



The Shepherd Centre



2019 IMPACT REPORT



Our service model



The Shepherd Centre is an NDIS registered service provider and is a charity registered with the Australian Charities and Not-for-profits Commission (ACNC).

Our delivery model

You choose how you would like to access our services using the most convenient way for your family.



Our centres

NEWTOWN **CANBERRA**
CORRIMAL **LIVERPOOL**
MACARTHUR **MACQUARIE**
WOLLONGONG



A message from our Chair and CEO

We would like to take this opportunity to thank all of our wonderful donors and supporters who have helped us make outstanding developments in the lives of so many children with hearing loss and their families. You have enabled us to support more children than ever before with exceptional speech and language outcomes as seen on pages 4 and 5.

2019 has been another big year at The Shepherd Centre however it has also been a year of consolidation and moving forward in exciting times ahead.

There are still so many children that require our support and we know there is a great need for our services, particularly in Sydney's south-west. Our visiting site at Minto has been busier than ever and we have been endeavouring to secure funding to progress with our proposed centre in Macarthur. Despite our ongoing efforts and our extensive advocacy with NSW government, we are yet to succeed.

Further advocacy work has been focused on ensuring that the systems that children with hearing loss rely on, in particular Hearing Australia and the National Disability Insurance Scheme (NDIS), are effective in the support they provide. We are hopeful that the government will implement an approach in 2020 that will allow children to continue to receive hearing aids and associated services when they need them; and that the NDIS will improve the targeting of its support to the children in particular need.



This past year, we have made excellent progress with our Sound Future strategic plan, which aims to increase the proportion of children that receive the specialist support they need from less than 50% currently to more than 90%. The number of children that are receiving our support has grown dramatically as seen on page 5, however there are many more that need help. To address this, we are also developing a world-leading online platform that will enable professionals anywhere across the globe to provide specialist services to children with hearing loss. More details are provided on page 9 and we are looking forward to launching the platform later in 2020.

The Shepherd Centre celebrates its 50th anniversary this year and we look forward to recognising the thousands of families who have been part of our programs and the generous donors who have helped transform the lives of children who are deaf. There will be a number of ways in which we celebrate and we hope that you can join us in rejoicing the transformational journey that The Shepherd Centre has taken and will continue to take in the many years to come.

Peter Mattick AO
Chairman

Dr Jim Hungerford
CEO

Early intervention graduate outcomes

(at five years of age)



LISTENING SKILLS
of the **MAJORITY**
of our 2019 graduates enabled them to start mainstream school just like their hearing peers

2 IN 3 CHILDREN
had developing or competent skills needed to develop **LITERACY**

Children of The Shepherd Centre are performing better on **SOCIAL COGNITION** measures than 10 years ago

The **LANGUAGE** of the children with hearing loss alone was at the **SAME LEVEL** as children with typical hearing

Our impact

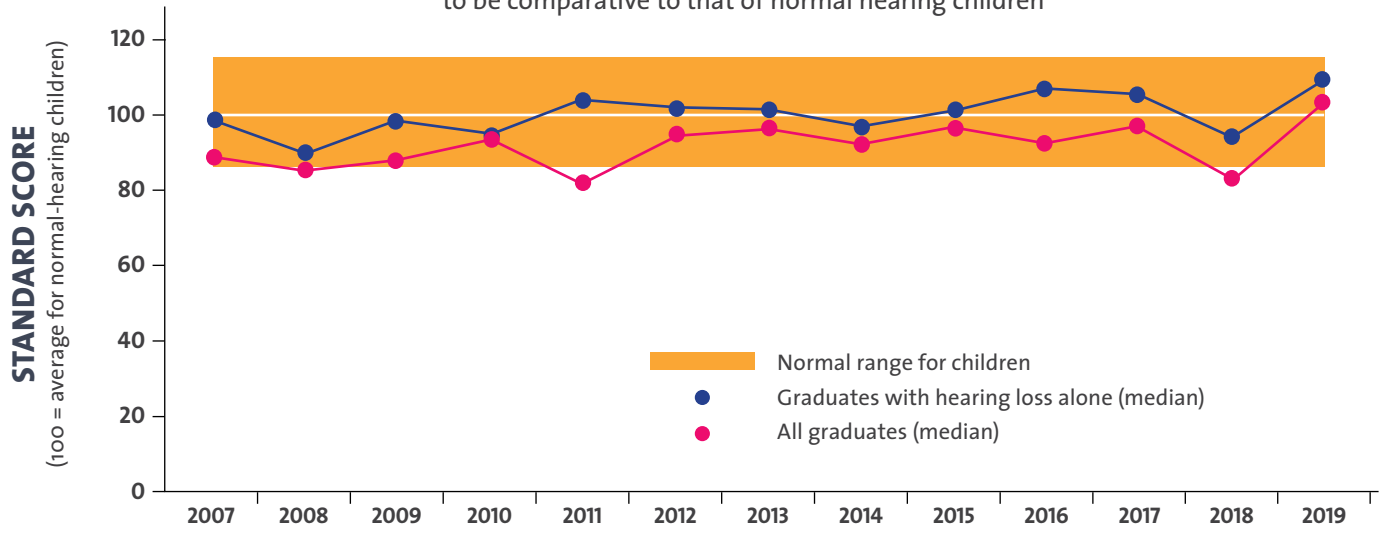
At The Shepherd Centre it's incredibly important for us to know that at all times we are doing the best we can for each and every child and family. We do this through regularly monitoring the outcomes of all children in our programs.

Annual assessments identify how children are developing in their speech (how they sound) and their language (the words they understand and use) in comparison to their hearing peers. Information on children's listening, social skills, play, thinking and literacy development is used by The Shepherd Centre team to guide individualised services.

