



Community Information Support Services

2014 Annual Report

We provide a comprehensive directory of health and community services that gives easy access to community information for everyone.



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From the Directors

2014 was a year of significant growth and consolidation for *Community Information Support Services*. Since its establishment in 2010, *Community Information Support Services* has emerged as a major contributor to the community services sector in Queensland – providing a primary source of high quality community information about services to better link people to the help and support they may need.

While Community Information Support Services has been a registered charity with the Australian Charity and Not-for-profit Commission, we have focused on our contribution to improved social outcomes in Queensland and on the 8 January 2015 been recognised as a Health Promotion Charity and awarded Deductible Gift Recipient status.

The year focused on our main product *My Community Directory* and how it can continue to support Community health and wellbeing. *My Community Directory* is an interactive online collection of local data, and both capacity and scope have continued to grow. *My Community Directory* provides free, listing for all services that are provided either free, subsidised or at low cost to the community – and aims to ensure sufficient information is listed for potential users to determine if service/s may be suitable without necessarily needing to make resource-intensive phone enquiries.

Working closely with users, staff of *Community Information Support Services* have devised solutions that make information more accessible, reliable, comprehensive and user friendly. Considerable developmental work has been undertaken behind the scenes to improve the quality, appearance and functionality of *My Community Directory* as well as to tailor the system to better reflect how people commonly expect to find information via the internet.

As part of our mandate, make information and services more accessible, ***My Community Diary*** is being trialled by selected to help solve the problem of coordinating large community events, as well as regular service delivery by Health and Allied Health Professionals. A centralised diary will provide for improved strategic decision making about when to hold events and which will aim to lead to increased participation and use.

Both Federal and State Government programs are currently using ***My Community Directory*** as a key part of health service planning and delivery.

Metro South and West Moreton Hospital and Health Service, which provide services approximately 20% of hospital admissions in Queensland (see Figure 1 – Orange) are using *My Community Directory* as part of a suite of resources for staff to better match patient's needs with community and hospital health services, avoiding unnecessary hospital admissions and aiming to improve quality including continuity of care.

The Community Sector plays an active role in supporting community mental health and Mental Health Programs (Figure 1 – Blue). We have worked closely with *Partners in Recovery* teams in Wide Bay and South West Queensland to expand the full range of community services and activities listings available, so that mental health workers can readily support their clients' and their independence to know where to get support as well as to connect with people with similar interests.





Council membership continues to grow. Some 40% of Queenslanders now live in an area where their local council is using My Community Directory to support improved service access. These councils continue to play a key role as leaders in providing reliable and accurate information for staff as well as for Counsellors to better respond to the needs of their ratepayers. Outsourcing the collation and display of community information to *My Community Directory* saves these organisations time and money – in eliminating numerous internal spread sheets, databases and contact lists that despite best efforts, quickly become out-dated.

In the last year 42 community organisations (with several hundred sites) have taken on membership with My Community Directory. From only \$1 a day for each location, members benefit from the additional information resource including through visits and enquiries to their site, the capacity to compare with other like organisations in their region, as well as specific tools to provide short cuts for staff and to provide services for clients more efficiently.

Towards a sustainable social Enterprise

In 2014 with significant support provided by the English Family Foundation through the Foundation for Rural and Regional Renewal we have established a *Community Data Quality Framework* and protocols for maintenance of quality data. This is an important step towards interoperability of data and with like data sets into the future, thereby growing health and community services information as a key resource.

The Community Data Quality Framework provides the basis to begin 2015 with the capacity to undertake Local Government Area data audits and which will drive a new focus on improving communication between and within local communities – a major infrastructure resource that drives better outcomes for clients.

During the year four *Community Conversations* held in inner city Brisbane brought together over 400 members of the community sector as representatives from hundreds of community organisations – both big and small, to talk with elected representatives. Our thanks go particularly to Brisbane City Council local member, Counsellor Vicky Howard who has hosted these events. Attendees have included the State Member of Parliament, Robert Cavallucci, Federal Member of Parliament, Theresa Gambaro, Krista Adams, as well as for Brisbane City Council, the Lord Mayor and Lady Mayoress. Based on requests to do so, these events will be extended to other regions over the coming 12 months.

We have been pleased to partner with the *Australasian Evaluation Society* to develop the capacity of the community and government sectors in the areas of evaluation, including hosting Professor Peter Matairea from the University of Hawaii. Evaluation workshops and seminars have specifically aimed to address the topic of measuring outcomes in a variety of ways, emphasising the importance of high quality data and the interconnectedness of input, output and outcome.

The financial imperatives in the community sector (and others) towards a “user pays” model are likely to continue to place stress on organisations as they try to sustain their core business and market their products with limited resources. Community Information Support Services is developing ways



Community Information Support Services



better support member organisations and their community/ies and to ameliorate some of the many organisational informational challenges that may lay ahead.

