

ANNUAL REPORT 2020

THE GROUND SWELL PROJECT

Our vision is for
communities that
help Australians **live,**
grieve and die in
line with their values.



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CHAIR'S MESSAGE

It is with a profound sense of accomplishment that I write this last Chair's Message on behalf of The GroundSwell Project Incorporated before it transitions to become The GroundSwell Project Limited.

The last two and a half years have been some of the most challenging and exciting times in the history of the organisation. My own GroundSwell journey began in early 2019 when the organisation made the decision to recruit a skills-based policy governance board and I was recruited along with my fellow directors, geriatrician Dr Mark Hohenberg and not-for-profit executive, Jackie Gambrell.

While the 2019 financial picture was boosted by the revenues from an international conference, there was no predictability in revenues from year to year. So, it became our mission to ensure greater financial stability and sustainability for the future.

We spotted a strategic opportunity in an impact evaluation report that had been commissioned earlier that year. It pointed to the immense cost to workplaces that are unprepared for the death of a leader, a colleague or a close family member and how those costs could be reduced by taking a compassionate approach to death in the workplace. It was there that we hatched GroundSwell's strategy to develop independent sources of revenue by working with businesses and governments to implement Compassion@work. Our ever-resourceful CEO, Jessie Williams, led the effort to repurpose GroundSwell's services, such as the iconic 'Ten things you need to know before you go' webinar, for use in workplaces across Australia. She also hired an ace Partnerships Director in Linda Fitzhardinge. While it is still too early to gauge, all the indicators are positive that this line of work will help complement the funding GroundSwell has historically received from its government and



philanthropic partners and achieve our goal of greater financial stability and sustainability.

2020 brought challenges, not the least of which was the Covid-19 pandemic. Faced with potentially thousands of deaths in Australia, the Board took the strategic decision to reorient GroundSwell's communication from primarily sector-facing to public-facing. Jess and her team then produced an online version of our signature annual event, Dying to Know Day, and gave it the powerful tagline 'Home delivered'.

We also increased our profile with the NSW Government and our CEO accepted the position of co-chair of the NSW Health End of Life and Palliative Care Stakeholder and Consumer Reference Group. GroundSwell also received \$120,000 to support the development of our Compassionate Communities Toolkit – the first direct investment by the State Government in The GroundSwell Project.

2020 also saw growth in the size and capability of The GroundSwell Board. Maurits van der Vlugt brought his IT expertise to the board in April. Also in that month, Sally Cant, independent funeral celebrant and trainer and the author of *Conversations about Death*, brought her many

Faced with potentially thousands of deaths in Australia, the Board took the strategic decision to reorient GroundSwell's communication from primarily sector-facing to public-facing.

years of sector experience. And in July, risk expert, Kathirthamby Sivasankar, joined the Board as Treasurer. Along with Mark and Jackie, this group formed a very effective board. I took over the reigns as acting chair from Dr Mark Hohenberg at the start of the pandemic and was formally elected to the position in August of that year. I am wholly indebted to this wonderful group for steering The GroundSwell Project ever since.

As a result of several staffing changes late in 2020, the board made the strategic decision to seek out an integration partner to ensure the long-term sustainability of the organisation. After a rigorous expression of interest process, Community Care Northern Beaches (CCNB) came forward as a willing partner. We found that the synergies between CCNB's approach to community service delivery and GroundSwell's focus on community development to support Australians at the end of life were undeniably strong. After a period of due diligence, CCNB agreed to take over The GroundSwell Project but to operate it as an independent organisation. As part of the takeover process, we are migrating from being an incorporated association in New South Wales to becoming a federally regulated company limited by guarantee. Hence, the new GroundSwell Project will be named The GroundSwell Project Limited. As you will see from the financial statements in this report, we are transferring nearly \$200,000 in retained earnings to ensure the new organisation gets off to a strong start.

As I take my leave, I wish to express my deep gratitude to Dr Mark Hohenberg, Vice Chair, Jackie Gambrell, Secretary and Kathirithamby Sivasankar, Treasurer for their support as officers of the organisation during this unprecedented time. I am also thankful for the support and advice of Maurits van der Vlugt and Sally Cant. Not only did we form a strong working relationship as directors but we formed friendships as well – friendships that I look forward to maintaining in the years to come.

No chair can function without a close working relationship with their CEO, and I have been blessed to have had Jessie Williams by my side throughout this journey. Jess has been a leader in the end-of-life sector and a very effective advocate for The GroundSwell Project. We wish her well on her journey to Community Care Northern Beaches and beyond.

Finally, I want to express my deep thanks to Dr Stephen Ginsborg, Director of CCNB Ltd and Gary Jacobson, CEO, for believing in compassionate communities and in The GroundSwell Project. I cannot think of a better home for the GroundSwell Project Limited.

Randall Pearce
Chair

CEO'S MESSAGE

WE ARE IN A MAJOR EXPERIMENT RIGHT NOW OF COMMUNAL THINKING AND FEELING.

It's important that this isn't a moment, but a shift in how we do life, death and community. If we directed the same creativity, compassion and love to our dying and grieving that we are today extending to each other during this terrible pandemic, we would transform the experience of death and dying in Australia.

This pandemic has revealed we can do compassion. The world has paused normal life, not because of a war or natural disaster, but to protect vulnerable people from a virus. To manage, we're enacting innovative, coordinated acts of kindness: video check-ins with friends who live alone, shopping trips for elderly neighbours, free courses and music 'concerts' on balconies, to name just a few. In many locations, community groups have spontaneously emerged focused entirely on helping locally.

These examples we're witnessing are what the end-of-life sector calls 'Compassionate Communities', communities where caring for one another in times of need, loss or crisis is a shared responsibility of everyone. We can't afford to lose them once the threat of Covid-19 is over. We need to pivot them towards another shared experience which also threatens to overwhelm our healthcare system and too often leads to trauma and isolation. We need to direct our Covid-19-inspired compassion to our dying and grieving.