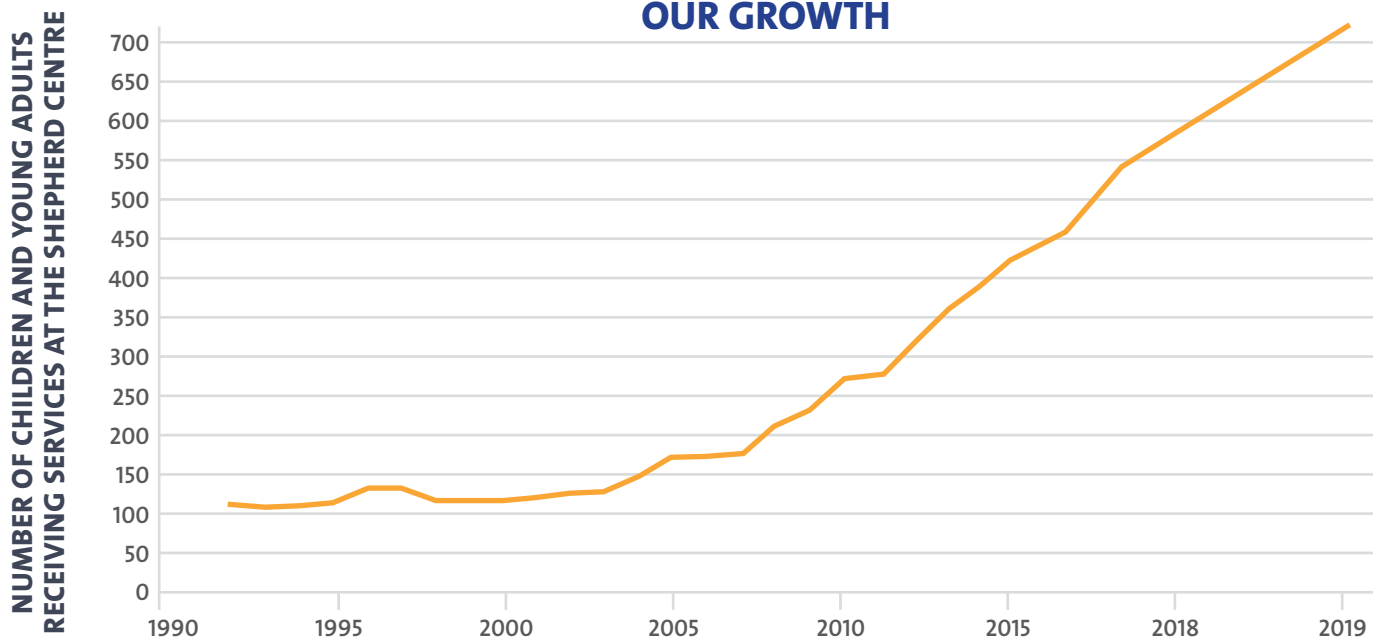
Our teams use evidenced based early intervention best practices, reviewing children's programs every time we see them, in collaboration and partnership with their families.

GRADUATE LANGUAGE OUTCOMES

The language outcomes of our graduating children continue to be comparative to that of normal hearing children



OUR GROWTH

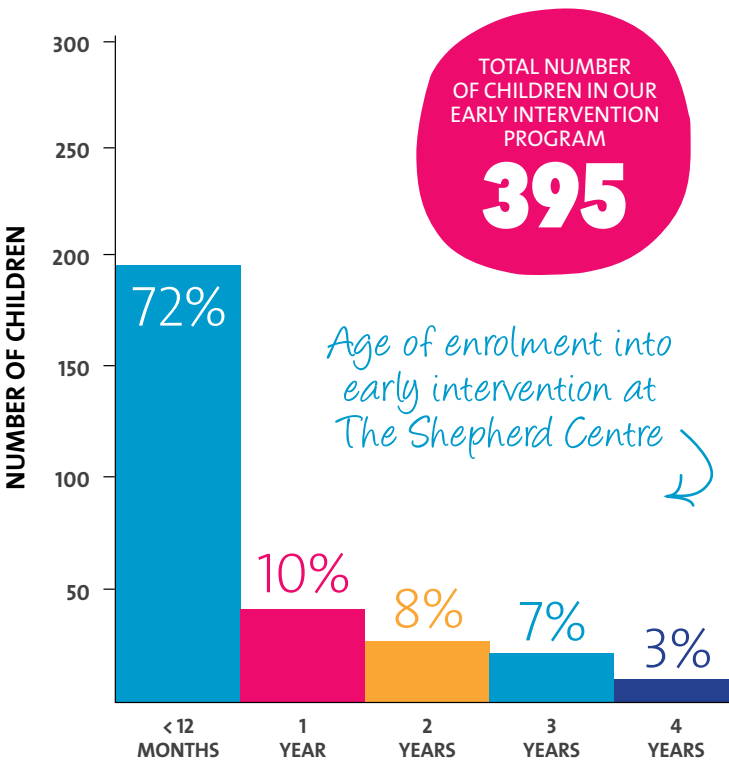


Snapshot of our children

Age of entry to our early intervention services

The majority of our children join The Shepherd Centre early intervention services under the age of 12 months. This reflects the success of Universal Newborn Screening practices.

Hearing loss remains the most common disability diagnosed at birth. The incidence has stayed steady over the years and rises from **1 in 1000** at birth to **1 in 300** by school age (due to acquired and developing hearing loss). The Shepherd Centre remains committed to advocating for the introduction of toddler/preschool hearing screening to pick up all hearing losses in children at the earliest opportunity.

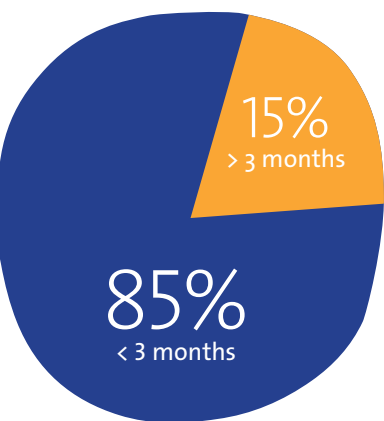


Children with needs in addition to their hearing loss

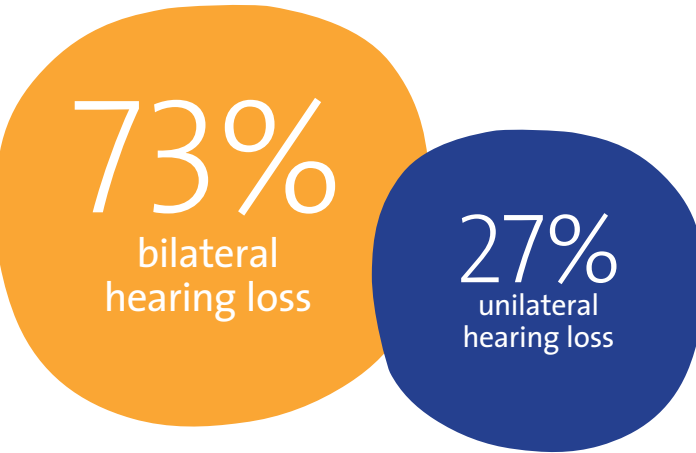
One in five children at The Shepherd Centre has diagnosed additional needs that impact on their communication. These, and many other factors, are considered when developing a program tailored to each child's needs.