We are passionate about encouraging the growth of social enterprise in Australia and actively support the Queensland Social Enterprise Council and in looking for ways to work with and support other social enterprises in 2015.

We have a challenging business development plan with many exciting ideas for application and improvement, not least of which is the aim to expand across Australia by 2016. With new staff and new skills we are able to begin the conversations interstate to help bring this to fruition.

We wish to thank the many partners who work with us to improve the efficiency and quality of their client services. We would also like to acknowledge the talent and commitment of our staff who use their creativity and expertise every day to make it easier for the community services sector workers, volunteers and service users to find the information they need.

Our core business is supporting the capacity of individuals who, with a little bit of the right help, can take part in their community and enjoy the benefits of and from their contribution. Providing a central resource for community information is a key component for improving personal and community outcomes and Community Information Support Services is proud to be a leader in this field.

We look forward to working with existing and new partners in 2015.

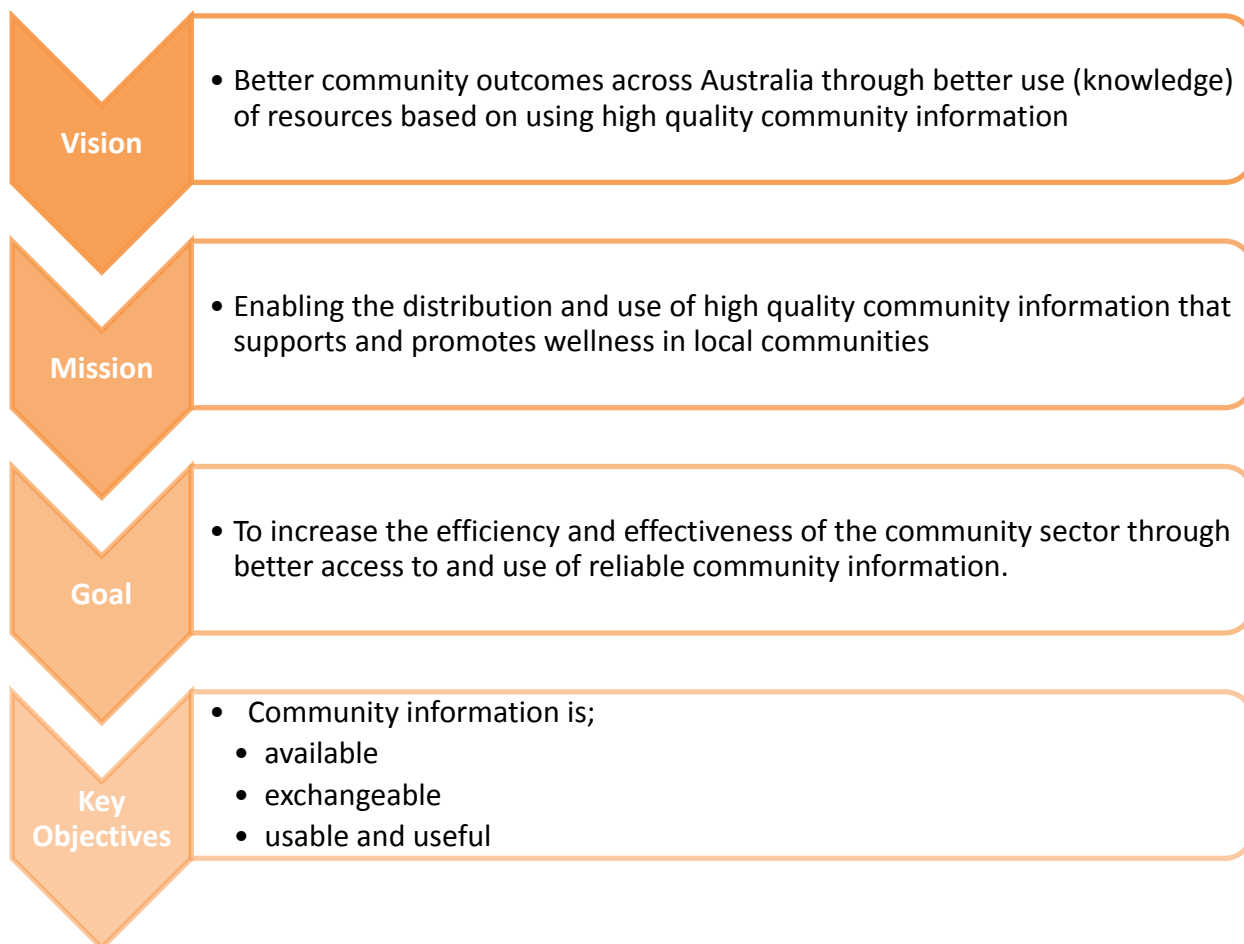
Regards

Brentyn Parkin, Executive Director





Our Strategic Plan



Our Target

By 2020 – every Australian every month will access community information to meet their needs and interests.

