

2021 Annual Report

With 2020-2021 Financial Highlights



The Water Well Project



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Who are we?



Our Vision

To ensure all communities from migrant, refugee, and asylum seeker backgrounds achieve equitable access to healthcare.

Our Mission

To promote good health and wellbeing to communities from migrant, refugee, and asylum seeker backgrounds in Australia to improve their health literacy

Our Values

- Collaboration
- Compassion
- Respectfulness of diversity
- Integrity
- Accountability

The Water Well Project acknowledges the Traditional Owners of the land and pay our respects to Elders past and present. We celebrate the diversity of Aboriginal and Torres Strait Islander peoples and their ongoing spiritual, cultural, material and economic connection to land, water and resources.

Message from our Water Well Project Chair

COVID-19 has changed the world.

In March 2020, when we first heard about restrictions, we delivered our first pilot online session. From there, things very quickly changed for The Water Well Project. We were adaptable and able to pivot very quickly into delivery of online sessions to reach our target audiences of communities from migrant, refugee and asylum seeker background.

With a tremendous funding boost from the Victorian Government COVID-19 taskforce and Department of Premier and Cabinet, we've been able to assemble a fantastic team to help us do what we do at a larger scale. On top of this, we've

been able to recruit some wonderful volunteers to join our management committee. Thank you to our amazing team as well as our supporters. Our success and growth over the past 2 years has been very much attributed to your hard work and support.



Dr Linny Kimly Phuong
Founder & Director



Message from our Inaugural Executive Officer

I am very proud to lead The Water Well Project as the inaugural Executive Officer. Together, we have had an amazing year facilitating 201 health education sessions to over 5,967 community participants with flow on effects to family and friends. This would not be possible without our collaborative partnerships with community organisations who trust us to engage with their community groups to upskill their knowledge and skills in health. Thank you to our passionate volunteer healthcare professionals for your dedication to tailor each session to the needs of the participants to create interactive, fun and inclusive learning sessions.

I'm looking forward to delivering strategies to enable The Water Well Project to ensure communities from migrant, refugee and asylum seeker backgrounds have equitable access to healthcare. Together we can truly make a difference by improving the health and wellbeing of everyone who lives in Australia.



Suzie Bratuskins
Executive Officer



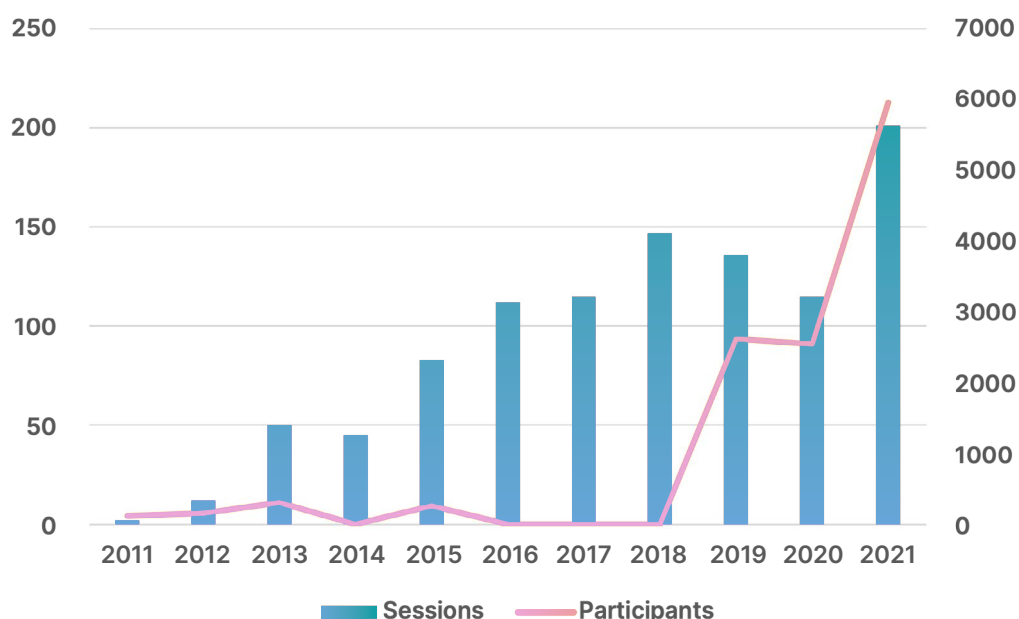
Programs & Operations



The Water Well Project was founded in 2011, eleven years ago. Since inception, The Water Well Project has:

