

Annual Report 2007-2008



Parent Infant Family
Australia

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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 or culture.

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



Chairman of the Board's Report

2007/2008 saw PIFA enter its 10th year! Not only is this a significant milestone in its history, but the year also saw a number of other milestones in its development which were coincidental with the 10th anniversary of its initiating activities.

These additional milestones are:

- change of name from Parent Infant Foundation of Australia to Parent Infant Family Australia in order to better reflect the field of activity and to remove confusion encountered when approaching 'true' Foundations for funding;
- new logo to replace the charming but dated 'hand-in-hand' photographic image used since inception with a brighter and more dynamic 'parent cradling infant' graphic. The new imagery embraces the original vision statement – *'Helping families survive 0 – 5'*;
- resignation of Norma Tracey, one of the co-founders of PIFA. As Fr. Peter Quin SJ had previously relocated to Brisbane, Norma's withdrawal to pursue other interests saw the cessation of direct involvement in PIFA's work by both founders. PIFA now truly stands 'on its own two feet', its direction and activities guided by Executive Director Judith Edwards with the assistance of the 'Thought Leadership Group' drawn from PIFA's professional consultants, governed and supported by the Board and its dedicated members.

During the year PIFA associated more closely with Centacare Catholic Community Services in order to streamline processing of financial accounts, investigate funding opportunities both within and through Centacare, ensure appropriate cover in the areas of insurance and workers' compensation, and instigate direct employment of the Executive Director in recognition of increasing dedication of time to PIFA activity. Initial steps were also taken in consideration of succession planning to ensure PIFA's sustainability going forward.

In the field, there was increase in two specific areas of involvement:

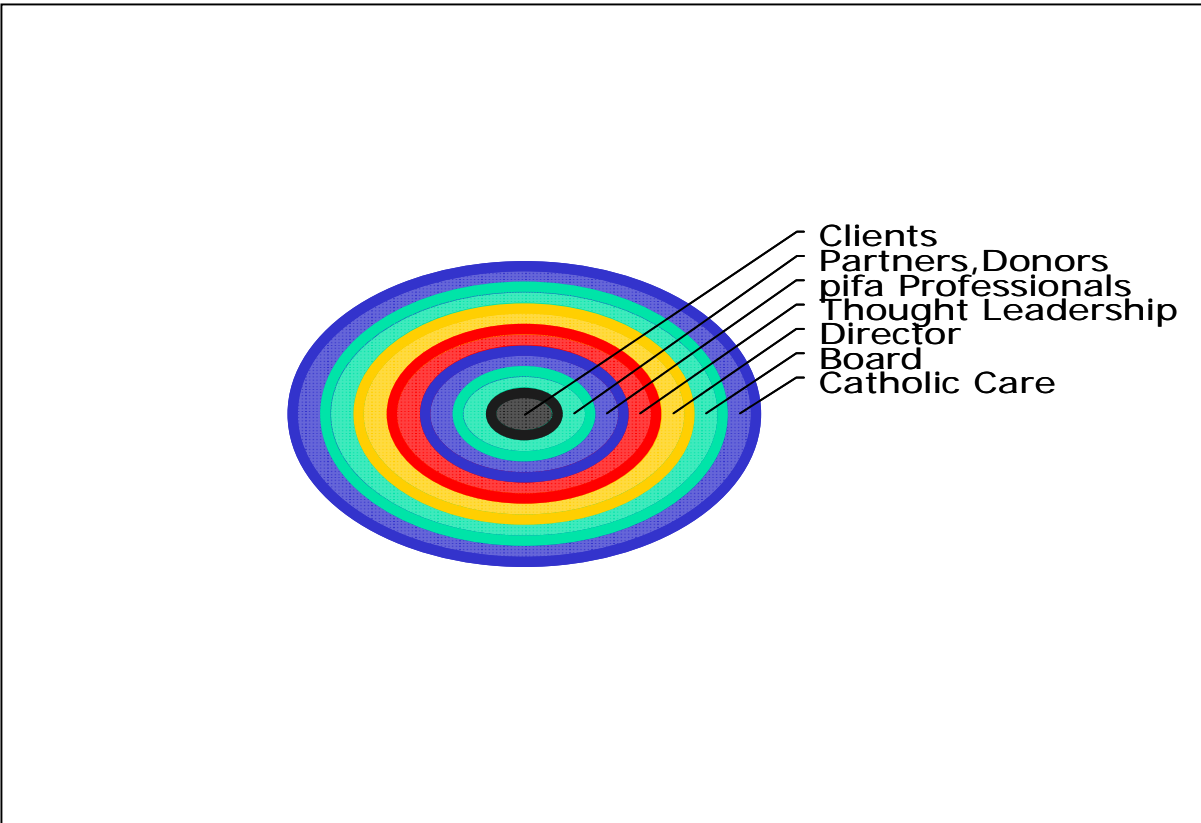
- growing demand and activity in 'fee for service' work, where PIFA's consultants are engaged in guiding other professional workers involved in specific 'front line' work such as NSW Early Childhood Nurses and workers in SDN Brighter Futures Teams across Sydney;
- greater emphasis on work with inner city Aboriginal communities - particularly evident in PIFA's involvement during the year with Wunanbiri and Murawina Aboriginal

- Child Care Centres, along with conducting groups and home visiting in partnership with the Aboriginal Children's Service.