Our Services

Information through My Community Directory, Access My Community, My Community Diary, training, support, advocacy and leadership to increase effective and efficient data use in the community sector.





Directors & Advisors



Brentyn Parkin,
Executive Director



Cathy Wilson,
Director



Dr Marion Norton,
Director
Evaluation Manager

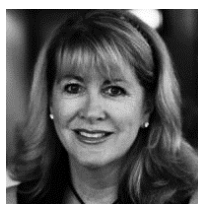


Lisa Bundesen,
Advisor

Staff



Andrew Fergusson,
Operations Manager



Tina Connell-Clark,
Business Advisor –
Health Outcomes



Peter Caitens,
Technical Product
Manager



Caleb Connor,
Project Officer



Norman Neubauer,
Intermediate .Net
Developer



Rosey Signorini,
Health Outcomes
Officer



Rachel Perkovic,
Administration and
Data Quality Officer



Laurretta Wright
Community Information
Advocate



Community Information Support Services



2014 Highlights - The Year in Numbers

	2014	2013	%Change
Staff at Community Information Support Services	10 [#]	4 [#]	↑ 2.5x
Paid Community Organisations	7	82	↑ 11.7x
Return visitors returned in My Community Directory	28%	26%	↑ 8%
Attendees at events hosted by us	280	223	↑ 26%
Emails set to Community Organisations through My Community Directory	16,580	1,598	↑ 10.3x
Volunteer hours at Community Information Support Services	3,795	3,450	↑ 10%
Unique visitors to My Community Directory	477,360	401,733	↑ 19%
Visits to My Community Directory	644,294	542,456	↑ 19%
pages viewed on My Community Directory	1,532,898	1,204,551	↑ 27%
Delivery accuracy of emails sent to My Community Directory Members *	97% (of 30,064)	n/a	n/a

*IT benchmark is over 92%

Full and part time

In 2014

- *Community Information Support Services* was recognised as Queensland's largest collection of Community Information with registered organisations increasing by 20 percent in 2014. My Community Directory now contains
 - 12,000+ service listings at
 - 8,200+ locations representing
 - 4100+ organisations
- *Community Information Support Services* expands staff to 10 including two based outside of Brisbane
- *Community Information Support Services* is approved as a Health Promotion Charity by the Australian Charities and Not-for-Profits Commission
- Community organisations in Brisbane, Southwest, Wide Bay, West Moreton and Gold Coast use *My Community Directory* as a change management tool, training staff to shift their practice towards client centred community practice.
- *My Community Directory* attracts over 450,000 visitors and over 1.5 million views with 46,000 visits a month.



- ## Summary of Projects

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Using Community Information – The Framework

My Community Directory is accessible to everyone with access to the internet for free – locally, nationally and globally.

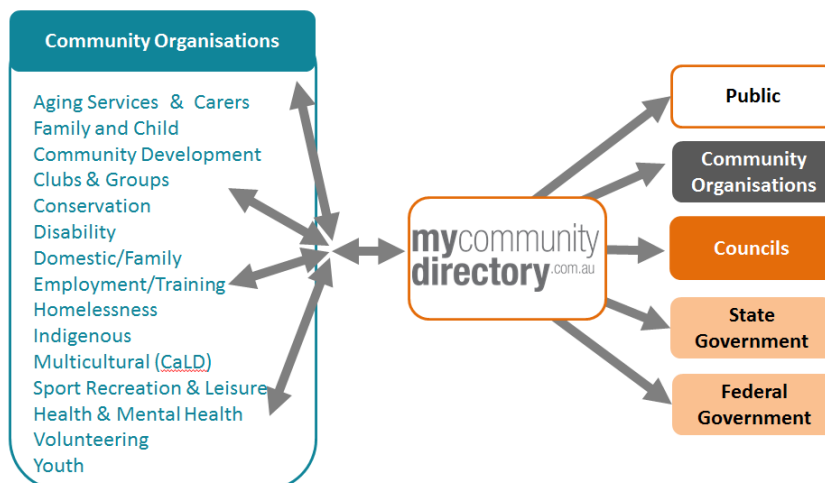
Information can be used to find a service or community activity for yourself, or on behalf of others as a parent, carer or referrer.

Membership of **My Community Directory** allows access to additional features and information for specific, relevant purposes. Planners, researchers, policy makers and business managers can use the information about services and their locality, to make decisions about the allocation of resources as based on relative over and/or under supply, and in relation to population demographics. Case managers have ready access to direct contact details of other service providers and can create, explore and disseminate case plans quickly and easily.

Membership is available to:

- State and federal government entities
- Local government councils
- Community organisations.

Community Information Support Services works with members to tailor the look, feel, language and depiction of their listings to suit their strategic and operational objectives.