- Delivered over **1000 free, interactive health education sessions** across Victoria (Melbourne, Geelong, Albury-Wodonga), New South Wales and Tasmania (Figure 1). These health education sessions have been facilitated by our volunteer healthcare professionals in over **40 different languages**.
- Reached over **15,000 participants** from migrant, refugee and asylum seeker backgrounds with flow on effects to family, friends and other community members.
- Inducted over **600 volunteer healthcare professionals** including Doctors, Nurses, Midwives, Paramedics, Pharmacists, Physiotherapists, Osteopaths, and Psychologists. Over \$240,000 has been donated in volunteer healthcare professional time.

Health Education Sessions

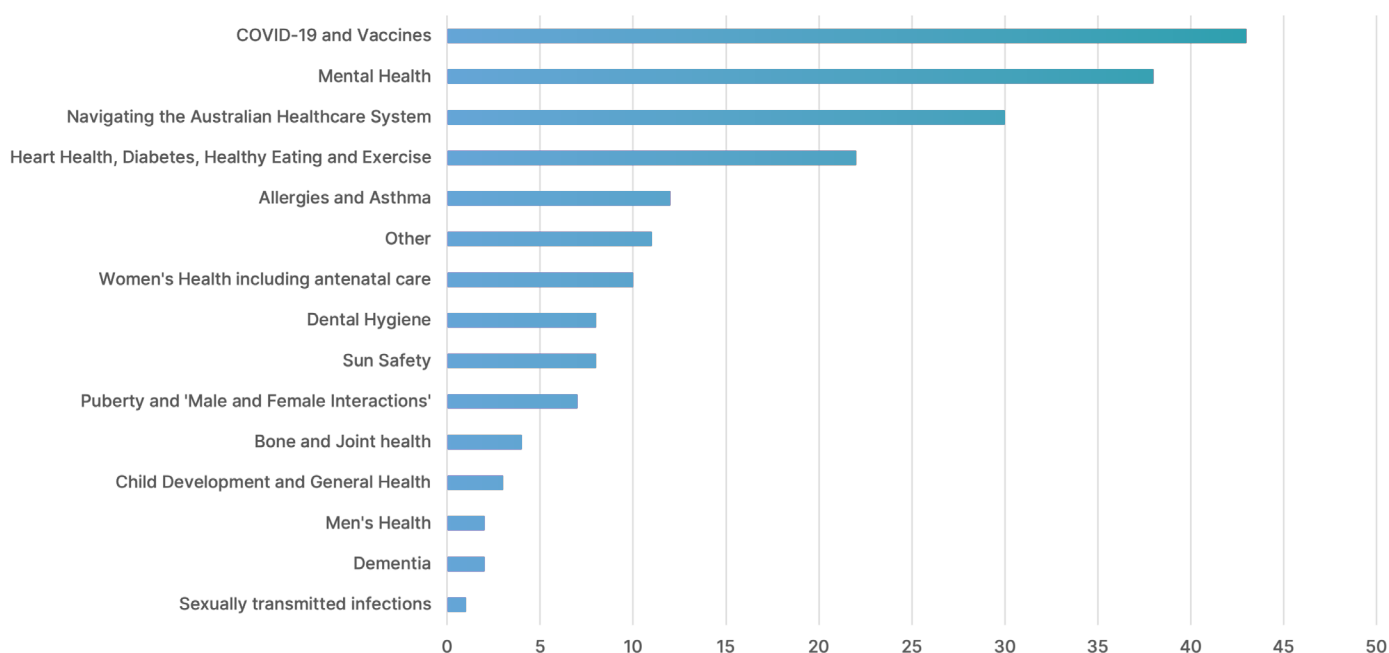


The COVID-19 pandemic has presented challenges in Culturally and Linguistically Diverse (CALD) communities. With limited English, many community members face ongoing challenges in accessing mainstream health services and are unsure about where to access accurate, timely local information relating to COVID-19.

