



# 2020- 2021 ANNUAL REPORT

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NARANG BIR-RONG  
ABORIGINAL CORPORATION

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Narang Bir-rong Aboriginal Corporation is a not for profit, Aboriginal and Torres Strait Islander controlled family and child support service.

**Warning:** Aboriginal and Torres Strait Islander peoples should be aware that this publication may contain images and names of people who have since passed away.

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# ACKNOWLEDGMENT

Narang Bir-rong Aboriginal Corporation would like to Acknowledge the Traditional Custodians of the land that we work on and all come from.

We pay our respects to the Ancestors, Elders past, present and future generations and to all other Aboriginal and Torres Strait Islander people.

We acknowledge that Aboriginal and Torres Strait Islander people will always hold a spiritual belonging and connection with this country and remain the Traditional Owners and first peoples of this land.

We also acknowledge the grave injustices that occurred for our people due to past government policies and those who were forever affected by forcible removal. We acknowledge the pain the Stolen Generations suffered and recognise those who will never make it home.

We dedicate our work to them to ensure we never again have our children wrongly removed and disconnected from their family, their culture and their rightful links to their identity.





**Keeping our little stars shining!**

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# CHAIRPERSON'S REPORT

Thank you for this opportunity to report on the business of Narang Bir-rong Aboriginal Corporation (NBAC).

Over the last two years, I have seen NBAC as an organisation have to adapt quickly to processes that support the whole of our community, our families and workplace to minimise the spread of COVID-19. Whilst I acknowledge the how difficult this time has been, I am confident to say that NBAC has met this challenge and as an organisation we have shown our adaptability and capabilities to continue to ensure the wellbeing of our clients and our staff whilst meeting the needs of our funding bodies.

During the course of the year, our Board has ensured we are continuously upskilling and working to be an informed and functioning leadership team. We have also ensured that the areas of our collective skill set continue to meet the ongoing needs of the organisation including:

- Collective decision making processes
- Understanding of our governance liabilities
- Comprehensive financial management
- And our overall organisational responsibilities



**Ivan Clarke**  
Chairperson,  
Board of Directors



Ivan Clarke, Chairperson and Heidi Bradshaw, Chief Executive Officer celebrating NBAC's logo launch, April 2021

The NBAC Board continues to meet bi-monthly and our meetings have been mostly online due to COVID-19 restrictions. I am proud to say that the NBAC Board continue to volunteer their time to support positive outcomes that have seen NBAC move through the pandemic. This has included times when we have had to hold additional meetings to act quickly to implement these processes to ensure we met the NSW Government requirements relating to COVID-19. I proudly sit here in both appreciation and gratitude for the support provided by the Board members.



I want to thank the leadership team, led by our Chief Executive Officer, Heidi Bradshaw. I sincerely thank them for their tenacity and courage to adapt so quickly so that we can all maintain our organisation's integrity and safety in moving through these difficult times.

To all our NBAC staff, I appreciate that the years challenges are multiplied for yourselves as a result of having to bring work into your homes and I wish to express my appreciation for the sacrifices of your personal space that you all have made in order for us to continue our business and provide services to our clients.

I'm looking forward to the next 12 months and the continued success of our agency who, even in the face of continued adversity, fights for better outcomes for our children, young people and their families.

A handwritten signature in black ink, appearing to read 'Ivan Clarke'.

Ivan Clarke  
Chairperson, Board of Directors

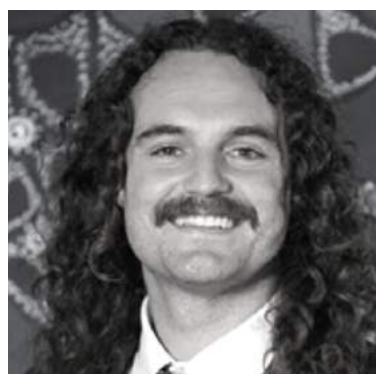


## OUR DIRECTORS



**Annette Toomey** | Director, Board of Directors since 2018.

Annette is a Kabi Kabi woman, born and raised on Darug country in Western Sydney, NSW. Annette has had experience within the child protection and Out of Home Care system in Western Sydney and the Mid North Coast for more than 10 years. During her time within this sector, she has seen many changes in the OOH sector and has extensive knowledge of Office of the Children Guardian accreditation standards and requirements.



**Patrick Goulding** | Director, Board of Directors since 2020.

Patrick is a Darug man from the Blue Mountains and Western Sydney, who currently lives on Gadigal Country. Patrick's expertise includes preparation of agreements for commercial use of Aboriginal art and advising clients on ICIP Protocols. He has represented a range of clients, including Indigenous traditional owner organisations, universities, museums and archives.

He is a strong believer in the role of education in empowering communities and families.



**Peter Stewart** | Director, Board of Directors since 2020.

Patrick is a non-Indigenous specialist Director. Until his retirement in 2020, Peter's legal expertise at Coleman Greig allowed him to provide advice and representation on a host of complex commercial issues, including share and business acquisitions and disposals, manufacturing, distribution and licensing agreements and commercial governance issues. Peter took pride in the fact that he was able to provide prompt, effective and commercially focused advice to his clients. Peter was also instrumental in NBAC's transition in 2019 from Barnardos Australia.



**Irene Wardle** | Former Director, Board of Directors

Irene became a Director with NBAC in 2018 and is retiring in 2021.

During her time on the Board at NBAC, Irene displayed her deep passion for the Aboriginal community, and her impressive work with the Laptop Scheme will help numerous of NBAC's clients now and in the future. She continues to work hard at the University of Sydney to provide comprehensive research around Aboriginal communities and to see changes made for the future of our community. NBAC will be eternally grateful for Irene's participation and contribution as one of our founding Directors.





## CHIEF EXECUTIVE OFFICER'S REPORT

It has been an incredibly challenging year in 2020-21 with Australia and the world again, facing changes and disruption to the way we live and work. Like much of Australia, work at NBAC was impacted by the COVID-19 pandemic outbreak and subsequent lockdowns. Despite this, we continued to deliver our programs and services while ever assessing the needs of our community and the safety and well-being of our staff and clients.

We embraced a flexible approach in response to the COVID-19 pandemic and were able to quickly and effectively adjust our operations to ensure that our work could continue. This approach enabled us to respond strongly to some of the social justice impacts of the pandemic on our community.



**Heidi Bradshaw**  
Chief Executive Officer

### Key Highlights for 2020-2021

Throughout the uncontrollable issues the organisation has faced over the last 12 months, I am really proud of some of the new initiatives that NBAC has been able to achieve. Some of these have included:

- The launch of our new logo and website in April 2021
- Device Donation Scheme which began in July 2021 and the tremendous community support we received from this that enable us to allocate laptops or desktop computers to all children in our organisation who needed one
- New partnerships with like minded organisation's have been developed in order to meet the needs of our clients such as Share the Dignity, Food Bank, Good 360, Winc, Tafe NSW and Kallico Catering
- New positions were created to support our current program areas such as the Program Manager (Specialist and Support Services), Communications and Marketing Officer, Reporting and Compliance Assistant and the Programs and Casework Support Assistant
- Our social media and digital footprint has increased immensely. We created a YouTube channel which aligns to our website to provide information and educational resources to the community
- We created a partnership with Tafe NSW to work with our young people who are slowly moving into adulthood to assist in this transition and provide support with employment, drivers license's and living skills.