My Community Directory contains information from many different sources. The information owner is traced; data is validated, monitored, maintained and displayed. This provides the largest single set of verified Community Sector data available on Queensland services, and will ultimately provide information on services Australia-wide as we extend the information resource across other states. This data has been used in commission reports, research reports and is a recognised reference in Queensland.





Data sets include:

- National data (e.g. the National Toilet Register)
- State data (e.g. Queensland Government, Open data sets, Department of Education, Department of Communities)
- Local data (e.g. Council based facilities and services)
- Private data
- Collected data – information provided by individual organisations

Using information for Health Promotion

Hospital & Health Services

Metro South

Metro South Health engaged Community Information Support Services to tailor My Community Directory to enable health professionals to refer patients to the most appropriate community health services to reduce unnecessary or prolonged hospital or health service visits.

With pilots aimed at five sites as well as the community, My Community Directory staff have observed how staff used the directory and which has informed improved interface design to make the directory easier to navigate and use without training. Services are now listed in sub-categories commonly used and understood by health workers and a larger number of health and primary care services are listed. The directory provides staff easier access to information about a wider range of services as compared to their previous dependence on a limited number of directory/ services they themselves knew, used or had developed and updated. New member features provide information about search results will continue to provide a useful guide to new and emerging community needs and enhance the organisational capacity to respond.

A major development from the project has been a new way to filter service and search results based on key personal characteristics and need – thus narrowing the search and saving time. This improvement will benefit all services. Implementation of the Metro South Hospital and Health project will be extended to other sites across the region during 2015.

West Moreton

The focus of the West Moreton project is to improve local information resources to better meet the health and wellbeing needs of a dynamic and rapidly growing community population. Information will aim to resource staff to ensure the most appropriate service in response to individual needs and will inform planning and resource allocation decisions across the continuum of care. With listings from all over Queensland, and across the full array of community services, My Community Directory is well-placed to assist this and other Hospital and Health Services.



The aim of PIR is to systemically join multiple sectors, services and supports that clients may come into contact with and from whom they could benefit, to operate in a more coordinated, collaborative and integrated way.

**Hospital and Health Services, Queensland Health
by Recognised Public Hospitals
and Primary Health Centres**

- ### Hospital and Health Services, Queensland Health by Recognised Public Hospitals and Primary Health Centres
-
- The map illustrates the distribution of public hospitals and primary health centres across Queensland, Australia. The regions are defined by color and labeled as follows:
- Sunshine Coast:** Includes areas like Murgoo, Chiverton, and Kilmory.
 - Metro North:** Includes areas like Kingaroy, Nanango, Katoomba, and Caboolture.
 - Metro South:** Includes areas like Esk, Gatton, Laidley, Ipswich, and Boonah.
 - Gold Coast:** Includes areas like Broadbeach, Robina, and Gold Coast.
 - West Moreton:** Includes areas like Boonah, Ipswich, and Laidley.
 - Metro West:** Includes areas like Toowoomba, Dalby, and Dalrymple.
 - Mackay:** Includes areas like Mackay, Cloncurry, and Boulia.
 - Central Queensland:** Includes areas like Emerald, Longreach, and Barcaldine.
 - Wide Bay:** Includes areas like Bairnsdale, Sale, and Traralgon.
 - South West:** Includes areas like Albany, Busselton, and Dunsborough.
 - Darling Downs:** Includes areas like Renmark, Renmark East, and Renmark West.
- Major cities and towns are marked with red dots and labeled. The map also shows the locations of public hospitals and primary health centres, indicated by red dots and labels. An inset map shows the Gold Coast region in more detail.

Prepared by: Statistical Reporting and Coordination, Health Statistics Branch, 28 July 2014
Hospital and Health Services by recognised public hospitals and primary health centres as at 1 July 2014

Community Information Support Services



In each region, Medicare Local staff were trained to use the directory in case planning with clients and to build up the listings to meet their clients' interests and needs:

- Wide Bay hosted a training day on using the directory with more than 50 individuals from local organisations and the regional council.

Bi-monthly consultations with Sunshine Coast Medicare Local brought together stakeholders from local organisations, hospital and health services and many community service providers.

- In the South West, a road trip to Charleville and Cunnamulla connected with staff in several small centres such as St George. Two training sessions were held with Lifeline Darling Downs area.

Using Information for Disability Support

Community Information Support Services is developing new services for with a specific focus on the National Disability Insurance Scheme and how people can access local information and support.

A key activity in 2014 was additional data added to Access My Community.