Working in the end-of-life space, I'm regularly asked questions like 'How can I break my dying mum out of her aged-care home? They tell me, 'She doesn't want to be sent to hospital for her final days. She wants to die at home.' To be clear, this is a typical question I receive, and not one borne of Covid-19 and the necessary isolation and treatment of those with it. The last person to ask me this question was a man whose mum was dying of old age – a normal,



everyday death, faced at a time when many of us don't talk about death and aren't empowered to plan for our own death or advocate for someone we love.

Contributing to this disempowerment is that death in Australia is highly institutionalised. The people who are dying today are relegated mostly to medical and residential facilities. 'Who', many people ask themselves, 'am I to disagree with the experts on the care of my loved one?' If death were just a medical event, that might not be such a bad question. We all, however, know that death is so much more. Global research tells us, while being comfortable is important, connection is also vital to the dying and their loved ones. In Australia, most people want to die in familiar surroundings. Seventy percent of our elderly want to die at home, yet only 14% do. These are cultural norms. They are not inevitable or the best ways to manage death and dying. These norms are traumatising many of our dying population and consequently intensifying the grief of those left behind.

Let's imagine if the sharing and compassion we're witnessing now due to Covid-19 is maintained and extended to carers, our dying and our grieving. In that scenario, the son who called me would know his mum has the right to die where she wants. He'd

*It's important that this isn't a moment, but a **shift** in how we do life, death and community ... We need to direct our Covid-19-inspired compassion to our **dying and grieving.***

be embedded in a Compassionate Community that helps him manage that. He'd know how to find the equipment he would need to keep his mum comfortable. Perhaps he'd contact his local end-of-life doula to help with that (yes, that really is a job – there is someone in your community who helps people navigate how to die comfortably and according to their wishes). There would be someone locally aware of his situation who would mow his lawns and bring him meals so he can focus on his mum. His mum would have seen a free webinar on ways to say goodbye. She would have prepared her farewells and documented her will and final wishes. He and his mum would be so prepared, he'd be able to say to her residential carers: 'We've got this. You can let us go and focus your stretched resources where they're needed.' He'd know that if he and his family want to sit with his mum after she's died, to not be rushed, but pause, talk, be still, cry, laugh – whatever it is they need – they'd know they can do that too and they'd even have equipment to help with that.

This scenario is a good death and one enabled by innovative kindness. You'll notice it's not one that leaves it up to our health professionals alone. They have enough to do and are now dealing with an ageing population on track to quadruple by 2055. Nor does it make caring the sole responsibility of aged care staff, or the solo job of an adult daughter (since caring is highly gendered).

COVID-19 IS SHOWING WE ALL HAVE A PLACE IN A COMPASSIONATE COMMUNITY IF WE WANT ONE.

Turning inwards, Covid-19 provides The GroundSwell Project with challenges but also inspired us to do things differently. It seemed that each day was a lesson in navigating change for the team. We moved our Dying to Know Day campaign to wholly online,

adapted multiple grant-funded compassionate community strategies on the hop, started three new major projects and launched a new website and communications strategy. We worked hard to deliver on our grant-funded programs and develop new commercial offerings as vehicles to engage more people and stakeholders and support our financial sustainability

Linda Fitzhardinge joined us after Dying to Know Day to lead our effort to partner with civic and corporate institutions. Linda brought her extensive career and personal experience to the team.

I'd like to thank the incredibly hard working team of Niki Read, Holly Rankin-Smith, Chelle Martin, Linda Fitzhardinge, Tara Gilding, Gretel van Lane and Grace Faint-Ludemann.

The CEO role is a platform from which leadership for meaningful change must be taken up by someone new in the movement to drive change into the new decade of GroundSwell. The GroundSwell Project now has a succession plan from joining together with CCNB. I personally have collaborated with CCNB since 2019 and I very much look forward to collaborating on our plans for social action. Together, we will enhance our programs in partnership with community members, service providers and the health system and, stronger together, we will respond to community-led priorities, to innovate and deliver new initiatives for communities and networks to better support people at end of life.

Jessie Williams
CEO

This annual report describes progress in achieving the three main strategic goals of our BUILDING COMPASSIONATE COMMUNITIES: GroundSwell Project strategy and implementation plan 2019–22:

**COMPASSIONATE COMMUNITIES OF
MANY KINDS ARE BUILT ALL OVER
AUSTRALIA**

**AUSTRALIANS UNDERSTAND HOW
COMPASSIONATE COMMUNITIES CAN
EASE THE BURDEN AT THE END OF LIFE**

**POLICY MAKERS UNDERSTAND
AND INVEST IN COMPASSIONATE
COMMUNITY INITIATIVES**

The GroundSwell Project uses and builds on the concept of 'Compassionate Communities' which is our mission, to build communities that respond compassionately at end of life.



STRATEGIC GOAL 1:

COMPASSIONATE COMMUNITIES OF MANY KINDS ARE BUILT ALL OVER AUSTRALIA

To achieve this strategic goal in 2020, GroundSwell was involved in the implementation of key projects at the national and local level, scaled up death literacy training, developed new resources and engaged workplaces.

NATIONAL INITIATIVES

Schools Microgrant

This year, we invited submissions from schools across the country for a grant to help encourage conversations in their school around loss, grief and compassion. We were so pleased to finally be supporting Jannali Public School (NSW) and West Ulverstone Public School (TAS). These topics are more relevant than ever, and we will be sharing updates as we go. The funding will roll on through to December 2021. Thanks to Good Pitch and the Documentary Australia Foundation who supported and funded this project.

