in the child's early years and, training and support of professionals who also work with vulnerable families.

The work is:

- Intensive, individualized, and long term where necessary
- Enhanced by the formation of strategic partnerships
- Linked to outcomes via an ongoing action research model
- Based on the latest research
- Provided by highly qualified professionals
- Informed by the wisdom and tacit knowledge of our clients
- Focused on connecting families with a range of supports and facilitating the formation of a therapeutic community around each child
- Committed to reflection on the work and dissemination of insights gained to others involved in similar work

Current Projects



PIFA Professionals

PIFA continues to be blessed with a group of highly experienced and trained workers.

The professionals who contract their services to PIFA represent a formidable group of individuals who are among the most respected family and child professionals in Sydney. Everyone who worked for PIFA this year has completed at least two tertiary qualifications. Most started out as social workers, occupational therapists, psychologists and nurses but later qualifications include Masters in Infant Mental Health, Art Therapy, Music Therapy and Psychoanalytic Psychotherapy.

Elke Andrees	Psychologist, Child and Adolescent Psychotherapist
Maureen Armitage	Registered Nurse, Psychotherapist
Nichola Bedos	M.Soc.Sci (Counselling), BA (Hons), Dip CIM
Diane Bell	Registered Nurse, Bachelor of Social Work
Andrea Bloom	Master of Arts Therapy, Bachelor of Visual Arts
Mary Cameron	Psychoanalytic Psychotherapist and Consulting Social Worker
Dr Joyce Conolly	M.B.,B.CH.,B.A.O.B.A (Dublin University)
Lyndsey Fletcher	Psychoanalytic Psychotherapist and Consulting Social Worker
Belinda Freizer	BA (psychology),MA (Art Therapy), MA,(Psych & Family Ther)
Antoinette Gray	Bachelor of Arts, Diploma of Social Work
Shiri Hergass	BA (Social Work), Diploma (Art Therapy), MSW
Belinda Keatinge	Dip Occupational Therapy, Child & Adolescent Psychotherapist)
Maria Kourt	Clinical Psychologist, Psychotherapist
Judith Krahe Edwards	Registered Nurse, Bachelor of Social Work
Helen Kvelde	B Sc (App Psych) M A (religion studies)
Margaret McIntosh	Dip OT, BSc (OT), MA (Art Therapy)
Nichola Midgely	B Sc.(Hons) Speech Pathology and Therapy
Maggie Newlyn	BA (Hons) (Psych) MSW
Terese Sheridan	DipEd, Dip,counseling, groupwork,psychotherapy
Jane Suttle	BSc, Dip Infant Mental Health
Allan Tegg	BComm, BA Hons (Sociology), MA (Writing)

Executive Director's Report

In the government's recently released action plan, which followed up on the recommendations from the Wood Report, the need to get help to families as early as possible after a problem and the need to work with Aboriginal organisations to alleviate the unacceptable overrepresentation of Aboriginal children in the child protection system were identified as key actions. This validated and reinforced PIFA's overarching goal of intervening early to improve children's lives by using the varied and broad experience of our professionals to support them in their families and communities as well as our move, four years ago, into working with the Aboriginal community.

Nevertheless, keen to remain at the cutting edge, PIFA has spent the first half of 2009 in a variety of intensive reflection and planning meetings which culminated in a workshop with Social Ventures Australia and the consequent development of a Strategic Plan for the next three years. Although this plan is considered to be a working document and so open to change it gives a clear framework for PIFA's way forward. The broad plan is to consolidate and gradually expand our current projects while introducing some innovative extensions to areas such as our prison work. The three year plan will require renewed effort to secure and expand our funding base.

An important strategy around inclusion was the decision to gradually close down the Thought Leadership Group so that everyone involved in PIFA is able to directly contribute to its ongoing development and experience the benefits from the opportunity to meet and reflect with colleagues on the overall conduct of our work.

The overall direction of the strategic plan honours PIFA's original aim of developing innovative projects which, after reflection and research, form the basis of our ability to contribute to the expansion of current clinical understanding about working with distressed families in their children's early years. Thus, the plan further formalizes our commitment to reflection and ongoing action research.