<http://www.mycommunitydirectory.com.au/Directory/amc.aspx#>

Endeavour Foundation Project

Endeavour Foundation trialled *My Community Directory* at five metropolitan sites, as their primary source of information to enable clients to participate in community activities that meet their individual, rather than group needs. We have developed a new way to find local services "Around Me"

Using Information Useful to Promote Inclusion

In 2014, Community Information Support Services sponsored the Queensland Sport Awards and have been looking at ways to support local Community organisations who are proving inclusive sport, recreation and other hobbies accessible to members of their local community

Making Information More Available





New Information - My Community Diary

2014 – Significant revision of diary- now operating – The Diary contains information that is needed by the Community Sector for core business.

In 2013, Community Information Support Services pioneered the development of My Community Diary in response to requests from Councils, Community organisations and the public for the need to access up to date information on local events and activities that they, their clients and residents can access.

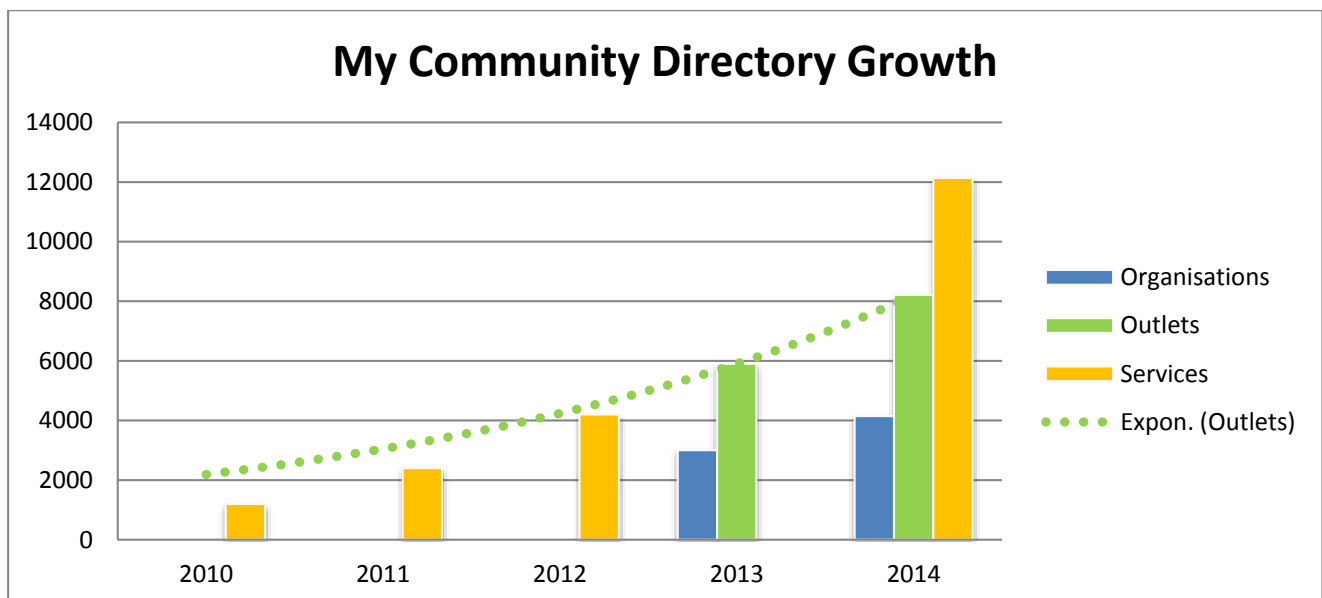
My Community Diary contains 4 major categories of information:

- Public Events
- Community Sector Interagency meetings
- Community Sector training events
- Local Clubs and Groups

More consultation – how itinerant services can be overlaid and added

More Information – Growth

My Community Directory continues to grow which is important in proving the right information at the right time.



New Access to Information

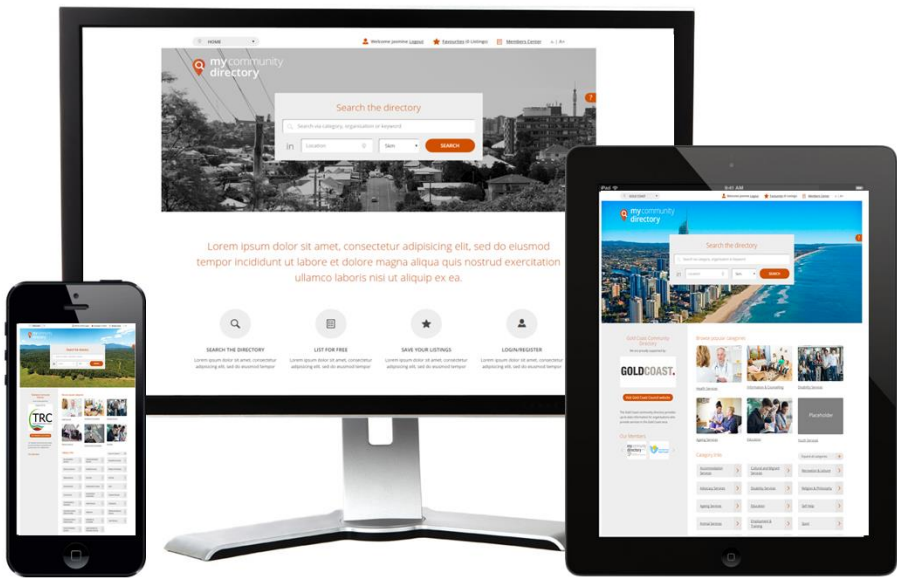


Community Information Support Services



In the first half of 2015 My Community Directory will be relaunched with a new easy to use look and feel making it also accessible.