Ten Things to Know Before You Go

The 'Ten things to know before you go' end-of-life planning workshop was redesigned for online delivery, targeting our main audience for this workshop as Generation X. We recognise that Gen X are well-placed to develop their own death literacy and if they plan when they are well, they will help themselves and their parents.

We responded quickly to our target audience's feedback that they were keen to become more informed about the pragmatic solutions around options available to them, such as navigating conversations, who to turn to and how to solidify their values and preferences.



Our research enabled us to discover more opportunities following the workshop to build on death literacy.

Evaluations from the online pilot workshops told us that the workshop exceeded expectations and inspired action with a strong desire for more opportunities to share stories. This workshop is planned for monthly delivery in 2021.

Workplace Engagement

We launched a national workplace survey to capture how effectively Australian workplaces are supporting their staff and colleagues through the trials and triumphs of end of life and provided free lunchtime webinars to explore the impacts and benefits of compassionate leadership in the workplace. The first two webinars had a total of 84 participants. Excellent discussions took place with HR leaders and people managers to assist their workforce in navigating the complexities of caregiving and grieving while working for their organisations. We engaged in media work with a few well-placed articles

LOCAL INITIATIVES

Compassionate Communities Nepean Blue Mountains

Willing Villagers

In 2020, we concluded our two-year community development role with the Nepean Blue Mountains Primary Health Network to support the development of community networks and

integrate them with healthcare providers. And we continued Community Connector training online.

The Willing Villagers Program aimed to harness people’s natural willingness to connect with their community, spread death positivity and share information about resources and services; 42 community connectors – everyday locals – were trained in the art of signposting people with chronic and life-limiting illness and their carers to social support. Signposting was promoted as a simple yet effective way of connecting people to local services, clubs and organisations.

On evaluation of the Willing Villages network:

- 100% feel equipped and confident to signpost in their community.
- 100% have had conversations with people about compassionate communities, end of life and the Willing Villagers program.
- 45% do monthly signposting, 15% weekly and 15% fortnightly.

The efforts of the Willing Villages network produced self-seeding impacts. The following is a sample of new initiatives that came out of the gatherings:

- Conversation Cafes facilitated by local end-of-life death doulas (non-medical, skilled support).
- A volunteer visitors program was launched for Aged Care.
- A group was formed to influence local funeral directors to expand their services to include more death care options including green and DIY funerals, and access to cooling beds for home vigil.

We started online Community Connector training in response to Covid limitations on face-to-face gatherings. Three modules were developed that included video materials and learning exercises and a 1 ½ hour Zoom video workshop with other connectors in training.

We embedded a Health Connector (a community development worker with comprehensive end-of-life knowledge) in a local GP practice in a village in the Blue Mountains to support primary health in the care of people in the last year or two of life.



There were a total of 7 referrals to the service and 16 sessions were conducted for them; we measured an increase of 26 social supports across the cohort. While the number of referrals was low, we were able to assess the barriers and opportunities quickly so that the role could be established in the Hawkesbury region with practice nurses. A Community of Practice will be established for 2021.

When asked about the benefits of the pilot program, staff were overall positive and said:

'This has been such a wonderful service, giving people practical advice to follow and putting into place plans for unexpected outcomes.'

'It is good to have someone to direct patients to when they are in this stage of life as it can be upsetting and stressful.'

Throughout 2019 and 2020, our community development worker received regular phone calls and emails from people looking for information and support for end-of-life issues. These enquiries came from community members and increasingly from nurses from hospitals in the region requesting information and resources for their patient community.

This was possible due to the strong networks developed through the project and is a powerful reminder of the important role that networks play. 2021 will see more Willing Villagers activated via online and face-to-face training.

Compassionate Communities: North West Melbourne

Community Connector and Asset Mapping

A Compassionate Communities strategy was set in partnership and funded via the North West Melbourne Primary Health Network in partnerships with three local government areas (LGAs) with Hume City Council, Yarra City Council, Melbourne City Council, Portable (digital design) and Preparing the Way (end-of-life doula). In February 2020, GroundSwell started a strategy to train local facilitators to host community forums and roll out Community Connector trainings. These activities were designed to build the capacity, connectivity and death literacy across the LGAs. GroundSwell delivered local facilitator training on the Community Connector model, which is a model that has been shown in the United Kingdom to make a significant impact for people who are isolated and/or in need of social connection and information on services and supports that can assist with frailty, end of

life and grief. The training was face to face with 18 end-of-life doulas in attendance.

Through the training, three individuals were identified from each LGA to take up a new local role, that of a 'Community Builder', a paid role for this project. The project was placed on hold throughout March and April due to the restrictions in place for Covid-19. In August 2020, due to Stage 4 restrictions, the activities were adapted. At that time, the Community Builders were re-engaged, working one day per week between mid-September and 4 December 2020 to collect contact details of formal and informal services and supports for the 'Lately' directory in development by Portable. Over 400 assets were captured across a broad range of services, activities and groups. The partnering councils were highly engaged and championed the grassroots community development work that GroundSwell undertook. The response from service providers and stakeholders in identifying formal and informal services and supports was overwhelmingly positive. They expressed an increasing sense of excitement that a digital resource would soon be available to their communities.

Compassionate Communities Illawarra Shoalhaven NSW

A collaboration with the Illawarra Shoalhaven Local Health District (ISLHD) started with two key aims:

1. To establish and provide sustainable plans for the delivery of a Compassionate Communities model
2. To provide the community with a plan for purposeful engagement with community members in need of compassionate support, primarily related to end of life and bereavement needs.

Gretel van Lane took up the lead and along with ISLHD staff conducted many conversations with local community members, businesses, carers and councils. Local asset mapping was done and Kiama was identified as a good starting place for a project as the demographic was older, it had high civic engagement and other projects like Dementia Friendly Kiama had already been supported by Council and the community.