The Board has engaged to increasing degree in addressing needs for its involvement in fund raising, reorganisation, strategic planning and governance of activities. During the year a dedicated fund raiser was employed on a part time basis to assist in this critical area, as well as to assist with fund raising events such as the annual Golf Day and a special '10 Year Celebration of PIFA' – the Bling! Ball.

The support and dedication of the Members of the Board during the year, as hereby acknowledged, are essential to the ongoing viability and future potential of PIFA. All in PIFA extend our appreciation to Deirdre Perry OAM, Maggie Videan, Maureen Eagles, Julie Fitzpatrick, Paul Sheridan and Tim Wunder. Our Executive Director, Judith Edwards, has worked diligently and effectively in her increased responsibilities during the year and has been invaluable in advising the Board in understanding, appreciation, direction and governance of, PIFA's work.

PIFA's range of activities continues to expand, now involving 14 projects. Through its own work as well as through the 'multiplier effect' of supporting professionals in other dedicated organizations, PIFA is reaching out to more people who benefit from its expertise – we know we are making a difference!

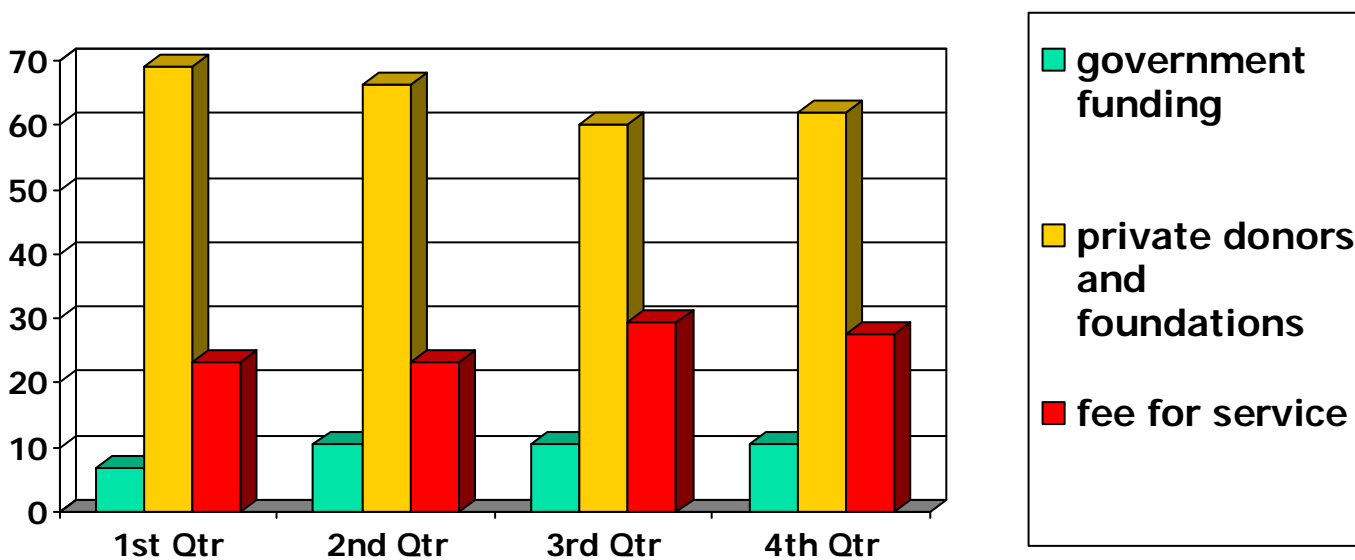


Financial Report

Since Ian Hansen's retiring from the Board and role of Accountant in December, the Board has engaged the services of Margaret Mayhew as an independent accountant to monitor and report on accounts.

The Board also resolved to involve one of its members, Paul Sheridan, in assisting the Executive Director's processing of expenditures by streamlining the Board's monitoring and approval of expenditures as they occur.

The financial position has been determined at 30 June 2008 as cash surplus in the amount of \$138,372, 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.



Executive Director's Report

At PIFA we realise the importance of investing in the early years. We believe addressing issues that are impacting on a child's early development is vital to ensuring that children attain their potential. We also understand that supporting families and communities in which children grow is fundamental to improving our society.

PIFA's contact with families often begins during pregnancy and continues until children commence school. Many of these families are facing complex and challenging issues such as domestic violence, substance abuse, mental illness and parental histories of abuse and trauma. They are usually isolated and often marginalised.

The way PIFA supports vulnerable families is, in many ways, not very different from models in other organizations. Our interventions are based on the needs and abilities of our clients and owe much to the latest research in neurobiology and attachment. Our overarching aim remains one of supporting and improving parent child relationships. However, there are layers in PIFA's work that are not immediately evident.