Currently over 20% of traffic uses either tablets or mobile devices.





Making information More Exchangeable

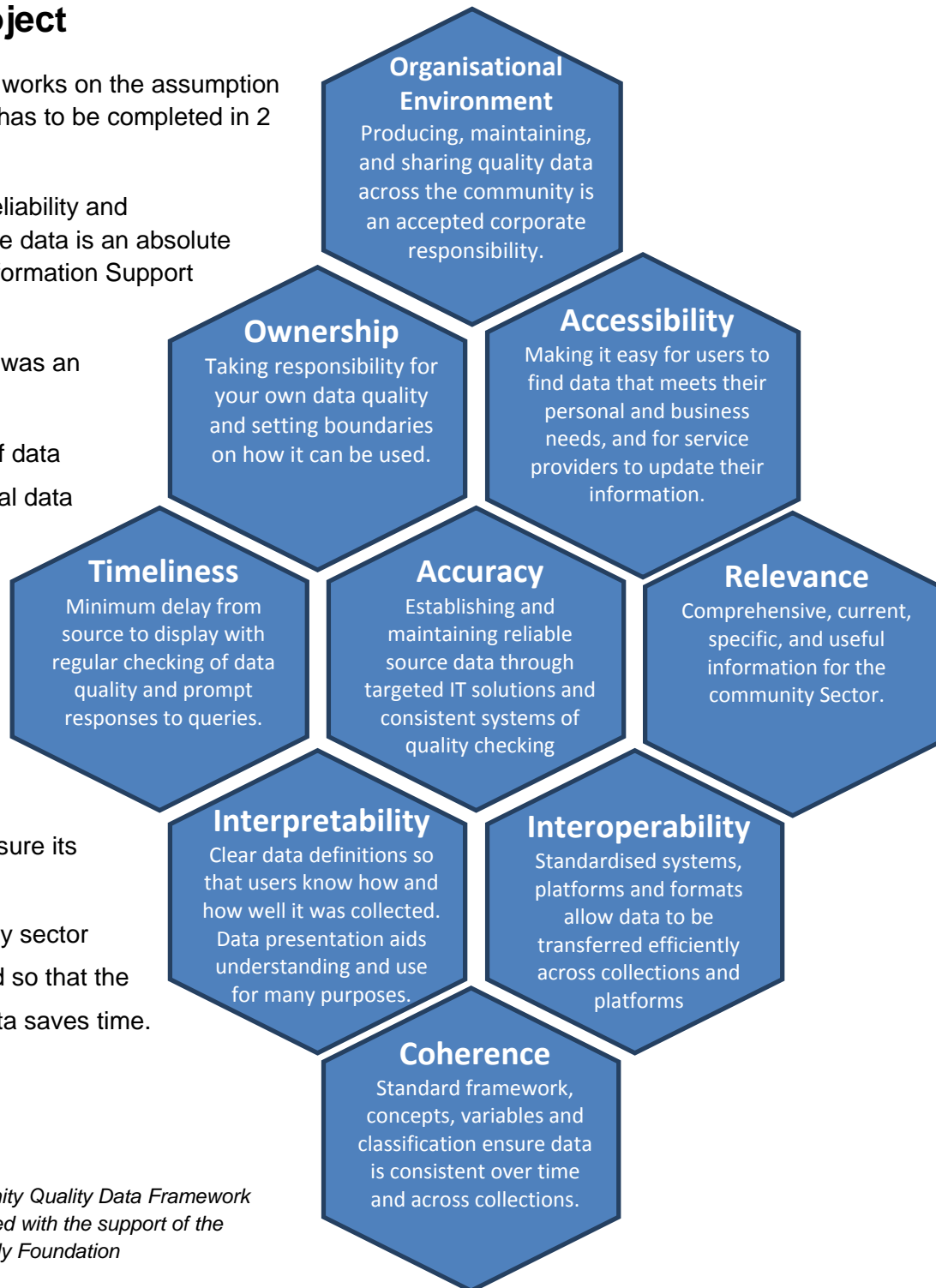
Data Quality Project

My Community Directory works on the assumption that a successful search has to be completed in 2 minutes or under!

Therefore ensuring the reliability and comprehensiveness of the data is an absolute priority for Community Information Support Services.