In response to the COVID-19 pandemic and related restrictions, The Water Well Project transitioned to online information sessions. There was a need for accurate health guidance as initially there was a lack of health information targeted towards people of CALD background. The Water Well Project was uniquely placed

to respond to this need, with pre-existing relationships with community groups and a platform to distribute clear and culturally relevant health information. With support from the Victorian Government Priority Response for Multicultural Communities during Coronavirus (PRMC), The Water Well Project delivered 301 health information sessions since March 2020 about COVID-19 health guidance and current restrictions, mental health during lockdown, and the COVID-19 vaccine, alongside other health topics. These sessions have reached over 8,291 people with flow-on effects to their families and communities.

Session Numbers 2021



From 1 July 2020 – 30 June 2021, we facilitated 169 health education sessions. Many of these sessions include information on COVID-19 and vaccines with 60 of the sessions specifically focussing on COVID-19 and vaccines. The majority of these sessions were delivered online.

The sessions were highly interactive, allowing for the dissemination of important information and provided participants with meaningful social interactions during this period of isolation. As always, The Water Well Project works with accredited interpreting services (supported by Translating Interpreting Services National) where necessary.

Our Favourite Moments



Fijian Community Group Facebook Livestream

On Wednesday 22nd September 2021, The Water Well Project delivered a session on COVID-19 & Vaccines and COVID-19 Self Care to a Fijian community group. This session was run via Zoom and livestreamed to 5 Fijian community group Facebook pages. It was attended by **713 participants**, catching notable attention from multiple radio stations, and attended by a prominent Filipino Consulate member. The session remained on these Facebook pages for a week following the livestreamed session, since then it has reached over **2,200 community members and has been shared 85 times**. The session covered high interest topics

such as COVID-19 Vaccines for children and pregnant women, the accessibility of COVID-19 vaccines, as well as COVID-19 Self Care including preserving mental health, healthy eating among others. The participants actively engaged in the session, taking the opportunity to ask questions of the healthcare professionals including about health and wellbeing of young people, new mothers and elderly community members who have been heavily impacted by the pandemic. A healthcare professional who facilitated this session noted that the *"Facebook Live session was fantastic. It would be great to have more in the future."*



Victorian Primary School Session

On 18th October 2021, The Water Well Project organised a 360-degree session where a group of 70 parents and teachers from St Anthony's Primary School in Melbourne met and had a lively discussion about how to send kids back to school safely during pandemic. After months of lockdown, children in Victoria were returning to schools. Parents were worried and anxious about safety of their kids and other family members. The session provided an excellent example of how parents, teachers and healthcare providers could work together to ease the transition.

Parents were particularly concerned about quarantine rules and impact of mask-wearing on children's psychological and overall wellbeing. Some expressed their hesitancy to get their children vaccinated. Teachers asked questions about what measures need to be taken to keep students and teachers safe in the classroom, what kinds of face masks to wear, and the effectiveness of air purifiers.

The presenters were very knowledgeable in the area of COVID-19 vaccines. They were patient responding to questions raised by the attendees. In comparison to the vaccine sessions that I have attended in the past, this was the one where I felt comfortable to ask questions and felt like they were comprehensively responded to."

"Being able to just ask questions and have one on one chat with doctors (was) very helpful and friendly feel safe to chat openly."

"Seriously, you were all more than amazing. I got so many positive messages during your session. You were all brilliant and all worked so well together. We at St Anthony's were privileged to have three eloquent health professionals explain, demystify and answer everything about COVID-19. Again many thanks for your valuable time. Everyone needs to hear you speak!"

Volunteer Engagement



We are pleased to be able to reflect on another successful year for our team. We have continued to run successful online inductions and re-invigorate our processes in the face of the ever-changing landscape of COVID-19. We have welcomed many amazing and diverse new volunteers with three online inductions. We have been consistently impressed by their level of enthusiasm during the sessions, and combined with their multidisciplinary backgrounds and experience, we know that the communities we serve will be receiving holistic and expert advice.