COVID-19 Response

We provided as much staffing support to our employees as we could including working from home, social distancing, personal protective equipment (PPE), purchases of laptops, provision of flexible working hours and ultimately changing the majority of our face to face work with our clients in our Out of Home Care programs but maintaining it in our Family Preservation Program.

NBAC staff are now working under a hybrid model of work from home and working in the office on a rotating roster. The organisation undertook significant risk assessments in allowing staff to work from the office which included limits on office capacity, air purifiers for all office spaces as well as increased professional office cleaning.

All of these necessary changes required us to shift our resources internally, put some work on hold to take on new work and increased demand for some of our services. The mandatory COVID-19 Vaccination Policy was implemented in September 2021 and as a result we lost two staff members. Outside of medical exemptions, NBAC now has a 100% vaccination rate.



Our Values

A core part of the work of NBAC is what drives us to make change. In pursuing this change, we draw on our independence and our expertise in community services and child protection to strive for excellence in all we do. We uphold our values which play a crucial part in all of our decision making for Aboriginal children, young people and their families.



CONNECTIONS

We honour connections with family, culture and Country.



EMPOWERMENT

We empower all those in our community through education.



CONSISTENCY

We provide consistency of care and remain a safe refuge, always



BELONGING

We strive to build security and true belonging in our children



CONFIDENTIALITY

We ensure confidentiality to all those in our community

## Strategic Plan 2020-2021 Performance Summary

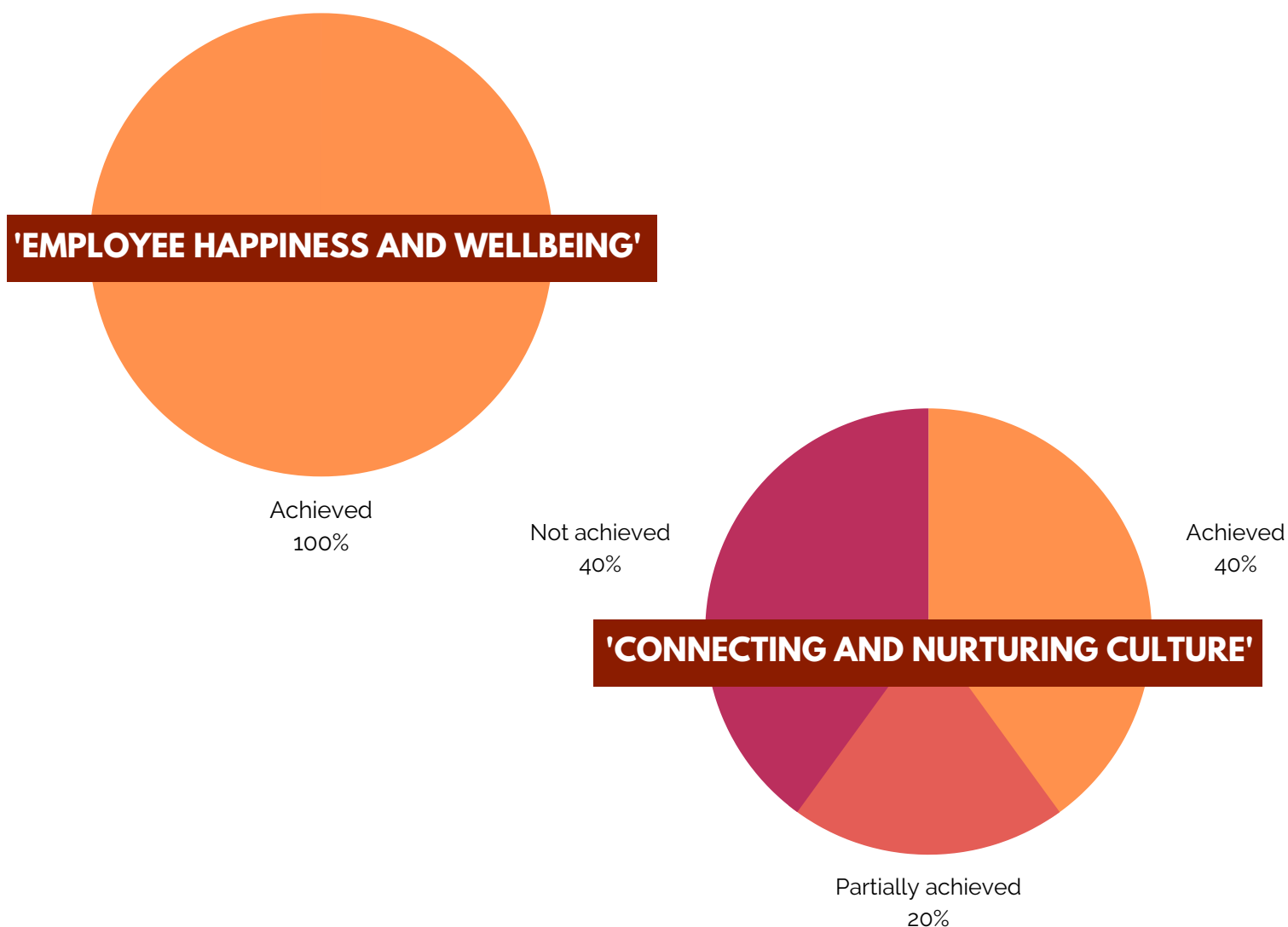
NBAC had four objectives in our Strategic Plan. These were:

- Employee Happiness and Wellbeing
- Connecting and Nurturing Culture
- Community Reputation
- Building on Current Service Capacity

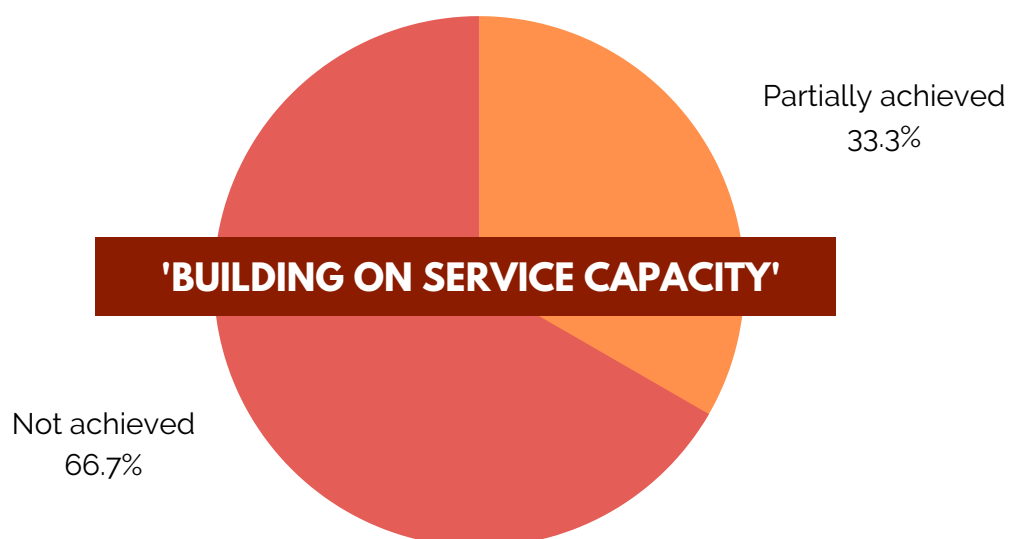
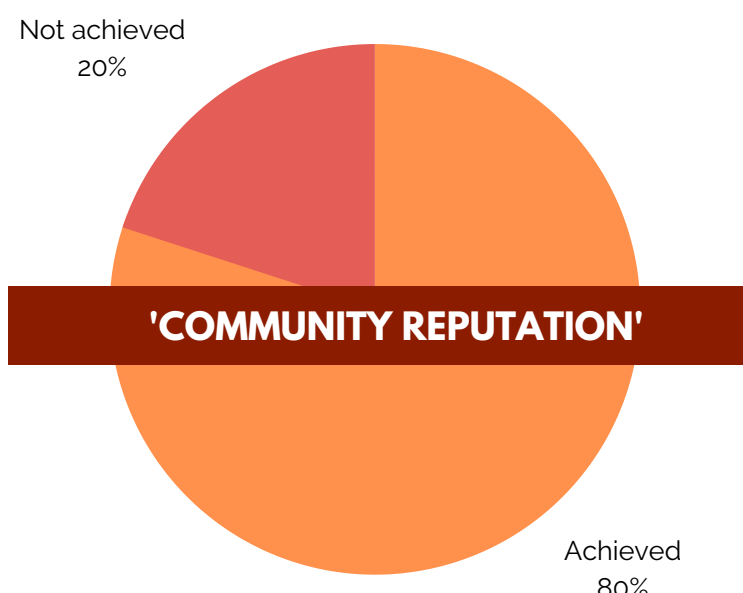
Over the course of the year, NBAC achieved 12 out of our 19 indicators for these four objectives. The impact of COVID-19 necessitated a shift of resources to meet immediate internal organisational priorities and to assist with the Australian Government's response to the pandemic which had some impact on our performance. These goals were measured by a mixture of surveys, staff performance reviews and overall and regular monitoring. Outcomes of the Strategic Plan implementations were reported back to the NBAC Board of Directors bi-monthly.