It is the dedication of PIFA to thinking about our day to day practical work with families within a psychodynamic framework that keeps us at the forefront of working with vulnerable children and their families. However, it is important to acknowledge that this can only happen because of the ongoing commitment of PIFA's professionals who generously donate their time and expertise to assure the continuation of this reflection process.

I wish to thank; CatholicCare, the PIFA Board, our generous donors, our community partners, our team of dedicated professionals and our clients, all of whom continue to PIFA's development and understanding of our work

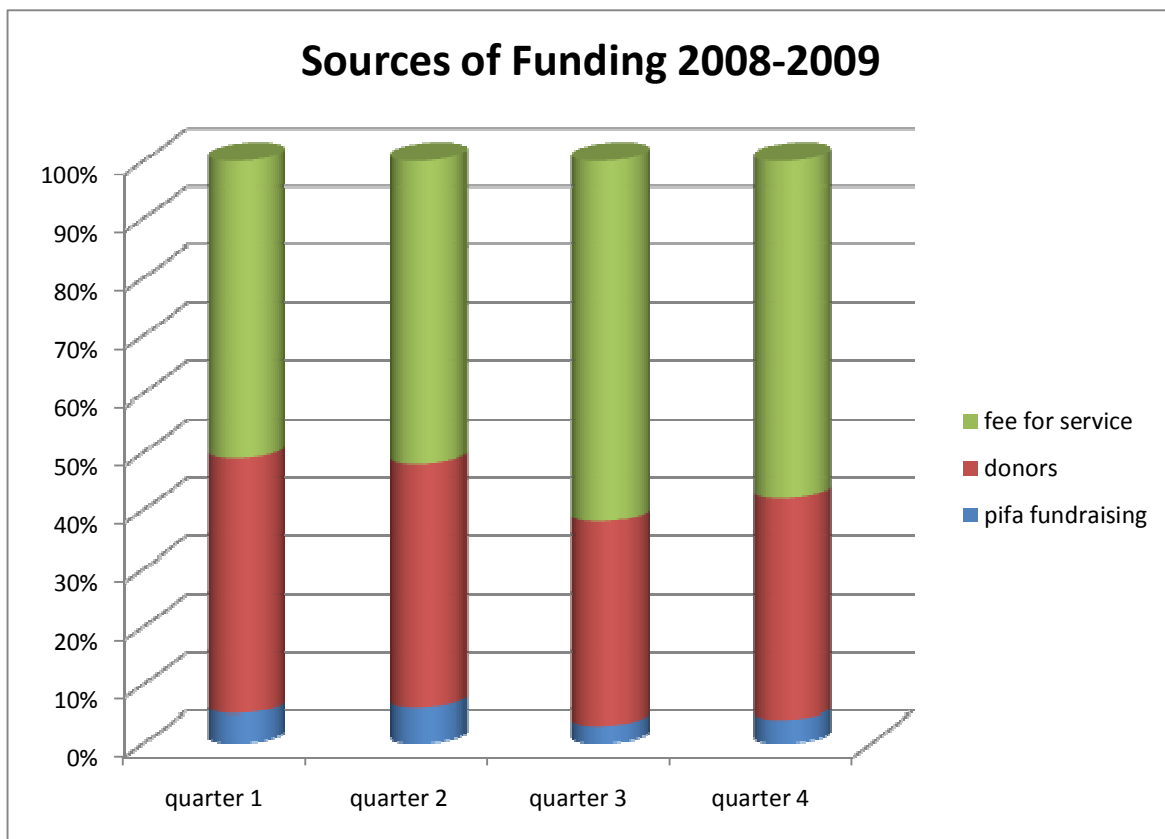
Judith Krahe Edwards

Financial Report

PIFA has appreciated the hours of dedicated work this year by Margaret Mayhew as our independent accountant, monitoring and reporting on accounts.

Paul Sheridan, from our Board continues to assist the Executive Director's processing of expenditures by monitoring and approving expenditures.

The financial position has been determined at 30 June 2009 as cash surplus in the amount of \$137000 which has been reconciled with figures generated by CatholicCare. The position concerning individual project expenditures v. budgets, and overall budgets going forward are the subject of separate reports to the Board.



