



# Macarthur - The potential is HEAR



The Shepherd Centre

Giving deaf children a voice



## Who we are

The Shepherd Centre is a registered charity, which provides family-focused **early intervention services and school aged services** to teach children and young people who are deaf or hearing impaired to develop spoken language, listening and social skills.

The organisation is recognised as a world-leader in paediatric hearing loss and has supported thousands of children since being established in 1970. Today, The Shepherd Centre provides a range of services to over 500 children each year across five centres in NSW and the ACT as well as outreach support across Tasmania and in rural and regional areas.

**The vast majority of children graduating from The Shepherd Centre go on to attend mainstream school with listening and spoken language skills on par with their hearing peers.**

## The problem

One in 300 children<sup>1</sup> in NSW will be diagnosed with hearing loss by school age. In addition, half of children and young adults who currently have significant hearing loss in NSW are not receiving the specialised early intervention services or school support they desperately require. It is estimated there are currently over 5,000 children being left behind.

**The impact of this is hugely detrimental: research shows these children and young adults are at risk of significant delays with language development, literacy and social skills, as well as social and emotional isolation.**



**One in two  
children with  
hearing loss are  
not receiving  
any specialised  
support**

## Why Macarthur?

A significant number of these children reside in Greater Western Sydney. As such the Macarthur region has been identified as an area of urgent need. Campbelltown, located in the region, is also considered an area of socio-economic disadvantage<sup>2</sup>.

It is a diverse and multicultural area, with Aboriginal and/or Torres Strait Islander people making up 4.5% of the population<sup>3</sup>. Currently there are no specialised services for children with hearing loss.

Macarthur is the fastest growing area in NSW; by 2036 well over 600,000 will call the area home. **The issue will become catastrophic if we do not act now<sup>4</sup>.**



**Campbelltown's  
population is  
expected to rise by  
70%  
in the next two  
decades**

<sup>1</sup>First Voice Annual Report; Page 4: <http://www.firstvoice.org.au/wp-content/uploads/2017/02/FirstVoiceAnnualReport2016WebVersion.pdf>

<sup>2</sup>SEIFA Socioeconomic Index For Areas, Index of disadvantage for Campbelltown City in 2016 was 950, which is considered as Low socio-economic area

<sup>3</sup>Indigenous Population in Campbelltown  
[http://quickstats.censusdata.abs.gov.au/census\\_services/getproduct/census/2016/quickstat/SSC10780](http://quickstats.censusdata.abs.gov.au/census_services/getproduct/census/2016/quickstat/SSC10780)

<sup>4</sup>Campbelltown City Council Population forecast  
<https://forecast.id.com.au/campbelltown/population-summary>

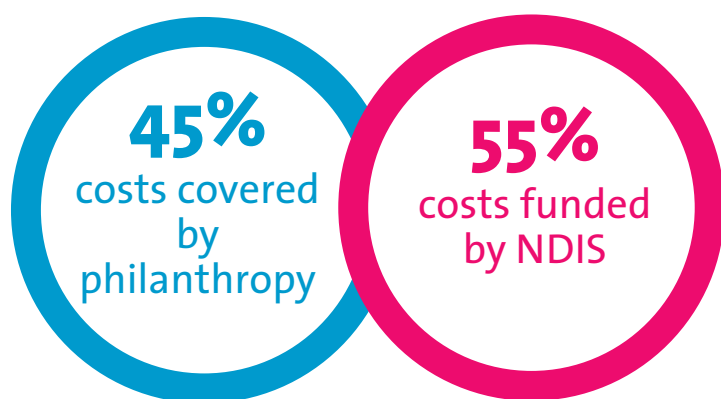


## Solution

In response, The Shepherd Centre has developed its **Sound Future** plan to ensure every child with hearing loss receives the vital support they need. Establishing a **centre of excellence in Macarthur to support families in South-West Sydney** and expanding services is a major part of this strategy.

Currently families from South-West Sydney and surrounding areas must travel to their nearest centre in Liverpool to receive specialist services. Many rely on public transport, therefore the financial pressures and lengthy journey can make it an impossible situation for some. Despite these challenges, 35 families from the Campbelltown area are already accessing The Shepherd Centre in Liverpool. However, this centre is at full capacity.

With the rapid population growth for the Macarthur area, it is estimated approximately 200 children with hearing loss or children who are deaf (from birth to early teenage years) will require support, which is in line with the capacity for the proposed centre.



## Need for coordinated Government - charity action

Funding from the National Disability Insurance Scheme (NDIS) covers on average 55% of the cost of the specialised services each child requires at The Shepherd Centre. Therefore we rely on philanthropy and fundraising to cover the gap so we can provide our services and achieve outstanding results.

## Bringing the centre to life

The Shepherd Centre has already purchased land in Campbelltown, following a generous grant from Sargents Charitable Foundation. Now we must raise an **additional \$4.4M to realise the potential** of this life-changing centre and ensure its operations are sustainable for the first three years.

**\$4.40M**  
**CONSTRUCTION AND FIT OUT**

**\$0.95M**  
**LAND**

**\$0.90M**  
**WORLD LEADING CLINICIANS**  
**(over 3 years)**

**\$0.56M** **PROFESSIONAL SERVICES**

**TOTAL COST: \$6.81M**

Government funding is essential if we are to achieve the campaign target and give local families access to the vital services they need. The total project cost is \$6.81 million, of which \$2.41 million has already been secured.

**The Shepherd Centre is seeking the following funds from Government, which will be matched dollar-to-dollar by philanthropic donations:**

**2019-2020**  
**\$2.0M** for capital works

**2020-2021**  
**\$0.5M** (\$200K for capital;  
\$300K to enable start up services)

**For further information about this project please contact**  
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