



# Family Empowerment

Quarterly Report, January to March 2013



Cape York Partnerships



A partnership between the Australian Government, Queensland Government, Cape York Partnerships and regional organisations



“ I’ve seen a lot of changes for the better in this community. ”

Jillian McGreen [cover image] has taken up a wide range of CYP Opportunity Products including MPower, Pride of Place, and Student Education Trust. Jillian is also a staff member with Home Crew.

‘Working as a team member for Home Crew gave me the opportunity to participate in sessions for **It takes a village to raise a child**’, said Jillian.

‘I learnt all about the Triple P Program. I’ve learnt how to communicate better with my children and we’re making small positive steps to improve our home. It’s now so much easier getting ready for school in the morning. I will keep going with the program so I can learn even more. I also have education trusts for my children. SET makes it easier for me to get school uniforms and other educational items when my children need them. I think all of the CYP programs are great, and I hope that it continues to get better.’

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## Foreword

The evaluation of the Cape York Welfare Reform Trial is now released. Along with our own internal learning, the external evaluation allows us to consider what progress has been made towards the goals we had with welfare reform when we started in 2008.

I want to take the opportunity with this Foreword to tell *my own thoughts* about how the trial has gone, what has worked really well, what has worked partly and what has not worked at all. These are my own personal opinions, based on my perspective and experiences through the course of the trial—so I don't expect everyone to share the same view. We all have different views.

My first thought is that it was *extremely unfortunate* the Cape York trial started at the same time as the Northern Territory Intervention. It meant there was a lot of misunderstanding in the wider Australian public about the differences between the Cape York and Northern Territory policies, and how they came about. This misunderstanding carried over into the Cape York community, and into the four trial communities of Aurukun, Coen, Hope Vale and Mossman Gorge.

The Northern Territory Intervention ended up being a real burden for the Cape York trial. It meant we faced much of the ideological and political opposition from the same quarters that opposed the Northern Territory Intervention.

Whereas in Cape York we spent a long time—about eighteen months—consulting with the four communities, and whereas the support of the organisations representing the trial communities was obtained and community leaders were involved in the planning process, a 'meme' developed that welfare reform was imposed on the communities without consultation. This was the same meme that arose in respect of the Northern Territory Intervention. In the Northern Territory case it was true there was no consultation and it was imposed; in our case it was not true at all.

The other significant thing that happened was the opposition of the Hope Vale Aboriginal Shire Council. While they had been involved in the consultation and planning process in the period before the commencement of the trial, and they signed the agreement with then Minister Mal Brough in 2007, following the 2008 local government election they adopted an oppositional stance to welfare reform. This opposition was more or less consistent throughout the five years of the trial.

It meant that much of what was done in Hope Vale during the course of the trial did not enjoy the support of the key representative community organisation, the Council. Despite this lack of support, much has been achieved by the Family Responsibilities Commission (FRC), by



the Opportunity Hub and by the Council itself through the construction of the Millers Block Estate and the development of the business precinct.

The opposition of the then Chief Executive Officer of the Council to the welfare reform agenda played a large role in the positioning of the Council after 2008. It could have been very different with a different CEO. It is telling that during the consultation period before the 2008 local government elections—when the Council was fully participating in the planning process—there was a different CEO working for the Council. When she left, the Council's positioning changed from being positive to negative.

The CEO who opposed welfare reform is now gone from Hope Vale, and will likely never again set foot in the place. And yet when he was there he had such a large influence over what happened with the Council and welfare reform.

Despite these difficulties, welfare reform enjoyed consistent support from the leaders of Aurukun Shire Council, especially under the late Mayor, and from the leaders and organisations of Coen and Mossman Gorge. Given the importance of local leadership to reforms like this, the leadership of the Local Commissioners of the FRC helped to provide leadership in Hope Vale, as it did in the other three communities.

Of course I wonder what could have been achieved at Hope Vale if the Council had maintained their commitment to welfare reform through the past five years. This is not to say there were not episodes of support—such as the Hope Vale Mayor's support for the establishment of the Hope Vale State School as a campus of the Cape York Aboriginal Australian Academy (CYAAA).

There were four focal areas for the trial: Social Responsibility, Education, Home Ownership and Employment.

My broad-brush assessment of how the trial has gone is this: we reached about sixty-five per cent of our objectives.

I think the trial made *strong gains* on the Social Responsibility front. This is where the FRC and welfare conditionality has worked out for the better for the individuals and families who have been supported. Combined with the Opportunity Products offered by the Opportunity Hubs and the counselling facilities now available through the Wellbeing Centres, there is clear evidence of success with our Social Responsibility objectives.

As this quarterly report and previous reports make clear, there is tangible evidence of progress being made by individuals and families who are utilising Opportunity Products like MPower, Wise Buys, the parenting program (**It takes a village to raise a child**), Pride of Place and Student Education Trust. The approach to family support and empowerment—based on the principles of opportunity and personal responsibility—is a new paradigm for family empowerment. And it is showing results!

I think the trial also made *strong gains* on the Education front. Whilst we started the trial with MULTILIT as our literacy intervention programs in the trial schools, we moved to the development of CYAAA and the introduction of Direct Instruction. This has been a strong feature of the trial, not just in terms of school attendance but the improvement in teaching and learning at the schools.

I think the trial *failed* with Home Ownership. We supported one family in Coen to buy and build their own private home (we did this outside of the official welfare reform program) but that was it. We simply could not get the Queensland and Australian governments to align on our Home Ownership agenda. The fact is that our agenda for private ownership was swamped by the focus of government on social housing. After five years we still do not have a solution on home ownership.

I think the trial had *mixed success* with Employment and Economic Development. There was modest progress with employment but the reforms that we proposed to CDEP that would provide maximum push for the able

unemployed to take up work—particularly those under twenty-one years—were not able to be implemented. Our work reform ideas were swamped by the new national policies introduced in 2008, and these reforms have largely not succeeded. The decision not to breach people in remote areas jeopardised the Australian government's new policies. Therefore the main thing that happened was people on CDEP shifted to Newstart.

The business precincts proposed for Aurukun and Hope Vale took *a long time* to construct. One of the concepts that was part of the trial's economic development program was that of a *light-house* enterprise. There has been spectacular success with one of the proposed light-house enterprises—the Mossman Gorge Gateway project—which is now underway. As expected, it has become the major source of employment, training and enterprise for the Mossman Gorge community.

The Mossman Gorge Gateway was a concept developed by the community, who were assisted by Balkanu, Cape York Institute and Cape York Partnerships to develop the business plan—and negotiate the investment from the Indigenous Land Corporation.

This multi-million dollar tourism enterprise is a great success on the enterprise front, and would not have happened without the Cape York Welfare Reform Trial.

So the score-card in relation to economic activity is mixed. Some good things have happened in some areas, and in other areas not much progress at all. Reform of land tenure to enable economic investment is still an outstanding agenda.

This is my *rough score-card* on the Cape York Welfare Reform Trial. There are many reasons for those who have done the hard work in the communities to feel proud of the progress they have made. Many challenges lay ahead.

Just read this quarterly report—particularly the stories of individuals and families—and you will get a real sense of the humble but profound changes that are taking place within families. They testify to the truth that family empowerment is indeed what is happening. I like to think we are climbing a big, steep mountain. The summit is still way ahead of us. But the base camp where we started is now far below. We have to keep climbing.



**Noel Pearson**  
Executive Chairman

## General Manager's report

Two words have appeared a lot in conversations at Cape York Partnerships over the past three months: home and pride.

This is partly because our Co-Design team has been busily working on the design and build phases of Home Pride, our newest 'add on' to **It takes a village to raise a child**. But as the words continue to come up, I was struck by how central they are to everything we do.

Every one of our Opportunity Products is designed to support families build happy and healthy homes. Whether it is to purchase a new washing machine, pay off an outstanding debt, get the children to bed on time, grow vegetables, or make sure there's money to send children to high school, our Opportunity Products support individuals to build homes where families grow stronger.

Our Opportunity Products promote pride by inspiring families to set, plan and achieve their goals. This might be a better looking backyard, a new bed for the children, or the final deposit on a new car. But they all have the same purpose: to build pride in the home and to support families achieve their visions for the future. This in turn builds family optimism and confidence that lives can change.

With this renewed emphasis on both homes and pride, it is fitting then, that 2013 is the year we consolidate our focus on households: an emphasis on supporting homes so all family members can build capabilities and live lives they have reason to value.

With this as our guiding focus it is with great enthusiasm I bring you our first Family Empowerment Report for 2013. Throughout this first quarter, we delivered four key achievements.

Our first achievement was to maintain local Indigenous staffing at sixty-three per cent.\* As at the end of March, seventeen of our twenty-seven Opportunity Hub positions are filled by local Indigenous staff. This shows sustained progress towards our ultimate goal of having each Opportunity Hub fully staffed with local Indigenous people.

Our second achievement was a noticeable increase in participation across Opportunity Products. With one of our busiest iBank quarters ever in Aurukun, Coen and Mossman Gorge and nearly one quarter of



Mossman Gorge's adult population attending MPower Coaching, this has been a strong quarter. Hope Vale's success is particularly note-worthy: in Hope Vale this quarter we had more people using iBank, more people doing coaching, and more than three times as many participants in Money Management Support compared to last quarter. Figures like this show that participation continues to grow across the board.

Our third achievement was to trial Handicraft activities as a way to hook families into **It takes a village to raise a child**. By regularly offering relaxed, informal activities in an environment that encourages sharing stories, skills and knowledge, Handicraft sessions facilitate opportunities for people to create enduring relationships that encourage families to participate in the parenting activities. We saw good take-up during the Handicraft trial as Opportunity Hub staff adapted activities to reflect family interests. For example, in Hope Vale parents embraced the holiday spirit by making cards and baskets for their children in the lead up to Easter. Over the next quarter we will continue to work with families to enhance the activities Handicrafts offers.

\* Total across all four Opportunity Hubs.

Following the popularity of last year's Best Garden in the Village competition, our fourth achievement was to launch POP-up visits as a cost-effective and sustainable way of working with families to improve their backyards. During these visits, POP Enablers provide vegetable and herb seeds and advice on yard maintenance. Since its launch in March, our POP team have conducted eighty-four POP-up visits. Pride of Place membership now sits at 250 individuals.

Along with these achievements, this quarter was also bitter-sweet. At the end of March our long-standing Transition Manager Michael Davis moved to the United Kingdom where he will complete an MBA at the University of Oxford. Michael made a great contribution to our work and will be sorely missed. We wish him the best of luck, but also anticipate his return in twelve months, when we will benefit from his new skills and insights.

Following a further one year extension of the Welfare Reform Trial, the Australian and Queensland governments have continued their support for our work in 2013. We thank all our supporters, including corporate and philanthropic partners, for their contribution to our work. I also extend my thanks to all our teams both across the Cape and in Cairns. We have seen impressive results throughout the first quarter through your hard work and dedication, so thank you. We have:

- Eighty-one\* per cent of the adult population in Aurukun signed up to at least one Opportunity Product and thirty-seven\* per cent of children with a Student Education Trust.
- Ninety-nine per cent of the adult population in Coen signed up to at least one Opportunity Product and 115<sup>†</sup> per cent of children with a Student Education Trust.
- Fifty-nine<sup>‡</sup> per cent of the adult population in Hope Vale signed up to at least one Opportunity Product and thirty-four<sup>§</sup> per cent of children with a Student Education Trust.
- One hundred and seventy-three\*\* per cent of the adult population in Mossman Gorge signed up to at least one Opportunity Product and 277<sup>††</sup> per cent of children with a Student Education Trust.

\* This figure is lower than reported previously due to duplications that were identified during a recent data audit.

† It is possible to have more than one hundred per cent signed up because of limitations in the 2011 Census data.

‡ This number is substantially higher than reported previously due to an error in the total population figures in our 2012 Annual Report.

§ This figure is lower than reported previously due to duplications that were identified during a recent data audit.

\*\* It is possible to have more than one hundred per cent signed up to as some individuals from Mossman town participate in our Opportunity Products.

†† It is possible to have more than one hundred per cent signed up to as some individuals from Mossman town participate in our Opportunity Products.

Although these numbers show minor variations from previous quarters, these are to be expected as the Database is embedded into the Opportunity Hubs. The Database, and our recent data audit has allowed us to report on our work with increasing accuracy.

From this strong beginning, I look forward to the rest of 2013 as we further consolidate our work on family empowerment across Cape York.

Regards



**Donna Field**  
General Manager

# Our family empowerment agenda



Since we began in 2000, the core work of Cape York Partnerships has focused on developing social innovations that empower families to take charge of their lives.

From the beginning we argued that past social policy had been wrongly focused on the fraught concept of community. We felt the focus of innovation needed to be on family development and empowerment rather than 'community development'. Individuals and families had to be given the opportunity to take charge of their lives and build their futures. This is because individuals and families are real actors and communities are amorphous.

Cape York Partnerships focused on the four areas that are central to every family and household:

- Income
- Education
- Health
- Home

But the difficult question was: how do we support individuals and families in ways that enable them to take control of their lives? In other words to become empowered. And not follow past failed social programs that delivered 'passive' services to families, and created further dependency? We became convinced that the major challenge was to intervene without taking responsibility away from families.

We were convinced that traditional ways of family support created or perpetuated dependency, and in any case were not effective. All of the social programs offered in the past, the fact of failure, spoke for itself.

Our first innovation was to stop thinking in terms of conventional social programs but rather talk about opportunities. Our innovation was the concept of 'Opportunity Products', creating a suite of opportunities that support families in relation to their four basic requirements. These opportunities needed to encourage self-reliance and responsibility, rather than being passive services that compounded dependency.

Our Opportunity Products are customised to support families as they embark on their journey out of poverty and disadvantage. Embedded in each product are some standard features like:

- Real incentives like a job, the chance at home ownership, or children getting a high-quality high-expectations education
- Capability building through the transfer of knowledge and skills, and embedded responsibilities
- Strategic conversations that empower individuals and families to imagine brighter futures and the tools that enable them to take control of their journey and support them to get there
- Quid pro quo commitments on individuals and families to contribute their money, labour or time. Such commitments may be maintaining regular financial contributions, or providing 'sweat equity' to enhance their homes, or making regular payments into their children's education trust.

Ten years on we now have a suite of Opportunity Products on offer in the communities. These Opportunity Products are regularly reviewed and continually refined or have additional features added on. We also have a number of other product innovations that are under development.

Cape York Partnerships' second breakthrough innovation is the concept of the Village Opportunity Hub, the conduit for providing Opportunity Products to community members. Village Opportunity Hubs replace traditional welfare service centres with purpose-built 'opportunity' centres. Our Opportunity Hubs are busy places where families come with a sense of purpose and to sign up to and participate in Opportunity Products. The high rates of sign-up to these products, which you will see throughout this report, is an indicator of the way in which families are embracing the opportunities.

Responsibility. Opportunity. Choice. This is what underpins our Family Empowerment agenda.



# Opportunity Products available



## **MPower**

Supports individuals and families to manage money for basic material needs; builds capabilities through financial literacy and behaviour change; and builds assets through saving and disciplined money management.

**Launched: April 2011 Membership: 1370**

## **Wise Buys**

A retail internet portal that increases consumer knowledge and access to household goods and services at value-for-money prices.

**Launched: June 2012 Membership: 186**

## **Student Education Trust**

Student Education Trust supports parents to meet their child's education and development needs from birth to graduation. Regular contributions ensure parents can meet educational expenses.

**Launched: 2007 Membership: 914**

## **Pride of Place**

A backyard renovation project. Participants receive financial contributions towards improvements, and make their own financial and 'sweat equity' contribution.

**Launched: October 2010 Household Projects: 73**

## **Bush Owner Builder**

Designed to allow individuals and families to build environmentally, socially and culturally sustainable dwellings through the use of local natural resources and their own 'sweat equity' or labour.

**Trial: Hope Vale 2011, with two houses.**

## **It takes a village to raise a child**

There are three parts to this program: Baby College, Positive Kids and Strong Families. Each part provides customised opportunity services to support the physical, emotional, social and intellectual development of the child from infancy to adulthood.

### **Baby College**

Expectant parents socialise and learn together while they travel on the journey to parenthood. Parents are supported by experienced aunts, uncles and grandparents in the community and from baby health and parenting professionals.

**Launched: April 2012 Membership: 35**

### **Positive Kids**

Delivered through the Cape York Aboriginal Australian Academy, we work with parents to encourage positive behaviour, management that optimises learning, and prepare students for success in secondary school.

**Launched: February 2012 Membership: 13**

### **Strong Families**

Helps parents to develop Positive Parenting skills and engages at-risk families so that everything is done to ensure families stay together and stay strong.

**Launched: February 2012 Membership: 130**

# Opportunity Products under construction



Our Co-Design Studio has a pipeline of Opportunity Products currently ‘under construction,’ recently launched or awaiting funding.

## Home Ownership

- Bayan—a financial case management framework to support families to be successful in renting, preparing for a home loan to owning a home
- House to Home—switches on the ‘home gene’; renovating social housing with ‘sweat equity’ leading to home ownership
- Home Ownership Opportunity Port—allows people to orbit for employment and build wealth by accessing a mobile Home Ownership on Indigenous Land subsidy

**Status: Seeking funding**

## Work Opportunity Network

- Work Opportunity Port—provides employment mobility support for external labour market opportunities
- Employment Case Management System—provides the foundation for a tailored approach to individual needs through assessment and support
- Youth Pathway Scheme—provides training, work experience, mentoring, transition support and placement in work

**Status: Seeking funding**

## Green Box Red Box

- Gain food security and break the ‘feast and famine’ cycle
- Fortnightly subsidised mixed food boxes paid for by family
- Demonstrations on cooking, food preparation and storage
- Linked to MPower and Wise Buys to purchase affordable and quality kitchenware

**Status: Seeking funding**

## Handicraft

- Parents share stories and support each other whilst creating art and craft they can use in their home.
- Participation is free and activities are held in the local Opportunity Hub.
- **It takes a village to raise a child** Opportunity Product enhancement with link to Wise Buys.

**Launch date: January 2013**

## Home Pride

- Interior decorating do-it-yourself product with support to families to run a household, strengthen family relationships, cook healthy meals and maintain their home.
- Families make financial and ‘sweat equity’ contributions to their home.
- **It takes a village to raise a child** Opportunity Product enhancement with link to MPower and Wise Buys.

**Launch date: April 2013**

# Across the Cape



Despite the wettest months of the year, Cape York's green thumbs came out in force this quarter with Garden Club events held in three of the four Welfare Reform communities. Individuals and families attended the events to share stories and ideas about improving their gardens. In Aurukun and Mossman Gorge, hanging baskets were crafted and painted, filled with plants, and hung to brighten up community backyards.

Handicrafts, a new program designed to engage families in **It takes a village to raise a child**, commenced. Handicrafts encourage parents to come to the Parenting Hubs to meet with people and learn new ideas and skills to help build their parenting skills. Forty-four parents attended nine Handicrafts events throughout the quarter, offering valuable feedback on how to continually improve what we have on offer. This is just one example of the way we integrate our partners into the ongoing design and improvement of our Opportunity Products.

As well as families in the community, Opportunity Hub staff were also involved in co-design. Our newest **It takes a village to raise a child** add-on is Home Pride. Through Home Pride families learn practical skills and the required behaviours to run the household and beautify their homes. It is a mechanism for Home Crew to be welcomed by families into their homes so they can support parents to make changes in their home lives. During the design phase, the Co-Design team worked with Opportunity Hub staff to market test promotional material. These collaborative design and feedback processes are essential components of the CYP Co-Design model and allow us to better target our work to support the families we work with. Strong family support for Home Pride is already evident, as families from Mossman Gorge have already commenced their working bees ahead of the formal launch next quarter.

In addition to working with families to build capabilities, our MPower team built their own capabilities this quarter, during four days of professional development in early February. Staff from all four Opportunity Hubs completed the first module of their Certificate III in

Community Services, a course designed to support money management workers. This training was an invaluable experience for all, allowing our staff to better understand Centrelink processes and family payments. Participants reported being better prepared to support families resolve financial issues because of their enhanced understanding of Centrelink processes.

Across the Cape we are making progress towards our overall objectives.

Student Education Trust are achieving the objective that it is a community wide social norm that parents are meeting their children's educational needs. This is evident by the large amount of parents and families who regularly prioritise their child's educational needs and contribute to their trust funds. Fifty-four per cent of the adult population are contributing to at least one child's trust. Clearly, families are well on the road to making sure their children are school ready every day. Natural leadership as role models is another objective that is playing a role in building social norms as families are setting up educational trusts for their children based on what their other family has done. This indicates influence that natural leaders— influential individuals within the community—have in encouraging emerging social norms.