Despite the ongoing challenges of the pandemic, our volunteers continue to engage with the community in new and innovative ways. Our volunteer base has impressed us once again with their flexibility and commitment to running sessions virtually. Not only has the group taken like ducks to water to our online resources, but the feedback from communities continues to reflect strong rapport with our volunteers.

"I ran a session for a mother's group in Dandenong and it turned out that they still remembered lessons from a Healthy Eating session I had helped to run over a year before! They were not only adding more fruits and veggies to their diets but also making healthier food choices for their young children. It was incredibly heart-warming to hear and reminded me that what we do really does make a difference." - Testimonial from a volunteer healthcare professional.

This year, we focused on updating our Volunteer Handbook which has a new and exciting design! We have refined our volunteer engagement process map and put together an up-to-date stakeholder recruitment list. Additionally, we have discussed the potential for volunteer merchandise, so watch this space! Moving forward, we remain committed to ensuring our volunteers feel connected within our Water Well Project community and that we continue to provide support throughout the twists and turns of COVID-19.

Dr Gina Ibrahim
Volunteer Engagement Coordinator



Dr Emma Thompson
Engagement Officer



Ms Lucy Steele
Engagement Officer



Ms Pretashini Somasundram
Engagement Officer



Dr Nicole Wong
Newsletter Editor





Resources



Resources are a valuable aid for volunteers and Health Educators at The Water Well Project when facilitating health information sessions. Topic specific templates and supplementary documents are provided to ensure health information is accurate and up to date. Interactive resources such as image-based PowerPoint presentations (online sessions only) and an array of physical 'show and tell' items are used to assist with engagement, understanding and message uptake.

The Water Well Project resources team, with assistance from the Health Educators, developed over **40 slide decks** this year, as well as additional resources for popular sessions such as Navigating the Australian Health Care System and new topics in the youth series – “social media” and “alcohol and drugs”. An ongoing focus for the resources team is providing pathways to translated health content so that participants can access accurate health information in their language after the session.

With most of the past years' sessions being held online – and a significant proportion focused on COVID-19 – the resources team were kept on their toes, ensuring that content stayed up to date, particularly vaccination information.

Thanks to all the resources team for their work this year and to the volunteers and Health Educators for their input and assistance.

Ms Julie Hjorth

Director and Resources Coordinator



with

Dr Stephanie La

Dr Calvin Leung

Ms Jill Pierce

Dr Petra Quinlan-Turner

"It was great. The team was fantastic. As you might not be aware but since the vaccines became available in Australia, I have attended a good number of vaccine info sessions, but this was one of the best I have attended. There was enough time for us to ask questions, it was very interactive and my team was really happy with session." - Testimonial from a community participant after attending a Water Well Project health education session.

COVID-19 Evaluation 2020-2021

The Water Well Project sessions continue to be evaluated to ensure that we have information and data that accurately reflects the outcomes and impact of our sessions. Session data and feedback is collected by our Health Educators and Research and Evaluations Officer during the session and via SurveyMonkey feedback forms from Community Representatives, Community Participants, and our Volunteer Healthcare Professionals.

In 2020 we ran 115 sessions reaching 2,552 participants with flow on effects to their family and friends.

In 2021 we ran 201 sessions reaching 5,967 community members with flow on effects to their family and friends.

with
Dr Duygu Durukan
Dr Sarah Gelbart
Ms Deborah Osborne
Ms Meg Smith



"Words cannot express how fantastic this session was. The health educators answered all the questions posed to them calmly and in a way that was easy to understand. [The volunteers] should be congratulated on their ability to deliver positive health messages to our very diverse community. I was so appreciative of their time and wish them all the very best in the future. It was a privilege to be part of this session." - Testimonial from a community participant after attending a Water Well Project health education session.

2020 vs 2021

Number of participants:

2552 vs **5967**

Number of sessions:

115 vs **201**

Number of languages sessions delivered:

15 vs **19**

Number of sessions delivered:

Melbourne: 97 vs **183**

Albury/Wodonga: 3 vs **7**

Geelong: 3 vs **3**

TAS: 6 vs **4**

NSW: 6 vs **4**

Number of different health topics delivered:

25 vs **29**

Number of partner organisations:

37 vs **54**


Number of volunteer Healthcare Professionals who facilitated a health education session:

63 vs **115**

Number of Local Government Areas (LGAs):

22 vs **29**



A man and a woman are sitting on the floor, looking at a small white object together. The man is on the right, wearing a light-colored sweater, and the woman is on the left, wearing a patterned headscarf and a dark top. They are both looking down at the object with interest. The background is slightly blurred, showing a room with a table and chairs.