Towards the end of 2020, despite the adaptation of engagement events due to Covid, we recognised that a 'groundswell' of a united group to move forward in a meaningful way was proving difficult. So as Covid restrictions were lifted, we held a face-to-face meeting with 16 of the most engaged participants in October 2020. The energy and positivity in the room was significantly different to the previous workshops and during the online version – and a decision was made! In December 2020, the local Death Cafe Network project was launched. This project is a collaboration between the ISLHD, The GroundSwell Project and community members and has funding to June 2021.

The 10K initiative: A community well-being approach to ageing well

The results of our three-year pilot project were published for the 10K initiative, named after the concept of engaging with resources and networks within a 5-kilometre radius of two residential care facilities. The initiative, a partnership with Western Sydney University, recognises that living in an aged care facility can disrupt social worlds, resulting in loneliness, misery and isolation – and that this is at the very time when most of us need people to walk beside us as we travel through the final phase of our lives.

GroundSwell employed a community development worker, funded by Southern Cross Care (NSW & ACT), who was embedded as a change agent in the aged care facilities and in charge of implementation. Southern Cross Care also provided ongoing support, input and advice via a steering committee.

Western Sydney University published the research results which documented the journeys of residents, staff and community members, with the key finding that community development and change processes do work in aged care. The research highlights that fundamental to the success of the project was collective and dispersed forms of leadership involving staff and the community development worker taking the role of an agent of change. The report is available on request.



Liverpool Hospital: Creative Legacy in acute palliative care

In 2020, we adapted our Creative Legacy program to run remotely throughout the Covid crisis, despite the closure of other non-essential services at Liverpool Hospital. This program is delivered in partnership with Liverpool Hospital under the banner of our shared 'Wards without Walls' initiative.

Early in the year, we had over 40 applicants for the artist residencies: musicians, painters, sculptors, ceramicists, textile artists, film makers, podcast creators and even drama instructors. These talented artists soon turned into a small army of creative, experienced problem solvers!

The artists maintained quality conversations and art making from their home studios while the coordinator facilitated the program from the hospital. Extra time in the home studio meant improved quality of artworks and presentations, continuing to make an impact on the lives of staff, patients and their families living and working in palliative care.

The GroundSwell team ran a team fundraising campaign as part of Dry July, resulting in \$8,000 raised for the program for 2021. Several of the Creative Legacy artists hosted free online workshops to show how to capture life stories in new creative ways.

In 2021, we hope to produce a DIY Legacy kit to be made available for families during limited visiting hours. Through art making and storytelling, we can mitigate the feelings of isolation and institutionalisation in an environment under great stress.

Overwhelmingly, our artists saw the social distancing restrictions as opportunities. We employed 10 artists in short-term residencies and commissioned 9 artists to create pieces to make the ward environment more beautiful.

NEW RESOURCES

We brought together health professionals, community organisations and Aboriginal and Torres Strait Islander community members of Western Sydney to reflect and share cultural considerations when working with diverse Aboriginal and Torres Strait Islander individuals and families and community end-of-life care planning. This resulted in a digital story and a written resource we have called 'Yarning Our Wishes'. It will be released in 2021. Thanks to the New South Wales Ministry of Health for funding support.



STRATEGIC GOAL 2:

AUSTRALIANS UNDERSTAND HOW COMPASSIONATE COMMUNITIES CAN EASE THE BURDEN AT THE END OF LIFE

GroundSwell tackled this strategic goal by applying the Death Literacy Index regionally and through our national annual advocacy campaign that aims to reach as many Australians as we can.

DEATH LITERACY INDEX

Death literacy is the knowledge, life experience and practical skills that enable someone to make active choices around end-of-life options. How and where do people learn the most about death and dying? How do we feel about talking about it with friends and family? These are just some of the questions to ask when exploring what enables people to be ready and able to navigate the end-of-life phase for themselves and others.

The Death Literacy Index (DLI) is a population measurement tool that allows policy makers and those in leadership to have a deeper understanding of a group's or community's level of death literacy. We launched the Death Literacy Index with

Western Sydney University (WSU) for the Brisbane South Primary Health Network (BSPHN) (which makes up 23% of the population of Queensland) to determine the current level of death literacy and to build capacity with BSPHN and their nominated stakeholders.

A key challenge faced during the rollout of the DLI was not being able to meet with groups in the community due to Covid-19. This resulted in a loss of approximately 50% of the community partners originally intended to support the project. Despite this limitation, BSPHN, together with The GroundSwell Project and WSU adapted the implementation strategy, which included, for example, an enhancement to the survey made by the BSPHN Multicultural Team, to provide extra

Covid forced us to reimagine the campaign for 2020. Community event hosts reimaged their events with online workshops, webinars, Q&As and Death Cafes!



definitions of certain words and concepts, and offered a rephrasing of certain questions, in order to reach as many communities as possible in an accessible way.

The DLI together with questions about attitudes and actions around end of life offer data that can be analysed and interpreted in numerous ways, depending on the intention and aims. The strategic advantage arises from analysis, critical reflection, hypothesising and taking action with stakeholders and communities. Brisbane South, like everywhere else, is not a homogenous group and 'shifting the dial' on the end-of-life experience for people will require a myriad of different approaches. There were 11 recommendations made, shaped around the main findings from the surveys and community workshops.

Objectives for BSPHN were to inform future service design and investment that aligned with identified gaps and community needs. We congratulate BSPHN on taking these important steps.