NBAC will continue to apply our strength and capabilities as we move into a new Strategic Planning direction for 2022-2025.

### Performance Measure Achievement by Strategic Goal:







## People

As at 30 June 2021, NBAC had 28 active staff (permanent and contracted) based across two offices in Penrith, Western Sydney.

NBAC gives thanks to the many people whose dedication makes our work possible: our staff, directors, donors, supporters, clients and partners in the community. We hope this report captures the depth and breadth of what we have achieved together. We look forward to continuing our work with you in the year ahead.

Heidi Bradshaw  
Chief Executive Officer



# OUT OF HOME CARE

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NARANG BIR-RONG ABORIGINAL CORPORATION





# OUT OF HOME CARE: REPORT

Over the last 12 months, NBAC celebrated two milestone birthdays and has had two children turn 18 years old and leave our program to now continue their journey into adulthood.

We have had a 14% growth in the out of home care service with an additional seven new children coming into the program. Over this period of time, we had four children receive long term orders, two children had their case plan goal changed to restoration and three children are still under restoration orders where we are still working on the opportunity to return them home. The Out of Home Care program also saw some restructure including the reducing three Program Managers to two and these two Program Managers now oversee the nine caseworkers.

The Out of Home Care Program is supported by the Specialist and Support Service program that includes the Program Manager, two contact worker positions, a Casework Assistant and a Casework Support Officer.

## Service Coverage

The adjacent map outlines the current areas that the OOHC program manages placements in. Whilst we are funded to provide a service to Western Sydney/Nepean Blue Mountains we also have carers living in Taree, Wollongong, Wyong and Lithgow.