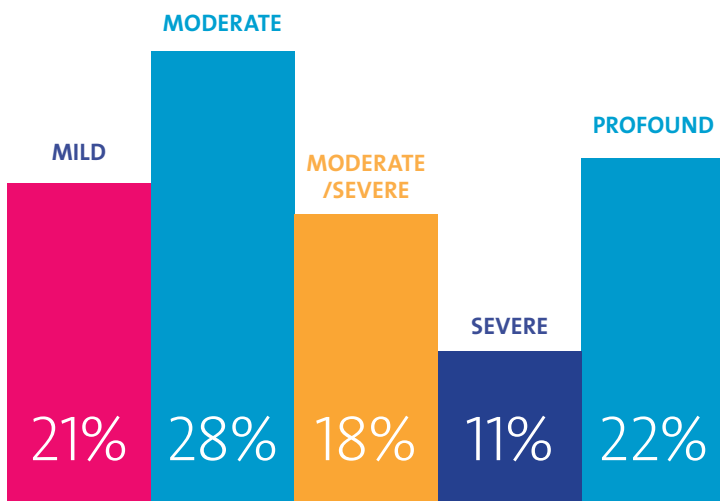
Age of diagnosis (for early intervention clients)



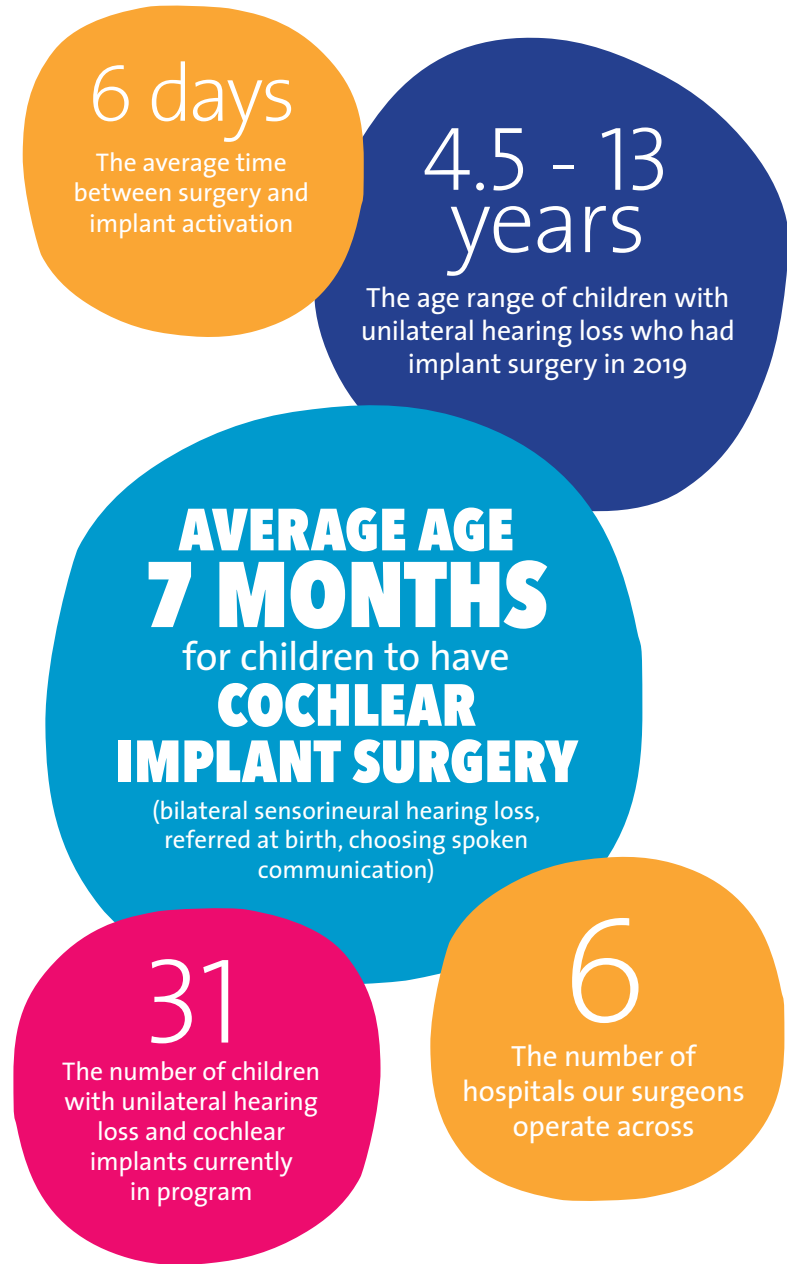
Bilateral and unilateral hearing loss



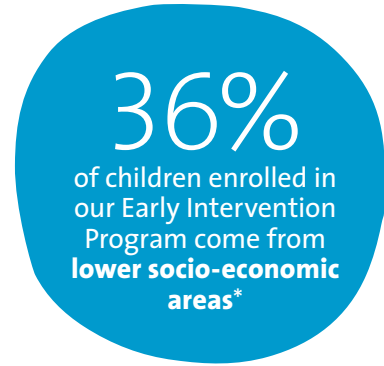
Level of bilateral hearing loss



Cochlear implants



Geographical areas

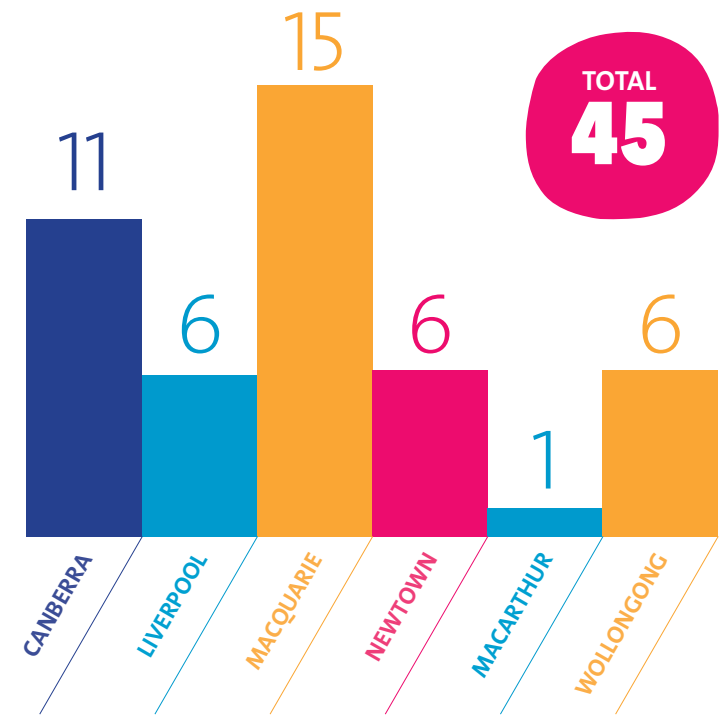


**as defined by the Australian Bureau of Statistics areas 1-5 in the Socio-Economic Indexes for Areas (SEIFA)*

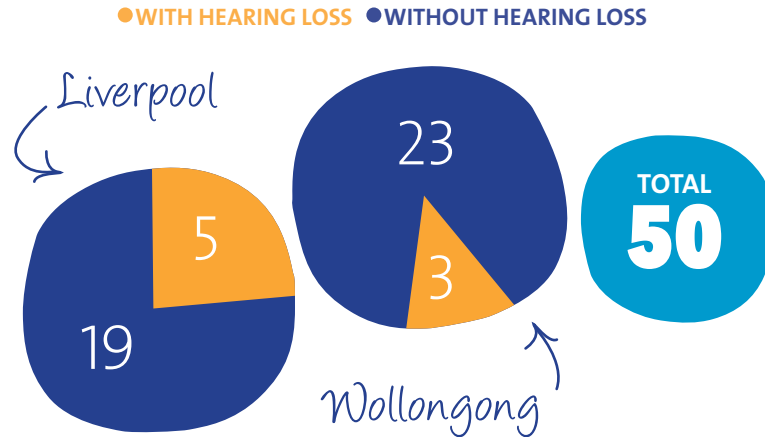


ARABIC
URDU **INDONESIAN**
VIETNAMESE
MANDARIN
PORTUGUESE
TURKISH **BENGALI**
ASSYRIAN
CANTONESE **KOREAN**

2019 graduating children by centre

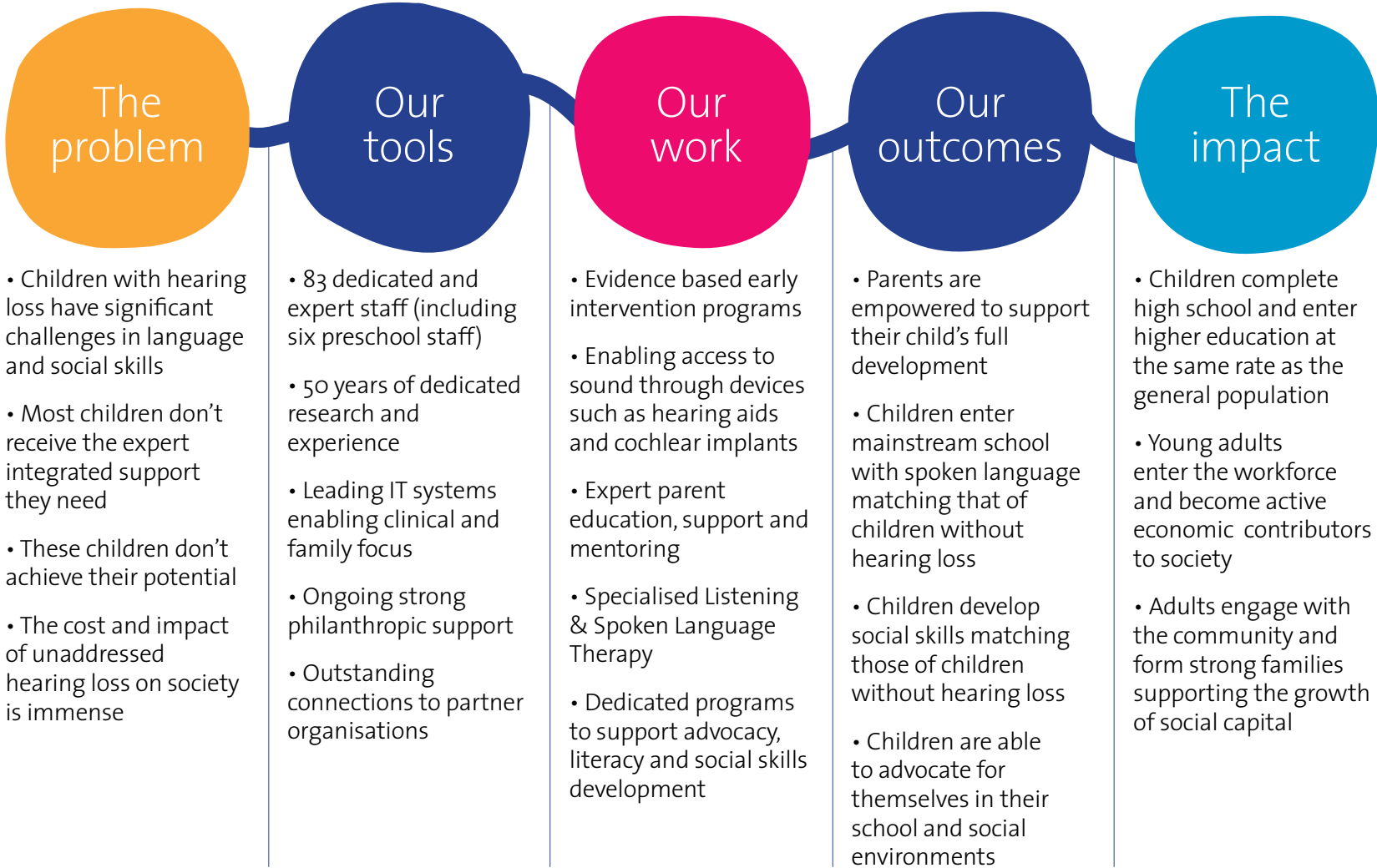


Our preschool children



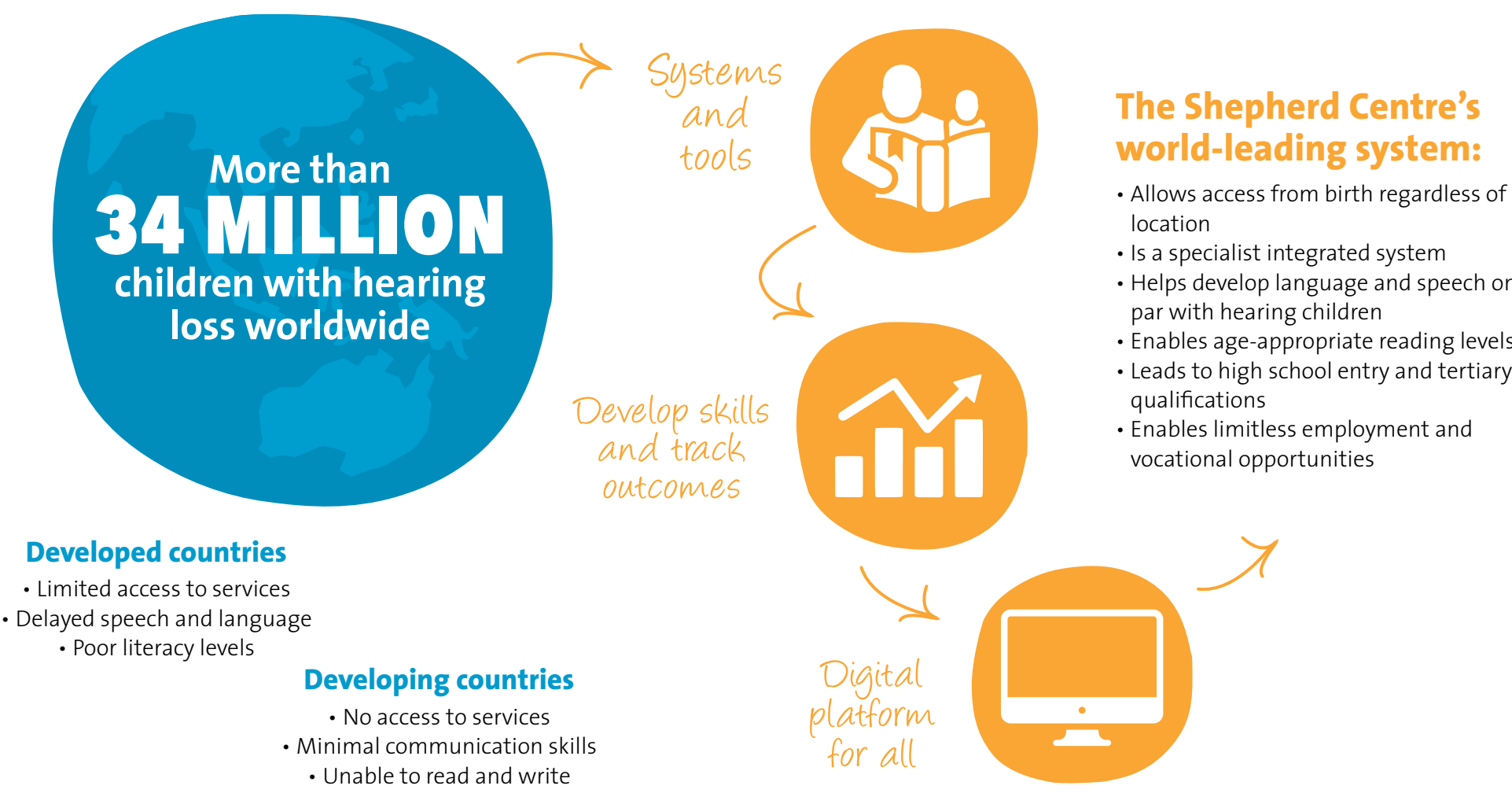
The Shepherd Centre's Theory of Change

The work we do and the way we do it is informed by years of research and experience in the field of paediatric hearing loss. **The Shepherd Centre's Theory of Change** identifies the short and long-term returns to our economy and society made possible by early intervention programs; and the positive impact these programs have on the lives of Australians with hearing loss.



HearHub - taking our services to the world

We believe every child with hearing loss in the world should have the chance to develop the best listening and spoken language skills they can, so they can reach their full potential. In 2019 we embarked on an exciting new project called HearHub to take our world-leading Early Intervention System beyond Australian shores. If you would like to support this ambitious initiative, we are calling on our generous donors and supporters to get behind this exciting online platform. **Please contact us today.**