DYING TO KNOW DAY 2020

In 2020, our annual advocacy campaign, Dying to Know Day (D2KDay) went online with the slogan 'Home Delivered'. Our hero image for this year's campaign was a simple paper bag. The humble paper bag is a familiar image. It reminded us of a home-packed lunch or a care package delivered to a sick friend. This gesture of compassion and care became the essence of this year's campaign. Online engagement was higher than any previous

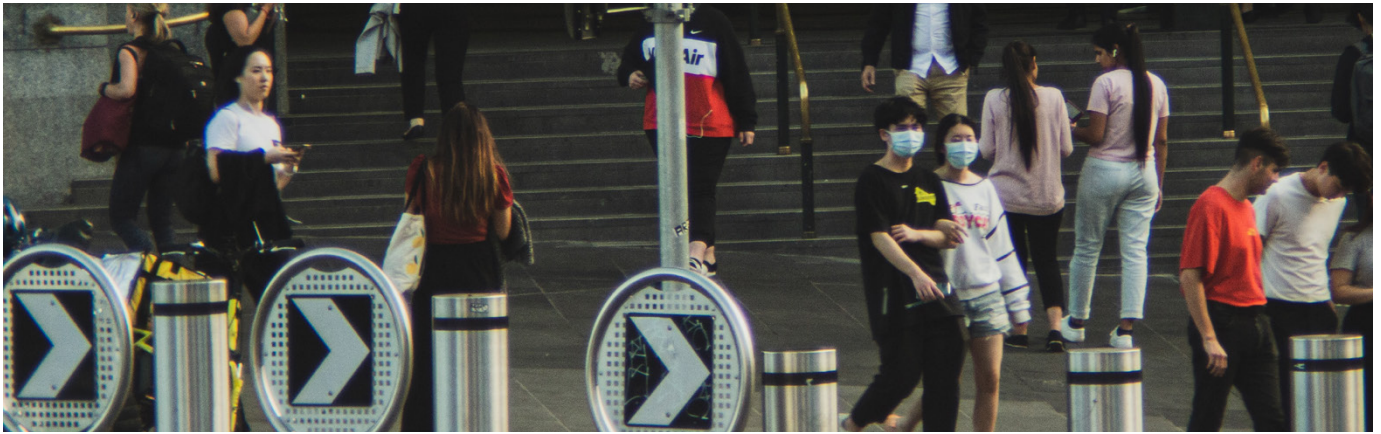
campaign and over 60 mainly digital events took place and attracted a wider audience. Through established partnerships, we delivered five live webinars with Q&As covering a diverse range of current topics and received a record response to this style of engagement. We're thrilled with what D2KDay was able to achieve, especially during a pandemic!

Covid forced us to reimagine the campaign for 2020. Community event hosts reimaged their events with online workshops, webinars, Q&As and Death Cafes!

We were heartened to see so many stepping up and taking on the challenge to see this campaign continue to flourish in a new light.

Seeing the impact of Covid globally means death is coming up a lot more in the news. Kids are asking more questions, our elders are more fearful, and we're all uncertain. It presented an opportunity to stare our mortality in the face and take charge: make better plans, have important conversations, and learn and think about our options. It all starts with a conversation.

Huge thanks to Cherelle Martin for adapting our community engagement strategy to a mainly online format. This campaign is largely self-funded through income generated through death literacy education. Our future aims are to grow our partnerships to support this campaign as a people-powered movement to talk about, plan for and celebrate community knowledge around death, dying and grief.



STRATEGIC GOAL 3:

POLICY MAKERS UNDERSTAND AND INVEST IN COMPASSIONATE COMMUNITY INITIATIVES

In a holistic manner, GroundSwell provided the opportunity for policy makers to understand and invest in compassionate communities, through sharing commissioned research and toolkits.

NATIONAL COMPASSIONATE COMMUNITIES FORUM

The learnings from the National Compassionate Communities Forum have been captured in a research report and collated in a community development toolkit which to date have been downloaded 300 times, both here and abroad.

The Western Sydney University's Caring at End of Life research team report highlights common struggles and triumphs the communities experienced and makes recommendations for the Compassionate Communities movement at large. They identified four key themes relating to *'resistance and struggle'*, which are strongly interrelated and have a compounding effect on each other:

1. Questioning legitimacy
2. Coming face to face with gatekeepers
3. Compassionate Communities as women's work?
4. The tensions of leadership in community development work.

Two additional themes were discussed: 'What is this thing, Compassionate Communities? Challenges with definitions' and 'Exhausting and Exhaustive Expectations due to the nature of community development work'.

The researchers identified key strategies for success including:

1. Having a clear understanding of community development to drive strategies and actions
2. Using language in ways that were inclusive of, and made connections with, everyday folk in their communities and service providers, policy makers, local politicians and medical professionals
3. Moving from the 'I' to the 'we': Towards collective leadership
4. Developing reflective and collegial spaces for people working in precarious places and sharing stories of success.

The toolkit shares community insights and experiences from nine communities in Australia and offers ideas and inspiration for a community-led approach to end of life. We encourage you to read both of these documents together.

“She really wanted to die at home and even though she lived alone, **she got that wish** by all these people being involved. It’s a classic compassionate community in end of life at its best.”

“I think the biggest hope I had was to **empower the community** to be a part of end-of-life care and for people to die better.”

“People went in there with curiosity and left feeling like they’d **made a contribution.**”



COMPASSIONATE
COMMUNITIES

WORKSHOPS AND PRESENTATIONS

GroundSwell made presentations and took part in a number of workshops and events at the local, national and international level in 2020, including:



- Leading Aged Services Australia: What would it take to mobilise a stronger community in a residential care environment in the time of Covid-19?
- SIMNA: Measuring impact with compassion
- The Compassionate Workplace Webinar (monthly, pictured)
- Children and Grief – Activating conversations around loss, grief and compassion
- What are end-of-life doulas?
- Multiple inter-agency meetings at the invitation of Primary Health Networks

KEY MEMBERSHIPS

GroundSwell was a member of, or participated in, the following groups in 2020:

- Co-Chair, End of Life and Palliative Care Stakeholder Engagement Reference Group, NSW Ministry of Health
- End of Life and Palliative Care Framework Evaluation Steering Committee, NSW Ministry of Health
- Advisory Committee, Flinders University Research Centre for Palliative Care, Death and Dying
- Australian Patient Organisation Standing Committee
- End of Life Project Key Leaders Group, Nepean Blue Mountains

TREASURER'S REPORT

FINANCIAL REPORT YEAR ENDED 31 DECEMBER 2020

The GroundSwell Project Incorporated (TGP) reported an annual surplus of \$63,992 for the year ended 31 December 2020. The surplus exceeded the 2020 annual forecast profit by \$25,000, mainly as a result of the Government's Covid-19 subsidy support.