## OUT OF HOME CARE: STATISTICS

83

CHILDREN AND  
YOUNG PEOPLE IN  
THE OOH  
PROGRAM

### PROGRAM INTAKES

7

2

### PROGRAM EXITS

**95 CARERS WITH PLACEMENTS**  
**52 OF THESE ARE ABORIGINAL CARERS**





## OUT OF HOME CARE: STATISTICS CONTINUED

KINSHIP CARE

28

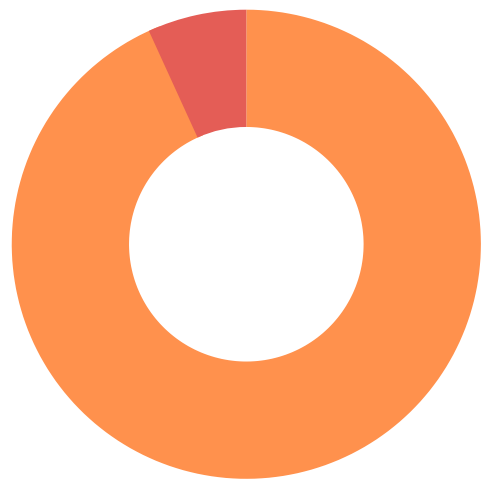


GENERAL FOSTER CARE

68

RESTORATION / SHORT-TERM CARE

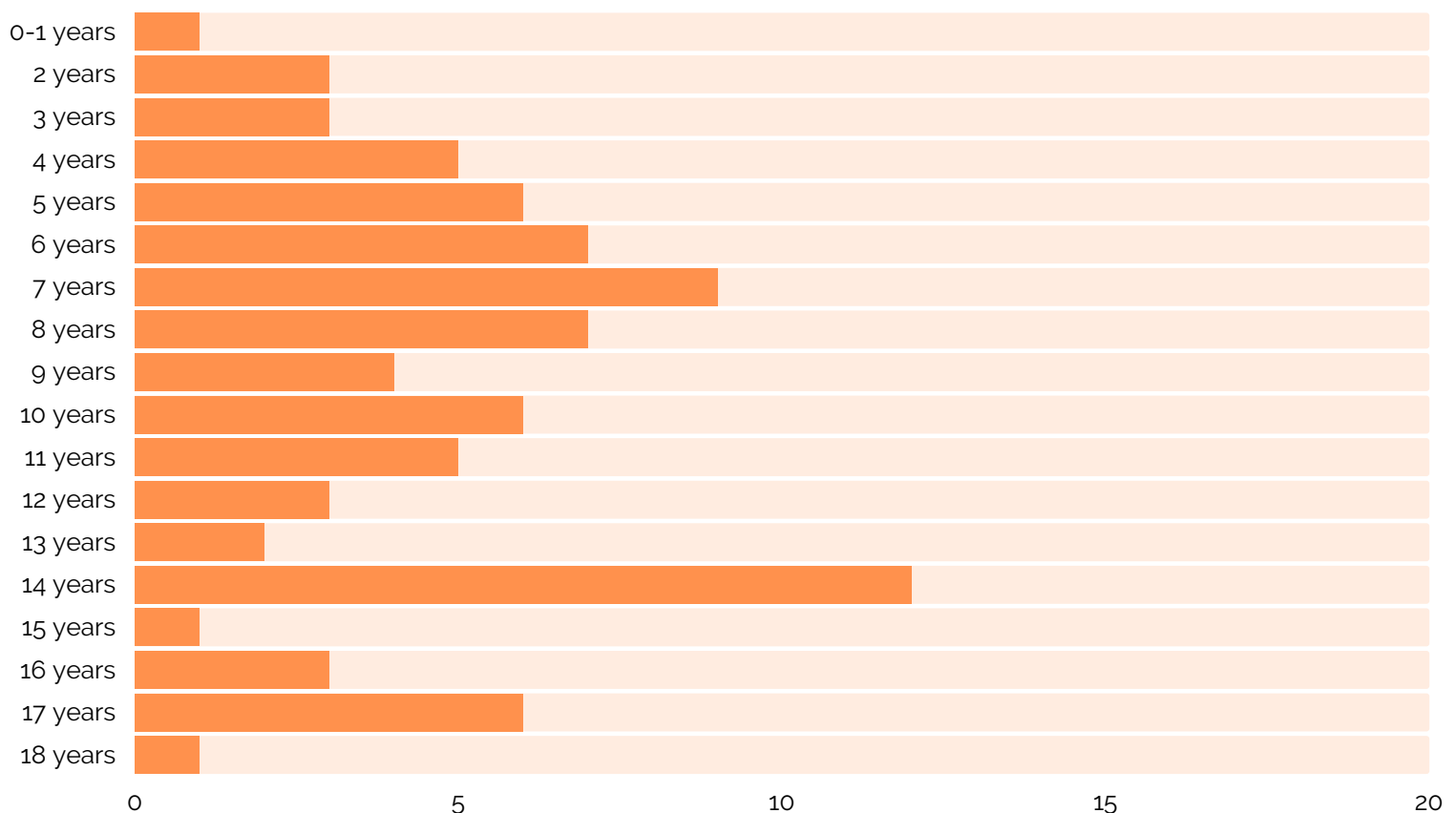
6



LONG-TERM CARE

82

## CLIENT AGE DISTRIBUTION







# FAMILY PRESERVATION

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NARANG BIR-RONG ABORIGINAL CORPORATION





## FAMILY PRESERVATION: REPORT

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In the last 12 months, the Family Preservation team has worked intensively with 23 families. Their work has consisted of day to day intensive family support and including after hours responses. The staff have come face to face with domestic and family violence, drug use as well as other various risks that have had to be managed to ensure the safety and wellbeing of children within the home. Alongside the additional impacts COVID, the team has seen issues in the ability to refer clients to support services for domestic and family violence, drug use and mental health support. There has been a noticeable decline in the families engaging with services as they struggle with using technology to facilitate this.

The team covers a large area from Lithgow down to Auburn, out to Colo Heights and down to Luddenham. They aim to be in the clients home around 2-3 times per week plus attendance at appointments. However, their work doesn't stop there; they spend many hours advocating for their clients and linking families with supports, holding service meetings to ensure everyone is working at the right pace and covering what they need to. With the small amount of down time they have they are always looking at ways to connect the family deeper into community by attending cultural events with them.

The NBAC Family Preservation team has a strong client centred approach with an emphasis on empowerment. They look at how they can achieve this for their families each day and, in each interaction they have with them. Over the course of the year, the program has had two removals of children from their families. Decisions in removing children do not occur easily and require the involvement of the Department of Communities and Justice with NBAC. Before this decision is reached, every effort is made to work with the family to reduce the risk. The removal of children is something that the team feel deeply and take personally. Despite their low number of removals, they continue to learn and analyse their practice to ensure this number is further reduced with the aim of getting to zero removals each year. The team are strong believers in having a voice at the table when a decision is being made to bring children into care. When this occurs, they are avid advocates for their clients. An example of this included an instance earlier in the year when they successfully had three children returned to their mothers care four days after they were removed. Today, these three children remain at home with their mother working to complete all their family action goals.

In general, families are referred to the Family Preservation program for intensive support after all other services and avenues have been exhausted and, in most cases, we are the last resort for families to make the necessary change prior to the removal stage.

The program has come across families with many years of experience dealing with the child protection system and they work intensively with them to empower them to reduce child protection concerns and hopefully have a successful closure from the child protection system. This year they have been able to successfully close 12 families who in total had 23 children with no ongoing concerns. Most recently, they closed off a family who had over 15 years of involvement with the child protection system and was able to close this family with ongoing disability support with no children protection concerns. The team have noted a significantly high number of single mothers being referred to the program who have left situations of ongoing domestic violence. In these circumstances where the team are often working closely with the police and judicial system, they work closely with these families to ensure appropriate safety planning occurs. Although we are referred these families to work with, NBAC acknowledges the large amount of strong and powerful women that have been able to leave a domestically violent relationship in order to protect themselves and their children.

Whilst not all the children reside with their Aboriginal parent, the program aims to provide cultural knowledge and assistance to the non-Aboriginal parent to ensure culture is surrounding the child. For the parents that are non-Aboriginal, it should be noted that every single one of these parents has requested an Aboriginal service to be involved for this reason.



## Working Community Relationships

### Alkeringa Early Childhood Education & Care Service

Family Preservation often refers their families with small children to this service as they operate a bus pick up and drop off service, the team have a good and strong ongoing relationship with the centre.

### Whole Family Team (WFT)

This team is accessible by DCJ referral only however the WFT team speaks highly of the NBAC Family Preservation program. The Whole Family Team completes emotional coaching course with the families as well as provides other ongoing support learning programs around parenting and mental health.

### Marrin Weejali

The Family Preservation team works side by side with Marrin Weejali with a lot of their families who have drug, alcohol and domestic violence concerns.

The relationship between these services is quite strong with workers from both services having a high level of communication with each other and also supports each other with joint agency meetings as well as sharing the same views and ideas.



## A GOOD NEWS STORY FROM OUR FAMILY PRESERVATION TEAM

The Family Preservation Team was engaging with a mother and her children since August 2019 where there were historic concerns of significant mental health, 'catastrophic living conditions', significant alcohol and drug issues, significant history of domestic violence and disabilities. The family had involvement with the Department of Communities and Justice (DCJ) since before 2014. They had achieved some changes over the years with them but unfortunately the child protection concerns kept coming back risking the children being brought into care.

This family was allocated one of our highly experienced caseworkers within the NBAC Family Preservation Program to work intensively and proactively with. We did this by physically assisting her with cleaning the home (and I mean we got in that home WITH her and cleaned) which required additionally emotionally supporting mum through this as she had long term issues of hoarding. We also assist mum in implementing strong routines and boundaries within the home and we empowered her to see that these chores and routines were implemented and successful. The other part of our work with mum was her own accountability, which is something in the past mum struggled with.





Over the time working with mum, we supported her through domestic violence incidents with the children's father and when necessary assisted her to have him removed from the home. We soon realised that he was a significant trigger for her mental health and this was an area she needed help with. Once we worked with mum around making the home safe we supported avenues to address her mental health by linking in her in with other local services that could provide intensive support.

Once the house was able to be sorted, we then worked with mum in getting a housing transfer to allow her and the children to have a fresh start. Mum really took ownership of this process.

She rented a trailer and ute herself and really pushed herself to achieve this goal as you could see she was finally starting to feel that empowerment within. After this, we started to work with mum on her self-esteem.

We saw dramatic changes in her after all of this. We could see that she was finally taking charge of all of the things that were previously holding her back. We are insanely proud to say that we closed this family off with no concerns in April 2021. Mum has now started to explore different work opportunities and is currently involved with assisting families where DCJ is involved. Mum works hard to empower these families, using her own journey as a way of connecting with them and in return this continues to empower her to do better for herself and her children. She is the perfect example of preserving a family is all about.