Our Database has proven to be an exceptional tool as it allows us to track what we are doing and how we are progressing towards our objectives. But like all great tools, it is a work in progress that we will build on over the coming year. By 2013 we will have clear data on all our key performance indicators. In the coming months we will continue to build and report on some of the more nebulous outcomes based around strategic conversations and impact of our range of coaching tools that assist our partners progress through their action plans and to what extent people are following through with the actions they commit to doing during their MPower Coaching sessions. In the meantime, this report contains an exceptional array of data at a level of granularity that is rarely reported on in social development programs.

# Aurukun Opportunity Hub



There is much to be proud of this quarter. Despite a challenging period our team achieved progress in several key areas.

The first is a growing focus on working with families. By focussing on families, engagement takes place at a deeper level and current members support their family to make positive change. In this we are making headway. Two family groups visited the Opportunity Hub to sign their young adult children up to MPower. Through MPower these younger Aurukun residents now have access to mainstream banking opportunities and are able to take control of their finances. This is an achievement we hope to continue throughout the rest of the year so all our partners live in homes where everyone contributes.

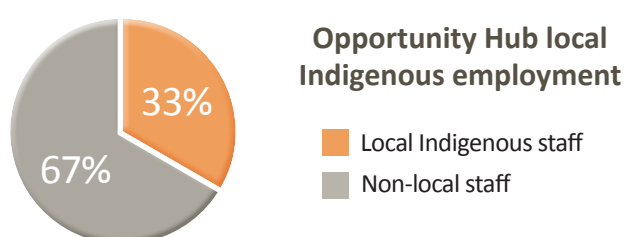
Group parenting sessions are also gaining popularity within **It takes a village to raise a child**. This quarter, Aurukun parents attended five group sessions, a substantial increase on previous quarters. This is a testament to our Positive Parenting Consultants' hard work and their collaborative relationships with families in Aurukun. Group sessions are a key component of our parenting program. Through these sessions, parents share stories, offer advice, and build understanding by listening to other people's experiences. Anecdotal reports from our Positive Parenting Consultants suggest parents are sharing more stories during these sessions, resulting in stronger relationships between participating families.

We continued our focus on engagement, undertaking 117 engagement sessions throughout the quarter. As a result, our reach continued to expand. As of 31 March, we have 662 individuals signed up to Opportunity Products,

more than eighty per cent of Aurukun's population. We continue to monitor take up of additional Opportunity Products among existing members. In Aurukun, 139 of our 662 members (twenty-one per cent) are engaged in more than one Opportunity Product. This represents sustained participation among our participants.

Despite these achievements, daily traffic into the Opportunity Hub has been impacted by two main factors. In early March, the Opportunity Hub was shut for two days after a police-ordered closure, prompted by community unrest. Power and telecommunication issues have also presented ongoing difficulties. For much of March we had continual connectivity problems with the Telstra service. We did our best to operate off mobile wireless devices and mobile phones while our lines were repaired but it's fair to say it reduced our ability to support families and caused significant frustrations for them as its impossible to provide internet and telephone banking without connections. It took Telstra several weeks to remedy the problem and we are still not clear whether we can expect this to be an ongoing problem.

The Aurukun team enters the second quarter with high spirits, and welcomes two new MPower Coaches to our team. With new coaches on board we will expand our efforts at family engagement to encourage even greater participation in the MPower Journey, and with all our Opportunity Products.



Population	Population*
Overall	1192
Adult (15+)	813
Children (0-14)	379
Households	176
Youth (SET reporting purposes)	671
Early childhood	126
Primary school	203
Secondary school	113
Tertiary / further education	157
Completed school	72

\* Population data taken from the ABS 2011 Census.

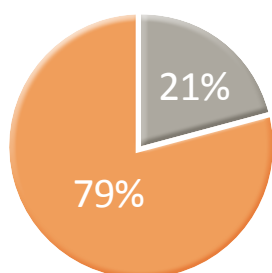
## MPower

MPower	Jan	Feb	Mar	This quarter	Last quarter
Members				647	626
New members	7	8	6	21	9
<b>Participants*</b>					
iBank	239	241	237	331	301
'Little a'	10	15	5	28	60
MPower Journey	2	0	2	4	9
Money Management Support	1	0	1	2	2

### Membership

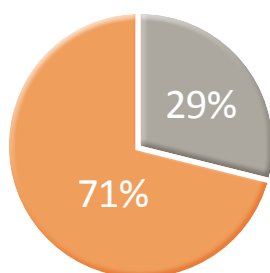
MPower membership continues to grow in Aurukun, despite our already extensive reach. With twenty-one new members this quarter we now have 647 individuals signed up (eighty per cent of the adult population), a clear sign of our families' commitment to managing household finances.

MPower membership



MPower members  
Potential members

MPower referrals



Family and self referred  
FRC referred

### iBank

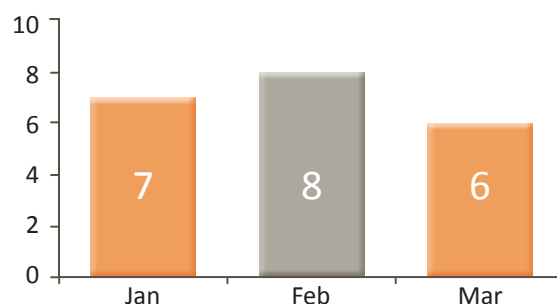
#### Activities

Among existing members, iBank use also continues to grow. Despite telecommunications issues impacting our Opportunity Hub in March, these first three months of 2013 have been one of our busiest iBank periods since MPower began in April 2011. Throughout the quarter 331 unique individuals used internet or telephone banking 2767 times to pay bills, organise budgets and generally manage household finances. This is 700 more sessions than in the last quarter of 2012.

It also shows that more than half of existing MPower members and more than forty per cent of all adults in Aurukun used iBank—another indicator that take up and participation are increasing, and families in Aurukun are taking responsibility for their money.

\* Number of different users, not a cumulative total.

New MPower members



“ MPower is giving my son confidence and independence. ”

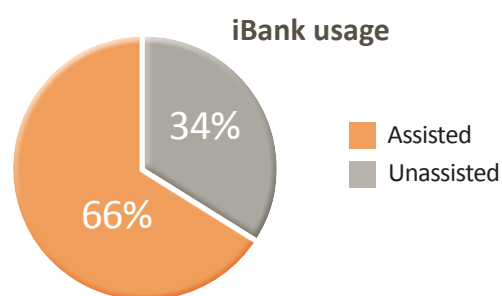
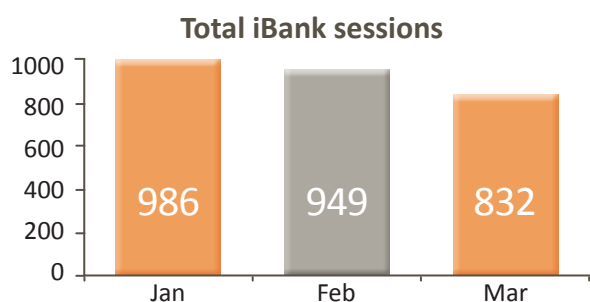
MPower membership is a family affair for Patrick Koongotema and his extended family. With most members of Patrick's family already signed up, his seventeen year old son, Irwin, is now one of MPower's youngest members. Irwin gets support from MPower and will soon use online banking independently.

'Irwin joined up because the family want him to be responsible and manage his own finances', said Patrick. 'Irwin's grandfather, Kenlock Yunkaporta, has been a member of MPower for a very long time, and he is a very independent man. One day Irwin will be independent like him too.'

As one of first members to sign up when the money management program was introduced in 2002, Kenlock is a strong supporter of the program. Over the years he has seen much change and continues to encourage others to join MPower.

With ongoing assistance from an MPower Consultant, Irwin is working on a budget to make regular contributions to household expenses and save for his future.

*Patrick's story highlights a long term impact of MPower—changes with one family member inspires change in others which is the cycle of family development and big picture change.*



## Achievements

Over the past twelve months, fifty-three per cent of individuals who completed iBank training have increased the frequency of their independent iBank (computer) use.

It is also exciting to see that the increased iBank capabilities of partners are sustained over time. This quarter, the proportion of unassisted iBank usage (in contrast to assisted) remained steady on previous quarters, with thirty-four per cent of sessions categorised as unassisted.

At the same time, partners are becoming more independent during assisted sessions. At the end of 2012, ninety-four individuals required level-five assistance (the most intensive form of assistance), but by the end of quarter one, only sixty individuals required this level. Over the quarter thirty-four partners moved from level five down to level four, a sign they are making progress and gaining skills.

## 'Little a' sessions

### Activities

Twenty-eight individuals attended thirty-four 'little a' sessions throughout the quarter, which is less than half the number of members who attended last quarter. This

Level of assistance	Level 1	Level 2	Level 3	Level 4	Level 5
Users — Jan to Mar	42	29	56	94	60

iBank	Jan	Feb	Mar	This quarter	Last quarter
Total	986	949	832	2767	2091
Assisted	643	615	558	1816	1466
Unassisted	343	334	274	951	625
Computer	774	785	691	2250	1788
Telephone	212	164	141	517	302
Training	1	0	1	2	1

'Little a' sessions	Jan	Feb	Mar	This quarter	Last quarter
'Little a' sessions	10	17	7	34	71
Mpower members who reach three 'little a' sessions	1	2	1	4	3
Mpower members who have moved from 'little a' to Mpower Journey	0	0	0	0	4
Budgets completed	4	16	6	26	12

is likely a result of telecommunications issues. Working off internet dongles for much of the quarter meant there were less internet-enabled computers available. These internet issues have since been resolved so we expect these numbers to move upwards in the coming months.

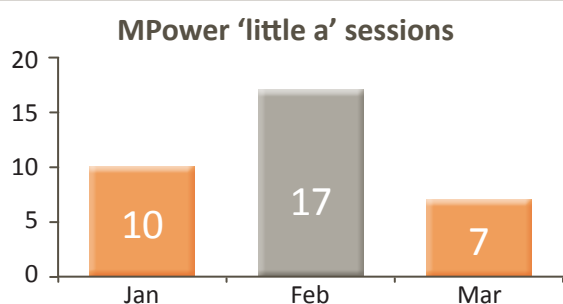
## Achievements

Those who attended 'little a' sessions are now better equipped to manage their household budgets, having created simple budgets during their sessions. Twenty-six of the thirty-four individuals (seventy-six per cent) who attended 'little a' sessions worked with an Mpower Consultant to create a personal budget. This allows them to better understand where their money is going and take control of their spending to better support their families. A key objective of Mpower is to increase the number of individuals and families who adopt mainstream money management practices. These twenty-six new budgets are a sign we are progressing towards this goal.

## Mpower Journey

### Activities

This quarter has been slow for Mpower Coaching. Four partners attended four coaching sessions throughout the period. Three of these sessions were initial expectation settings. The fourth was an ongoing coaching session, which is an opportunity for the partner to revise their action plan and identify what they will do to move towards their vision for the future. These low numbers are attributed to the lack of a consistent Mpower Coach being available in Aurukun. This can affect the ongoing relationship and trust building which is key to development of the Mpower Journey. We are excited to have recruited two new Mpower Coaches, commencing in Aurukun in early April.



## Achievements

Given the small number of coaching sessions, none of our partners progressed along the Money Management Map this quarter. The map charts the growing money management capabilities and behaviours of our partners. As our new Coaches begin to build relationships with existing and new partners, we expect to see this number rise substantially over the coming months. Overall, retention and progress rates of members progressing through the MPower Journey remain stable.

## Money Management Support

### Activities

Two partners attended Internet and Telephone Banking Money Management training sessions throughout the quarter, bringing the total number of individuals trained in internet and telephone banking to seventy-six.

### Achievements

The individuals who completed training have returned to the Opportunity Hub to put their new iBank skills into practice. One of these partners has returned to use iBank five times since completing the training, a positive sign they are building confidence and understanding in the ways regular iBank use can assist them to support their families.

Money Management Support	Jan	Feb	Mar	This quarter	Last quarter
Group sessions	0	0	0	0	0
Support sessions	1	0	1	2	3
Banking	0	0	0	0	0
Debt Reduction	0	0	0	0	0
Budget	0	0	0	0	1
Wealth Creation	0	0	0	0	0
Internet and Telephone Banking	1	0	1	2	1
Payment	0	0	0	0	1
Competency rate	0%	0%	0%	0%	0%

MPOWER Journey	Jan	Feb	Mar	This quarter	Last quarter
Sessions	2	0	2	4	16
Write visions (B space)	0	0	0	0	1
Action plans (D space)	0	0	0	0	4
Family (group)	0	0	0	0	15
Money Map progress	0	0	0	0	0

“ Now I’ve always got money for groceries. ”

Danny Landis has been a member of CYP’s money management program since it rebranded from Financial Income Management (FIM) to MPower, in 2011. Over the last two years, Danny has consistently accessed the Aurukun Opportunity Hub’s iBank facilities to manage his pension.

‘I signed up because I wanted to know how much money I have, and be able to check my balance so I know how much I can spend.’

iBank provides Danny with the opportunity to effectively manage his income so there’s always money available for the things he needs. Before Danny had money management support, he often didn’t have enough money for food.

‘The iBank has been really good because I can manage my money easier’, he said. ‘Now I can always buy groceries, even on a bad week.’

Danny says, ‘I’m really happy about the changes in my life.’

*Danny’s story illustrates that MPower is achieving one of its objectives—to ensure families are increasing the amount of money they spend on household needs, such as groceries, so each family member’s basic needs are met.*

Retention rates	A Space	B Space	C Space	D Space	Ongoing
Per cent progressing from previous session	67%	73%	79%	84%	39%
Overall retention	73%	57%	45%	53%	28%

## Student Education Trust

### Membership

SET has continued in strength this quarter. At the end of March nearly one third of Aurukun adults (or 254 individuals) had committed to contribute to an educational trust.

This means a sizeable portion of Aurukun's under-eighteen population (thirty-seven per cent) have at least one adult supporting their educational needs. These figures are especially high for primary school students, with seventy-two per cent of children having an educational trust.

Breaking this down into each trust category, there are:

- Twenty-five early childhood educational trusts (twenty-five per cent of the early childhood population)
- 110 primary school educational trusts (seventy-two per cent of the primary school population)
- Fifty-three secondary school educational trusts (fifty-five per cent of the secondary school population)
- One tertiary / further education trust (one per cent of the tertiary-aged student population)
- Five students who have completed school with educational trusts.

### Activities

The current trust balance is a healthy \$360,845.

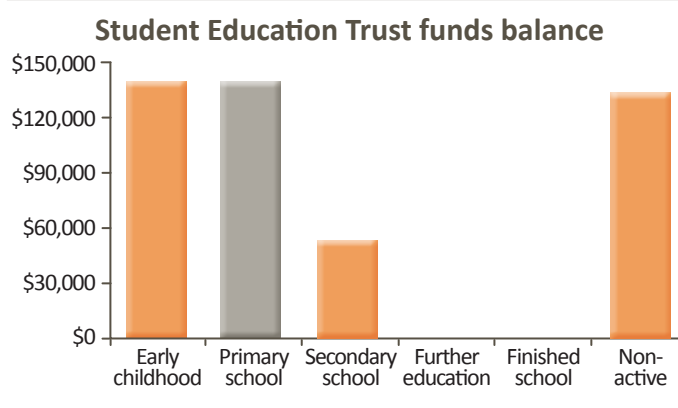
Donors made fifty-seven purchases this quarter, down from 317 last quarter. This reduction is attributed to telecommunication challenges as many purchases require internet or telephone access. Community unrest also affected engagement generally, the Aurukun Opportunity Hub being ordered to lockdown in March. The decline

Sessions	Sign-up	General support	Purchase	Change details	Total
Jan to Mar	1	9	9	3	22

is also understandable given the significant number of educational purchases made last quarter in preparation for Christmas and as families prepared in advance for the start of the school year.

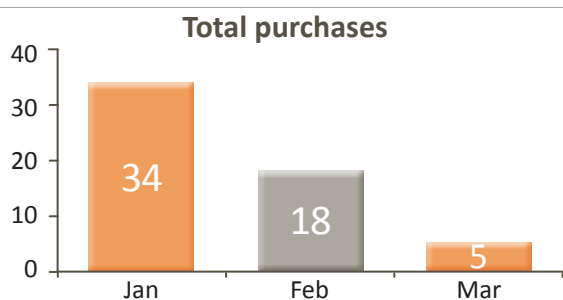
Three quarters of purchases this quarter were for children in primary school, an expected result considering the majority of trusts are for children in primary school. In the next quarter we will be investigating why spending in early childhood has been lower than expected. We think more promotion among families may be required so they know what types of items will enhance their children's development and how they can acquire them.

Eight of these purchases were made through Wise Buys, most of which were packs for boarding school. Other purchases included school textbooks, secondary school



Funds	Category	Jan	Feb	Mar	This quarter	Last quarter
Student Education Trust funds balance (end of month)	Early childhood	\$36,143.83	\$36,143.83	\$36,143.83	\$36,143.83	\$47,304.90
	Primary school	\$138,637.45	\$138,639.48	\$138,639.48	\$138,639.48	\$169,378.32
	Secondary school	\$52,961.66	\$52,961.66	\$52,961.66	\$52,961.66	\$106,037.23
	Further education	\$0.00.00	\$0.00.00	\$0.00.00	\$0.00.00	\$3,736.67
	Finished school	\$0.00.00	\$0.00.00	\$0.00.00	\$0.00.00	\$7,371.88
	Non-active	\$133,100.12	\$133,100.12	\$133,100.12	\$133,100.12	\$7,393.68
Number of educational purchases using Student Education Trust	Early childhood	0	0	0	0	1
	Primary school	31	9	3	43	311
	Secondary school	3	9	2	14	5
	Further education	0	0	0	0	0
	Completed school	0	0	0	0	0
	Total purchases	34	18	5	57	317
Percentage of purchases against total purchases	Early childhood	0%	0%	0%	0%	30%
	Primary school	91%	50%	60%	75%	98%
	Secondary school	9%	50%	40%	25%	2%
	Further education	0%	0%	0%	0%	0%





uniforms, flash cards, children’s reading books and new bedding for students at boarding school.

### Achievements

It is pleasing to see partners taking the time to come to the Opportunity Hub and speak with our staff about prospective purchases. During the general support and purchase sessions this quarter (eighteen sessions), partners sought assistance to identify the most appropriate books, toys or other educational materials for their children. This tells us families see Opportunity Hubs as valuable sources of advice and guidance. It is through these sessions families also learn about the range of educational materials available for their children.

The proportion of donors who are committed contributors—donors who always pay their committed SET contribution—have remained steady at nineteen per cent. Unfortunately the number of intermittent contributors—donors who have paid part of their committed contributions—has reduced, with an associated rise in the number of donors who have not made any contributions throughout the quarter (sixty-six per cent of all donors).

Student Education Trust	Jan	Feb	Mar	This quarter	Last quarter
Number of donors	253	254	254	254	252
New trusts	0	1	0	1	3
Total trusts	244	245	245	245	244
<b>Active trusts</b>					
Early childhood	11	11	11	11	25
Primary school	64	65	65	65	119
Secondary school	16	16	16	16	53
Tertiary/further education	0	0	0	0	1
Completed school	0	0	0	0	3
<b>Non-active and closed trusts</b>					
Early childhood	20	20	20	20	27
Primary school	82	82	82	82	54
Secondary school	46	46	46	46	21
Tertiary/further education	1	1	1	1	1
Completed school	5	5	5	5	1



“ I’m less stressed now. ”

Fred Kerindun had received a stack of letters from his bank about a large unpaid debt.

Fred worked with one of our MPower Consultants to do a budget and setup direct deductions from his pay towards his debt. A simple budget identified that Fred could make weekly payments towards his debt, pay his general weekly expenses and even save a bit from each pay to go towards things he needs.

‘I came in [to the Aurukun Opportunity Hub] because I wanted to pay my bills’, said Fred. ‘Now I feel a lot better. I’m less stressed and I’m paying my bills!’ With his finances under control Fred is busy planning for his future.

‘Now I can save up and visit my daughters in Groote Island and put money aside to buy things for when I move into my new house later this year. I want to use Wise Buys for this and also sign up for POP [Pride of Place]’, he said.

## Wise Buys

### Membership

Wise Buys membership has remained steady at twenty-three members with no new sign-ups this quarter.