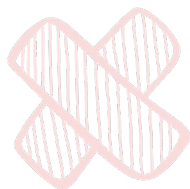
"Facilitating a healthy eating session at AMES Footscray with English students was so fun. Everyone was keen to impress me with their English vocabulary, and I learnt about some weird and wonderful foods from their traditional cultures."

"I gave a session on Bone and Joint Health for a group of women from the Mandeian Cultural Club at the Women's Health Session, they invited me to take a group photo with them and one of the members gave me a hug and told me she really enjoyed the session. I felt happy knowing that I was able to connect to her even though I did not know the language."

"Seeing the light-bulb moments when talking to a group of Pakistani women about how to address 'the birds and the bees' with their young children. It was great to see everyone sharing personal stories and realising how similar all of our experiences with puberty were when growing up."

"My favourite sessions are the ones where it's a little quiet at the start, but by the end, everyone in the room is asking questions, and it brings to the fore how effective Water Well is at helping to improve health literacy."

Marketing & Communication



The marketing team said farewell to Bec Bates and Julia Sutton and welcomed the new marketing team of Adelle Sturges, Kate Ditchburn and Michelle Hu in early 2021. Adelle, Kate and Michelle focused on developing clear and engaging online branding and content for The Water Well Project website and social media channels.

While Adelle had been busy building yearly communication strategy and partnerships, Kate and Michelle maintained social media posts and continued to develop templates for social media imagery. They also completed a brand style guide which is now used across all teams for consistent branding. The marketing team have benefited from working closely with the digital team to help finalise the new website content and style. They also worked closely with Development Coordinator Mikaela Barker to assist with scheduling engaging social media fundraising content, particularly over the end-of-financial-year campaign.

The team is thrilled to see a rise in engagement on some key social media channels including Facebook and Twitter. The Water Well Project Facebook page has 1300 followers, while Twitter has 1000, and LinkedIn has 300. Adelle, Kate, and Michelle have seen that posts with infographics, pictures, and statistics have performed the strongest on social media. They plan to build on this over the next year.

Ms Adelle Sturges
Marketing and Comms Officer



Ms Kate Ditchburn
Marketing and Comms Officer



Ms Michelle Hu
Marketing and Comms Officer



'Very well organised making it a pleasure to volunteer! The community group had some very engaged participants and the teacher was very helpful.' - Testimonial from a volunteer healthcare professional after facilitating a health education session.

Digital



This financial year has been a busy and exciting time for the digital team. With the addition of two new website co-officers, we have been able to begin revamping our website to target our key stakeholders.

We have continued to successfully facilitate online health information sessions and online induction & training sessions for volunteers.

In addition, we have been able to regularly update our vast array of resources, including up-to-date CALD COVID-19 resources.

Overall, we have been able to cater for a steadily growing online presence as The Water Well Project continues to branch out into a prominent national charity organisation. Website sessions for the year up 27.3% from the previous year while overall, users that accessed the site were 27.4% from the previous year. 84.5% of all users were new visitors compared to 15.5% returning.

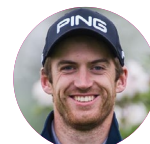
Dr Thivvy Yogaparan
Digital Officer



Mr Lewis Sell
Digital Officer



Mr Jamie Bower
Digital Officer



'Both presenters made everyone comfortable and safe to engage, including children who listened in. They had a friendly approach and the information was not too difficult for families to understand. The playgroup facilitator received positive feedback from each participant after the session and recommends we promote it more and run the session again next year.' - Testimonial from a Community Representative

Appreciation



The Water Well Project would like to acknowledge and thank our partner organisations for their ongoing support. We could not have achieved all that we have without your assistance.

Partner Organisations



ProBono Partners



Maddocks

Grants

The 2020-2021 financial year was the first time that The Water Well Project has dedicated itself to fundraising, supported by a designated Development Coordinator, and it all happened despite the unique circumstances of the pandemic.