Who else do we work with?

Critical to our success is how well we work with other organisations and individuals in our space. Partnering with others for lobbying, research, fundraising, education and public awareness is important to see outcomes for individual children and the sector continually improve.

Families Philanthropists

Trusts & Foundations Corporate Sponsors

Statewide Infant Screening - Hearing Program Coordinators

Hearing Australia Early Education Providers

Hospitals Ear, Nose & Throat Surgeons

GPs, Paediatricians & Specialists HEARing CRC

Cochlear Ltd Speech Pathologists Peak Bodies

National Disability Insurance Agency

Local, State, National Government

First Voice Centres

Media School Teachers Itinerant Teachers

Hear For You Early Intervention Providers

Local Community Groups & Clubs Allied Health Professionals

Macquarie University University of Sydney

University of Wollongong University of Western Sydney

Parent Advocacy Groups Deaf Society Deaf Children Australia

and many more...



Addressing the need

For every child with hearing loss that comes to us to receive life-changing early intervention, we know there is another child not receiving the specialist services they need to thrive. In order to ensure that all children with hearing loss receive the critical support they need, we are currently working on the following areas to address this.

Welcoming families

We have developed a new enquiries and pre-service program that provides the best experience for families, that connects them straight to their team.

Canberra region

We know there are many children in the Canberra and Queanbeyan areas that need our support. We are working to reach out to these families.

Continuing support

We are working to continue to provide the best level of service to ensure that families continue in our Early Intervention System so they can receive the maximum benefit of our world-class program.

Awareness

We are committed to supporting children

who acquire hearing loss after birth, ensuring their hearing loss is identified as soon as possible and they get the services they need.

Stakeholder engagement

We are working to continue to strengthen our partnerships to ensure a wide network to best service our families.

Access for all

We have been translating our materials and information so that people from Culturally and Linguistically Diverse backgrounds find it easier to access our services and feel supported.

Interactive Online Services

We are developing and deepening our strategic networks and referral pathways to make accessing our services as easy as possible for our families.

Macarthur

South Western Sydney is rapidly growing and we know the need for services continues to grow in that area. We have been operating out of our visiting site at Minto and continue to strengthen our presence in the area.