### Activities

Partners attended three Wise Buys sessions throughout the quarter, all focused on researching potential purchases, e.g. buying a car, or following up on the status of purchases already made. None of these sessions resulted in new Wise Buys purchases due to lengthy delays with transporting freight during the wet season, the alternative (sea freight) being cost prohibitive.

### Achievements

A key challenge to the use of Wise Buys in Aurukun is the frequent delays in receiving goods purchased online. This is primarily associated with weather (roads being closed) and the cost of sea freight being exponentially more expensive. This is both frustrating for our partners and also discourages others from making purchases, particularly in the first quarter each of the year (our wettest season). We are now working with transport companies to devise low-cost guaranteed services, to ensure partner confidence in delivery of their purchases.

Membership	Jan	Feb	Mar	This quarter	Last quarter
Members				23	23
New members	0	0	0	0	9

Payment types	NILS	Lay by	Cash	Direct Debit	Direct Deposit
Jan to Mar	0	0	0	0	0

Purchases	Jan	Feb	Mar	This quarter	Last quarter
Purchases	0	0	0	0	30
Partners making purchases	0	0	0	0	2
Amount spent	\$0.00	\$0.00	\$0.00	\$0.00	\$13,233.28
Purchases categorised as 'needs'	0	0	0	0	1
Purchases categorised as 'wants'	0	0	0	0	4
Amount spent on 'needs'	\$0.00	\$0.00	\$0.00	\$0.00	\$475.00
Amount spent on 'wants'	\$0.00	\$0.00	\$0.00	\$0.00	\$2,198.38
Unassisted purchases	0	0	0	0	0

## It takes a village to raise a child

### Positive Kids

Positive Kids registrations remained steady this quarter with no new sign ups. Three parents have registered for the program since its launch in early 2012. This quarter one of those partners attended two Positive Kids sessions,

“ I wanted to do something for myself. ”

With the help of MPower, Gavin Korkatain has taken positive steps towards his financial future.

An MPower member since early 2012, Gavin regularly accesses internet banking using iBank and has received 'little a' support. He recently started putting money aside to achieve his savings goal. 'I want to save up so I can afford to move to Cairns', said Gavin. 'I worked away from home when I was eighteen, and I want to do that again. I'd like to get some work and meet different people.' With a savings goal in mind, Gavin visited the Aurukun Opportunity Hub for assistance.

He completed a simple budget and discovered there was room to make regular savings contributions. With the help of an MPower Consultant, automatic payments were set up into a savings account to ensure Gavin can quickly reach his savings goal. Gavin plans to travel to Cairns over the coming months to get work.

*Our teams report that there are many people living in Cape York who are unable to secure employment and want to move out of the region where there are jobs. CYP developed an employment support program called Work Opportunity Network to ensure they are linked up to jobs and are supported to ensure they can successfully transition from home into the workforce and a new home. The program has so far been unable to attract government support for this very important initiative that could help many chronically long-term unemployed people fulfil their desire for work and a better life.*

Sessions	Consult	Payment	Research	Purchase	Total
Jan to Mar	0	0	3	0	0

a result we hope to improve upon in the coming months through ongoing engagement and word-of-mouth. We continue to work with CYAAA to determine how our teams can ensure greater consistency in session delivery

Positive Kids	Jan	Feb	Mar	This quarter	Last quarter
Participants				3	3
Graduates	0	0	0	0	0
New registrations	0	0	0	0	3
Sessions held	0	0	2	2	3
Attendance	0	0	1	1	3

and family engagement throughout the year. For example, Student Case Managers can work with Home Crew to assist in building relationships and establishing routines in the home.

## Strong Families

### Membership

We have seen sustained growth in Strong Families participation, with seven new registrations this quarter. This brings total registrations (over the life of the product) to fifty-two, six per cent of the adult population.

Despite its origins as a ‘parenting program’ **It takes a village to raise a child** targets all adults because we believe all adults—not just parents—must take responsibility for caring for children.

### Activities

Twenty-two individuals attended fifty-seven Strong Families sessions this quarter, an average of three sessions per person, approximately one session each month. Considering our biggest challenge has been getting people through the door—the challenge for parenting programs worldwide—we are exceptionally pleased with this result. While we hope to increase the frequency of our partners’ visits even further, this shows families have formed strong relationships with our team, are satisfied with their progress, and are eager to return to the Parenting Hub for more sessions.

Some partners have demonstrated exceptional dedication to Strong Families in recent weeks, with one partner attending eight sessions in just three months, nearly one each week. This is an impressive achievement and demonstrates a sustained commitment to building positive parenting skills. It is incremental progress like this that builds the momentum for big picture social change.

Strong Families	Jan	Feb	Mar	This quarter	Last quarter
Participants				52	45
Graduates	0	0	0	0	6
New registrations	0	4	3	7	50
Sessions held	1	22	34	57	140
Attendance	1	9	12	22	225



“ It has changed our lives. ”

Referred by the Family Responsibilities Commission in late 2012, Gertie Koonutta was required to join Strong Families to get her three children back from Child Safety.

‘My children were with Child Safety in Weipa, and I wanted them home with me’, said Gertie.

As part of Strong Families, Gertie regularly attends group and one-on-one sessions where she is able to discuss her parenting issues and develop competencies in the sixteen Triple P parenting strategies.

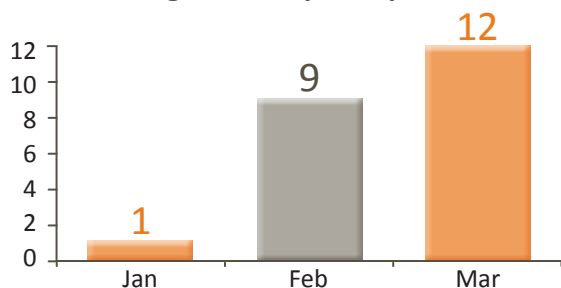
‘Now I have my children back. I walk my girls to school every morning and pick them up every afternoon’, said Gertie. ‘My family is really proud of me. My partner has also signed up to the course. The parenting program has changed our lives—now I’m a great mum and I have my three children home and safe.’

Gertie is on track to complete the program and will graduate during a ceremony in May. Her experience with Strong Families has been so beneficial to her life, she has signed up for Baby College.

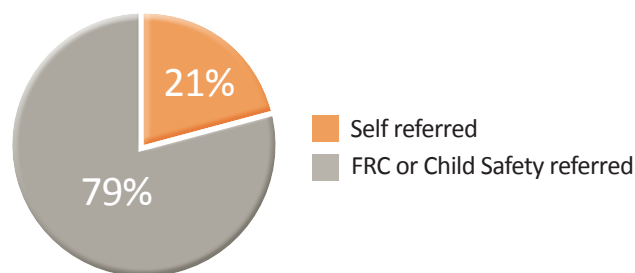
‘I am going to do more parenting training for my baby’, said Gertie. ‘I want to learn as much as I can.’ As part of Baby College, Gertie will develop skills around caring for and bonding with her son, reducing parenting stress, and strengthening her relationship with her partner.

Gertie has also been an MPower member for two years. She successfully completed Internet and Telephone Banking Support training to develop skills to use the iBank. She now frequently visits the Aurukun Opportunity Hub to use the iBank unassisted.

### Strong Families participation



### Strong Families referrals



As we come to the end of the March, three partners finished their final Strong Families session and are now ready to graduate. We will celebrate their achievements during a graduation ceremony next quarter.

#### Achievements

One key achievement for our team has been the embedding of group sessions into our work. Over the quarter our Positive Parenting Consultants held five group sessions, forming a group of six women who regularly attend. These group sessions are key to our success: previous analysis of attendance data show participants attend more sessions each quarter if they commit to group sessions. Participant feedback also shows those who attend group sessions benefit from the social nature of these experiences, in particular the opportunity to spend time with other parents, share stories and learn from each other.

Another key achievement is an increase in the proportion of voluntary participants, as compared to FRC or Child Safety referrals. In previous quarters our Strong Families participants have been primarily FRC referrals. This is beginning to change: at the end of this quarter twenty-one per cent of our participants were self-referred, up from just nine per cent at the end of 2012. This means the reputation and value of Strong Families as a worthwhile opportunity is being established.

#### Baby College

##### Membership

One new partner signed up to Baby College this quarter, bringing total participation to three.

Our work on Baby College in Aurukun is challenged by the fact that our Positive Parenting Consultant is not yet accredited to deliver Baby College sessions. Baby College training is only offered by Triple P once a year and is still in its trial phase, having only been offered to four trialling entities, of which CYP is one. We are continuing to work with Triple P to arrange training, although this is not expected until June.

Baby College	Jan	Feb	Mar	This quarter	Last quarter
Participants				2	2
Graduates	0	0	0	0	0
New registrations	0	1	0	1	2
Sessions held	0	1	0	1	5
Attendance	0	1	0	1	13

#### Activities

One partner attended one Baby College session, then later transitioned to Strong Families because of the delays in our Positive Parenting Consultant's accreditation training.

#### Achievements

The Baby College partner who transitioned to Strong Families this quarter, is now learning positive parenting strategies that not only benefit her newborn, but also her two older children. She has already attended one Strong Families session.

Handicrafts	Jan	Feb	Mar	This quarter	Last quarter
Sessions	0	1	0	1	0
Attendance	0	2	0	2	0

#### Handicrafts

Handicrafts had a slow start in Aurukun with two partners attending one session on scrapbooking delivered at the Parenting Hub. Given this slow start our Positive Parenting Consultant is working with partners to identify activities that are more appealing for Aurukun families. We have also explored alternate delivery options, such as different times and frequencies. Over the coming months we will continue to trial various approaches to Handicrafts sessions so we ultimately have a product, collaboratively designed between our team and our partners, that is in high demand.

#### Engagement

Engagement remains strong for our Parenting team in Aurukun with 108 engagement sessions held throughout

Engagement	Jan	Feb	Mar	This quarter	Last quarter
Sessions	24	19	65	108	-
Sign ups	0	2	5	7	-
Engagement type					
Home visit	22	8	26	56	-
Community event	2	3	1	6	-
Information sessions	0	7	3	10	-
Workshop	0	1	0	1	-
Informal discussion	0	0	35	35	-

the quarter. The bulk of these (fifty per cent) were home visits, with information sessions and informal discussions making up ten and thirty-two per cent of sessions respectively. These engagement activities are beginning to have results, with the 108 sessions resulting in seven new sign ups this quarter. This represents a take up rate of approximately six per cent, a respectable start to the year.

## Pride of Place

### Membership

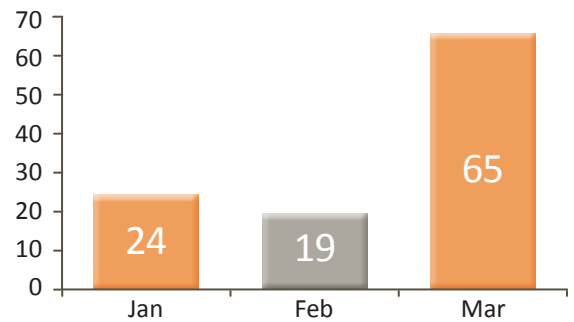
POP membership continues to grow in Aurukun, with nine new members this quarter. This brings total membership to fifty-three individuals, representing nearly one third (or forty-nine) of Aurukun's households. Over time we hope to leverage off relationships with existing members to encourage even greater participation among other family members (within the household) and other households.

### POP-up visits

Pride of Place	This quarter	Last quarter
Households	49	-
Members	53	44
New members	9	4

Following confirmation of ongoing funding in early March, our Pride of Place team was out talking with individuals and families about their backyards as part of regular POP-up visits. During March, our POP Enabler held twenty-two POP-up visits, meeting with POP members at twenty households. During these visits the POP Enabler spoke with families about ongoing gardening maintenance and opportunities to further improve their backyards. Partners discussed goals such as installing shade sails, purchasing lawnmowers, lawnmower maintenance, buying sand for their sandpit, extending their gardens, and saving for improvements such as new pavers and guttering. Through these discussions, we provide advice to support our partners achieve their goals. In some instances this includes referrals to other Opportunity Products, such as MPower.

## Engagement sessions



Our success with group sessions is one example of leveraging off relationships built through engagement. By engaging the local playgroup providers we were able to establish regular playgroup sessions at the Parenting Hub each Thursday. It is through these playgroup events we have been able to establish our Thursday morning group sessions and increase participation in our Opportunity Products.

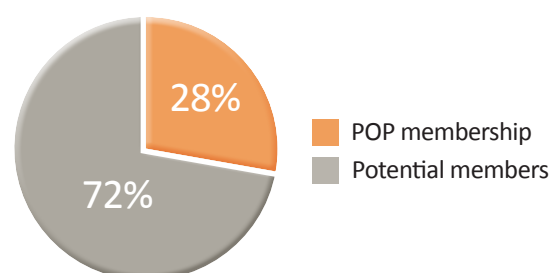
POP-up visits	Jan	Feb	Mar	This quarter	Last quarter
Visits	0	0	22	22	-
Households visited	0	0	20	20	-
Members visited	0	0	22	22	-

### Garden Club

Gardens in Aurukun are a little brighter this quarter after partners made their own hanging baskets during a Garden Club workshop in March. Three partners attended, constructing and painting their own hanging baskets, allowing them to take home a splash of colour for their backyards. These sessions also offered opportunities for our POP Enabler to talk with partners about other ways to improve their backyards.

Garden Club	Jan	Feb	Mar	This quarter	Last quarter
Events	0	0	1	1	-
Attendance	0	0	3	3	-

## Household membership



# Coen Opportunity Hub



Following on from our successes in 2012, our team in Coen has continued to make progress in the early months of the year.

Our 2013 team is led and staffed entirely by local aboriginal people. Their extensive knowledge of the community, and relationships with the people, are integral to the success of our work. It is through these relationships that we engage families, encourage them to step off the welfare pedestal, and take up the opportunities we have on offer.

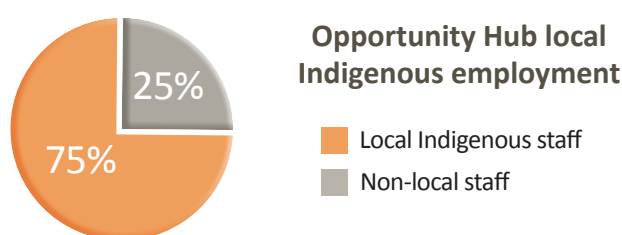
One area in which Coen has seen great success is money management. During the first quarter, our partners attended seventeen Money Management Support sessions, which is double the amount of the last quarter. In addition to this marked increase in attendance, nearly eighty-five\* per cent of participants have achieved competence in the skills covered during these sessions. It is clear that our partners are building capabilities in core money management areas such as budgeting, debt reduction and internet and telephone banking. With these new skills, partners are making changes to the way they manage their money. And by making changes at this level, further progress with other Opportunity Products is possible.

Throughout the quarter in Coen, we have focused on increasing our community presence and engaging with individuals and families. March was especially busy for family engagement, with thirty-four engagement activities. One particular highlight was our presence at

the Apunipima Cape York Health Council's information evening. This was an opportunity to talk with families about the benefits of participating in **It takes a village to raise a child**.

Our visible presence in the community has led to sustained and ongoing participation in our Opportunity Products. We now have 174 individuals participating, or ninety-nine per cent of Coen's adult population. Of these 174, nearly sixty per cent are signed up to more than one Opportunity Product. Last quarter this figure was thirty-five per cent, so this increase demonstrates our members broadening participation in Opportunity Products.

The second quarter promises to bring even greater advancement towards our goal of comprehensive family development. We will continue to encourage our partners' participation in Opportunity Products as they experience the benefits of taking responsibility and making change in their lives.



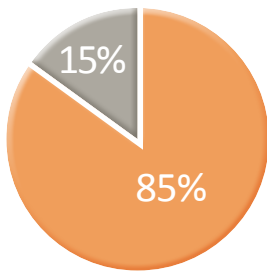
Population	Population†
Overall	264
Adult (15+)	176
Children (0-14)	88
Households	47
Youth (SET reporting purposes)	165
Early childhood	40
Primary school	33
Secondary school	30
Tertiary / further education	39
Completed school	23

\* This is calculated based on the total number of Money Management sessions over the life of the project

† Population data taken from the ABS 2011 Census.

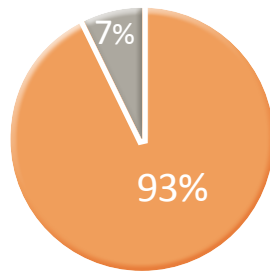
## MPOWER

**MPOWER membership**



■ MPOWER members  
■ Potential members

**MPOWER referrals**



■ Family and self referred  
■ FRC referred

### Membership

With fifteen new members this quarter, we have almost reached our peak in Coen: nearly ninety per cent of Coen's adult population are now MPOWER members!

Despite our already broad reach, partners continue to sign up as they hear about the Opportunity Products from Opportunity Hub staff, friends and family.

The first week of February was particularly productive with nine new members signing up in one week. A number of these signed up after participating in our engagement activities—including home visits and informal discussions—reinforcement that our engagement activities are effective.

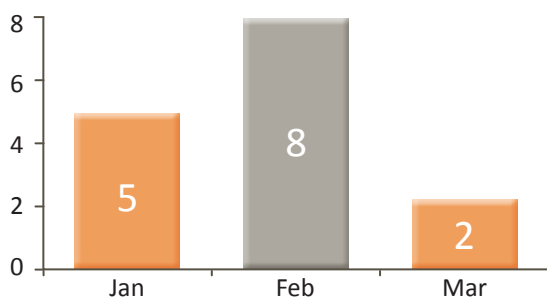
Even more impressive is our high rate of voluntary participation. Over ninety per cent of MPOWER members attend voluntarily, rather than being referred by the Family Responsibilities Commission. This demonstrates that families in Coen view MPOWER as a product that expands opportunities and builds capabilities among families.

### iBank

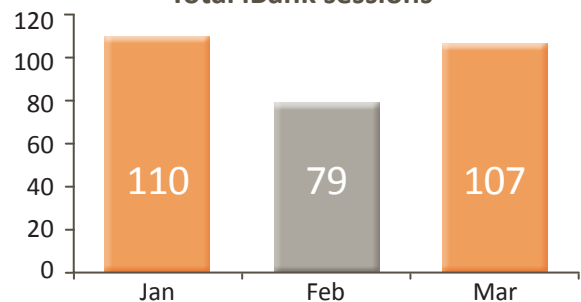
#### Activities

This first quarter was an exceptionally busy one for iBank in Coen. Throughout the period, fifty-six individuals accessed internet or telephone banking 296 times. This is over one hundred more sessions on the previous quarter; a sixty per cent increase! As with Aurukun, this has been

**New MPOWER members**



**Total iBank sessions**



MPOWER	Jan	Feb	Mar	This quarter	Last quarter
Members				156	141
New members	5	8	2	15	5
<b>Participants*</b>					
iBank	40	24	35	56	39
'Little a'	7	10	17	25	35
MPOWER Journey	5	0	0	5	17
Money Management Support	5	4	6	14	4

one of our busiest iBank periods on record: in just three months nearly forty per cent of the adult population visited our Opportunity Hub to access our iBank facilities, a clear sign our partners are internalising the value of regular financial management.

Internet (rather than telephone) banking remains the biggest drawcard, with approximately eighty per cent of all sessions done via internet banking.

Four individuals also completed iBank training sessions to further increase their capabilities in internet and telephone banking.

### Achievements

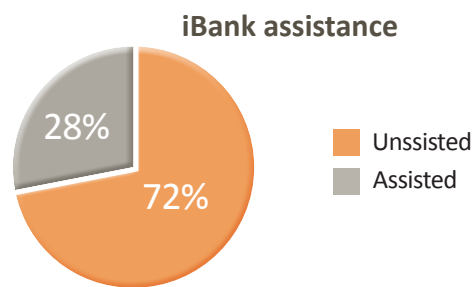
More than seventy per cent of our iBank sessions were unassisted (in contrast to assisted) demonstrating sustained capabilities among partners. This proportion has remained constant over several quarters, further highlighting the effectiveness of learned skills.

Partners are also becoming more independent. Those requiring level-five assistance—the most intensive form—move to lower grades over time and eventually to the unassisted level.