Although we couldn't raise funds in person, The Water Well Project was busy providing up-to-date health information and our community rallied together to raise funds to make it possible - across emails, our website, and Facebook. In such difficult times, we were blown away by the generosity and commitment of our volunteers and donors who gave more of their time and support than ever.

- Diabetes Victoria
- Victorian Government, Department of Premier and Cabinet / Department of Families, Fairness and Housing, Priority Response to Multicultural Communities during Coronavirus
- Victorian Government, Department of Premier and Cabinet / Victorian Multicultural Commission, Capacity Building and Participation Program
- Federation of Ethnic Communities Councils of Australia
- NSW Multicultural
- City of Casey



Campaigns Across the Year

We ran three fundraising campaigns this year: a World Mental Health Week campaign, our holiday giving campaign in December, and our End of Financial Year sprint to raise \$1100 to cover the cost of a health education session to 40 individuals from migrant, refugee, and asylum seeker backgrounds.

The Fundraising Never Stops

It was great to see everyone get involved outside of our campaigns too! From birthday fundraisers to eating a burger at Grill'd, the support has meant the world to us.

Over the year, we raised an incredible **\$6,500** from more than 26 donors across Australia. Thank you to everyone who has donated their time and money. Every dollar raised is essential to continuing our operations and helps to ensure all communities from migrant, refugee, and asylum seeker backgrounds achieve equitable access to healthcare.

Thank you to everyone who has supported The Water Well Project this year.

Governance

Good governance is essential for any organisation. The Water Well Project appointed 4 new directors to complement our skills-based board. We sincerely thank our volunteer board members who have provided invaluable support to the organisation over the past year.

Directors



Founder & Director
Dr Linny Kimly Phuong



Director (Secretary)
Ms Isabelle Higgins



Director (Treasurer)
Dr Timothy Martin



Director (NSW)
Ms Susan Burke



Director (TAS)
Ms Rebecca Goldswain



Director (VIC)
Ms Julie Hjorth



Director
Ms Sylvia Ghaly



Director
Dr Akhil Bansal

Volunteer Management Committee



Human Resources
Ms Tina Salameh



Human Resources
Ms Emily Santa-Isabel



General Member
Ms Nicole Bate



State Liaison
Dr Leisel Trompf



State Liaison
Dr Brian Fernandes



State Liaison
Dr Nicky Betts



State Liaison
Ms Claire Roberts



State Liaison
Dr Elizabeth Wyatt



State Liaison
Dr Annabel Martin

The Water Well Project Staff



Executive Officer
Ms Suzie Bratuskins



Project Administrator
Ms Monique van Cauwenberghe



Development Coordinator
Ms Mikaela Barker



Research & Evaluations Officer
Ms Suborna Camellia



Health Educator
Dr Allara Barber



Health Educator
Dr Monika Cocha

Healthcare Professional Volunteers

Thank you to our wonderful healthcare professional volunteers. We would like to extend a huge thank you to those volunteers listed below who were actively involved in the delivery of sessions in 2021.

Naomi Atkinson

Jessica Au

Akhil Bansal

Allara Barber

Mischelle Be

Sharryn Beard

Jessica Brown

Imogen Brown

Isabella Champion

Sophie Chapman

Man Yeuk Cheung

In Young Chung

Sarah Cipollone

Renee Cocks

Monika Coha

Jason Daoud

Emma Dorn

Alison Duke

Emily Fitt

Maria Gonzalez

Zixin Hong

Ynez Howett-Jansen

Gina Ibrahim

Arushi Jain

Bridget Jones

Elly Layton

Yi Dan Lin

Fiona Li

Janarthan Muraliharan

Jacqueline Nguyen

Helena Niu

Dhanushree Patel

Madison Phung

Jill Pierce

Anna Power

Mirsada Prasko

Katherine Richards

Kristene Rimbaldo

Claire Roberts

Emily Robertson

Datania Royeppen

Janelle San Juan

Shweta Saraf

Asim Shah

Matthew Shrimpton

Rochelle Sleaby

Julia Sutton

Grace Swain

Nathasha Wijesiriwardana

Elizabeth Wong

Yanyan Wu

Michelle Xin



Financials

1st July 2020 - 30th June 2021

It's been an unusual, but also exciting year for The Water Well Project. As a health promotion charity, we have been working hard to reduce the impacts of COVID-19 whilst also increasing the uptake of vaccines across the community. We are particularly grateful for multiple large grants awarded by the Victorian Government COVID-19 taskforce and Department of Premier and Cabinet to allow us to expand our reach.