Fundraising summary

We simply couldn't do the life-changing work we do without the wonderful support we receive from The Shepherd Centre's community and friends through fundraising and philanthropy. In 2019 over \$4 million was raised from our generous donors to provide support to families through our early intervention and to advance our services.

In April, The Shepherd Centre hosted its first ever live crowdfunding event at Sydney's ASX. Three dedicated clinicians had six minutes each to pitch on a project relating to their work.

What followed was a truly electric, live crowdfunding session - guests could get behind a project with a donation of at least \$100, but the sky was the limit! Over \$70,000 was raised for Music Therapy, our Off to School Program and our Minto visiting centre in Macarthur.

Philanthropic funding allows The Shepherd Centre to continue to pioneer new programs to further

improve children's outcomes. In 2019 this funding made a significant impact and supported key research into the development of new programs, including the creation of our Confident Kids Program for children aged 1-3 years to help build their social skills. This is a world-first and wouldn't be possible without philanthropic investment.

In March we were thrilled to receive a gift of \$500,000 to help develop a digital online platform which will provide clinicians and professionals across the globe access to The Shepherd Centre's life-changing programs (see page 9). The potential to empower clinicians and educators around the world is huge and truly demonstrates the impact of philanthropy.

We are immensely grateful to your generous support for sharing our vision and helping children with hearing loss achieve their full potential – thank you again for your wonderful support in 2019!



Sarah's story

I was visiting my parents' house a few years ago and answered their telephone to a lady who was asking for donations to The Shepherd Centre. I answered the phone on behalf of my mother as she is almost completely deaf unless she has her hearing aids in – otherwise the call would have gone unanswered. That call was in some ways meant to be.

I had not heard of The Shepherd Centre but I spoke to my mum about it and she was very familiar with Dr Bruce Shepherd's work – I instantly signed up as a contributor and have been one ever since.

The Shepherd Centre has a fabulous team of people and, in conversation with them, I was made aware of the ability to leave a gift in my Will which I hadn't previously considered. I'm thrilled that anything I am able to leave will be used to continue the awesome work done at The Shepherd Centre and help so many children with hearing loss and their families.

Our major supporters

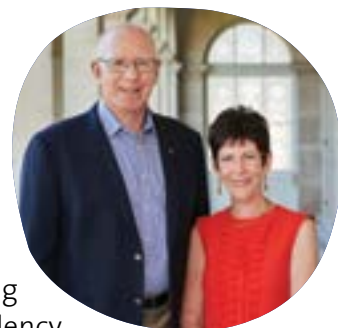
- ASX
- Australian Turf Club Foundation
- Bankstown Daylight Masonic Lodge 996
- Bankstown Sports Club
- Believe Advertising
- Bernard & Jan Royle
- Campbelltown Catholic Club
- Chatswood RSL Club
- Children's Help Foundation
- Club Condell Park
- Cochlear Foundation Limited
- Collegians Rugby League Football Club
- CommBank Staff Foundation
- Dick and Pip Smith Foundation
- Engaging Experiences
- GMG Digital
- Golden Stave Foundation
- Guildford Leagues Club
- Icon Water
- IOOF Centre for Educational & Medical Research
- Irene Truscott
- Keith and Alana John
- Lifesize
- L.M. Yager
- Lord Mayor's Charitable Foundation (Eldon & Anne Foote Trust)
- Lowes
- Macarthur FC
- Mary Reemst and Greg George
- Mazda Foundation
- Mekong Mounties
- Mounties Mount Pritchard
- M5 South-West Motorway
- Patricia McAlary
- Perpetual Foundation - The JB Bedwell Endowment
- Peter and Helen McNamee
- Peter and Pamela Mattick
- Philip and Carolyn Rossi
- PTW
- Root Partnerships
- Skipper Jacobs Charitable Trust
- Sutherland Trade Union Club
- System Sense
- Tasmanian Community Fund
- The Allport Bequest (through Dobson Mitchell Allport)
- The Colin and Brenda Galbraith Trust
- The Estate of Cynthia Brew
- The Estate of D Gwyn Bent
- The Estate of Mary Teresa Page
- The Estate of Ross William Lindsay
- The Fairlie family
- The Gardner family
- The Goodridge Foundation
- The Jakeman family
- The James N. Kirby Foundation
- The Jessica & Wallace Hore Foundation
- The Katz family
- The Shaw Foundation
- The Watkins family
- Wenty Leagues Club



Our patrons

His Excellency General the Honourable David Hurley AC DSC (Retd) and Her Excellency Mrs Linda Hurley

We are so honoured to have the wonderful support of our esteemed patrons. His Excellency General the Honourable David John Hurley AC DSC (Retd) was sworn in as the Governor-General of the Commonwealth of Australia on 1 July 2019. David Hurley joined the Australian Army in January 1972, graduating from the Royal Military College, Duntroon into the Royal Australian Infantry Corps. In a long and distinguished 42-year military career, his service culminated with his appointment as Chief of the Defence Force. Prior to being sworn in as Governor-General, David Hurley served as the 38th Governor of New South Wales from October 2014 – May 2019. Her Excellency Mrs Linda Hurley was born and raised in Sydney. Educated at Kingsgrove High School she went on to become a teacher and married David Hurley in 1977. Mrs Hurley's own career in education has been in both the public and private school systems, until her retirement from full time teaching in July 2011. Mrs Hurley is passionate about singing, and showing how singing, especially in a group, can have a positive impact on individuals and the community.



Our ambassadors



Mike Goldman

Mike's early support of The Shepherd Centre, initially through its Loud Shirt Day, shifted when he discovered his friend's two children had graduated from its programs. Seeing how The Shepherd Centre's early intervention services had changed their lives, the TV and radio personality was inspired to get involved.



Ana Maria Belo

Australian stage and screen actor Ana Maria was diagnosed with hearing loss at seven years old. Her personal experience gives her a keen understanding of the impact of hearing loss on families, and a strong appreciation of the benefits of The Shepherd Centre's family-centred approach to early intervention.



Penny McNamee

Penny is passionate about The Shepherd Centre's life-changing work. Well-known for her role as Dr Tori Morgan on TV drama 'Home and Away', the stage and screen actor has a close family connection though her cousin Naomi, a graduate of The Shepherd Centre's programs.



Osher Gunsberg

Well-known TV personality and podcaster, Osher Gunsberg has lived with hearing loss since he was a teenager. He understands how it impacts relationships and believes the importance of early intervention in giving children the best start to life cannot be understated.