Level of assistance	Level 1	Level 2	Level 3	Level 4	Level 5
Users — Jan to Mar	6	3	0	2	11

\* Number of different users accessing each component during the period, not a cumulative total

iBank	Jan	Feb	Mar	This quarter	Last quarter
Total	110	79	107	296	184
Assisted	26	22	34	82	42
Unassisted	84	57	73	214	143
Computer	92	65	77	234	160
Telephone	18	14	30	62	24
Training	0	0	4	4	0

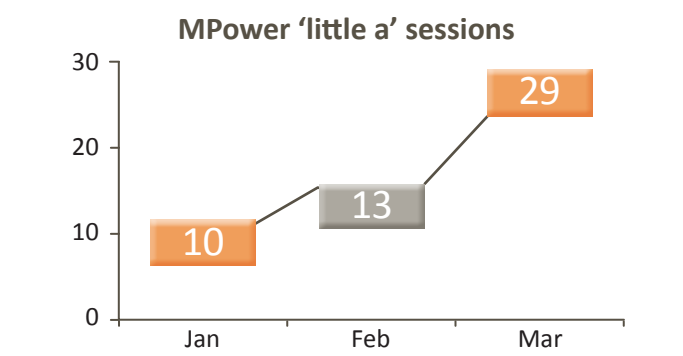


'Little a' sessions	Jan	Feb	Mar	This quarter	Last quarter
'Little a' sessions	7	13	29	49	67
MPOWER members who reach three 'little a' sessions	0	1	4	5	11
MPOWER members who have moved from 'little a' to MPOWER Journey	1	0	0	1	2
Budgets completed	1	1	2	4	4

## 'Little a' sessions

### Activities

Twenty-five individuals attended forty-nine 'little a' sessions throughout the quarter, a slight drop on the last quarter of 2012. During these sessions we worked with partners to resolve financial issues such as overdue bills, SPER payments and lost keycards. We also worked with four partners to create budgets to assist in managing their finances.



### Achievements

'Little a' sessions are designed to serve two purposes: to support partners resolve small financial problems and to encourage them to begin the MPOWER Journey

by signing up to MPOWER Coaching. Our team referred seventeen of the twenty-five 'little a' participants to MPOWER Coaching. Presently, only one has taken up the opportunity, highlighting an area for us to continue to focus on improving next quarter. The referral process is an opportunity to better promote the MPOWER Journey so more of our members take up MPOWER Coaching.

## MPOWER Journey

### Activities

Five partners attended seven MPOWER Journey sessions throughout the quarter, a significant decrease on the twenty-nine sessions held last quarter. This decline in February and March is due to our MPOWER Coach being unwell and unable to work full time, and we were unable to backfill the position for the whole duration. As in other Opportunity Hubs, partners are most engaged in MPOWER Coaching when they have a consistent Coach to work with. It is difficult to sustain attendance when coaching staff are away.

Three of the seven sessions were 'ongoing coaching' sessions—an opportunity for partners to check in with the MPOWER Coach and discuss how they are going with their Action Plans.



“ I feel good about myself. ”

Marilyn Kepple has been motivated by the gardening skills she learnt at Coen Garden Club to improve her home and workplace. 'I decided to go to Garden Club because I wanted to improve my emotional wellbeing and to improve my home with a nice garden,' said Marilyn.

With newly developed green thumbs, Marilyn is also establishing a herb garden at her workplace. She hopes to grow enough herbs to use in group cooking classes. 'Joining the Garden Club has

helped me to appreciate what I have, and to keep everything nice and tidy', she said.

'Joining the garden club has helped me to appreciate what I have, and to keep everything nice and tidy', she said.

Marilyn is also an MPOWER member and has Student Education Trust for her four children. She is looking forward to the launch of Home Pride next quarter to help make improvements inside her home.



Money Management Support	Jan	Feb	Mar	This quarter	Last quarter
Group sessions	0	0	0	0	0
Support sessions	5	4	8	17	4
Banking	0	1	1	2	2
Debt Reduction	0	0	0	0	0
Budget	0	2	1	3	0
Wealth Creation	0	0	0	0	0
Internet and Telephone Banking	0	0	4	4	0
Payment	5	1	2	8	2
Competency rate	80%	75%	50%	68%	-

## Achievements

These coaching figures, although not high, are exciting because of the way our partners became involved in MPower. Of the five partners who did MPower Coaching this quarter, two were referred to coaching from the Wellbeing Centre and another two joined after participating in Opportunity Hub engagement activities. These successes show that our efforts to establish a visible presence in the community, and to work with other professional partners, boosts participation in our Opportunity Products.

## Money Management Support

### Activities

Building the money management capabilities of our partners was a key focus for our team this quarter, and one in which we have seen promising results. Like iBank, this has been one of our busiest periods for Money Management Support since MPower began. Fourteen partners (nine per cent of the population) attended seventeen money management sessions to build capabilities in budgeting, banking support, payment support, internet and telephone banking. Payment Support was again the most popular, with just under half of all sessions focused on extending our partners' knowledge of mainstream payment options. This is a sign our partners have found the sessions useful and have shared their stories of success with friends.

### Achievements

We worked with more partners in money management and in addition increased their capabilities in key money management areas such as budgeting, debt reduction, payment options, asset building and internet banking. Nearly seventy per cent of partners who participated in Money Management Support sessions this quarter were assessed as 'competent,' meaning they gained competency in the areas covered during the support sessions. This is an essential step towards partners achieving their goals for the future.



“ Now I can do it myself. ”

John Gunnawarra has been an MPower member since December 2012. Internet and Telephone Banking, Money Management Training, and access to the iBank have allowed John to develop the skills he needs to independently manage his money.

'I decided to sign up so it's easy to check my bank balance and so I don't have to pay a fee', John said. 'Now I can use the computer to check my accounts and transfer funds into my savings.'

Before signing up to MPower and undertaking Money Management Training, John was reliant on his family to help him with his finances.

'MPower is great because now I'm taking responsibility and trying new things', he said. 'My family thinks it's great as I no longer have to rely on them to do it. My next step is to learn how to use the computer more so I can do other things as well.'

*One of MPower's primary goals is to increase financial access. John's story illustrates he can now do this through iBank.*

Retention rates	A Space	B Space	C Space	D Space	Ongoing
Per cent progressing from previous session	58%	81%	56%	100%	53%
Overall retention	100%	60%	36%	80%	56%

MPower Journey	Jan	Feb	Mar	This quarter	Last quarter
Sessions	7	0	0	7	29
Write visions (B space)	0	0	0	0	7
Action plans (D space)	0	0	0	0	4
Family (group)	0	0	0	0	3
Money Map progress	0	0	0	0	0

## Student Education Trust

### Membership

Participation in SET continued to expand this quarter, despite the already high number of donors and trusts in Coen. Over the period twenty-one new donors committed to making contributions and five new trusts were established. We now have 294 donors (167\* per cent of the adult population) and 189 children with educational trusts (115\* per cent of the under-eighteen population).

Breaking this down into each trust category, there are:

- Forty-eight early childhood educational trusts (120\* per cent of the early childhood population)
- Sixty-two primary school educational trusts (188\* per cent of the primary school population)
- Thirty-three secondary school educational trusts (110\* per cent of the secondary school population)
- Four tertiary / further education trusts (ten per cent of the tertiary-aged student population)
- Forty-two students who have completed school with educational trusts.

### Activities

The current trust balance is a healthy \$258,253.

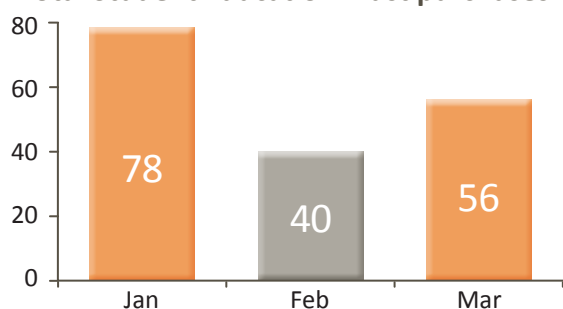
This figure is particularly impressive considering the small size of the Coen population. Coen's contributions make up thirty-one per cent of the total SET trust balance despite representing only ten per cent of the adult population across the four sites.

Donors made 174 purchases this quarter, similar to the 177 purchases made last quarter. The majority of these purchases occurred in January and were associated with back-to-school preparations.

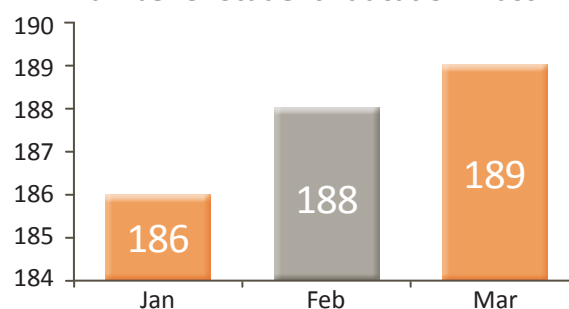
“ SET ensures students have access to materials and equipment, such as laptops, that are essential for a smooth and successful transition to high school. ”

**Craig Jordan, Principal, Coen Campus, Cape York Aboriginal Australian Academy**

**Total Student Education Trust purchases**



**Number of Student Education Trust**



Funds	Category	Jan	Feb	Mar	This quarter	Last quarter
Student Education Trust funds balance (end of month)	Early childhood	\$12,999.42	\$12,999.42	\$13,019.42	\$13,019.42	\$26,857.89
	Primary school	\$79,243.75	\$79,243.75	\$79,243.75	\$79,243.75	\$127,991.65
	Secondary school	\$43,023.95	\$43,023.95	\$43,023.95	\$43,023.95	\$59,097.93
	Further education	\$0.00.00	\$0.00.00	\$0.00.00	\$0.00.00	\$2,848.47
	Finished school	\$3,347.10	\$3,347.10	\$3,347.10	\$3,347.10	\$22,453.94
	Non-active	\$119,530.78	\$119,618.83	\$119,618.83	\$119,618.83	\$26,141.19
Number of educational purchases using Student Education Trust	Early childhood	1	2	28	31	10
	Primary school	53	22	10	85	107
	Secondary school	24	16	18	58	53
	Further education	0	0	0	0	7
	Completed school	0	0	0	0	0
	Total purchases	78	40	56	174	177
Percentage of purchases against total purchases	Early childhood	1%	5%	50%	18%	6%
	Primary school	68%	55%	18%	49%	60%
	Secondary school	31%	40%	32%	33%	30%
	Further education	0%	0%	0%	0%	4%

\* It is possible to have more than one hundred per cent as some children have moved away from Coen but are still receiving contributions into their trusts. Also, these calculations are based on the ABS 2011 Census so actual population figures may have changed since then.

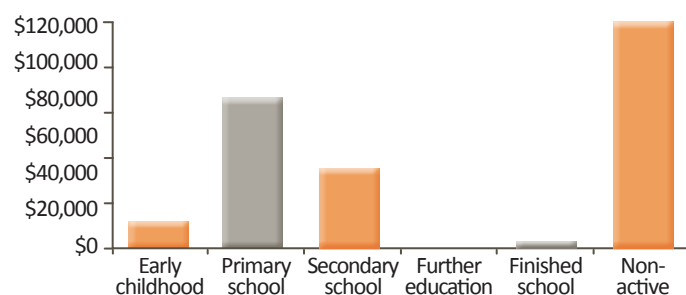
As in other communities, the majority of purchases were for children in primary school (sixty per cent). Early childhood purchases continue to be under-represented, suggesting an ongoing need to build understanding about young children’s early childhood development needs among families.

### Achievements

Twenty-two per cent of donors contributed this quarter, with nine per cent of donors categorised as ‘committed contributors’ as they contributed their fully committed amount. Another thirteen per cent are ‘intermittent contributors’; donors who contribute some (but not all) of their committed amount. In Coen we have seen a decline in the proportion of donors making contributions, with seventy-eight per cent now making no contributions at all. We are in the process of following these up with our partners and expect to see a turnaround in the coming months.

Sessions	Sign-up	General support	Purchase	Change details	Total
Jan to Mar	4	54	60	10	128

Student Education Trust funds balance



Student Education Trust	Jan	Feb	Mar	This quarter	Last quarter
Number of donors	289	293	294	294	273
New trusts	2	2	1	5	0
Total trusts	186	188	189	189	174
<b>Active trusts</b>					
Early childhood	16	16	17	17	23
Primary school	30	30	30	30	59
Secondary school	18	18	18	18	27
Tertiary/further education	0	0	0	0	3
Completed school	2	2	2	2	11
<b>Non-active and closed trusts</b>					
Early childhood	29	31	31	31	10
Primary school	32	32	32	32	28
Secondary school	15	15	15	15	16
Tertiary/further education	4	4	4	4	3
Completed school	40	40	40	40	36



“ My family is achieving great things. ”

Before signing up to Student Education Trust, May Kepple often found it stressful to find money for bills and educational items for her three grandchildren.

‘I signed up to SET to take the stress out of paying for all the school things the kids need’, said May. ‘It is so much easier when the bills come in and I know I have money in SET to pay for things. Now I’m helping my family to achieve great things, like my granddaughter [Kym] going overseas for sport.’

Kym is an avid netballer and will join her school team to compete in a competition in the United Kingdom later in the year. May was able to use the funds in Kym’s education trust to pay the deposit for the trip.

*A key objective for Student Education Trust is for parents to internalise the importance of spending money on their children’s education which includes ensuring they can participate in extra-curricular activities. May’s story exemplifies how Student Education Trust is supporting families to achieve this goal.*

## Wise Buys

Level of assistance	Level 1	Level 2	Level 3	Level 4	Unassisted
Users — Jan to Mar	0	1	0	2	0

### Membership

Wise Buys membership increased by twelve this quarter bringing total membership to sixty-three. This represents nearly thirty per cent of the adult population, a sign we are continuing to build a solid foundation for Wise Buys in Coen.

Membership	Jan	Feb	Mar	This quarter	Last quarter
Members				63	51
New members	7	3	2	12	10

### Activities

Our partners attended eighteen Wise Buys sessions, the majority of them (forty-four per cent) focused on researching prospective purchases, i.e. shirts for boarding school, or a new couch. These research sessions are an integral component of the Wise Buys product. During these sessions our staff work with partners to build skills and understanding on consumer advocacy, to select reasonably priced goods, and work out the best way to purchase and pay for them.

Three partners made one purchase each, a substantial decrease on the previous quarter. This is not surprising as many of the purchases in the previous quarter were in preparation for Christmas celebrations. Partners are also reluctant to make purchases in the first quarter each year due to lengthy delays with transporting freight during the wet season, the alternative (air freight) being cost prohibitive.

Purchases	Jan	Feb	Mar	This quarter	Last quarter
Purchases	1	1	1	3	43
Partners making purchases	1	1	1	3	5
Amount spent	\$280.00	\$1,030.00	\$1,311.00	\$2,621.00	\$104.80
Purchases categorised as 'needs'	1	1	1	3	1
Purchases categorised as 'wants'	0	0	0	0	0
Amount spent on 'needs'	\$280.00	\$1,030.00	\$1,311.00	\$2,621.00	\$104.80
Amount spent on 'wants'	0	\$0.00	\$0.00	\$0.00	\$0.00
Unassisted purchases	0	0	0	0	1

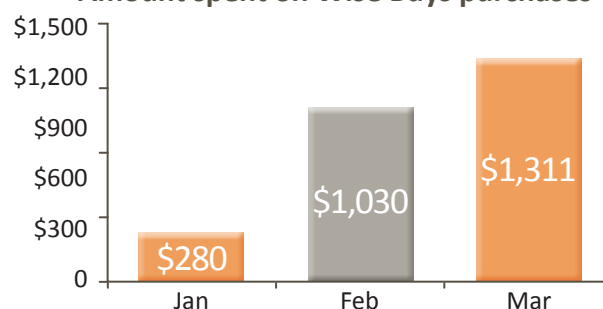
Payment types	NILS	Lay by	Cash	Direct Debit	Direct Deposit
Jan to Mar	0	2	1	0	0

Sessions	Consult	Payment	Research	Purchase	Total
Jan to Mar	6	1	8	3	18

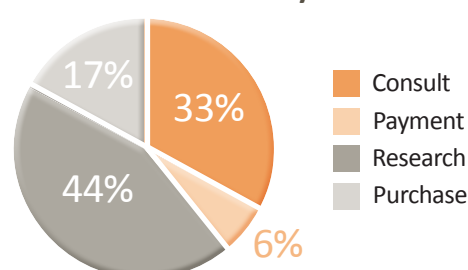
### Achievements

One key achievement for the quarter is that all three purchases were categorised as 'needs' rather than 'wants' meaning our partners have internalised the value of covering basic needs before purchasing other non-essential items. The items purchased include a refrigerator, freezer and dryer. This 'cover needs first' message is a key component of the Wise Buys Opportunity Product.

Amount spent on Wise Buys purchases



Wise Buys sessions



## It takes a village to raise a child

### Positive Kids

#### Membership

One new partner joined Positive Kids this quarter. They attended a Positive Kids session after being referred to the parenting program by the FRC. We continue to work with CYAAA to determine how our teams can ensure greater consistency in session delivery and family engagement throughout the year, for example having our Opportunity Hub Leader continue to attend the local school each day to provide support in modelling morning routines.

Positive Kids	Jan	Feb	Mar	This quarter	Last quarter
Participants	0	1	0	1	0
Graduates	0	0	0	0	0
New registrations	0	1	0	1	0
Sessions held	0	1	0	1	0
Attendance	0	1	0	1	0

### Strong Families

#### Membership

Strong Families membership remained at seventeen this quarter with no new registrations. This represents just under ten per cent of the adult population in Coen. Work on all three **It takes a village to raise a child** parenting components was challenged following the departure of our Positive Parenting Consultant in December. During the recruitment phase, our Hub Leader—also trained in Strong Families—helped fill the gap. She engaged with partners fourteen times to provide support and maintain momentum as partners continued their journey. One of our local Indigenous MPower team is transitioning to **It takes a village to raise a child** in April to be the Positive Parenting Consultant. Her existing relationships with partners in the community and her experience in MPower will bode well, and we expect much activity as a result next quarter.

#### Activities

One partner attended one session throughout the quarter, completing a one-on-one session with our Hub Leader. The success of Triple P parenting sessions lies in

Strong Families	Jan	Feb	Mar	This quarter	Last quarter
Participants				17	17
Graduates	0	0	0	0	0
New registrations	0	0	0	0	0
Sessions held	0	1	0	1	3
Attendance	0	1	0	1	-

the creation and maintenance of strong relationships. Many individuals feel more comfortable working with one consistent Positive Parenting Consultant. With the recent appointment of a new Positive Parenting Consultant, already known to our partners, we expect to see an upward trend in numbers across the board in parenting in Coen next quarter.

#### Achievements

The activities undertaken by our Hub Leader at the local school helped encourage families to establish a Parents and Citizens Association (P&C) in Coen. Since then our Hub Leader has regularly attended P&C meetings to offer support and advice about positive parenting strategies and to answer questions about **It takes a village to raise a child**. It is expected this will lead to more sign ups and greater attendance at sessions next quarter.



“ I want to make it easier. ”

Phillip Sandy knew he had to do something different. He admits he was drinking too much but was at a loss as to what to do. He decided to join MPower and get back on the BasicsCard.

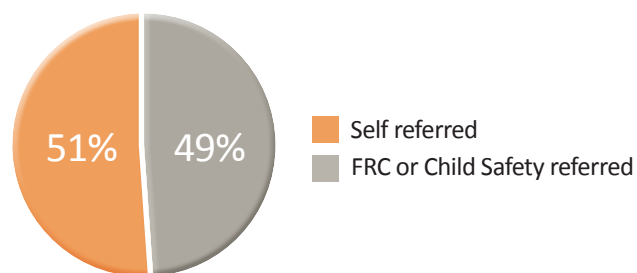
‘My family is happy for me’, said Phillip. ‘Now I can buy lots of food for myself and my wife.’

Phillip had been on the BasicsCard before but he found that when he went off it, he spent too much on alcohol and ran into financial trouble again.

‘I just want to make it easier to pay my bills’, he said. ‘The card helps me do that. I will come back and do a budget through MPower because now I want to save up for a freezer, a TV and a DVD player.’

*One of MPower’s primary goals is to reduce the amount of money spent on addictions. Phillip’s story illustrates how MPower, in combination with the Basics Card, can achieve this goal.*

## Strong Families referrals



## Baby College

### Membership

Baby College has experienced similar challenges to Strong Families due to the absence of a full time Positive Parenting Consultant this quarter. Total registrations for Baby College remained at fourteen individuals, or eight per cent of the population. Together, total registrations for both Strong Families and Baby College sit at nearly eighteen per cent of the population. This indicates that parents in Coen have made their initial commitment to positive parenting. Our next challenge is to encourage regular attendance at parenting sessions.