As noted in the Financial Report, TGP's bank balance improved from \$226,610 in the previous period to \$341,520 at 31 December 2020. Net assets increased from \$134,078 in the previous period to \$198,070 at 31 December 2020.

TGP's Financial Report complies with the requirements of the Australian Charities and Not for Profits Commission Act 2012 and Regulation 2013 (ACNC).

The Financial Report provides a true and fair view of TGP's financial position at 31 December 2020 and its operating performance and cash flows for the year ended at that date in accordance with the Australian Accounting Standards as applicable. The TGP financial statements' summary of significant accounting policies is disclosed under Note 1 in the Financial Report.

The Auditor's review report notes that no matters have arisen which would render the financial report not to be in compliance with the ACNC Act 2012 and Regulation 2013 and not to be in accordance with Australian Accounting Standards to the extent described under Note 1 in the Financial Report.

Finally, my gratitude to the TGP Chair, Mr Randall Pearce, for his encouragement and guidance and to the Board for their diligence and active support in my role, for less than a year, as Treasurer. My appreciation also to the CEO, Ms Jessie Williams, whose social justice values shine in her dedication to TGP and the consultant accountant, Mr Dale Hollingsworth, for his assistance.

I commend the TGP 2020 Finance Report to Members.

Kathirithamby Sivasankar CA, CPA



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INDEPENDENT AUDITOR'S REVIEW REPORT

Report on the Financial Report

I have reviewed the accompanying financial report, being a special purpose financial report of The Groundswell Project Incorporated, which comprises the statement of financial position as at 31 December 2020, the statement of comprehensive income, and statement of cash flows for the 12 month period ended on that date, notes comprising a summary of significant accounting policies and other explanatory information, and the statement by the committee.

Committee's Responsibility for the Financial Report

The committee of the entity are responsible for the preparation of the financial report that gives a true and fair view and have determined that the basis of preparation described in Note 1 to the financial report is appropriate to meet the requirements of the Australian Charities and Not-for-profits Commission Act 2012 (ACNC Act) and the needs of the members. The committee's responsibility also includes such internal control that the committee determine is necessary to enable the preparation of a financial report that gives a true and fair view and is free from material misstatement, whether due to fraud or error.

Auditor's Responsibility

My responsibility is to express a conclusion on the financial report based on my review. I conducted my review in accordance with Auditing Standard on Review Engagements ASRE 2415 Review of a Financial Report: Company Limited by Guarantee or an Entity Reporting under the ACNC Act or Other Applicable Legislation or Regulation, in order to state whether, on the basis of the procedures described, anything has come to my attention that causes me to believe that the financial report does not satisfy the requirements of Division 60 of the ACNC Act 2012 including: giving a true and fair view of the registered entity's financial position as at 31 December 2020 and its performance for the 12 month period ended on that date; and complying with the Australian Accounting Standards and the Australian Charities and Not-for-profits Commission Regulation 2013 (ACNC Regulation). ASRE 2415 requires that I comply with the ethical requirements relevant to the review of the financial report.

A review of a financial report consists of making enquiries, primarily of persons responsible for financial and accounting matters, and applying analytical and other review procedures. A review is substantially less in scope than an audit conducted in accordance with Australian Auditing Standards and consequently does not enable me to obtain assurance that I would become aware of all significant matters that might be identified in an audit. Accordingly, I do not express an audit opinion.

1.

Conclusion

Based on my review, which is not an audit, nothing has come to my attention that causes me to believe that the financial report of The Groundswell Project Incorporated does not satisfy the requirements of Division 60 of the Australian Charities and Not-for-profits Commission Act 2012 including:

- (a) giving a true and fair view of the registered entity's financial position as at 31 December 2020 and of its financial performance and cash flows for the year ended on that date; and
- (b) complying with Australian Accounting Standards to the extent described in Note 1, and Division 60 of the Australian Charities and Not-for profits Commission Act 2012 , and Not-for-profits Commission Regulation 2013.

Basis of Accounting

Without modifying my conclusion, I draw attention to Note 1 to the financial report, which describes the basis of accounting. The financial report has been prepared for the purpose of fulfilling the responsible persons' financial reporting responsibilities under the ACNC Act. As a result, the financial report may not be suitable for another purpose.



GNV ACCOUNTANTS & BUSINESS ADVISORS
Chartered Accountants



G Vourantonis, CA
Director

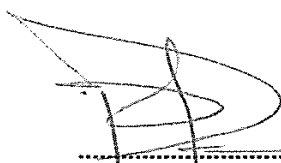
Oatley, NSW, 12 April 2021.

THE GROUNDSWELL PROJECT INCORPORATED

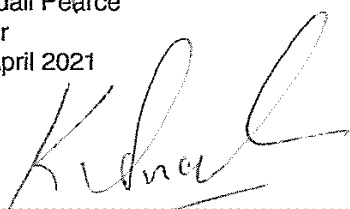
Statement by the Committee

In the opinion of the Committee the financial report as set out on pages 4 to 9:

- (i) presents a true and fair view of the financial position of The Groundswell Project Incorporated as at 31 December 2020 and its results and cash flows of the Association for the 12 months ended on that date in accordance with Australian Accounting Standards, and
- (ii) at the date of this statement, there are reasonable grounds to believe that The Groundswell Project Incorporated will be able to pay its debts as and when they fall due.