Annie's story

At just seven years of age, Annie Fleming spoke at Parliament House in August to a room full of our nation's leaders at our annual Power of Speech event sponsored by Cochlear.

Annie was born with profound sensorineural hearing loss in her left ear and received a cochlear implant at three years of age. This, however, has not stopped Annie from excelling in her Year 2 classes at her primary school in Batemans Bay, where she is the first child with hearing loss to attend. She has also excelled in sport.

'The Shepherd Centre was a lifeline to us,' said mum, Zoe. 'They taught us everything we know about hearing loss and how best to support Annie. The Shepherd Centre has worked closely with us through this journey and Annie is now thriving.'

As a family who live remotely from a physical centre, the Fleming family did most of their therapy through The Shepherd Centre's Interactive Online Services and was able to access the same quality therapy and care for Annie as if they had lived locally.

'Teleintervention provided seamless listening and speech services for Annie. The alternative was a seven-hour round trip, which is not a long-term option with three little children and busy lives,' said Zoe. 'We've received most of Annie's intervention over the



internet. Annie's therapists kept our sessions interesting and interactive, to maintain Annie's attention and enjoyment.'

Annie has been working hard to educate her school and peers about hearing loss. In Kindergarten, she and her brother were finalists in the school talent quest, where they demonstrated to the school community the wonders of Annie's hearing devices. Annie has presented speeches on hearing loss to her class, demonstrated use of hearing devices and taught coaches about her hearing loss and ways to ensure clear communication between herself, her coach and teammates.

Stakeholder feedback

The Shepherd Centre can attribute each child's success to the hard work of our families, supporters and staff, all of whom come together to form the family atmosphere intrinsic to The Shepherd Centre.

Our CEO Dr Jim Hungerford sends out three major surveys each year: Family Satisfaction Survey, Donor Survey and Staff Survey that helps to measure our success and areas of improvement. Feedback can also be provided at any time to: feedbackandcomplaints@shepherdcentre.org.au

What our families say...



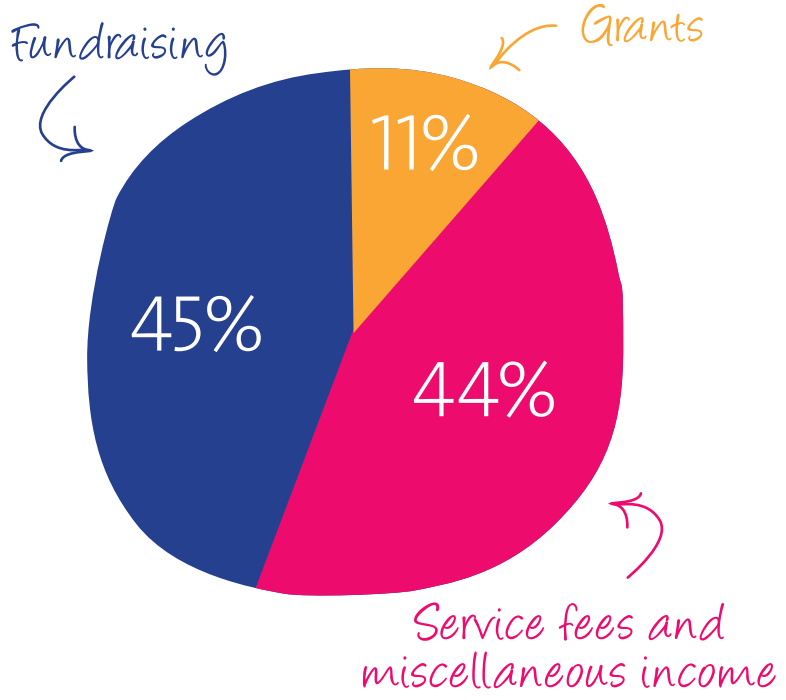
*where 4 is satisfied and 5 is very satisfied. **the % of people marking 9 or 10 out of 10 for likelihood to recommend The Shepherd Centre, minus the % of people marking 1 to 6 out of 10.

Financial summary

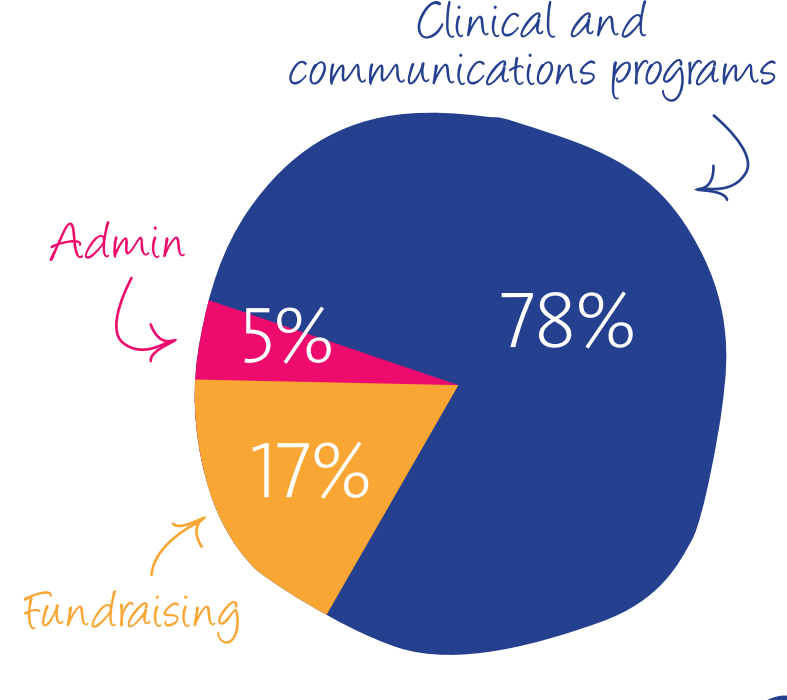
Our generous donors contributed over \$4.2 million in 2019, providing a crucial contribution for children with hearing loss. The funding we get from the NDIS is still inadequate to fund our Early Intervention Program and it is only due to the generous philanthropic support of our donors that we are able to provide our services. In 2019 our fundraising direction shifted to acquiring new donors who make a regular ongoing monthly contribution. Making a regular donation is one of the best ways to support The Shepherd Centre as regular giving provides us with the financial confidence to commit to long-term funding of services and plan our work.