### Activities

One partner attended a Baby College session after being referred to the program by the FRC.

### Achievements

This quarter we have seen some impressive cross promotion of Opportunity Products in Coen. Our team was able to promote **It takes a village to raise a child** (Baby College in particular) through Wise Buys and SET. Through discussions about purchasing household items, and saving for their children's education needs, we have

Baby College	Jan	Feb	Mar	This quarter	Last quarter
Participants				14	14
Graduates	0	0	0	0	0
New registrations	0	0	0	0	0
Sessions held	0	1	0	1	1
Attendance	0	1	0	1	-

## Pride of Place

### Membership

Pride of Place continues to gain traction in Coen. This quarter we gained fourteen new members, bringing total membership to thirty-eight individuals, almost a quarter of the adult population. These thirty eight individuals represent nearly two thirds of all households in Coen! This signifies to us that momentum is building and families are

Engagement	Jan	Feb	Mar	This quarter	Last quarter
Sessions	0	13	5	18	0
Sign ups	0	0	0	0	0
Engagement type					
Home visit	0	12	2	14	0
Community event	0	1	0	1	0
Information sessions	0	0	2	2	0
Workshop	0	0	0	1	0
Informal discussion	0	0	1	1	0

shown families how important it is to be organised so their children are ready for school and there is less stress in the home. These conversations have been especially productive with parents of young children.

### Handicrafts

Handicrafts had a slower than anticipated start in Coen with three partners attending one session during the quarter, working on their My Story scrapbooks, an activity designed to help partners visualise their goals for the future and the journey towards achieving the goals. Given the enthusiasm around this activity, we will continue to work with partners on their projects in the coming months.

We are also looking for opportunities to partner with other existing handicrafts initiatives as a way increase the number of people we reach, for example by working with the Wellbeing Centre.

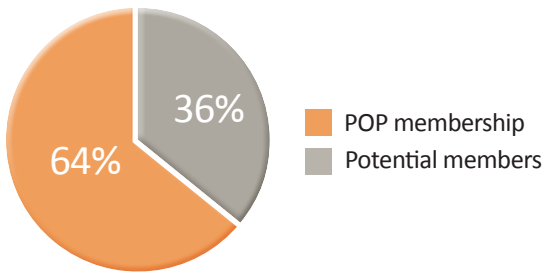
### Engagement

Our team continued to engage with families in Coen to boost participation in **It takes a village to raise a child** this quarter. During the period our team did eighteen engagement sessions, fourteen (seventy-eight per cent) of them home visits. None of these engagement activities resulted in new sign ups, an indication we need to re-focus the way we conduct home visits to better promote the benefits of participating in our Opportunity Products.

Handicrafts	Jan	Feb	Mar	This quarter	Last quarter
Sessions	0	1	0	1	0
Attendance	0	3	0	3	0

taking responsibility for backyard maintenance. While not everyone in each household is participating, our dual focus for the coming months is to increase participation within existing households, and to expand membership to new households.

### Household membership



Pride of Place	This quarter	Last quarter
Households	30	-
Members	38	24
New members	14	12

### POP-up visits

Following confirmation of ongoing funding, March was an extremely busy month for our team, with our POP Enabler popping in and out of homes to offer ongoing advice on gardening and backyard maintenance. In just one month, thirty-four POP-up visits occurred, accounting for twenty-eight households. During these visits we caught up with POP members, discussed plans for their gardens, brainstormed challenges and explored opportunities to build more capabilities through Pride of Place.

POP-up visits	Jan	Feb	Mar	This quarter	Last quarter
Visits	0	0	34	34	-
Households visited	0	0	28	28	-
Members visited	0	0	34	34	-

### Garden Club

Coen’s gardening enthusiasts were out in force with nineteen members attending Garden Club in March. Members got their hands dirty sowing vegetable seeds to take home to add to their backyard gardens. Through initiatives like Garden Club, Pride of Place is contributing to greater food security, particularly during the wettest season when it is difficult to get fresh fruit and vegetables in Coen.

Garden Club	Jan	Feb	Mar	This quarter	Last quarter
Events	0	0	1	1	-
Attendance	0	0	19	19	-



“ I wanted to know how to garden too. ”

Deanne Greenwool has been actively involved in a wide range of CYP Opportunity Products over the past two years including MPower and Student Education Trust. With a keen interest in gardening, Deanne decided to attend the Coen Garden Club, a free monthly workshop conducted through Pride of Place.

‘I have always been fascinated by plants and flowers’, she said. ‘My partner likes gardening and he grows many plants from cuttings. I wanted to know how to do it too.’

Through Garden Club workshops, Deanne has learnt new gardening skills and fuelled her desire for a beautiful yard. Deanne and her partner now spend hours in the garden together and plan to keep it that way.

‘Now the yard looks really tidy and people are asking where we get the cuttings’, said Deanne. ‘We can’t wait for the dry season so we can really get stuck into the garden. We are working on a vegetable garden at the moment and want to make pot stands for the verandah.’

Deanne signed up to MPower in 2011 and has been using the iBank unassisted ever since. She regularly visits the Coen Opportunity Hub to check her balance, make transfers and payments, and liaise with Centrelink. Having completed Payment Support and Budget Support—two of the four Money Management Tool training sessions available—Deanne is effectively managing her finances.

As a donor to her son’s Student Education Trust, Deanne has been contributing since 2011 and recently purchased a boarding school pack and lap top for Simon to use at boarding school.

# Hope Vale Opportunity Hub



When we talk about family change there's a tendency to overlook the positive: to miss what's changed and focus only on what hasn't. This quarter in Hope Vale we have been reflective, to make sure we acknowledge the many significant changes underway in our community.

Audrey Deemal, our Opportunity Hub Leader, said, 'I am proud of the change we have seen in Hope Vale this past quarter. As Hub Leader and a Hope Vale local, I am proud of what our community is achieving.'

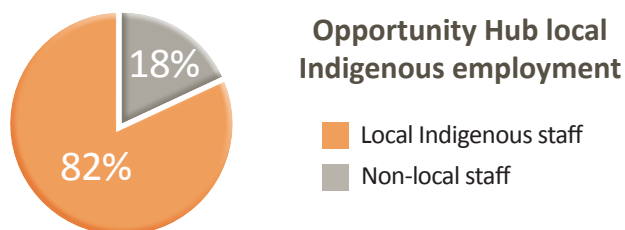
Local Indigenous leadership is taking roots in the Hope Vale Opportunity Hub. This quarter we appointed our first local Indigenous MPower Coach and our first local Indigenous MPower Consultant. Having local Indigenous staff in these roles is a key goal for Cape York Partnerships and a great accomplishment. Locally led Opportunity Hubs are a key component of our approach to development, and with eighty-two per cent of our Hope Vale team being local to the community in which they work, we are well on our way towards achieving this goal.

This quarter highlighted the transformative effect word-of-mouth has in encouraging change across the community. Now that individuals and families are beginning to see tangible change in their friends, family members and neighbours, they are inspired to begin change in their own lives. Through the Opportunity Hub our partners are resolving considerable financial problems and telling others about their success. Many times this quarter, partners have come into the Opportunity Hub and said

statements such as, 'I want what she has. How do I get that?' We are now at a point where we can capitalise on this momentum and continue the cycle of change.

These incremental changes are also reflected in our numbers where we see consistent increase. At the end of the quarter we had 377 individuals, or sixty per cent of the adult Hope Vale population, signed up to our Opportunity Products. Of these thirty per cent participate in more than one Opportunity Product, up from twenty-six per cent in the previous quarter.

Given these achievements, this first quarter has been a promising start to 2013 for our team in Hope Vale. We look forward to the second quarter being as equally, or even more successful.



Population	Population*
Overall	932
Adult (15+)	636
Children (0-14)	296
Households	187
Youth (SET reporting purposes)	590
Early childhood	92
Primary school	142
Secondary school	109
Tertiary / further education	144
Completed school	103

\* Population data taken from the ABS 2011 Census.



## MPower

MPower	Jan	Feb	Mar	This quarter	Last quarter
Members				440	409
New members	10	6	15	31	25
<b>Participants*</b>					
iBank	80	69	84	128	115
'Little a'	19	33	34	65	81
MPower Journey	15	21	4	37	30
Money Management Support	9	8	11	25	8

### Membership

Momentum continues to build for MPower in Hope Vale. With thirty-one new members this quarter, we saw sustained growth over the period. This brings our total MPower membership to 370<sup>†</sup> individuals; fifty-eight per cent of the adult population. Within MPower we have also seen increased participation under each MPower component; we had more people using iBank, more people doing coaching, and more than three times as many participants in Money Management Support. This demonstrates increased demand for our products among families in Hope Vale.

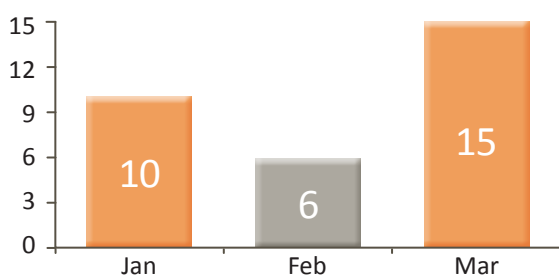
### iBank

#### Activities

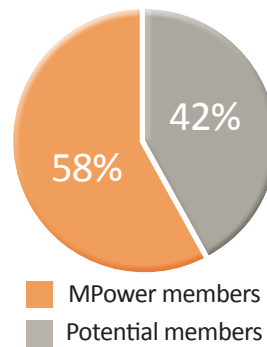
iBank use is back on the rise in Hope Vale after telecommunications issues impacted on delivery at the end of last year. Establishing connections in our new Hope Vale Opportunity Hub took many months to resolve. After six months of working off dongles, our internet has been restored and partners are able to access iBank. This quarter, we had 128 partners use iBank 729 times, a return to the usage rates achieved prior to our communications problems. This was our busiest iBank period since the move and we expect this upward trend to continue as partners spread the word that our internet is back up and running.

Internet banking remains the most popular iBank facility, with seventy-two per cent of all sessions using internet,

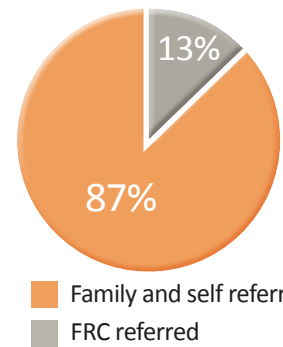
**New MPower members**



**MPower membership**



**MPower referrals**



“ I can create my own wealth. ”

Elizabeth Olbar has been a member of CYP's money management program since the beginning.

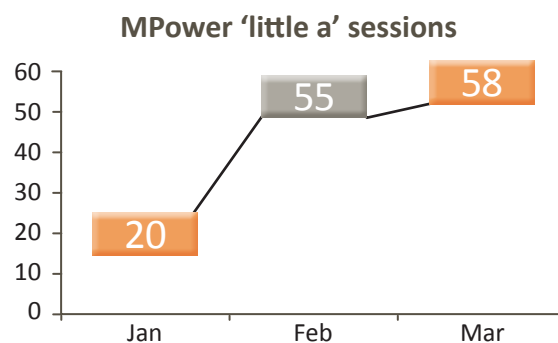
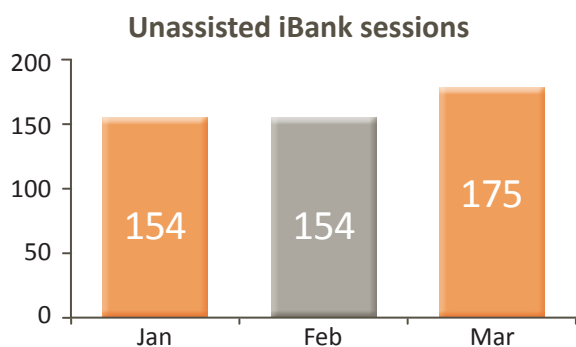
'It was a program I thought could help me a lot', said Elizabeth. 'I have my sister's children in my care and I need to make sure I have money available to buy the things they need for school. It's been very helpful for me to set up a Student Education Trust for the children.'

Having taken control of her finances, Elizabeth has been able to make plans for her future.

'I didn't think I could do it but I'm achieving things in life', she said. 'I have a car and I'm saving for a deposit to buy a house. I have a pre-approved loan to buy a block of land and build a house at Hope Valley estate. After that I want to buy a boat. I'm making sure I spend my money the right way.'

\* Number of distinct users accessing each component during the period, not a cumulative total.

† This figure is lower than was reported in previous reports due to a data audit conducted in early 2013 that identified a number of duplicate records.



rather than telephone banking. Seventeen partners also completed iBank training this quarter, a three-fold increase on the last quarter in 2012.

### Achievements

Ninety-four per cent of those partners who completed iBank training this quarter are now categorised as independent iBank users. This means, since completing the training, they have used iBank without assistance from Opportunity Hub staff more than eighty per cent of the time. This is a clear indication our iBank training is building partners' capabilities.

The proportion of unassisted iBank use dropped slightly, from eighty per cent of sessions during 2012, to only sixty-six per cent this quarter. This means that slightly more partners required assistance during their iBank sessions than in the previous four quarters—predominantly because those partners who used iBank most frequently throughout the quarter were also those who required the most assistance. It is a reminder to constantly focus on encouraging our partners to work as independently as

possible. Partners are also becoming more independent, moving from level-five assistance (the most intensive form) to lower grades over time, and eventually to unassisted.

### 'Little a' sessions

#### Activities

This quarter, sixty-five partners attended 133 'little a' sessions to resolve small financial problems. During these sessions partners worked with Opportunity Hub staff to resolve issues such as overdue bills, setting up new bank accounts, and establishing budgets. Throughout the quarter we also worked with twelve partners to create simple budgets as part of these 'little a' sessions.

#### Achievements

As partners work through financial problems with MPower Consultants they are beginning to realise these smaller problems are part of a bigger issue that needs addressing. The first step in resolving this larger problem is to work with an MPower Coach to identify where they want to be and where they need support. Eight partners moved from 'little a' sessions to the MPower Journey, This indicates a growing commitment by those attending 'little a' sessions to further improving their financial situation. This is an area we will continue to emphasise in the coming months.

### MPower Journey

#### Activities

MPower Coaching had a strong start to the year. Thirty-seven partners attended ninety-six coaching sessions. Impressively, thirty-five of these were family (group) sessions.

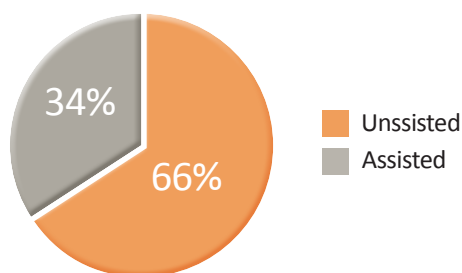
This quarter's MPower results are also exciting because twenty-two of the sessions were 'D space' sessions. These sessions support partners to develop an action plan that

iBank	Jan	Feb	Mar	This quarter	Last quarter
Total	238	229	262	729	501
Assisted	84	75	87	246	143
Unassisted	154	154	175	483	358
Computer	185	164	175	524	350
Telephone	53	65	87	205	151
Training	4	5	8	17	5

Level of assistance	Level 1	Level 2	Level 3	Level 4	Level 5
Users — Jan to Mar	7	9	18	16	11

'Little a' sessions	Jan	Feb	Mar	This quarter	Last quarter
'Little a' sessions	20	55	58	133	195
MPower members who reach three 'little a' sessions	1	9	9	19	8
MPower members who have moved from 'little a' to MPower Journey	4	4	0	8	3
Budgets completed	2	2	8	12	11

### iBank assistance



sets out what they will do to achieve their vision. This is a key stage, and a sign our partners are making progress and committing to change. Once partners complete their 'D space' tasks, they are a step closer to their vision for the future. They might be small tasks, such as fixing something, or larger undertakings, like beginning a job search.

The decrease in participation in the MPower Journey in March is due to the departure of our longstanding

Retention rates	A Space	B Space	C Space	D Space	Ongoing
Per cent progressing from previous session	80%	75%	62%	96%	57%
Overall retention	87%	74%	40%	114%	88%

MPower Coach. Although we have filled this position internally, it will take time for our new MPower Coach to establish relationships with our coaching participants.

### Achievements

What is most promising about our results is that they demonstrate a growing understanding among families of the benefits that flow from collective vision setting. By spending time developing a shared vision—and on understanding each family member's personal vision—they can better work together towards achieving them. Some families, for example, might aspire to establish a beautiful home. These sessions help them to understand what each person needs to do—like spend less on alcohol, go to work everyday, or pay outstanding debts—in order to achieve the vision.

One coaching participant progressed along the money management map. This tool tracks their progress

MPower Journey	Jan	Feb	Mar	This quarter	Last quarter
Sessions	44	48	4	96	65
Write visions (B space)	9	2	0	11	9
Action plans (D space)	7	15	0	22	9
Family (group)	14	21	0	35	7
Money Map progress	1	0	0	1	-

Money Management Support	Jan	Feb	Mar	This quarter	Last quarter
Group sessions	0	0	0	0	0
Support sessions	10	10	11	31	10
Banking	3	2	3	8	1
Debt Reduction	0	0	0	0	1
Budget	2	1	0	3	2
Wealth Creation	0	0	0	0	0
Internet and Telephone Banking	4	5	8	17	5
Payment	1	2	0	3	1
Competency rate	60%	20%	0%	27%	-

from 'needs considerable support' to 'strong money management.' This is a solid achievement and one we hope to build upon in the future with other families.

As March comes to a close our overall retention rate has also held steady.

### Money Management Support

#### Activities

This was also a promising quarter for Money Management Support. Our partners attended more Money Management sessions than in any other quarter since MPower began in 2011. This is a sign that, here too, we are gaining momentum and expanding our reach throughout Hope Vale.

Twenty-five partners attended thirty-one Money Management Support sessions. Internet and telephone banking support was by far the most popular, with just over half of all support sessions spent on iBank training. Banking support was the second most popular accounting for a quarter of sessions.

#### Achievements

Sixty per cent of partners completing money management support sessions in January gained competency in content areas covered during sessions. This decreased to twenty per cent in February and just one per cent in March, highlighting an area for us to focus on in the coming months. Our goal is to better monitor our partners during sessions to ensure they understand the material and have the ability to apply their new skills practically.

“ Student Education Trust is essential in helping parents pay for Club and Culture excursions such as the Hope Vale Culture Camp. ”

Finn Buckley, Principal, Hope Vale Campus, Cape York Aboriginal Australian Academy

## Student Education Trust

### Membership

Hope Vale families continued to embrace Student Education Trust this quarter, showing a continued (albeit gradual) increase in our membership base. With ten new trusts and twelve new donors, we now have 215 adults (thirty-four per cent of the adult population) contributing to 202 trusts (thirty-four per cent of the under eighteen population).

Breaking this down into each trust category, there are:

- Twenty-one early childhood educational trusts (forty-six per cent of the early childhood population)
- Thirty-eight primary school educational trusts (seventy-eight per cent of the primary school population)
- Seven secondary school educational trusts (thirty-nine per cent of the secondary school population)
- One student who has completed school and has an education trust.

Student Education Trust	Jan	Feb	Mar	This quarter	Last quarter
Number of donors	206	215	215	215	203
New trusts	2	8	0	10	9
Total trusts	194	202	202	202	191
<b>Active trusts</b>					
Early childhood	21	21	21	21	29
Primary school	38	38	38	38	91
Secondary school	7	7	7	7	34
Tertiary/further education	0	0	0	0	0
Completed school	1	1	1	1	0
<b>Non-active and closed trusts</b>					
Early childhood	17	21	21	21	7
Primary school	70	73	73	73	19
Secondary school	35	36	36	36	9
Tertiary/further education	0	0	0	0	0
Completed school	6	6	6	6	6

### Activities

The current trust balance is a healthy \$118,451.

This was a busy quarter for our SET team. In just three months we had families make 254 educational purchases; two and a half times those made last quarter. This is similar to the rush of SET purchases we saw in Hope Vale in the first quarter of 2012, a result of parents preparing for the school year.

As expected, the largest number of purchases was for students in primary school (seventy-six per cent) with just five per cent of purchases for early childhood. This continues the trend evident in 2012, indicating a further need on the part of our team to boost families' understanding about the educational needs of children in early childhood and secondary school students.