As always, the support and dedication of the Members of the Board during the year are essential to the ongoing viability and future potential of PIFA. All in PIFA extend appreciation to Deirdre Perry OAM, Maggie Videan, Maureen Eagles, Paul Sheridan, Tim Wunder and Julie Fitzpatrick, particularly for the generous provision of meeting facilities by her company.

Great support was provided during the year by CatholicCare Community Services, with whom PIFA is associated, in the processing of financial accounts, investigation of funding opportunities both within and through CatholicCare, and ensuring appropriate cover in the areas of insurance and workers' compensation. The efforts of Bernard Boerma, Maureen Eagles, Norm Chapman and John Pelletier are especially recognised.

PIFA's mission remains that of *'Helping Families Survive 0 - 5'* and we seek to make a difference. I am very proud of the fact that in the past year we are confident through feedback received and evaluation of results that we continue to do just that!

Ron Boys

At PIFA we believe that reflecting on our work within a psychodynamic framework adds a dimension that makes it particularly suited to working with vulnerable groups, because:

- Therapists are better equipped to develop client/worker relationships that allow parents' capacity for reflective functioning to be increased so that they can form more positive attachments with their children
- Commitment to regular reflection on the work helps workers handle the stresses that occur from the work that they do in a way that not only guards against worker burnout but enhances client work
- Although the focus is on Parent child relationships, the approach is not "issue-specific", meaning that clients can apply it in many areas of their lives



Chairman of the Board's Report

2008/2009 was in many ways a consolidation year for PIFA. While workload continued unabated with some 14 projects in hand, at the same time a number of initiatives were taken to build stronger links between the Board and Professional Members and update PIFA's view of mission and operation:

- the practice of having Professional Members present their work to the Board was continued in the interest of increasing understanding by Board Members of the nature and scope of work being undertaken;
- Professional and Board Members came together in a 'Think Tank' Day in February for open discussion of operations, objectives and organization;
- the process was extended into a 'Planning Day' in July under the guidance of a professional facilitator to set out parameters for a draft Strategic Plan which is under now review before adoption as a blueprint for going forward;
- review and upgrading of the PIFA website has been ongoing to better present philosophies and activities and enhance connectivity to the community at large.

Demand for the particular expertise offered by PIFA continues unabated and the only restriction on expanding operations remains that of funding. Increasingly the opportunity to undertake 'fee for service' work in counselling other workers – such as Early Childhood Nurses - arises, however the greater part incurs direct involvement of our Professionals with those who most benefit from their expertise – such as aboriginal home visiting and the prison program. PIFA is dependent on its donors to fund such 'front line' projects and we are extremely grateful, as are the beneficiaries, for the generosity of those who provide this financial support.

The Board acknowledges the great contribution to PIFA's program by the Professional Members who provide more than would be expected in the normal practice of their expertise. The Board also acknowledges the special efforts of Judith Krahe-Edwards, Executive Director, for the skilful management of all aspects of PIFA's operations and her inclusive style of management of resources.

Contents

Board Chairman's Report	2
Financial Report	4
Director's Report	5
PIFA's Professionals	6
PIFA's Work	7
Feedback from Projects	8
Feedback from Clients	9
Feedback from Training	9
PIFA'S Board	10
Partners and major donors	12
Outreach Training	12

STATEMENT OF PURPOSE

With the new family as focus, PIFA works in two key areas:

- 1) Direct support to vulnerable families during pregnancy and in their child's early years
- 2) Training and support of other professionals who also work with vulnerable families in the early years of parenting

GUIDING PRINCIPLES

From its inception, the work of PIFA has been based on the understanding that the quality of the earliest relationship of mother, father and baby form a foundation for later life.

All PIFA's work is embedded in a framework of respect and caring and is guided by principles and values which grow out of a social justice perspective. Support is available to any vulnerable family with a child under five regardless of religion

We acknowledge the traditional owners of all the lands in which we live and wor

Annual Report 2008-2009



Parent Infant Family
Australia

Helping Families Survive 0-5