.....
Randall Pearce
Chair
12 April 2021



.....
Kathirithamby Sivasankar
Treasurer
12 April 2021

THE GROUNDWELL PROJECT INCORPORATED*Statement of Comprehensive Income**For the 12 months ended 31 December 2020**(Note: 2019 comparatives relate to period 1 July 2018 to 31 December 2019)*

	2020	2019
	\$	\$
Income		
Revenue from grants	388,213	967,094
Events/ Sales of Goods	4,933	294,739
Sponsorships	-	116,773
Interest income	234	577
Donations	625	14,762
Other	6,373	2,905
Service income	76,714	19,964
Jobkeeper subsidy	120,900	-
Cash boost	<u>60,968</u>	<u>-</u>
Total Income	<u>658,960</u>	<u>1,416,814</u>
Less:		
Expenses		
Salaries and on-costs	438,075	572,585
Artist Fees and Consultants	59,687	103,222
Conferences and Events	11,056	223,943
Professional services	22,543	28,175
Depreciation	2,966	1,497
Research	35,400	289,238
Travel	1,995	30,270
Other	15,724	34,346
Advertising and promotion	7,396	55,141
Occupancy Costs	<u>126</u>	<u>8,090</u>
Total Expenses	<u>594,968</u>	<u>1,346,507</u>
Operating Surplus for the year	63,992	70,307
Other comprehensive income	<u>-</u>	<u>-</u>
Total comprehensive income for the year	<u>\$63,992</u>	<u>\$70,307</u>

This Statement should be read in conjunction with the accompanying notes.

THE GROUNDSWELL PROJECT INCORPORATED
Statement of Financial Position
As at 31 December 2020

	Notes	2020 \$	2019 \$
CURRENT ASSETS			
Cash and cash equivalents		341,520	226,610
Trade receivables (net Prov'n D/Debts)		5,000	133,843
Other Debtors & Prepayments		<u>21,296</u>	<u>730</u>
Total Current Assets		<u>367,816</u>	<u>361,183</u>
NON – CURRENT ASSETS			
Plant and equipment	2	<u>5,904</u>	<u>3,160</u>
TOTAL ASSETS		<u>373,720</u>	<u>364,343</u>
CURRENT LIABILITIES			
Trade and other payables	3	48,572	126,147
Employee provision		11,624	13,044
Income received in advance – grants		<u>115,454</u>	<u>85,184</u>
Total Current Liabilities		<u>175,650</u>	<u>224,375</u>
NON-CURRENT LIABILITIES			
Employee provision		<u>-</u>	<u>5,890</u>
Total Non-Current Liabilities		<u>-</u>	<u>5,890</u>
TOTAL LIABILITIES		<u>175,650</u>	<u>230,265</u>
NET ASSETS		<u>\$198,070</u>	<u>\$134,078</u>
ACCUMULATED FUNDS			
Accumulated surplus		134,078	63,771
Current year surplus		<u>63,992</u>	<u>70,307</u>
TOTAL FUNDS		<u>\$198,070</u>	<u>\$134,078</u>

This Statement should be read in conjunction with the accompanying notes

THE GROUNDSWELL PROJECT INCORPORATED

Statement of Cashflows

For the 12 months ended 31 December 2020

(Note: 2019 comparatives relate to period 1 July 2018 to 31 December 2019)

	Notes	2020 \$	2019 \$
Cash flows from operating activities:			
Receipts from funders, donors, customers & Government subsidies		821,350	1,225,195
Payments to suppliers and employees		(700,964)	(1,289,411)
Interest received		<u>234</u>	<u>577</u>
Net cash flows from operating activities		<u>120,620</u>	<u>(63,639)</u>
Cash flows from investing activities			
Payments for office equipment	2	<u>(5,710)</u>	<u>(3,700)</u>
Net increase/(decrease) in cash and cash equivalents held		114,910	(67,339)
Cash and cash equivalents – 1 January 2020		<u>226,610</u>	<u>293,949</u>
Cash and cash equivalents – 31 December 2020		<u>\$341,520</u>	<u>\$226,610</u>

6.

This Statement should be read in conjunction with the accompanying notes.

THE GROUNDSWELL PROJECT INCORPORATED

Notes to the Financial Report

31 December 2020

1. SUMMARY OF SIGNIFICANT ACCOUNTING POLICIES

This financial report is a special financial report that has been prepared in accordance with Australian Accounting Standards and other authoritative pronouncements of the Australian Accounting Standards Board.

The financial report is prepared on an accrual basis and is based on historical costs and does not take into account changing money values, or except where stated, current valuations of non-current assets. Cost is based on fair values of the consideration given in exchange for assets. The accounting policies have been consistently applied, unless otherwise stated.

The financial statements were approved by the committee on 12 April 2021.

The following is a summary of the material accounting policies adopted by the Association in preparation of the financial report:

(a) Income Tax

The Groundswell Project Incorporated is a recognised not-for-profit Association and is therefore exempt from paying income tax. No provision for income tax is made in this financial report.

(b) Employee Entitlements

Provision is made for the Association's liability for employee entitlements arising from services rendered by employees to balance sheet date. Employee entitlements expected to be settled including wages and salaries, annual leave and long service leave have been measured at their normal amounts based on current remuneration rates – as applicable.

Contributions are made by the Association to an employee superannuation fund and are charged as expenses when they are incurred.

(c) Grants Income

The Committee recognises grants income on an accrual basis; as such all grants committed for a financial year have been recorded as income for that year.

Any funds which have not been committed or expensed at the end of the financial year have been recorded as a liability in the statement of financial position and recognised as revenue at a future date.

(d) Cash

For the purposes of the Statement of Cash Flows, cash includes cash on hand, at banks and on deposit.