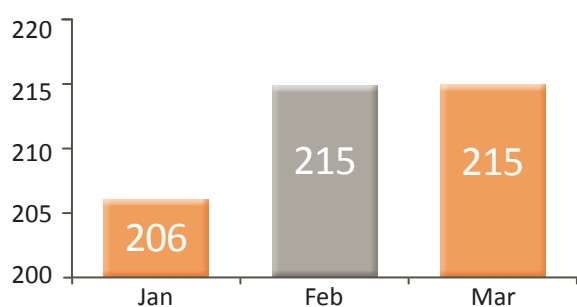
### Achievements

SET members attended an impressive 159 SET sessions this quarter, more than double the number attended last quarter. These numbers are exciting because they show families are willing to spend more and more time on their children's education. It is during these sessions partners talk with Opportunity Hub staff about how to best cover their children's needs, how much to contribute, what to buy, and how to buy it. In this way these sessions are not simply time spent in the Opportunity Hub, but time dedicated to figuring out how to best support children's educational success.

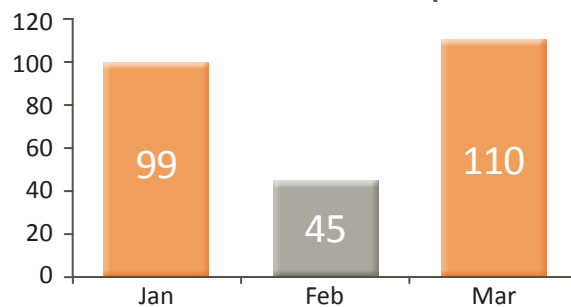
The proportion of donors making full or partial payment has remained steady since 2012, with thirty-seven per cent making contributions throughout the quarter. Thirteen per cent of these are 'committed contributors' and have paid their contributions in full, while twenty-four per cent have made partial contributions and are categorised as 'intermittent contributors.' Sixty-three per cent of donors have made no contributions to their committed Student Education Trust. We are following up with these donors and expect to see a change in the coming months.

Sessions	Sign-up	General support	Purchase	Change details	Total
Jan to Mar	5	33	104	17	159

Student Education Trust donors



Total Student Education Trust purchases



Funds	Category	Jan	Feb	Mar	This quarter	Last quarter
Student Education Trust funds balance (end of month)	Early childhood	\$19,764.98	\$19,768.94	\$19,768.94	\$19,768.94	\$24,035.48
	Primary school	\$46,797.96	\$46,797.96	\$46,797.96	\$46,797.96	\$74,027.43
	Secondary school	\$10,067.18	\$10,067.18	\$10,067.18	\$10,067.18	\$22,526.64
	Further education	\$0.00.00	\$0.00.00	\$0.00.00	\$0.00.00	\$0.00.00
	Finished school	\$0.00.00	\$0.00.00	\$0.00.00	\$0.00.00	\$0.00.00
	Non-active	\$41,385.17	\$41,817.40	\$41,817.40	\$41,817.40	\$4,460.35
Number of educational purchases using Student Education Trust	Early childhood	5	4	5	14	2
	Primary school	71	26	95	192	95
	Secondary school	23	15	10	48	11
	Further education	0	0	0	0	0
	Completed school	0	0	0	0	0
	Total purchases	99	45	110	254	108
Percentage of purchases against total purchases	Early childhood	5%	9%	5%	6%	2%
	Primary school	72%	58%	86%	76%	88%
	Secondary school	23%	33%	9%	19%	10%
	Further education	0%	0%	0%	0%	0%

“ It’s good for men to learn too. ”



Gavin Creek thinks more fathers should sign up to CYP’s parenting program; **It takes a village to raise a child.**

‘It makes a lot of sense’, he said ‘There are things that I didn’t know, and some stuff I already knew. And I get a chance to talk to other parents and practise my parenting skills at home.’

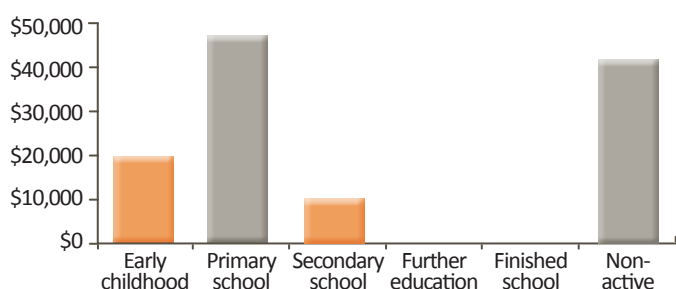
Gavin has used his skills to help other family members deal with issues they have in raising their children.

‘It’s good knowledge to have’, he said. ‘I can give them advice on what I’ve learnt, especially the younger family members when they have problems with their children.’

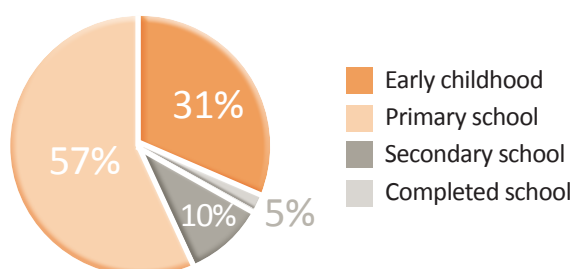
Gavin has also opened a Student Education Trust for his son.

‘SET is a good thing’, he said. ‘I don’t spend all my money and I don’t have to worry about uniforms and books. If my son wasn’t signed up to SET we would have struggled. It’s a good thing.’

Student Education Trust funds balance

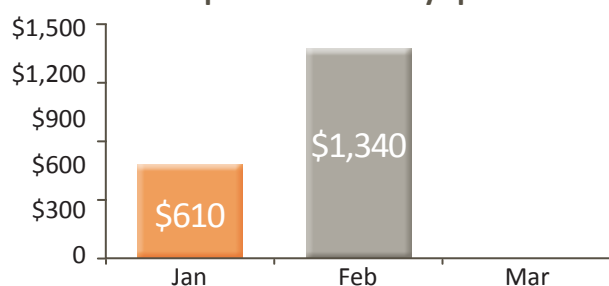


Active Trusts by category

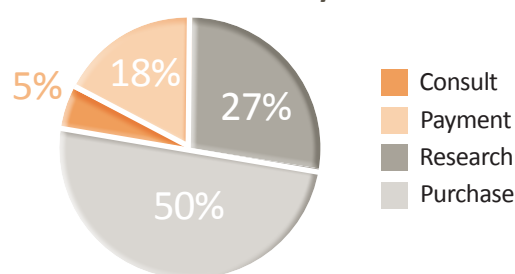


## Wise Buys

Amount spent on Wise Buys purchases



Wise Buys sessions



### Membership

Four new members signed up to Wise Buys this quarter, bringing total Wise Buys membership to thirty-two members, or five per cent of the adult population. This represents a slow but gradual expansion of our reach, a positive sign that word of the Opportunity Product is beginning to spread throughout Hope Vale.

### Activities

Despite the relatively small membership base, our Wise Buys members were busy this quarter, attending twenty-two Wise Buys sessions. Half of these sessions were used to make purchases, with three partners purchasing eleven items between them, including household goods such as mattresses and beds. Through these experiences, Wise Buys contributes to functional homes by supporting families to purchase the goods they need at reasonable prices, and also building capabilities so they can do the same independently.

Sessions	Consult	Payment	Research	Purchase	Total
Jan to Mar	1	4	6	11	22

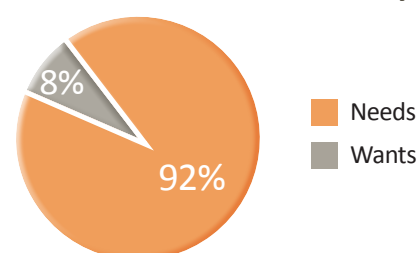
Membership	Jan	Feb	Mar	This quarter	Last quarter
Members				32	28
New members	1	3	0	4	7

Purchases	Jan	Feb	Mar	This quarter	Last quarter
Purchases	3	8	0	11	28
Partners making purchases	1	2	0	3	-
Amount spent	\$610.00	\$1,340.00	\$0.00	\$1,950.00	-
Purchases categorised as 'needs'	2	9	0	11	-
Purchases categorised as 'wants'	\$440.00	\$1,340.00	\$0.00	\$1,780.00	-
Amount spent on 'needs'	1	0	0	1	-
Amount spent on 'wants'	\$170.00	\$0.00	\$0.00	\$170.00	-
Unassisted purchases	0	0	0	0	-
Assisted purchases	3	8	0	11	-

### Achievements

Like in Coen, the majority of goods purchased this quarter were categorised as 'needs' rather than 'wants.' The bulk of funds spent went on covering household needs; a clear sign our partners acknowledge the value of covering important household needs such as furniture, instead of other less essential items. These purchases show that, through Wise Buys, families are able to use multiple payment options (Direct Debit and the No Interest Loans Scheme) to manage money and progress towards their personal aspirations, such as having a functional home that is filled with beautiful furniture.

Needs versus Wants Wise Buys purchases



Level of assistance	Level 1	Level 2	Level 3	Level 4	Unassisted
Users — Jan to Mar	0	0	2	1	0

Payment types	NILS	Lay by	Cash	Direct Debit	Direct Deposit
Jan to Mar	3	0	0	2	6

## It takes a village to raise a child

### Positive Kids

Positive Kids registrations remained steady this quarter with no new sign ups. Three parents have registered for the program since its launch in early 2012. While no partners attended sessions this quarter, we continue to work with CYAAA to determine how our teams can ensure greater consistency in session delivery and family engagement throughout the year. For example, Home Crew can work with families and Student Case Managers to support families in establishing and maintaining morning routines.

Positive Kids	Jan	Feb	Mar	This quarter	Last quarter
Participants				7	7
Graduates	0	0	0	0	0
New registrations	0	0	0	0	0
Sessions held	0	0	0	0	0
Attendance	0	0	0	0	0



“ The Home Crew ladies were the centre of attention. ”

The Hope Vale Parenting and Opportunity Hubs recently participated in an Easter Parade organised by the George Bowen Memorial Kindergarten. It was a fantastic event that delighted the children, and was a fun engagement opportunity for CYP staff.

‘Our involvement in the parade gave us the chance to network with parents, grandparents and the broader community’, said Audrey Deemal, Hope Vale’s Opportunity Hub Leader. We took the opportunity to promote **It takes a village to raise a child** and other CYP Welfare Reform initiatives.’

In preparation for the Easter Parade, Parenting Consultants, Home Crew and Handicraft participants worked together to make the Easter celebration memorable. With a buzz of excitement and volumes of inspiration available through the local Parenting Hub, the team came up with many creative ways to express the Easter spirit.

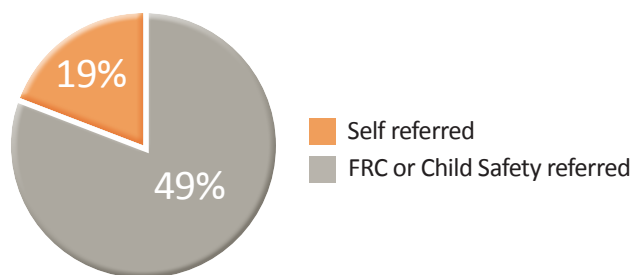
During the daily arts and crafts sessions held at the Parenting Hub, Handicraft participants made Easter

cards, paper-mache baskets for distribution of chocolate eggs during the parade, and rabbit costumes and masks for two surprise Easter Bunny guests.

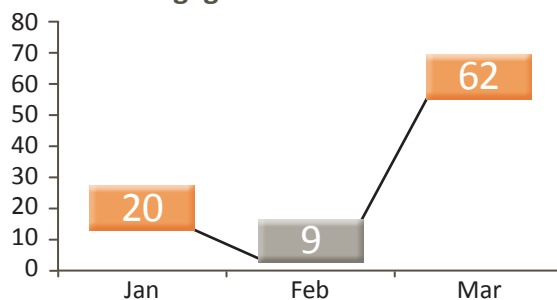
‘Making the paper-mache baskets was a challenge for the Handicraft participants’, said Audrey. ‘In our humid air the glue wouldn’t dry, so the baskets had to be dried outside but it kept raining so there was lots of running back and forth between showers. Everything came together just in time for the big event. Karen Gordon and Joanne Bowen played Easter Bunny and as they headed towards the parade, people in town were amazed. It was a great success! The Home Crew ladies were the centre of attention and all the children had a wonderful time.’

Other community organisations participated in the parade including the Hope Vale HACC, Hope Vale Workforce, CYAAA Hope Vale School Campus, Cooktown Day Care Centre and Cooktown Kindergarten.

### Strong Families referrals



### Engagement activities



## Strong Families Membership

The pledge of positive parenting has proven to be a hit in Hope Vale, with ten more parents signing up to Strong Families this quarter. This brings total registrations to fifty-one, approximately eight per cent of the adult population.

These new registrations represent an impressive twenty-five per cent growth in membership in just one quarter. Even more promising is that three new members were male. One of these even signed up a second time to support his partner through her own positive parenting journey. This will allow him to strengthen his own positive parenting skills and ensure both parents apply consistent parenting strategies in the home.

Another interesting development is that many of the new participants (eight of ten) are Child Safety referrals. This shows we are improving our ability to engage Child Safety referrals—often the hardest group to engage—into the program. As our partners share their stories of success, in particular their stories about reunifying with their children, our reputation grows. This is a clear step towards engaging those hard-to-reach families who are still being referred through the FRC.

### Activities

Thirty-one individuals attended fifty-four Strong Families sessions throughout the quarter. This is an increase of seventeen sessions (forty-six per cent) on the previous quarter.

Breaking this down, participants attended, on average, more than three sessions each, approximately one every month. While this is not as frequent as we would

like, it demonstrates ongoing commitment to building competency in positive parenting strategies.

Two participants attended seven Strong Families sessions each throughout the quarter, a clear sign of their motivation and commitment to positive parenting. It is this dedication we hope to capitalise on by encouraging word of mouth referrals to boost our numbers even further.

### Achievements

Two of our Strong Families participants gained new competencies in positive parenting strategies. During Strong Families sessions, Positive Parenting Consultants observe participants to assess whether they have understood, and can apply the new parenting strategies discussed. This quarter our partners gained new skills in applying ground rules, providing engaging activities, using descriptive praise, applying logical consequences and setting a good example. One of our regular attendees is now able to use ten of the sixteen positive parenting strategies with her family, up from five in her first session.

## Baby College Membership

Baby College membership held strong at fourteen participants with no new registrations during the quarter.

### Activities

Nine individuals attended nineteen Baby College sessions over the period, a slight reduction on the twenty-seven sessions attended last quarter.

### Achievements

One outstanding participant attended eight Baby College sessions, a remarkable sign of her dedication and commitment to positive parenting. This participant

Strong Families	Jan	Feb	Mar	This quarter	Last quarter
Participants				51	41
Graduates	0	0	0	0	0
New registrations	4	4	2	10	0
Sessions held	4	26	24	54	37
Attendance	2	13	16	31	-

Baby College	Jan	Feb	Mar	This quarter	Last quarter
Participants				14	14
Graduates	0	0	0	0	0
New registrations	0	0	0	0	0
Sessions held	3	13	3	19	27
Attendance	1	6	2	9	-



is expected to graduate at our upcoming Graduation ceremony in June, along with at least one other parenting partner.

### Handicrafts

Handicrafts is beginning to find its feet in Hope Vale as families explore ways to integrate handicrafts activities with events or activities around their homes. Throughout the quarter our parenting team held five handicrafts events, with total attendance across the five activities at thirty individuals, including card making, lino printing and painting. Activities are most popular when families can use the handicraft sessions to make items for their homes, or for their children. Our success with Easter baskets and Easter cards is one example of this.

Handicrafts	Jan	Feb	Mar	This quarter	Last quarter
Sessions	0	3	2	5	0
Attendance	0	21	9	30	0

### Engagement

Our parenting team undertook ninety-one engagement activities this quarter, designed to share the benefits of participating in **It takes a village to raise a child** with families in Hope Vale. Home visits were the most common (forty-two per cent), followed by informal discussions (thirty-one per cent), with nine information sessions also held during the period.

Engagement	Jan	Feb	Mar	This quarter	Last quarter
Sessions	20	9	62	91	0
Sign ups	0	0	0	0	0
Engagement type					
Home visit	15	6	17	38	0
Community event	5	1	7	13	0
Information sessions	0	2	7	9	0
Workshop	0	0	3	3	0
Informal discussion	0	0	28	28	0

“ I feel really proud about what I’ve done. ”

Sherry Ann Dick joined the Strong Families program in July last year and has successfully completed the course with excellent results.

‘I signed up because my little girl was taken away from me’ said Sherry. ‘She didn’t always go to school, and I found it hard to keep things organised and clean. I lived in a big four bedroom house and it was hard for me to cope.’

Strong Families—part of **It takes a village to raise a child**—supports parents like Sherry to fulfill their responsibilities and ensure their children’s basic needs are being met. Program delivery is tailored for families that have been referred to the program, or are at risk of being referred.

Sherry has learnt the skills she needed to get her daughter back and to make sure she stays.

‘The best thing about the parenting program is that I’m now looking after my daughter’, she said. ‘And I’ve said goodbye to Child Safety for good. Everything has changed. I’ve moved into a smaller two bedroom flat, and it’s much easier to manage. Now I’m more organised and the house is cleaner. My daughter listens to me now and likes going to school. I did a lot of counseling with the parenting staff and watched the parenting DVDs. They taught me about parenting strategies, how to reduce my stress and how to take care of things at home.’



The positive parenting strategies Sherry learnt through Strong Families has developed capabilities that she can also apply beyond the home. She is currently working at the Cooktown PCYC providing after school care for children.

‘Now I know how to care for the kids’, said Sherry. ‘When they’re misbehaving, I tell them to have time out. I didn’t know how to do that before. I’m really enjoying my job and I feel really proud about what I’ve done. I’m looking for a full-time job and would like to buy a car.’

Sherry hopes to continue her success by signing up to Home Pride, a new program to support families create a happier, healthier family home. Through monthly home visits, and workshops and practical advice, Home Crew will be available to share easy hints and tips with Sherry around cleaning, scheduling, cooking healthy food, and developing family relationships.

## Pride of Place

### Membership

Pride of Place continues to grow in Hope Vale, with an impressive twenty-eight new members signing up this quarter! This brings our membership to eighty-six individuals (fourteen per cent of the adult population), which represent eighty households (forty per cent of homes) in Hope Vale. With such a solid support base we expect much activity and growth in all aspects of POP in 2013.

Pride of Place	This quarter	Last quarter
Households	80	-
Members	86	58
New members	28	9

### POP-up visits

Hope Vale's gardening enthusiasts put their heads together and began thinking of ways to spruce up their backyards this quarter. During six POP-up visits at six households, our POP Enabler spoke with families about their goals for improving their backyards. From updated garden designs to additional plants, families' plans for new and improved gardens are underfoot. Over the coming quarter we will work more intensively with these families, and others in Hope Vale, to put these plans into action so backyards in Hope Vale provide a happy and healthy place for families to spend time together.

POP-up visits	Jan	Feb	Mar	This quarter	Last quarter
Visits	0	0	6	6	-
Households visited	0	0	6	6	-
Members visited	0	0	6	6	-

### Garden Club

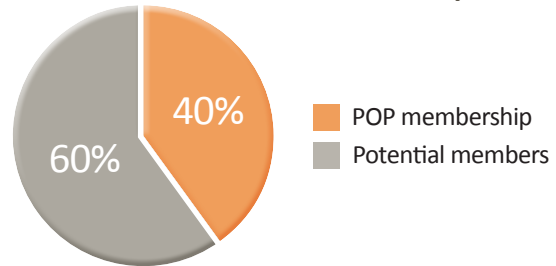
After a sustained focus on Pride of Place in 2012, POP is now well established in Hope Vale. Hope Vale was home to the largest proportion of Backyard Blitzes in 2012 and as our membership numbers show, strong support from families. Our Pride of Place team in Coen has been less fortunate, having lost its full time POP Enabler in the latter half of last year. Since then we have been unable to find a suitable replacement for Coen.

To maintain momentum our teams made a concerted effort to re-engage POP partners in Coen and asked our Hope Vale POP Enabler – originally from Coen – to do so. As a result our POP Enabler focused much of March in Coen.

Because of this no Garden Club events were held in Hope Vale this quarter. Garden Club events will continue in quarter two. One expected highlight for April is a permaculture bus tour of exceptional gardens in the community. This experience will build skills and motivation by highlighting high quality gardening practices and offering opportunities for the gardeners to share tips about how they achieved their results.

Garden Club	Jan	Feb	Mar	This quarter	Last quarter
Events	0	0	0	0	-
Attendance	0	0	0	0	-

### Household membership



“ POP has given me so much more than I expected. ”

Susan Baru signed up for a Pride of Place Backyard Blitz because she wanted to make improvements to her garden. She didn't realise that it would have such a positive impact on her family.