Our audited financial statements are available on our website and have been lodged with the Australian Charities and Not for Profit Commission.

WHERE THE MONEY COMES FROM
2019 operational income



WHERE THE MONEY GOES
2019 operational expenditure



Our board



**Mr Peter Mattick FAICD
FCPA AM, Chair**

With a long history supporting charities, Peter joined the Board after learning about the organisation’s world-renowned programs through his friend Michael Shepherd. Co-founder of leading marketing and communications company Salmat, Peter knows the importance of communication and connected with The Shepherd Centre’s vision to assist deaf children achieve spoken communication with their families.



**Mrs Colleen Chapman
BComm MBT GAICD
FCA, Director**

Colleen is an experienced finance professional with a proven track record in successful financial and change management in some of the largest insurance firms in Australia. She is currently General Manager Risk Change at QBE Insurance. Colleen first became involved with The Shepherd Centre when her son Regan was born with severe hearing loss in 2004 and has worked closely with the team throughout his ongoing journey.



**Ms Fiona Fairlie,
Director**

Fiona joined The Shepherd Centre in 2001, when her son was diagnosed with hearing loss at eight months old. Fiona has been a regular volunteer and contributor, most recently as the impetus behind the new children’s library at the Liverpool Shepherd Centre. She established the “Walk-to-Talk” fun-run, and also won the inaugural City-2-Surf charity prize, raising over \$30,000 for The Shepherd Centre. She has worked with children with diverse learning needs in various schools.



**Ms Susan Turner-
Kapsanis BA(Hons)/LLB
MEL MAICD, Director**

Susan first became involved with The Shepherd Centre when her son, Alex, was diagnosed with hearing loss in 2001. Susan brings her legal, business and personal experience of hearing loss to the Board. Susan is a lawyer as well as Co-Founder and director of health related businesses Vitalis Health & Home Care and The Medical Concierge. Previously she chaired The Kind Exchange in Singapore and was a Board member of The Northern Nursery School.



**Dr Miles Jakeman AM
FAICD, Director**

Miles is a specialist in business strategy, leadership and risk management. His youngest daughter Grace is a Shepherd Centre graduate and Miles was delighted to join the Board to support the organisation’s life-changing work. As a company director, former CEO and technology business founder, he brings deep domain expertise in these areas. After 30 years’ industry experience, he has also built an excellent network in the government, enterprise and healthcare sectors.

Our committees



Our Marketing Advisory Committee provides external advice and expertise to help guide our communications and promotional strategy.

Samuel Shepherd *Committee Chair* Managing Director at Bellringer Property Group.

Peter Mattick AM Board member of The Shepherd Centre

Angus Browne Co-founder of DMA Migration and is a digital marketing specialist.

Adrian Falk Director and founder of Believe Advertising & PR.

Andrew Hunter News Partnerships Lead ANZ, Facebook



Our Research Advisory Committee includes specialist researchers in associated fields, academics and key staff members and has been created to assist The Shepherd Centre’s direction and involvement in research, analysis and outcomes.

Professor Jennie Brand-Miller AM, FAA *Committee Chair* Professor of Human Nutrition at the University of Sydney and Ambassador of Cochlear Limited.

Professor Robert Cowan Principal Research Fellow at the University of Melbourne, Adjunct Professor at Macquarie University and CEO of the HEARing Cooperative Research Centre.

Professor Jim Patrick AO Chief Scientist Emeritus and Past Senior Vice-President of Cochlear Limited.

Professor Greg Leigh AO Director of the RIDBC Renwick Centre and Co-joint Professor at Macquarie University.

Associate Professor Alison Purcell Associate Professor at the University of Sydney and Honorary Speech Pathologist at Sydney Children’s Hospital Network Randwick.

Dr Coral Kemp Honorary Senior Lecturer at Macquarie University, an independent special education consultant and a committee member of the International Society on Early Intervention.

Ms Susan Turner-Kapsanis Board member of The Shepherd Centre.



The Finance and Audit Committee provides financial oversight of The Shepherd Centre including budgeting, financial reporting, investment management, creation and monitoring of internal control policies and overseeing insurance risk.

Mr David Mattick *Committee Chair* Director of Matsal Investments and Managing Director of Taphouse Hotel Group Pty Ltd and previously worked within the Macquarie Group Limited’s Macquarie Funds Group.

Mr Peter Mattick AM Chair and Board member of The Shepherd Centre.

Ms Colleen Chapman Board member of The Shepherd Centre.

Your support gives children a voice

Half of The Shepherd Centre's income is raised from private donors and foundations so your support means the world to children with hearing loss.

Make a regular gift

This is one of the most effective ways to support The Shepherd Centre. Regular giving through automatic amounts (usually monthly) via a bank account or credit card provides us with the financial confidence to commit to long-term funding of services.

Volunteer with us

We offer a wide range of volunteer opportunities across Sydney and regional areas throughout NSW and the ACT, with positions to suit different skill types, experience and commitment levels. If you have a one day a week ongoing to spare, we'd love to hear from you!

Corporate partnerships

The Shepherd Centre know that great things happen when we collaborate with organisations that share our vision. We work with you to develop mutually beneficial solutions and truly transformative partnerships.

Grant making

We understand that grant makers want to make measurable impact and work towards strategic outcomes. You can be confident that your Foundation is making a real difference to children with hearing loss. We also collaborate with other funders and form strategic partnerships with other Not-For-Profits.

Fundraise for us

Whether you're inspired to host a barbie, run a race or trek the Larapinta trail, Everyday Hero makes it easy for you to create your fundraiser and make a difference. Every dollar you raise will go towards helping families whose lives have been affected by hearing loss.

Leave a Gift in your will

A gift in your will can mean the world of difference as we work towards a future where all children with hearing loss reach their full potential. Every gift, no matter the size, plays a vital role in enabling us to provide our services. A gift in your will is a gift of hope for future generations.

Make a transformational donation

Are you a philanthropist looking to create social impact and invest in the best outcomes for children with hearing loss? Our dedicated team will work with you to ensure that your donation is achieving impact in the area that you are most passionate about.



The Shepherd Centre

Giving deaf children a voice



shepherdcentre.org.au

146 Burren Street, Newtown NSW 2042 Ph: 1800 020 030 enquiries@shepherdcentre.org.au

The Shepherd Centre is a not-for-profit organisation and has Deductible Gift Recipient (DGR) status with the Australian Tax Office. ABN 61 000 699 927