## FAMILY PRESERVATION: STATISTICS

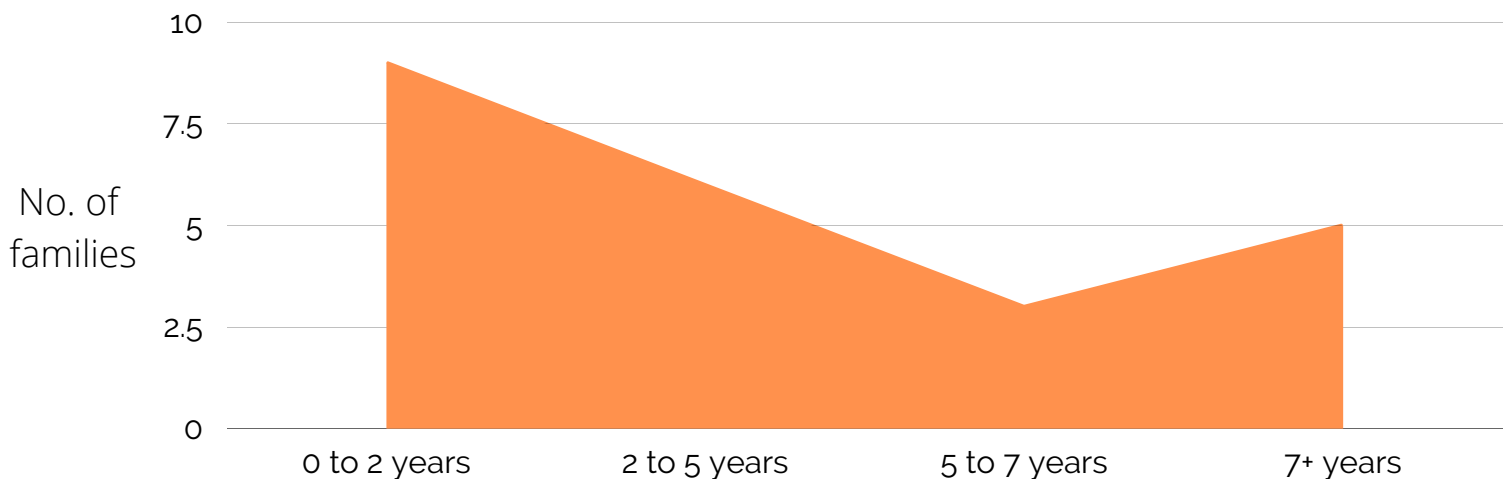
**23**

**FAMILIES ENGAGED  
IN THE PROGRAM  
OVER THE LAST 12  
MONTHS**

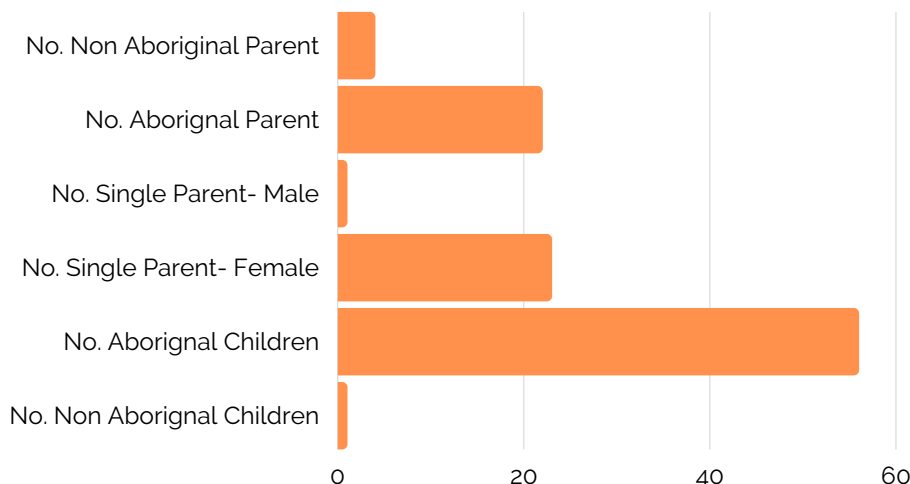
**57**

**CHILDREN AND YOUNG PEOPLE  
ACROSS THESE FAMILIES**

### TIMEFRAME THAT FAMILIES WERE INVOLVED IN CHILD PROTECTION



### HOUSEHOLD COMPOSITION STATS



**12**

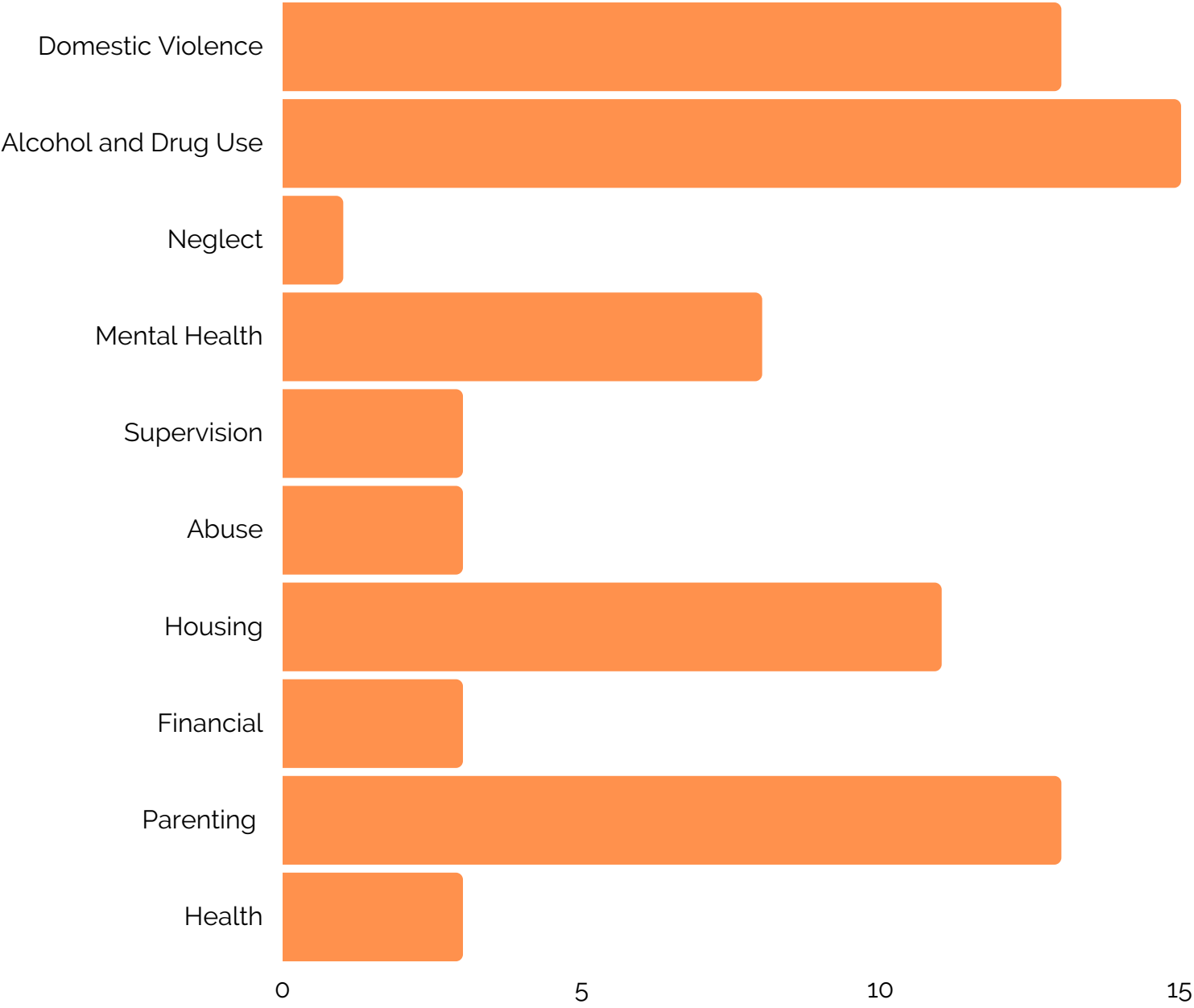
**FAMILIES  
COMPLETED THE  
PROGRAM WITH  
NO ONGOING  
CONCERNS**

**23**

**CHILDREN AND  
YOUNG PEOPLE  
WHO DIDN'T COME  
INTO CARE**



# CHILD PROTECTION CONCERNS FOR OUR FAMILIES







# CARER RECRUITMENT & SUPPORT

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NARANG BIR-RONG ABORIGINAL CORPORATION





## CARER RECRUITMENT AND SUPPORT: REPORT

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This year the NBAC Recruitment Program faced some major hurdles due to the COVID-19 pandemic and NSW statewide lockdown, which in turn saw recruitment have a decrease in new carer applications. This has been a noted decrease statewide since the onset of the pandemic.