'I joined POP because I wanted to improve my outside living space', said Susan. 'I didn't think that it would change my way of living but it has! Now I'm spending a lot more time with my family and having family gatherings outside.'

As part of her Backyard Blitz, Susan received a pergola, a vegetable garden, and a variety of plants. Her new pride in her backyard has given Susan the motivation to continuously improve on the work achieved through the Backyard Blitz.

'My garden looks really beautiful', she said. 'I receive lovely comments from lots of friends and family. And now I find myself doing more and more work in the garden. I want to keep going with the garden and start new things to better my family.'

Susan is also an active MPower member and has Student Education Trust for her children and grandchildren.

# Mossman Gorge Opportunity Hub

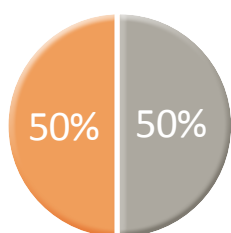


Our team in Mossman Gorge has made a strong start to 2013 and the buzz word is Home Pride.

There is an impressive popularity of Home Pride in Mossman Gorge. Our do-it-yourself interior decorating Opportunity Product originated here and is flourishing here. Three families have already begun to prepare their homes ahead of the product's formal launch in the second quarter. Their eagerness to get started shows strong community support for the new product, sparked initially by a young Mossman Gorge woman's plan to fix up her bedroom late last year. Home Pride is designed to help families build and sustain strong relationships. And with support from our team, families are already planning, saving and buying, to make their homes comfortable, supportive environments.

The popularity of Home Pride is another example of the positive effect of word-of-mouth encouragement across the community. After seeing the results from the trial run last year, a number of families, who want to improve functionality in their homes, have visited the Opportunity Hub. This tells us that when families are proud of their successes they spread the word.

Our most impressive achievement this quarter has been our progress in delivering coaching sessions. During these sessions we work with individuals and families to help them clarify where they want to be in the future, how they might get there, and what they need to do to make it happen. These strategic conversations are in many ways the centrepiece of what we do: when people achieve what they set out to do, they feel proud and want to do more.



## Opportunity Hub local Indigenous employment

- Local Indigenous staff
- Non-local staff

This quarter we coached twenty-four individuals. This is more than twenty-five per cent of the adult population in Mossman Gorge in just one quarter. It is a promising start to the year and has the potential for a momentous cycle of change within the small community.

Equally impressive is the growth of our numbers in Mossman Gorge despite reaching near saturation. This quarter we had seven new MPower sign ups, four new **It takes a village to raise a child** registrations, five new Student Education Trust donors, and nine new Wise Buys members. We now have 164 individuals participating in our Opportunity Products. This represents 173\* per cent of Mossman Gorge's adult population; a result that has been achieved because of increased interest by family members located in nearby Mossman. Of the total membership, seventy-five percent are signed up to more than one Opportunity Product, demonstrating their level of engagement and commitment to change.

Our long standing Hub Leader, Roberta Henning, stepped down from the leadership role this quarter, passing the baton onto long term MPower Coach Reggie Jackson. Roberta continues her involvement with Cape York Partnerships and Welfare Reform, resuming her role as a full time MPower Coach in Mossman Gorge. We wish both Reggie and Roberta the best of luck in their new roles and thank them for their continued dedication and hard work.

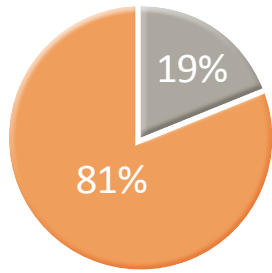
Population	Population <sup>†</sup>
Overall	119
Adult (15+)	95
Children (0-14)	24
Households	28
Youth (SET reporting purposes)	48
Early childhood	3
Primary school	15
Secondary school	12
Tertiary / further education	12
Completed school	6

\* It is possible to have more than 100 per cent as residents from outside Mossman Gorge participate in our Opportunity Products.

† Population data taken from the ABS 2011 Census.

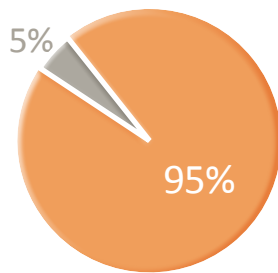
# MPOWER

## MPOWER membership



■ MPOWER members  
■ Potential members

## MPOWER referrals



■ Family and self referred  
■ FRC referred

## Membership

MPOWER membership continues to expand in Mossman Gorge despite our already extensive reach. With seven new members we now have 127 individuals signed up (134\* per cent of the adult population). We estimate there are only thirty adults residing in Mossman Gorge who are not MPOWER members. Eighty per cent of our participants are self referred, meaning they attend the program voluntarily, rather than by FRC referral.

It is promising that we work with such a large proportion of members each month, building up their financial management skills. This quarter, we worked with over half the Mossman Gorge population on iBank, a quarter in MPOWER Coaching, and a fifth to resolve small financial problems through 'little a' sessions. This highlights sustained support for the Opportunity Product, as well as ongoing commitment to money management from partners.

## iBank

### Activities

Capping off an exceptionally strong quarter for iBank in all four of our Opportunity Hubs, the first three months of 2013 were also one of our busiest iBank periods since MPOWER began two years ago. Our Mossman Gorge partners completed nearly four hundred iBank sessions; a remarkable number considering the small size of the population. Looking at this more closely, it means that each of the fifty-one iBank users accessed internet or telephone banking on average three times a month. This level of iBank

iBank	Jan	Feb	Mar	This quarter	Last quarter
Total	120	130	144	394	325
Assisted	101	86	83	270	217
Unassisted	19	44	61	124	108
Computer	87	80	97	264	227
Telephone	33	50	47	130	98
Training	0	2	5	7	1

MPOWER	Jan	Feb	Mar	This quarter	Last quarter
Members				127	120
New members	3	2	2	7	3
<b>Participants<sup>†</sup></b>					
iBank	33	36	36	51	48
'Little a'	4	6	13	19	17
MPOWER Journey	15	14	15	24	21
Money Management Support	t0	1	5	5	4

usage can only come from a group who are committed to, and comfortable with, money management.

## Achievements

Nearly sixty per cent of those who completed iBank training this quarter are also categorised as independent users, meaning they use iBank without assistance more than eighty per cent of the time. This further confirms continually growing capabilities in internet banking.

Partners are also becoming more independent, moving from level-five assistance (the most intensive form) to lower grades over time, and eventually to unassisted.

## 'Little a' sessions

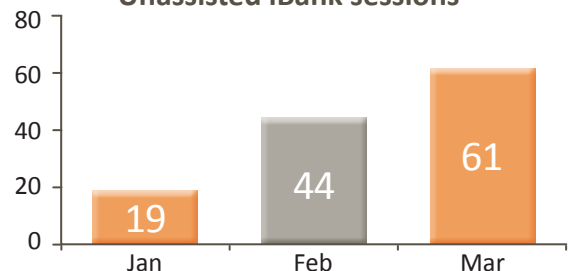
### Activities

Nineteen partners attended thirty-four 'little a' sessions, accessing support to resolve financial problems like late payments, setting up regular bill payments, or completing superannuation forms. During these sessions our staff worked with all nineteen partners to create personal and household budgets so they can better manage their finances.

## Achievements

Four of our partners moved from their 'little a' sessions onto the MPOWER Journey; an indication they recognise their small problems feed into a larger issue that needs to be resolved. This further reveals partners have understood our message about the importance of addressing the big issues as well as the little ones.

## Unassisted iBank sessions



\* It is possible to have more than 100 per cent as residents from outside Mossman Gorge participate in our Opportunity Products.

† Number of distinct users accessing each component during the period, not a cumulative total.

'Little a' sessions	Jan	Feb	Mar	This quarter	Last quarter
'Little a' sessions	5	9	18	32	28
MPOWER members who reach three 'little a' sessions	1	1	1	3	4
MPOWER members who have moved from 'little a' to MPOWER Journey	0	3	1	4	4
Budgets completed	9	6	5	20	10

## MPOWER Journey

### Activities

This was a remarkable quarter for MPOWER Coaching in Mossman Gorge. With twenty-four partners attending eighty-five sessions, it was by far the busiest quarter we have ever seen in Mossman Gorge. In just three months our partners attended nearly two thirds the number of Coaching sessions they attended in all of 2012.

MPOWER Journey	Jan	Feb	Mar	This quarter	Last quarter
Sessions	27	24	34	85	54
Write visions (B space)	1	1	2	4	6
Action plans (D space)	0	0	3	3	3
Family (group)	3	0	0	3	0
Money Map progress	8	0	0	8	3

### Achievements

Particularly exciting is that most of our coaching sessions (seventy per cent) were ongoing or unplanned sessions. These are follow up sessions with existing coaching participants to check whether they are on track with their Action Plans and progressing towards their visions. It is this ongoing support and guidance that helps us hold our partners accountable to the commitments they make as part of their Action Plans. The pride evident in partners who see the benefits reaped from sticking to their plans, is also contagious, with others expressing interest upon seeing what their friends and family have achieved.

Eight partners have also progressed along the Money Management Map. This tool tracks their progress from 'needs considerable support' to 'strong money management.' This progress is a positive sign,

demonstrating that some partners are internalising and applying the skills they learn through MPOWER.

## Money Management Support

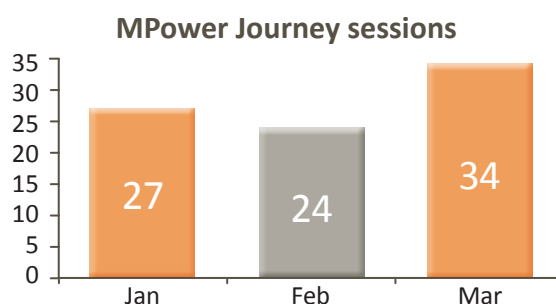
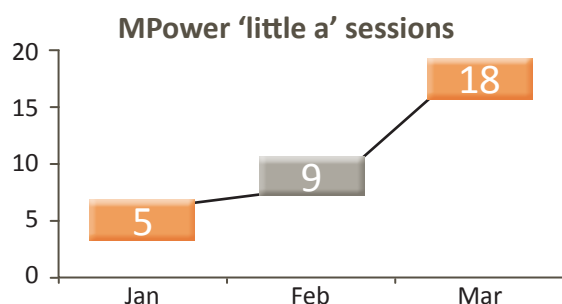
### Activities

Five partners attended twenty-four Money Management Support sessions this quarter. While this might sound like a small number of partners, what is most exciting about these numbers is that the same people attended multiple sessions. Not only did partners complete internet and telephone banking—typically the most popular support session—they also went on to complete the remaining topics: debt reduction, wealth creation, budgeting support, banking support and payment support. Two of our partners even attended all six Money Management Support sessions in just one quarter. This commitment will provide these partners with a solid foundation to build upon as they access other MPOWER components and Opportunity Products.

### Achievements

Also promising, is that participants were assessed as competent in more than sixty per cent of these sessions. This means they gained a solid understanding of the content covered during the session and are able to practically apply those skills to a real world situation. Our staff will follow up with those who did not gain competency in the coming quarter to reinforce the relevant content and further build understanding.

Level of assistance	Level 1	Level 2	Level 3	Level 4	Level 5
Users — Jan to Mar	4	3	6	11	14





“ We have more money for the kids. ”

James Doyle was having a hard time staying on top of his bills and knew that he needed help to get his finances under control.

‘After working with an MPower Consultant I decided to voluntarily get a BasicsCard’, he said. ‘I knew it would help me manage my money because I needed to stay on top of my car payments and electricity bill.’

MPower and the BasicsCard provide an opportunity for families to take control of their financial situation, giving them a chance to understand money management skills. Automatic payments were set up to cover James’ bills and he is now on top of his finances. It’s a change that is felt throughout his household.

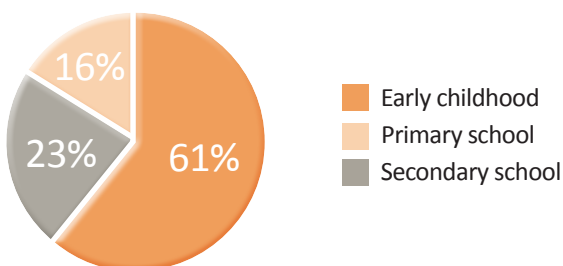
‘It’s great that I am not getting calls or letters from the bank anymore’, said James. ‘I’m not behind on my payments and my girlfriend doesn’t ask me every fortnight if I’ve paid for the car.’

With effective money management, James now has more money left over to spend on his family.

‘We have more money for the kids’ he said. ‘Now that I don’t have to worry about paying the bills, I can do more with the money that goes into my account to help my family.’

James has been an MPower member for over two years and his partner is the primary donor towards their children’s Student Education Trust.

Active Trusts by category



## Student Education Trust

### Membership

For such a small community, families in Mossman Gorge show a lot of support for education. This is particularly evident this quarter as new SET donors continued to sign up, despite participation at near saturation. With five new donors and five new trusts we now have 151 donors (159\* per cent of the adult population) contributing to 133 trusts (277\* per cent of the under eighteen population).

Breaking this down into each trust category, there are:

- Seventeen early childhood educational trusts (567\* per cent of the early childhood population)
- Seventy-eight primary school educational trusts (520\* per cent of the primary school population)
- Thirty-two secondary school educational trusts (267\* per cent of the secondary school population)
- Six students who have completed school and have an educational trust.

Student Education Trust	Jan	Feb	Mar	This quarter	Last quarter
Number of donors	149	151	151	151	146
New trusts	3	2	0	5	2
Total trusts	131	133	133	133	128
<b>Active trusts</b>					
Early childhood	8	8	8	8	13
Primary school	30	30	30	30	66
Secondary school	11	11	11	11	24
Tertiary/further education	0	0	0	0	0
Completed school	0	0	0	0	3
<b>Non-active and closed trusts</b>					
Early childhood	9	9	9	9	3
Primary school	46	48	48	48	14
Secondary school	21	21	21	21	9
Tertiary/further education	0	0	0	0	0
Completed school	6	6	6	6	4

### Activities

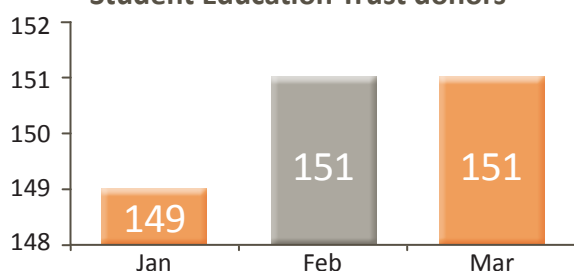
The current trust balance is a healthy \$92,902.

As in Hope Vale, this was a busy quarter for SET in Mossman Gorge, with 257 purchases over the period. The number of purchases this quarter was nearly 2.5 times those made last quarter. January was by far our busiest month with 153 purchases (sixty per cent) taking place. Again, this is likely the result of a back to school rush, with parents preparing for the 2013 school year.

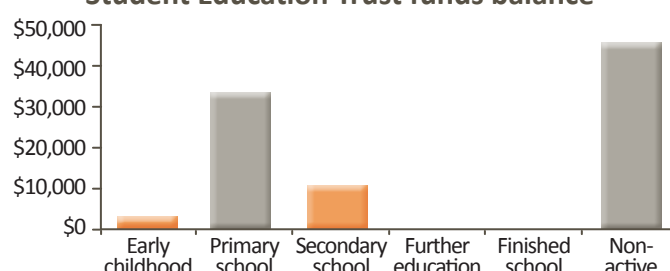
The 257 purchases represent an almost fifty per cent increase on the number of purchases made during the first quarter last year, a positive sign that parents are utilising their trusts to better prepare their children for the school year.

\* It is possible to have more than 100 per cent as some children have moved away from Mossman Gorge but are still receiving contributions into their trusts. Also, these calculations are based on the ABS 2011 Census, so actual population figures may have been changed since then.

**Student Education Trust donors**



**Student Education Trust funds balance**



## Achievements

What is heartening about these figures is that more than one quarter of all purchases were made for students in secondary school. These purchases include high school fees, the costs of a school excursion to Brisbane and rugby league fees. Considering twenty-five per cent of the under eighteen population is within the secondary school age group, this tells us that parents are not only committing to the needs of their primary school aged children, but also those in secondary school. What this also tells us is that children in Mossman Gorge have access to more educational services than they have accessed in the past.

Even more exciting, our figures show Mossman Gorge parents visited the Opportunity Hub nearly 200 times to ask for advice and guidance on what to buy for their children. This shows they are taking an active interest in their children's development, and are backing this up with action.

Despite efforts to actively encourage more parents to make their SET contributions, the proportion of parents who are either committed or intermittent contributors (they have paid their contributions in full or in part) has decreased from forty to thirty per cent this quarter. At the end of March, nineteen per cent of donors were classified as committed contributors, while eleven per cent were categorised as intermittent contributors, and sixty-nine had made no contributions at all. This is an area we will continue to work on in the coming months.

“ As a result of Student Education Trust, children from the Mossman Gorge community are more school ready than they were previously. Those with an education trust now come to school like the other mainstream students, with uniforms and the required school supplies. SET not only allows students to be school ready, but it creates a more positive learning environment. They are happier and enthusiastic about engaging in school-like behaviour because they fit in with the other students. Students with SET do not see themselves as disadvantaged or missing out as they are now able to access many non-compulsory, extra school activities with their class peers—activities such as book fairs, Arts Council and camps. ”

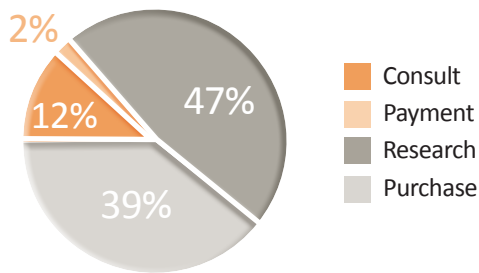
**Vicki Sparkes, Principal, Mossman State School**

Sessions	Sign-up	General support	Purchase	Change details	Total
Jan to Mar	4	80	100	2	186

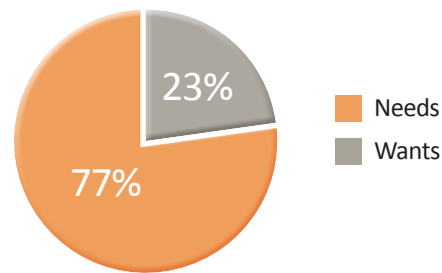
Funds	Category	Jan	Feb	Mar	This quarter	Last quarter
Student Education Trust funds balance (end of month)	Early childhood	\$3,055.46	\$3,055.46	\$3,055.46	\$3,055.46	\$9,629.55
	Primary school	\$33,428.53	\$33,428.53	\$33,428.53	\$33,428.53	\$72,010.62
	Secondary school	\$10,712.31	\$10,712.31	\$10,712.31	\$10,712.31	\$52,567.87
	Further education	\$0.00.00	\$0.00.00	\$0.00.00	\$0.00.00	\$0.00.00
	Finished school	\$0.00.00	\$0.00.00	\$0.00.00	\$0.00.00	\$2,210.12
	Non-active	\$45,588.52	\$45,706.54	\$45,706.54	\$45,706.54	\$2,504.62
Number of educational purchases using Student Education Trust	Early childhood	7	2	1	10	2
	Primary school	98	35	46	179	84
	Secondary school	48	18	2	68	17
	Further education	0	0	0	0	0
	Completed school	0	0	0	0	0
	Total purchases	153	55	49	257	103
Percentage of purchases against total purchases	Early childhood	5%	4%	2%	4%	2%
	Primary school	64%	64%	94%	70%	81%
	Secondary school	31%	33%	4%	26%	17%
	Further education	0%	0%	0%	0%	0%

## Wise Buys

Wise Buys sessions



Needs versus Wants Wise Buys purchases



### Membership

Wise Buys continues from strength to strength in Mossman Gorge with another nine individuals joining up this quarter. This brings our total MPower membership to sixty-eight individuals, more than seventy per cent of our population! Given our close proximity to Mossman town, the popularity of Wise Buys indicates our partners recognise that we offer something more than simply a way to buy new things. In addition, we offer a comprehensive set of supports that allow them to research, plan and purchase high quality items at a low price.