The Data Quality Project was an opportunity to:

- Automate features of data checking so that initial data entry was validated by the Australian Business Number, phone number and address
- Develop a protocol to routinely run checks of data to ensure its currency
- Develop a community sector data quality standard so that the sharing of quality data saves time.



The Community Quality Data Framework was developed with the support of the English Family Foundation





Building on the data quality systems developed in phase 1, phase 2 is focused on building ongoing relationships by engaging community workers to embed data quality and information sharing into their work practices by:

- Promoting inclusive, safe and friendly practices for specific client groups through a self-rated organisational approval tick
- Trailing ways to engage members online from initial sign-up to mastery of system
- Developing with partners, sustainable business models by creating new income streams e.g. State-wide master classes on inclusive practice.

Making Information Usable and Useful and Reliable

Significant upgrades to the My Community Directory platform increased the functionality and usefulness of the directory for the public, for Council and Community organisation members.

Improved Ways to Find the Right Information

- Keyword Search - The site now has the ability to search through the listing descriptions looking for keywords entered by the users. As a result users can now find what they are looking for much more easily.
- Around Me - The Around Me concept has been developed which allows member organisations to give their users personalised information about the area they live in.
- Map Search - The map search page has been upgraded to allowed users to better visualise their data.
- PIR Landing Pages - New landing pages for the PIR have been developed
- HHS Landing Pages - New landing pages have been developed for the HHS regions.

Improved Understanding of How Information Is Used

- Searches Tracked - We now track the searches that users make and have the ability to report on those to logged in users and to administration staff.
- Admin Dashboard - A new administration dashboard now gives administration users the ability to see at a glance those items that most need attention.

Improved Data Quality

- Regions - We now have the ability to load data across different boundary sets and to pinpoint the location service data within them. This results in improved accuracy of locational data.
- Suburbs - We have now improved the accuracy of our suburbs with the inclusion of location data for them.
- Access my Community – expanded to 6 regions where councils made local facility information available pic





Other Activities

Community Conversations

In partnership with the Brisbane City Council, Community Information Support Services has conducted four Community Conversations with local community organisations – each attended by over between 80 - 140 participants. Organisations have ranged in size from those smaller as the local New Farm and historical society alongside of those community organisations such as Centacare and Wesley Mission. Community Conversations have given leaders the opportunity to talk to community organisations and get to know them. Visiting leaders include the Lord Mayor, Mr Graham Quirk, Brisbane Ward Councillor, Vicky Howard, Minister for Community Services, Disabilities and Child Safety, Ms Tracey Davis, Mr Robert Cavallucci MLA, State Member for Brisbane Central.

As well as finding out about other organisations delivering services to their community, the informal meetings have given people the opportunity to consider the value of what they are doing as local leaders

Due to popular demand, these events will be held in other regions as well during 2015.



Photo (Left to Right) Krista Adams, Chair Community Lifestyle, Brisbane City Council, Vicky Howard, Councillor, Central Ward, Brisbane City Council Brentyn Parkin, Executive Director, Community Information Support Services, Tracey Davis, Minister for Communities, Child Safety and Disability Services

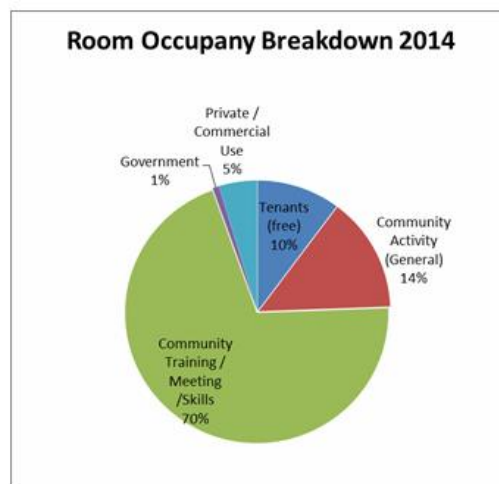




Maida Lilley Centre

The Maida Lilley Centre has become a community hub – as intended by its creators. Community Information Support Services has increased the use of the centre with an increase of 28% in average number of hours booked per month. It provides a useful service for training community organisation staff as well as small groups benefiting from yoga, acting and art classes.

Average booking hours per month in 2014 were 202 hours.



What We Have Learnt This Year?

MCD is a technology solution for organisations seeking to increase the efficiency and quality of referral information for clients. While it is very important that the technology is well adapted to the organisation, it is also critical to recognise the change management approach required within the organisation is pivotal to the success of My Community Directory as a resource, case management and referral tool.

It is hard for front line staff to keep going at the same speed while adapting their ingrained habits and work patterns to suit the new direction.