Income and expenditure were at record levels due to COVID-19 funding, with a projected further increase in the 2021-22 financial year. The Water Well Project started the year with \$69,162. During the year we had income of \$412,797 and expenditure of \$139,754. Overall, there was a significant profit of \$273,062 with a closing balance of \$342,224; much of this profit will be expended in the 2021-22 financial year. More details are available in the statement of income and expenditure.

This profit was mainly due to significant grants. We are extremely thankful to The Victorian Government and Maddocks Lawyers for their generous grants. We are also thankful for kind donations from Bubbles and Briefcases and many other donors. In the 2020-21 financial year there was significant focus on smaller donations with a consequent increase in funding.

Going forward, our plans include leveraging our strong financial position to future proof our organisation. Our team has increased from one part-time Project Administrator to a small team of 7 individuals. We aim to continue delivering important COVID-19 and vaccination sessions, as well as continuing to look at other common health issues.

Finally, I am extremely thankful for the pro bono support of Solpoint Accountants who are now known as the Resimax Group, particularly Ivy Chen, who has been a constant source of support. Maddocks Solicitors' pro bono assistance has also been paramount, and of course Translating and Interpreting Services (TIS) National. Without the pro bono support of Resimax Group, Maddocks, TIS National, The Water Well Project wouldn't be able to provide the services it does so we are truly appreciative! I would also like to recognise the hard work of both our committee members, healthcare volunteers and employees. This organisation runs off the back of your efforts, and together we are truly impacting on the health literacy of communities from migrant, refugee and asylum seeker backgrounds – thank you!

Dr Timothy Martin
Director (Treasurer)





Statement of Cash Flows

Cash Flow from Operating Activities		2020-2021
Receipts from grantors, donors and customers		\$412,797.00
Payments to suppliers and employees		\$139,754.00
Interest received		\$19.00
Net cash provided by/(used in) operating activities		\$273,062.00
Net increase/decrease in cash and cash equivalents held		\$273,062.00
Cash and cash equivalents at beginning of year		\$69,162.00
Cash and cash equivalents at end of financial year		\$342,224.00

Income 2020-21 Financial Year

Category	Amount
Grants	\$395,000.00
Donations	\$4,227.00
Interest	\$19.00
Induction Payments	\$0.00
Events	\$0.00
Other	\$13,570.00
Total	\$412,816.00

Expenditure 2020-21 Financial Year

Category	Amount
Employee benefits expense	\$129,444.00
Storage costs	\$3,447.00
Insurance expenses	\$2,432.00
Events & Marketing expenses	\$2,081.00
Other expenses	\$5,844.00
Total	\$143,248.00

Awards

**2021 HESTA Impact Award Finalist:
Outstanding Organisation**



**2021 HESTA Excellence Award Finalist:
Community Services**



**ProBono Australia Impact25 Awards Nominee:
Founder & Director Dr Linny Kimly Phuong**



The Water Well Project Name



In traditional communities, a river, water pump or water well signified a place where people met to gather water and talk, often informally, about their daily lives. The well itself is a universal metaphor for community, shared stories, knowledge and wellbeing.

Even though many communities no longer have a 'water well', we can still create these open spaces for exchange and conversation. Whether these spaces be in a community hall, in a park, or at a school. Our project aims to find those public spaces within communities where people gather and extend conversations between healthcare professionals and community groups around practical health information for individuals and families.

The Water Well Project Logo

Designed by a friend of the project, Dr Raf Ratinam, our logo represents people of diverse backgrounds and cultures coming together to solve local problems and create working solutions. As a whole, the logo represents the sense of collaboration through the interlocking of arms; and flow towards a coordinated centre, ie) the Water Well.



The Water Well Project



The Water Well Project

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