### Activities

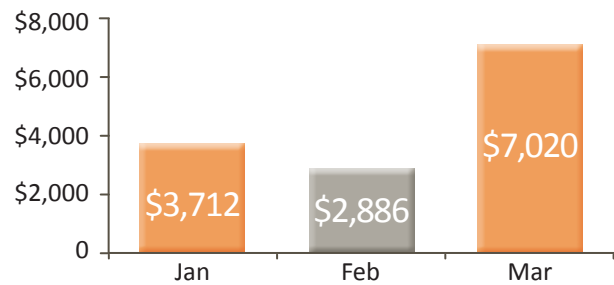
Twelve partners attended sixty-six sessions, making an impressive twenty-six purchases throughout the quarter. The vast majority of these purchases were spent on needs rather than wants, with seventy-seven per cent of purchases going towards essential household items such as freezers, electrical items and washing machines. These purchases directly support our partners to ensure their households are functional and adequately equipped.

Looking beyond the purchases, what is most impressive about these numbers is that the majority of sessions (forty-seven per cent) were spent conducting research about their purchases. It is this early phase of the purchase that allows our partners to assess what it is they want, the best way to purchase it, and to identify where they might get the best value.

### Achievements

Our partners' ability to purchase new items tells a story beyond simply the purchase of new things. While they are no doubt valuable, the fact that so many

Amount spent on Wise Buys purchases



people in Mossman Gorge are making these purchases demonstrates that they have their spending and budgets under control. With the combined support of MPower and Wise Buys, our partners are now in a position where they are able to identify their needs to make their homes comfortable, set about planning and saving, and ultimately purchasing items.

Sessions	Consult	Payment	Research	Purchase	Total
Jan to Mar	8	1	31	26	66

Membership	Jan	Feb	Mar	This quarter	Last quarter
Members				68	59
New members	4	1	4	9	18

Payment types	NILS	Lay by	Cash	Direct Debit	Direct Deposit
Jan to Mar	9	1	5	2	9

Level of assistance	Level 1	Level 2	Level 3	Level 4	Unassisted
Users — Jan to Mar	4	6	5	10	1

Purchases	Jan	Feb	Mar	This quarter	Last quarter
Purchases	10	4	12	26	108
Partners making purchases	4	1	7	12	11
Amount spent	\$3,712.00	\$2,886.00	\$7,020.00	\$13,618.00	\$6,656.00
Purchases categorised as 'needs'	9	4	6	19	8
Purchases categorised as 'wants'	\$3,163.00	\$2,886.00	\$4,433.00	\$10,482.00	\$4,839.00
Amount spent on 'needs'	1	0	6	7	4
Amount spent on 'wants'	\$549.00	\$0.00	\$2,587.00	\$3,136.00	\$1,817.00
Unassisted purchases	0	0	1	1	4
Assisted purchases	0	0	11	11	7



## It takes a village to raise a child

### Positive Kids

Three individuals attended three Positive Kids sessions throughout the quarter, a slight rise on the previous quarter. We are still working with CYAAA to determine how we can work together to increase attendance in the coming months. For example, Student Case Managers can work more closely with Home Crew to maximise the relationship building with families in Mossman Gorge.

Positive Kids	Jan	Feb	Mar	This quarter	Last quarter
Participants	2	1	0	2	3
Graduates	0	0	0	0	0
New registrations	0	0	0	0	0
Sessions held	2	1	0	3	0
Attendance	2	1	0	3	-

### Strong Families

#### Membership

Word-of-mouth promotion is having results in Mossman Gorge, with four new Strong Families participants signing up this quarter, a solid result given our small population. This almost doubled total registrations (from six to ten), bringing total participation to eleven per cent of the adult population.

Of those new participants, one was mandated to attend by Child Safety. The remaining three were self referrals, having joined the program after hearing about it from family, friends or Opportunity Hub staff. Word-of-mouth promotion has always been our most compelling marketing avenue so it is pleasing to see it continues to be embraced in this small community.

#### Activities

For the first time since we launched in early 2012, all ten individuals registered for Strong Families attended sessions this quarter. This one hundred per cent attendance rate is quite an achievement, particularly given regular attendance has typically challenged parenting programs not just in Australia, but worldwide.

Strong Families	Jan	Feb	Mar	This quarter	Last quarter
Participants				10	6
Graduates	0	0	0	0	0
New registrations	0	3	1	4	0
Sessions held	1	12	11	24	32
Attendance	1	8	7	16	-



“ My daughter is very proud of me. ”

Betty Olbar joined Strong Families—part of CYP’s **It takes a village to raise a child** program—in late 2012 and has been consistently working towards graduating.

‘I joined because it was part of my Child Safety plan’, said Betty. ‘I really want to do all I can to have my grandchildren returned to my care.’

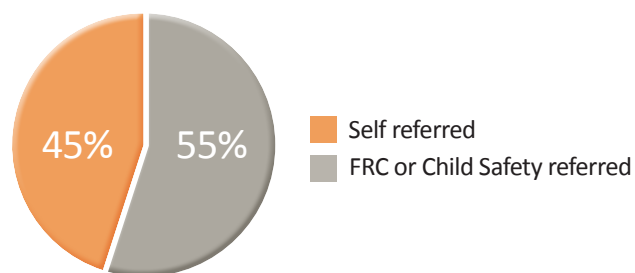
Working with her Parenting Consultant in group and one-on-one sessions, Betty is close to completing the program. She has attended nine of the ten Strong Families sessions, and is developing her skills in positive parenting techniques to use with her grandchildren.

‘Doing parenting has helped me a lot. It has given me many good ideas on how to have a better relationship with my grandchildren and manage their behaviour’, she said. ‘I would like to keep getting support from the Parenting Consultant, even after I’ve graduated. I will make time to attend any workshops they hold.’

Participation in parenting programs has become a family affair, as Betty’s family now see the change in her and recognise the benefits of increasing their own parenting skills. And as their skills increase, so does their pride in the children, in one another, and in themselves.

‘My sister thinks it is helpful so she has joined as well’, said Betty. ‘And my daughter has just finished the program. She is very proud of me for working towards getting my grandchildren back into my care.’

### Strong Families referrals



During the quarter, our partners each attended, on average 2.4 sessions, approximately one every six weeks. Over the next quarter we will focus on working with families to identify ways to encourage even more frequent attendance.

### Achievements

Four participants have now completed all ten Strong Families sessions and are ready to graduate from the program at our twice annual Graduation ceremony, the next one is expected in June. These women graduate with greater understanding of, and practice in, the sixteen positive parenting strategies. One of these partners has been particularly successful, demonstrating competency in ten of the sixteen strategies, after beginning the program without any prior knowledge of the content.

### Baby College

#### Membership

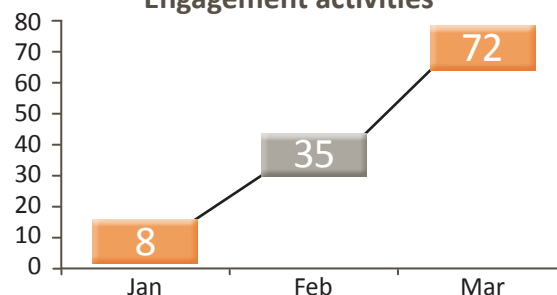
Baby College participation has held steady at five individuals with no new registrations this quarter. Opportunities to expand the reach of Baby College is difficult for several reasons. There is a low number of expectant parents in the community, and many expectant parents already have children and prefer to join Strong Families, so they can gain skills and strategies to use with all their children.

#### Activities

One Baby College participant attended a Baby College session. Additional attendance was made difficult because of her work schedule coinciding with our Opportunity Hub's opening hours.

Baby College	Jan	Feb	Mar	This quarter	Last quarter
Participants				5	5
Graduates	0	0	0	0	0
New registrations	0	0	0	0	0
Sessions held	0	1	0	1	1
Attendance	0	1	0	1	-

### Engagement activities



### Achievements

This Baby College participant has now finished her seventh Baby College session and will be ready to graduate alongside the four Strong Families graduates in June.

### Handicrafts

Three handicrafts activities were held this quarter, with an overall attendance of six. Activities held this quarter included lino printing and painting. Feedback from families was that they enjoyed the activities but were not sure if they would attend regularly. Our team will continue to work with families next quarter to further identify activities to support parents.

Handicrafts	Jan	Feb	Mar	This quarter	Last quarter
Sessions	0	4	1	5	-
Attendance	0	4	2	6	-

### Engagement

Our parenting team has been busy this quarter, getting out and about to make sure our work keeps a high profile among Mossman Gorge residents. With just two members in the parenting team this quarter we did 115 engagement activities, most either home visits, or informal discussions. During these activities we encouraged families to sign up to new Opportunity Products or become more involved in products they are already signed up to.

All four of our new sign ups to Strong Families this quarter participated in an engagement activity prior to signing up. This shows our emphasis on engagement continues to help expand our reach.

Engagement	Jan	Feb	Mar	This quarter	Last quarter
Sessions	8	35	72	115	8
Sign ups	0	0	0	0	0
Engagement type					
Home visit	7	18	20	45	7
Community event	1	0	0	1	1
Information sessions	0	15	6	21	0
Workshop	0	2	6	8	0
Informal discussion	0	0	40	40	0

## Pride of Place

### Membership

Households in Mossman Gorge continue to maintain their commitment to beautiful backyards. One quarter of Mossman Gorge’s adults are signed up to Pride of Place: a group that represents nearly two thirds of households in the community. While membership numbers dropped slightly this quarter, from twenty-six to twenty-three, this was the result of a change in the way we account for members.

Pride of Place	This quarter	Last quarter
Households	17	-
Members	23	26
New members	0	2

### POP-up visits

POP-up visits have proved popular with families in Mossman Gorge. Through twenty-eight visits in March, we were able to reach sixteen members, from sixteen different households, in just one month. What is most exciting about this work in Mossman Gorge is that families set goals and aspire to make further changes to their backyards, such as expanding their gardens or installing a shade cloth. In Mossman Gorge, families are ‘thinking big’ when it comes to their backyards.

During POP-up visits, our POP Enabler provided additional support with tasks, as well as guidance on how to achieve goals. Various maintenance activities were discussed and problem-solved including fixing swing sets, cleaning out gutters, saving for a shade cloth, looking after the mower, buying more plants, and installing a lattice screen in the garden. With support from the POP Enabler Mossman Gorge is busy getting the tasks done, starting with that important task of cleaning out the gutters!

POP-up visits	Jan	Feb	Mar	This quarter	Last quarter
Visits	0	0	28	28	-
Households visited*	0	0	16	16	-
Members visited	0	0	16	16	-

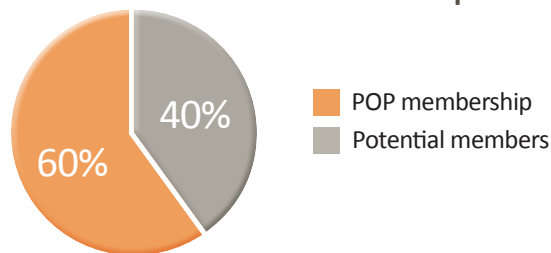
### Garden Club

As in Aurukun, Garden Club added a splash of colour to gardens in Mossman Gorge as members made their own colourful hanging baskets. Our team held one Garden Club workshop in March, drawing in six members to come and learn new gardening skills and share stories about their backyard successes with other families in the community.

Garden Club	Jan	Feb	Mar	This quarter	Last quarter
Events	0	0	1	1	-
Attendance	0	0	6	6	-

\* The figure is lower than reported last quarter due to changes in the way members are counted.

### Household membership



“ I am going to buy flowers for my new basket and hang it at the front door. ”

Following the March workshop to make and paint hanging baskets, Fiona Kooka is enthusiastic about Garden Club in Mossman Gorge.

‘Garden Club is a great opportunity to bring people together to learn about gardening. There were a lot of ladies at the Garden Club and hopefully even more people will come next time.’ Straight after the workshop, the ladies were out tending to their plants and adding to their vegetable gardens. Fiona is just one example of a growing sense of pride and passion for gardening in Mossman Gorge as people spend more time in their backyards.

Having worked at the BBN Nursery, Fiona is an experienced gardener. She will share her horticulture knowledge with other Garden Club members at a workshop next quarter.



## “ I started mowing and I didn't want to stop. ”

The highest take-up rate for Pride of Place has consistently been in Mossman Gorge, and Kim Missionary is just one example of the community's continued enthusiasm for POP and its commitment to sweat equity.

'Kim's sweat equity contribution to her Backyard Blitz was great', said POP Enabler, Barry Preston. 'She is so keen that she chases me up to show her what to do. She even drove to Cairns to pick up some of the materials herself.'

POP has given Kim both the inspiration and the tools to develop her interest in gardening.

'When I signed up to POP and they told me about the Maintenance Kit, I was so excited', said Kim. 'The day I got my mower, I started mowing and I didn't want to stop. I started at five and didn't stop until seven.'

Having completed her Backyard Blitz, Kim is amazed at the changes POP and her hard work have made.

'My garden was big and bare but I knew it would look good with a bit of work', she said. 'Now when I wake up, I go into my garden and I feel really good about all the work that I've put in. Next I plan to cover my fence with bamboo mesh, get a few garden gnomes and grow food in a vegetable patch.'

Kim's garden impressed the judges during the Best Garden in the Village Awards last October, and received Best Garden Runner-up.

Kim has also been an active MPower member for over two years and contributes to Student Education Trust for her children.

*A key objective of POP is for people to regularly care for and maintain their gardens. Kim's story clearly shows we are making progress towards this goal.*

# Co-Design Studio Update



CYP's Co-Design Studio designs and reviews Opportunity Products in partnership with Opportunity Hubs, families, funders and professional partners. Under this model, CYP leadership provides the strategic intent; families provide the voice of experience; and our team brings design methodology to the mix.

The start of 2013 saw an exciting change to this co-design model. From March 2013 the Co-Design team have incorporated training and transition functions into our role. Our team will now directly transfer design and Opportunity Product knowledge to Opportunity Hub staff through training and onsite support after an Opportunity Product launches. Through this process we will directly observe family responses to new products, allowing us to better design products that suit our target audience.

Our team focused on the design and continuous improvement of the following Opportunity Products this quarter:

## **MPower**

- Created training manuals, tools and guides to enhance partners' experience with the MPower Journey in response to the internal MPower review (2012)
- Developed a Strategic Conversation Guide training manual that will be trialled and tested by MPower Coaches in the next quarter
- Designed Lead Coach tools to assist the Lead MPower Coach in evaluating and training other coaches
- Developed a new marketing strategy for Wise Buys displays in Opportunity Hubs.

## **Student Education Trust**

- Transitioned across to the finance team.

## **It takes a village to raise a child**

- January 2013—Handicraft trialled in four communities. After hosting daily Handicraft sessions, our parenting team provided valuable feedback and engagement methods, which will roll out in the next quarter.
- Developed Home Pride tools, guides and procedures for the Engage and Commit phase, with feedback from Parenting staff
- Created Home Pride Design Ideas book as a tool to engage families in Home Pride. The Co-Design team worked with Melbourne interior designers, FMSA, to create a series of interior decorating themes and associated digital renders. The renders reflect simple DIY projects partners can do as part of a Home Blitz.

## **Pride of Place**

- Reviewed the POP business case to incorporate three new enhancements, including POP-up visits, Garden Club and Garden Design
- Revised POP Backyard Blitzes, due to reduced funding allocation, and a refocus towards encouraging families to create play areas, grow produce, and increase sweat equity contributions
- Rolled out tools, guides and procedures to support POP Enablers to undertake POP-up visits
- Held Garden Club at each site in March, including POP-up Visit to each POP member (seventy-two individuals across the Cape; representing sixty-four households).

## **Database:**

- Rolled out an engagement function to Opportunity Hubs to allow staff to monitor and track engagement with our partners. For our purposes, we define engagement as a conversation or interaction that builds awareness of Opportunity Products, or expands family involvement in Opportunity Products.

## Glossary

**Australian Institute for Direct Instruction (AIDI):** Is an organisation committed to promoting Direct Instruction and supporting quality education in Australian schools.

**Backyard improvement element:** In relation to Pride of Place, backyard improvement elements refer to an individual element within a backyard improvement, e.g. a brick barbecue or a swing set.

**Backyard improvements:** In relation to Pride of Place, backyard improvements encompass all elements in the Concept Design that are being delivered by the Pride of Place team. Previously referred to as design elements, or improvement elements.

**Bayan:** Is a Guugu Yimidhirr word meaning 'house or shelter'. The Bayan project is a three-stage financial case management platform. Bayan supports families to develop the skills and behaviours to launch their home ownership ambitions and transition from renting to home ownership. This may be converting public housing into a home, or building a new home.

**Coaching:** Is one-on-one guidance provided to the Family Leader to address any concerns or issues with the progress of their nominated program. Focuses on capability and skills development. In relation to MPower, Coaching is also known as an 'MPower Journey Session'.

**Co-Design Studio:** Is a core business unit of Cape York Partnerships that works collaboratively with Principal Partners to design projects and programs.

**Database:** Is an in-house, web-based customer relationship management system used to collect and analyse data and track the performance of CYP Opportunity Products.

**Direct Instruction (DI):** Is the teaching method based on forty years of scientific research. Direct Instruction is an explicit instruction method in which teachers lead classes grouped by ability through a structured sequence of lessons, focussing on literacy and numeracy.

**Green Box/Red Box:** A CYP project currently under development. The project will aim to ensure families have access to high-quality, affordable and healthy food options. It will develop market solutions for fresh fruit and vegetables that will stimulate local production and also work to improve household food storage, preparation, eating facilities and equipment.

**Handicrafts:** In relation to **It takes a village to raise a child**, Handicrafts are activities driven by parent interests, e.g. sewing, wood-work. People undertake activities that are enjoyable, build their capabilities and confidence, and produce an item for use in their home.

**Home Crew:** Are employees of Cape York Partnerships that deliver the Home Pride component of the **It takes a village to raise a child**, parenting program. They work with families in their home, share their experiences of being a parent and running a household and promote the benefits of doing a Home Pride project.

**Home Pride:** Is an interior decorating do-it-yourself product delivered under the banner of **It takes a village to raise a child** parenting program which supports families to run a household, strengthen family relationships, cook healthy meals and maintain their home. It is delivered by Home Crew.

**Honest Conversation:** In relation to Cape York Partnerships projects, refers to providing a partner with realistic advice about the choices available to them; the degree of self-discipline involved; and the short-term sacrifices they may have to make in to order achieve major life-changing goals. An Honest Conversation occurs during the project planning process and ongoing coaching sessions.

**iBank:** Is a customised self-service facility located in an Opportunity Hub. It offers independent or assisted access to telephone and internet banking and online shopping facilities.

**'Little a' problem:** Refers to a small problem that motivates a client to visit the Opportunity Hub for assistance, e.g. a utility bill that is several months overdue and the service is about to be terminated.

**Maintenance Kit:** In relation to Pride of Place, refers to the goods that can be purchased out of the family contribution to support the ongoing maintenance of the backyard, e.g. lawn mower, whipper snipper.

**Money Management Tools:** In relation to MPower, are basic tools/services that develop skills and knowledge to address financial literacy. They support individuals and families in managing their daily finances, and in accessing and making the most of the Opportunity Products.

**Opportunity Hub:** Are an interface that allows partners to access opportunities in the real economy in education, financial management, health and housing. The Opportunity Hub is a one-stop-shop for Indigenous people to access opportunities to improve their lives; a place where families can work together to plan their futures; an interface for families and individuals to access MPower.

**Opportunity Product:** A Welfare Reform product tailored to bring about changes in behaviour, e.g. Student Education Trust, Pride of Place, MPower, Bayan and Work Opportunity Network.

**Parenting Hub:** Is a community facility where the parenting program **It takes a village to raise a child** is implemented. Parenting Hubs are aimed to be welcoming, intimate and safe places where social norms are re-built, relationships are strengthened, and support networks established.

**Positive Parenting Consultants:** Are responsible for delivering Baby College and Strong Families. They undertake the Strategic Conversation and assist parents to create and implement their Action Plans. They also liaise with the Family Responsibilities Commission to support parents if applicable.

**Principal Partner:** Used in place of the words client or customer, is an Aboriginal person who engages with Cape York Partnerships to take up an Opportunity Product or service.

**Student Case Manager:** A Cape York Aboriginal Australian Academy employee who monitors the attendance and school readiness of students.

**Sweat Equity:** Refers to the physical work undertaken by participants to complete projects that require manual labour as part of the family or individuals commitment.

**Triple P Parenting:** Is included in the delivery of **It takes a village to raise a child**. Triple P is a parenting education approach that aims to enhance the knowledge, skills and confidence of parents in order to prevent behavioural, emotional and developmental problems in children. Triple P was chosen because of the universally strong evidence supporting its effectiveness.



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