The pandemic caused a number of large events we usually attend for carer recruitment and advertisement such as NAIDOC, Cooee Festival and AbSec Family Fun Day all cancelled. Despite the restrictions on our ability to recruit carers the Recruitment Team continued their efforts and commenced work with My Forever Family, a statewide service that provides intake and referrals for carer applicants. This work saw us participate in a series of events across the year including an online Yarn up session where we discussed the importance of keeping children connected to culture, listened to stories from a care leaver and current carers. Our team participated by discussing the process and role of a foster care agency. Unfortunately, these events also saw low participant rates however great discussions were shared across agencies and other presenters.

Following the online Yarn Up session, the Recruitment team participated in a My Forever Family Roadshow held at Penrith RSL club in May 2021 which brought a number of potential carer enquiries to the service. The team got to speak with a variety of applicants and other services at the Roadshow, where we shared our mutual struggles that the service sector has faced due to the pandemic. In April, NBAC had our new logo launch at our Family Fun Day, with an aim of recruitment of more carers. We advertised this event asking our current carers to 'bring a friend' to the event. The event was a success for the current carers and children and young people within the service, however only one carer brought a friend interested in caring to the event.

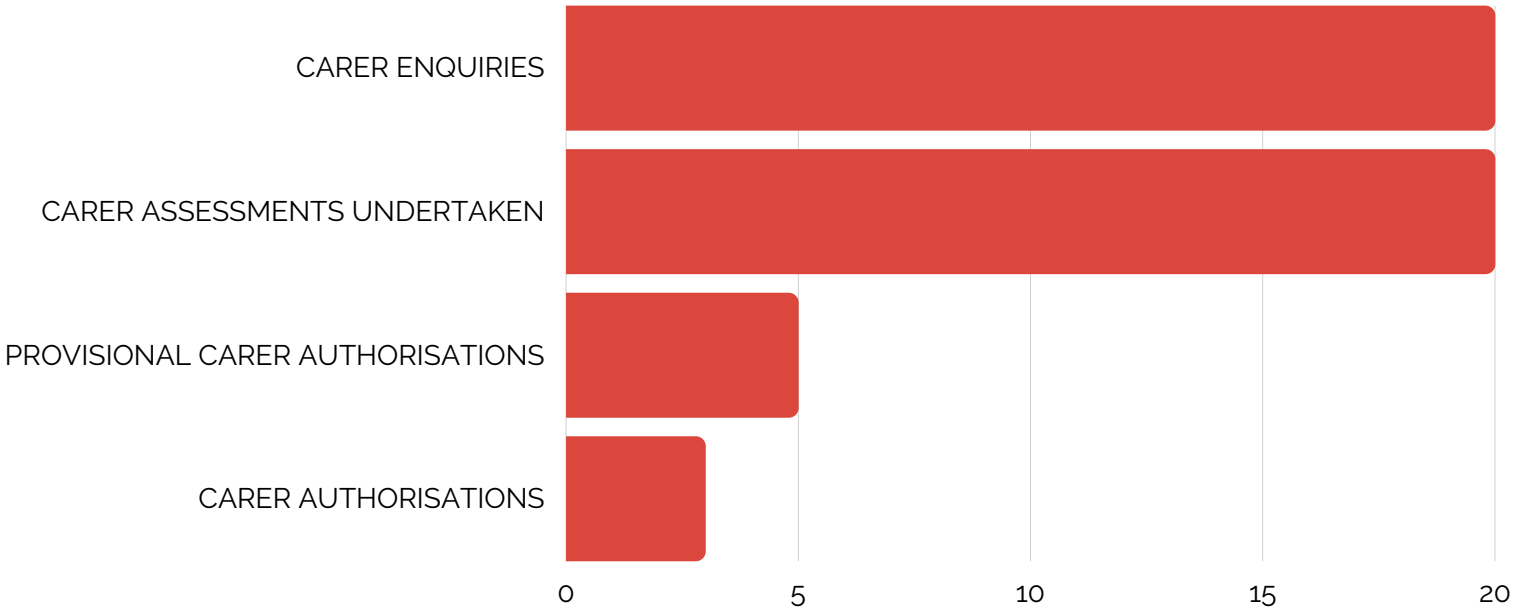
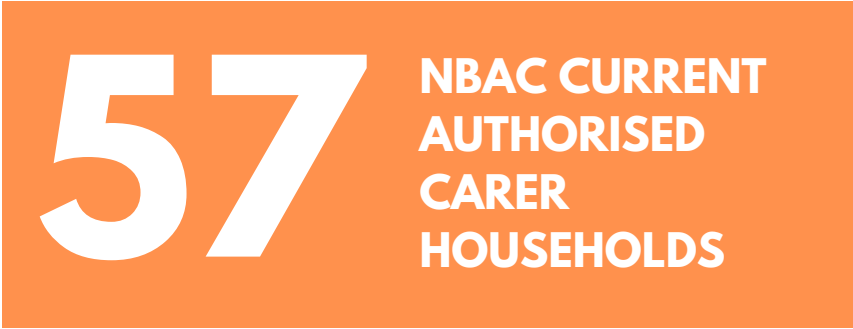
In May 2021, we were approached by My Forever Family to participate in another Yarn Up Session, this time face-to-face with potential carers in the Western Sydney area. The Recruitment team set out to come up with strategies to attract potential carers by utilising our current carer pool for referrals. We created another refer-a-friend system which saw the winning carer receive a gift hamper valued at \$70. We also utilised the knowledge of one of our Aboriginal Carer groups to discuss the importance of keeping children connected to culture. Unfortunately, much like the online Yarn Up session the event received a low attendance and no applications to become a carer for the service.

However, from this we received feedback from our current carers to take our face-to-face carer support group, which was greatly affected by the COVID pandemic, to an online platform.

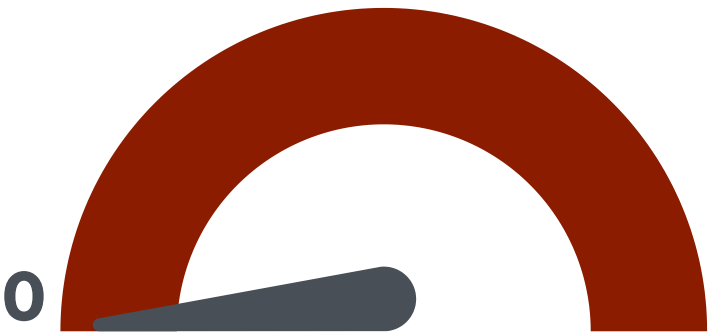
The Recruitment team worked hard in developing a Facebook carer support group which allows a space that is open to all NBAC current carers. Within the group we encourage carers to support each other, exchange information and knowledge as well as celebrate the children within the service as well as their achievements and life in a safe and confidential way.