7.

THE GROUNDSWELL PROJECT INCORPORATED

Notes to the Financial Report

31 December 2020 (continued)

(e) Revenue

Revenue from fees for service is recognised upon the invoicing of customers. Any such revenue which relates to future services is taken up as a liability in the statement of financial position and recognised as revenue at a future date.

Interest revenue is recognised when credited, taking into account the interest rates applicable to the financial assets.

(f) Goods and Services Tax

Revenues, expenses and assets are recognised net of GST, except where the amount of GST incurred is not recoverable from the Australian Taxation Office. In these circumstances the GST is recognised as part of the cost of acquisition of the asset or as part of an item of the expense. Receivables and payables in the statement of financial position are shown inclusive of GST - as applicable.

(g) Comparatives

Where required for Accounting Standards or to correct disclosure, comparative figures have been adjusted to conform with changes in the presentation of the current financial year. The comparatives for 2019 represent the period 1 July 2018 to 31 December 2019, being an 18 month period.

(h) Impairment of Assets

The carrying values of receivables are reviewed for impairment annually where a change in circumstances indicate that the carrying value may not be recoverable. The committee members are of the opinion that no such impairment indicators exist.

	2020	2019
	\$	\$
2. PLANT AND EQUIPMENT		
Computers, office equipment and furniture – at cost	10,519	4,809
Less: Accumulated depreciation	<u>(4,615)</u>	<u>(1,649)</u>
	<u>5,904</u>	<u>3,160</u>
3. CREDITORS AND BORROWING		
Trade & other creditors	23,161	71,944
Accrued expenses	515	38,000
PAYG Withholding	25,236	20,566
GST (Refundable)/Payable	<u>(340)</u>	<u>(4,363)</u>
	<u>48,572</u>	<u>126,147</u>

4. MEMBERS LIABILITY

In accordance with The Rules of Association the members shall have no liability to contribute towards the payments of debts and liabilities of the Association or the costs, charges and expenses of winding up of the Association except to the extent of any unpaid membership fees.

5. ASSOCIATION DETAILS

The principal place of business of the Association is PO Box 628, Marrickville, NSW 1475.

6. SUBSEQUENT EVENTS

The impact of the coronavirus (COVID-19) pandemic is ongoing and whilst it had an impact on the company up to 31 December 2020, it is not practicable to estimate the potential impact, positive or negative, after the reporting date. The situation is rapidly developing and is dependent on measures imposed by governments, such as maintaining social distancing requirements, quarantine, travel restrictions, and any government economic stimulus packages.

Apart from the above, no matters or circumstances have arisen since the end of the financial year which have significantly affected or may significantly affect the operations of The Groundswell Project Incorporated, the results of those operations or the state of affairs of the Association in future financial years.

7. IN KIND TRANSACTIONS

During the period to 31 December 2020, there were no significant or material in-kind contributions from any entities.

SECRETARY'S REPORT

As for most organisations, 2020 was a year in which the GroundSwell Project found it necessary to adapt to a number of changes both internally and in the external environment.

Dr Mark Hohenberg was appointed Chair of the GroundSwell Board (having acted in the role since September 2019) at the AGM in April 2020. However, due to pressing work commitments as an end-of-life health professional in a global pandemic, he formally stepped down as Chair and took on the position of Vice Chair in August 2020. The GroundSwell Project was very fortunate that Vice Chair Randall Pearce ably and seamlessly stepped into the Chair role.

During the year, the Board was also delighted to welcome three new members: Sally Cant, Maurits van der Vlugt and Kathirithamby Sivasankar (Siva), who became our Treasurer. The Board and GSP have benefitted enormously from the expertise, professionalism and enthusiasm that these new Directors have injected into the organisation.

The board met twelve times in the calendar year 2020. Three of these meetings were Director's Only meetings without the CEO. All members of the Board also attended a virtual planning day with management on 27 August 2020.

Directors' Attendance Board Meetings 2020	Number of meetings eligible to attend	Number of meetings attended	Apologies
Sally Cant (Joined 14 April 2020)	10	10 (+1 as an observer)	0
Jackie Gambrell (Appointed Secretary 6 April 2020)	12	12	0
Dr Mark Hohenberg (Appointed Chair 6 April 2020; Resigned as Chair and appointed Vice Chair 10 August 2020)	12	11	1
Randall Pearce (Appointed Vice Chair 6 April 2020; Appointed Chair 10 August 2020)	12	12	0
Kathirithamby Sivasankar (Joined 13 July 2020; Appointed Treasurer 10 August 2020)	7	7	0
Maurits van der Vlugt (Joined 20 April 2020)	10	10 (+1 as an observer)	0

The GroundSwell Project continues to be a significant force in helping to build communities that respond compassionately around end of life. During a turbulent year, the Board and management have worked tirelessly to deliver upon the Strategic Plan and secure the sustainability of this important venture.

Jackie Gambrell
Secretary

OUR FUNDERS AND PARTNERS

NSW Government Ministry of Health
North West Melbourne Primary Health Network
Nepean Blue Mountains Primary Health Network
Illawarra Shoalhaven Local Health District
J.O. & J.R. Wicking Trust
Good Pitch
Documentary Foundation Australia
Vasudhara Foundation
Dry July Foundation
Liverpool Hospital
Many thanks to our regular donors

OUR COLLABORATORS

CuriousWorks
Social Impact Measurement Network Australia
The Australian Centre for Social Innovation
Western Sydney University and the Caring at End of Life research team that includes Prof Debbie Horsfall, Prof Rosemary Leonard, Dr Kerrie Noonan and Dr John Rosenberg (QUT) and Bruce Rumbold and Andrea Grindrod (La Trobe).
Public Health Palliative Care International Council
Preparing the Way



Photographer: @photographedwithlove





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