PIFA's biggest point of difference lies in the experience, skills and training of our workers. Currently there are thirty professionals involved in our programs. They represent a formidable group of individuals who are among the most respected family and child professionals in Sydney. Everyone who works for PIFA 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.

This wealth of knowledge and broad range of experience is the true foundation of PIFA's work. It allows us to nurture the thinking process that is at the core of all the programs we deliver. In PIFA there is a genuine commitment to continuous reflection. Professionals attend peer reflection sessions on the various programs, in their own time. As well, ten professionals volunteer to be part of the Thought Leadership Team, attending regular meetings and planning days, to think about and contain the work as a whole.

PIFA, in some respects, is a small organization. However this does not diminish the significance of the work we are doing. On the contrary, I believe we are leaders in the field in terms of our ability to place day to day practical work with families within a framework of Psychoanalytic thinking and understanding. This allows us, with our clients and professional partners to create small models of excellence which we can reflect upon and learn from. This new knowledge is used not only to continuously improve PIFA's work, but also, to inform the work of others who support families via out training and outreach support.

In conclusion, I want to thank everyone who has contributed to PIFA's ongoing development; CatholicCare, the PIFA Board, our generous donors, our community partners, in particular the Redfern Aboriginal community, who have continued to support our work in the inner city, the intrepid professionals, always willing to go that extra step for their clients and finally our client families who teach us something new every day.

Judith Krahe Edwards

PIFA Thought Leadership Team

PIFA's Thought Leadership Team is a voluntary advisory group which assists the Director to:

- Hold and think about the work
- Guide the growth of PIFA
- Oversee the professional standards in PIFA
- Stay in touch with the latest understanding and research on parent / child work
- Promote psychoanalytically informed parent / child work in the broader community
- Monitor the clinical work of PIFA professionals

Current Team members:

Elke Andrees	Psychologist, Child and Adolescent Psychotherapist
Diane Bell	Registered Nurse, Bachelor of Social Work
Mary Cameron	Psychoanalytic Psychotherapist and Consulting Social Worker
Antoinette Gray	Bachelor of Arts, Diploma of Social Work
Maria Kourt	Clinical Psychologist
Judith Krahe Edwards	Registered Nurse, Bachelor of Social Work
Helen Kvelde	B Sc (App Psych) M A (religion studies)
Maggie Newlyn	BA (Hons) (Psych) MSW
Jane Suttle	BSc Dip Infant Mental Health

PIFA Professionals

Elke Andrees	Helen Gomez
Maureen Armitage	Kim Jenkins
Shannon Barwell	Belinda Keatinge
Nichola Bedos	Maria Kourt
Dianne Bell	Judith Krahe Edwards
Elena Bellinato	Helen Kvelde
Martha Birch	Margaret McIntyre
Andrea Bloom	Julia Meyerowitz Katz
Mary Cameron	Nicola Midgely
Joyce Connolly	Maggie Newlyn
Kate Donohoe	Terese Sheridan
Lyndsey Fletcher	Jane Suttle
Belinda Freizer	Allan Tegg
Antoinette Gray	Maree Wade
Julie Green	Beulah Warren

PIFA WORK

In 1998, following requests for help from a number of new parents Father Peter Quin and Norma Tracey gathered together a group of psychotherapists in private practice to offer parenting groups on Sydney's lower north shore. In this way the founders of PIFA were able to bring the experience and skills of key professionals in the field of parent child relationships to clients who would normally not be able to access this level of expertise.

The work of PIFA is based on the understanding that the quality of the earliest relationship of mother, father and baby forms a foundation for later life. With the new family as focus, we work two key areas:

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

DIRECT SUPPORT FOR VULNERABLE FAMILIES



SUPPORT FOR OTHER PROFESSIONALS



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.

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 Wunder 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

B.A. (Psychology, English and Communication) Graduate Diploma in Marketing Dip. Marketing

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 numerous trade, business and personal development publications.

Outreach and Training 2007-2008

1. **Thinking About Challenging Families** SDN Brighter Futures Staff, Judith Krahe Edwards
2. **Caring for Workers when they're Caring for Children**, Aboriginal and Torres Strait Islander Early Childhood Advisory Group, Early Childhood Services Conference, Wollongong
3. **Working with Vulnerable Families**, New South Wales Institute of Psychiatry, Judith Krahe Edwards
4. **Support Needs of Early Intervention Workers** NSW Institute of Psychiatry, Judith Krahe Edwards
5. **Substance Use and Early Parenting**, Centre for Community Welfare Training, Sydney, Judith Krahe Edwards
6. **Home Based Work**, Centre for Community Welfare Training, Judith Krahe Edwards
7. **Dealing with Workplace Trauma**, Centre for Community Welfare Training, Judith Krahe Edwards
8. **Clients with Personality Disorder**, Wollongong Brighter Futures Team, Judith Krahe Edwards

Major Donors

Perpetual Foundation

Paul Ramsay Foundation

The City of Sydney

The Scully Foundation

The Tom Davis Foundation

The Sisters of Charity Foundation

HBOSA Foundation Grant

Ian Thorpe Foundation

Tenix Foundation

Females in the Finance Industry (FIFI)

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

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