# CARER RECRUITMENT AND SUPPORT: STATISTICS



**CARER TRANSFERS REFERRED EXTERNALLY**

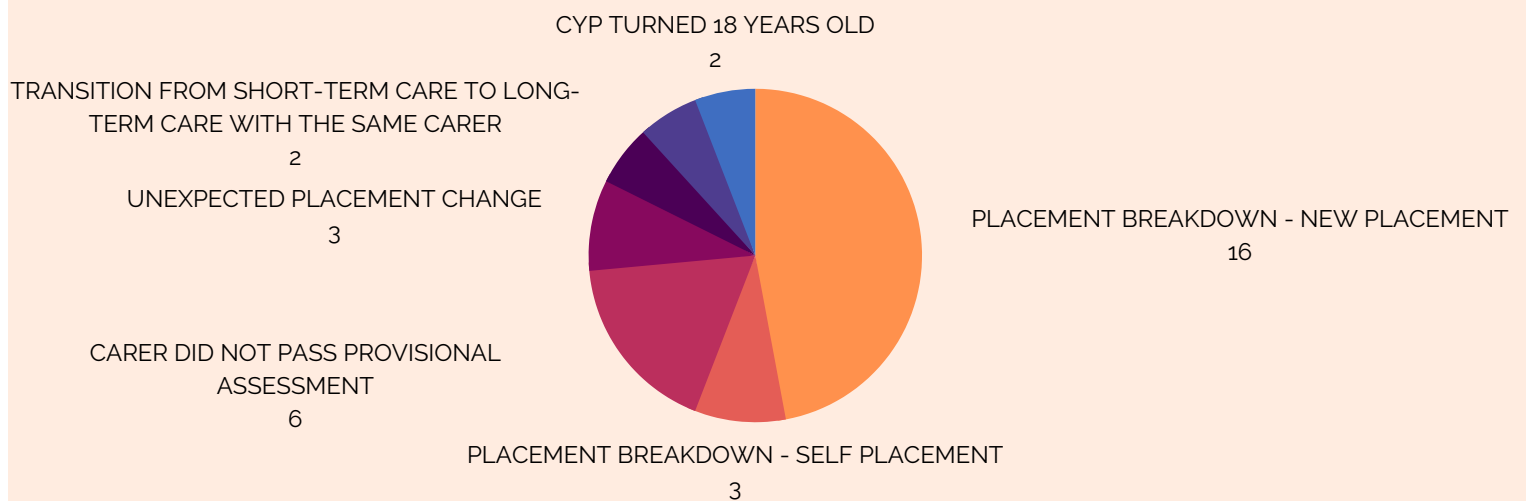


**CARER TRANSFERS FROM EXTERNAL REFERRALS AUTHORISED**





# PLACEMENT CHANGES: 2020/2021





# NEW PROGRAM AREAS

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NARANG BIR-RONG ABORIGINAL CORPORATION





# LEAVING CARE PROGRAM: REPORT

This year saw NBAC shift focus onto Leaving Care Planning with 22 of the 83 children and young people in the OOHC Program due to exit care within the next two years. NBAC focused on running programs with these children that focused on Healthy relationships and an online session about Job readiness. Additionally, NBAC decided to reach out to other services to help provide leaving care readiness programs. This thought process led to a partnership with the Aboriginal Unit at Mt Druitt TAFE to help develop a tailored leaving care program for our 16–18-year-old young people within the service. The program encompasses the following units:

### ASSO HALF-DAY ORIENTATION WORKSHOP

This will encompass a range of topics and activities for the group to engage in including:

- > How to enrol in TAFE, eligibility, and funded fee free programs.
- > Meet the Aboriginal team and give a bit of background about ASSO
- > Introduction to services that are available to Aboriginal and Torres Strait Islander students
- > Types of courses that you can study in TAFE
- > Pathways to employment discussions and TAFE's links to Industry
- > A morning tea or lunch.

### PRE EMPLOYMENT LIFE & WORK SKILLS PROGRAM

This is the core of the program where participants undertake learning in various areas that are aligned to the units in the TAFE statement including:

- > Training & employment – how to apply for work and your resume, career and goal setting
- > Life skills and social and interpersonal interactions
- > Social services – types of services available in the community to support young people
- > Identity & Cultural services

### ABORIGINAL LEARNER DRIVER PROGRAM

Participants must be of legal age to obtain a driver's licence, This course includes the following:

- > Road safety
- > How to use technology to undertake the test
- > Community effectively with emergency services
- > How to operate and navigate service NW
- > Licence requirements and eligibility
- > Sitting the test upon completion

NBAC have also focused on including a care leavers program and are working towards an existing role holding case management of the care leavers; young people 18-24 years old who have already or will exit the program. To help provide services such as housing, job preparation and interview skills, parenting programs, health referrals and advocacy. As we realised this is a service which is lacking across the sector and would be a good program to implement to further help young people who have exited care but still require advocacy and support from a worker.



PHOTOS FROM THE LEAVING CARE ARTWORK AND HEALTHY RELATIONSHIPS DAY 2021





# COMMUNICATIONS AND MARKETING: REPORT

This year, NBAC have seen a significant growth in both our social media and website presence, but additionally to the content and collateral that we are generating. Currently, we are engaging in the following platforms to improve our online presence: Facebook, Instagram, LinkedIn, Twitter and YouTube. Our website has been transformed through the rebrand, and we are constantly implementing new strategies, such as our email banners and Google Business pages which are increasing traffic to our website and YouTube channel.

## Website

Since the release of the new website, we have seen some initial growth in our sessions, and look to see this improve as our search-engine optimization begins to align with Google's algorithms. The interview that Heidi Bradshaw held with ABC News around the Laptop Scheme had a notable impact on the performance of the website, with 531 people visiting the website the same day it occurred. The website receives around 400 visitors each month at this stage, which will hopefully grow as it becomes more established. Additionally, the NBAC News page on the site has been established, and is constantly releasing new articles.



## Social Media

We have watched the growth of our social media over the past year, and we have seen some development in its reach and engagement. The growth of these platforms over time has increased our engagement and are continuing over time. Our Twitter account was created on 02/08/2021, meaning that engagement rates for this are still low and being established. We are still developing effective ways to boost this following, with a mix of posts, follow invites and sponsored content.