- *Can front line staff and managers jointly develop new protocols?*
- *Does the organisation have the technical support for staff to make the change?*
- *Are role descriptions and expectations amended to match the change?*
- *Are leaders and managers engaged in and supportive of the change?*



Community Information Support Services



Financial Reports

Profit & Loss

Community Information Support Services 1 July 2013 to 30 June 2014

	30 Jun 14
Income	
General Income	\$31,325.15
Interest Income	\$44.30
Membership Fee - Community Income	\$78,841.96
Membership Fee - Council Income	\$53,785.00
Membership Fee - PIR	\$10,000.00
Project Income	\$123,814.47
Training Fee Revenue	\$22,125.00
Total Income	\$319,935.88
Less Cost of Sales	
License Fees	\$83,786.23
Project Expenses	\$8,000.00
Total Cost of Sales	\$91,786.23
Gross Profit	\$228,149.65
Less Operating Expenses	
Advertising	\$7,300.31
Bank Fees	\$94.16
Consulting & Accounting	\$4,829.95
General Expenses	\$371.05
Insurance	\$1,571.42
Interest Expense	\$0.22
Legal expenses	\$903.64
Marketing / Client Meeting	\$1,017.11
Motor Vehicle Expenses	\$2,633.04
Office Expenses	\$424.04
Personnel Expenses	\$46,027.45
Printing & Stationery	\$1,869.83
Rounding	-\$17.98
Software License Fee	\$170.00
Staff Training	\$807.41
Subscriptions	\$1,514.31
Superannuation	\$9,506.34
Taxi, Fares and Parking	\$397.05
Telephone & Internet	\$2,882.91
Travel - National	\$4,455.00
Travel - State	\$1,926.27
Wages and Salaries	\$102,441.02
Total Operating Expenses	\$191,124.55
Net Profit	\$37,025.10



Community Information Support Services



Balance Sheet

Community Information Support Services As at 30 June 2014

	30 Jun 2014	30 Jun 2013
Assets		
Bank		
CISS - ATO & Obligations	\$154.61	\$100.00
CISS - General	\$20,634.61	\$0.00
CISS - General 2	\$4,572.42	\$100.00
CISS - Grants	\$3,179.58	\$18,968.58
CISS - Membership	\$41,424.65	\$0.00
Total Bank	\$69,965.87	\$19,168.58
Current Assets		
Accounts Receivable	\$37,414.25	\$8,107.00
Petty Cash	\$100.00	\$0.00
Total Current Assets	\$37,514.25	\$8,107.00
Total Assets	\$107,480.12	\$27,275.58
Liabilities		
Current Liabilities		
Accounts Payable	\$5,691.37	\$1,182.80
Accruals	\$1,416.94	\$1,416.94
Private Funding Loan	\$16,621.00	\$6,621.00
PROJECT - Healthy Places NT	-\$16,252.98	\$0.00
ATO and Staff Obligations	\$22,766.36	\$1,750.11
Unpaid Expense Claims	\$1,345.60	\$0.00
Total Current Liabilities	\$31,588.29	\$10,970.85
Total Liabilities	\$31,588.29	\$10,970.85
Net Assets	\$75,891.83	\$16,304.73
Equity		
Current Year Earnings	\$37,025.10	\$4,895.49
Retained Earnings	\$16,304.73	\$11,409.24
Total Equity	\$53,329.83	\$16,304.73



Community Information Support Services



Partners, Supporters and Funding Bodies

Thank you to all of our donors, supporters and funding bodies throughout 2014.

Council Members

Banana Regional Council



Toowoomba Regional Council



Brisbane City Council



Tablelands Regional Council



Central Highlands
Regional Council



Council Data Members

Fraser Coast Regional Council



Community Organisation Members

Bowen Flexi Care

Busy At Work

FSG Australia

HELP Enterprises

Life stream Australia

MICAH Projects

Westside Community Services

Access Community Services Limited

Aftercare

Assert Services Incorporated

Australian Red Cross

Centacare

Citizens Advice Bureau & Gold Coast Legal
Service Inc.

Comepass Employment Services

Community Queensland Inc.

Community Housing Limited

Hervey Bay Neighbourhood Centre

Youth & Family Service Inc.

Kambu Aboriginal and Torres Strait

Islander Corporation for Health

Kyabra Community Association Inc.

Lifeline

Mackay Advocacy Inc.

MDA LTD

Pathways To Resilience Trust

Queensland Wattle League

St John Ambulance Australia

Suncare Community Services Inc.

Medicare Local LTD

The Advocacy And Support Centre Inc.

The Richmond Fellowship Of Queensland

Endeavour Foundation

English Family Foundation

The Smith Family

Transit Care

Volunteering Gold Coast Inc.

West Moreton Hospital and Health
Services





Professional Bodies / Peak Body Membership

Australian Library and Information Association



Queensland Council for Social Enterprise



Queensland Council for Community Services



Our Corporate Supporters