## YouTube

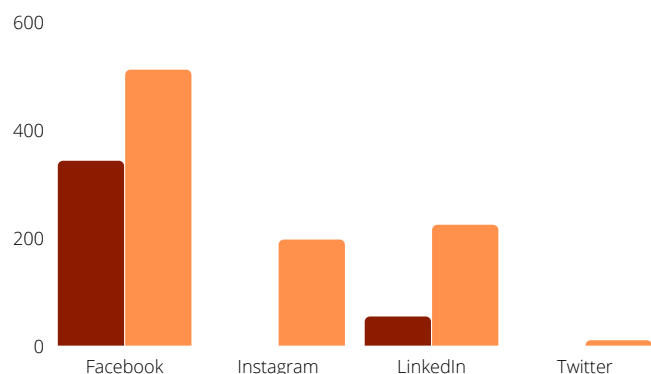
With the YouTube channel established on 27 August 2021, where we have taken some opportunity to create and publish content. Currently we are aiming to develop two videos each month, and several of these are paired with the articles on our website. We look forward to developing more content for the channel over time and to see its growth. The following is an outline of each video that has been released so far, and its performance since release:

VIDEO NAME	RELEASE DATE	VIEWS	LIKES
MEET THE TEAM: NBAC AUGUST 2021	27/08/2021	171	6
LETS DISCUSS: MENTAL HEALTH	27/08/2021	54	4
LETS DISCUSS: CYBER SAFETY	30/08/2021	25	3
INTRODUCING THE NBAC WARRIORS SPONSORSHIP	30/08/2021	35	3
FATHER'S DAY 2021	05/09/2021	49	6
NATIONAL CHILD PROTECTION WEEK 2021	22/09/2021	25	3
NBAC'S DEVICE DRIVE: ABC INTERVIEW	24/09/2021	15	0
NBAC'S SECOND ANNIVERSARY	01/10/2021	71	5
NBAC'S ESSENTIAL PACKS	29/10/2021	24	1
A YARN WITH OUR FOSTER CARERS	29/10/2021	48	1
'BE A PART OF THE CHANGE' ADVERTISEMENT	05/11/2021	3032	1

The development of our YouTube channel is very significant to NBAC, and will hopefully serve as one of our most significant platforms for marketing and content. We are to continue working with our clients, carers and the broader Aboriginal community to create content which encourages inclusivity, cultural awareness and general knowledge about our service and culture.

# COMMUNICATIONS AND MARKETING: STATISTICS

## GROWTH OF SOCIAL MEDIA DURING 2021

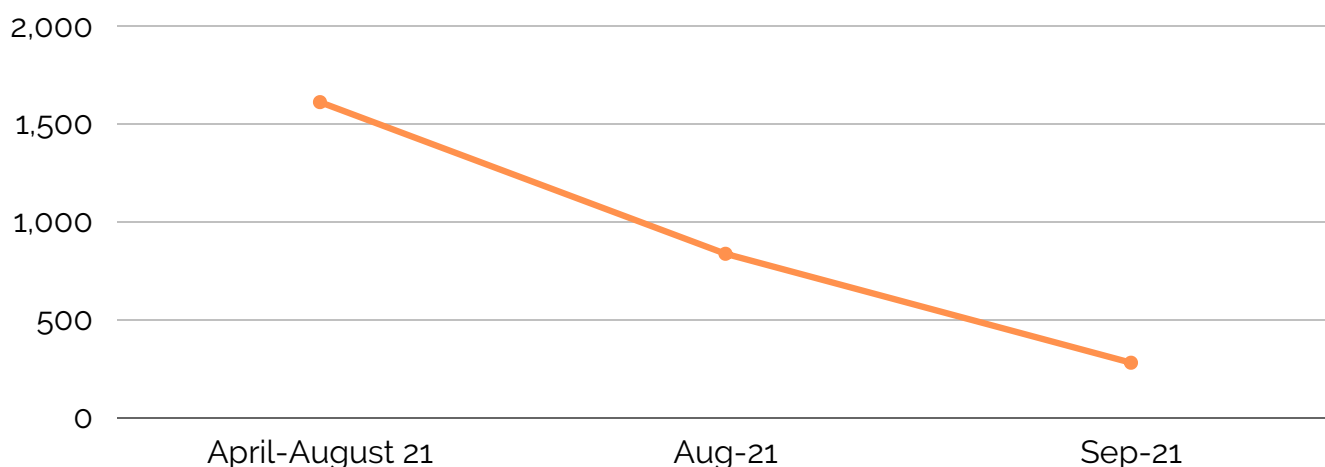


PLATFORM	START OF 21	END OF 21	% INCREASE
FACEBOOK	343	512	66.99%
INSTAGRAM	NO DATA	196	N/A
LINKEDIN	54	224	414%
TWITTER	0	9	N/A

**FOLLOWERS AT JANUARY 2021**

**FOLLOWERS AT NOVEMBER 2021**

## NEW WEBSITE VISITORS PER MONTH



## WEBSITE ARTICLES RELEASED 2021

ARTICLE NAME
KEEPING KIDS SAFE ONLINE
PREPARING FOR A FOSTER PLACEMENT
THE IMPORTANCE OF ABORIGINAL-LED INITIATIVES DURING COVID-19
HOW COVID-19 IS INCREASING THE 'DIGITAL DIVIDE'
CELEBRATING ABORIGINAL FATHERS
CHILD PROTECTION WEEK





## THE IMPLEMENTATION OF CARINGLIFE

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CaringLife is going to change the way NBAC and our caring families record and store life story work for the children and young people in their care. NBAC identified that life story work for children in Out of Home Care has been lacking in content for years. This previous paper-based book had issues with carers not using it and children and caseworkers not having access to the book to add or record information. It also could be damaged easily or lost. This for the child and young person is the only record of their journey and their life and the loss of these records can lead to severe identity issues throughout life for the child or young person.

Therefore, in 2021 NBAC found a program that will help us to overcome this issue for our children. CaringLife is an online platform and app, created by foster carers in Victoria, that gives children and young people in Out-of-Home Care a way to see all the photos, videos and important memories from their life. This app will give carers and children/young people a cloud-based system to record precious memories, such as photos and videos of their life as well as crucial documents; it will always be accessible for our children no matter what their journey and as they exit care to ensure these memories are recorded, not lost and will be available to them for the rest of their life.

caringlife





## DONATIONS AND PARTNERSHIPS

NBAC have become engaged in multiple partnerships during 2021 which have provided us an impressive opportunity to provide more support to our clients than ever!

### Essential Packs

We thankfully received significant donations from Winc. Australia, Good360 and AusCosmetics which allowed us to supply packs of COVID-safe gear (i.e. masks, hand sanitiser etc.) in order to assist to reduce the stress for our families, children and young people. NBAC were able to supply these to the majority of our clients and intends to continue supplying these going forward as well.



### Food Supply

Foodbank NSW & ACT have provided NBAC significant supplies of food and household items which have given ongoing support to our clients. NBAC were also fortunate to partner with Kallico Catering and Custom Cakes which gave NBAC the opportunity to receive and distribute food packs and precooked meals to our families in our Family Preservation Program multiple times every week.



There have been additional partnerships that have assisted our clients in their day to day lives, including our partnership with Share the Dignity, which has provided our female clients consistent amounts of sanitary products. We have also have received a donation of plants from Westfield Penrith for our children and young people to brighten their school holidays, in addition to the Westfield Local Heroes Grant won by our CEO Heidi Bradshaw.



NBAC would love to thank all of our donors this year for their immense support of our clients and service.







# EVENTS AND PROJECTS

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NARANG BIR-RONG ABORIGINAL CORPORATION







# NEW LOGO LAUNCH

In April 2021, NBAC launched our new logo. Following our transition to Barnardos Australia in 2012, we were required to create a new logo for ourselves. At this time, we felt as though the logo was representative of who we were and what we believed in. After a period of nine years we had come to a time that we were now ready to move on to something which was more symbolic of who we are and what we have evolved into. The foundations of this design are our children. The centre symbol represents 'a star' which is how we see our children. Our little stars. The symbols out to the sides of the centre star represent our families, communities and others gathering around our children to always ensure their safety and well being.

In launching this logo, we had six players from one of our 2020 Sponsored Sporting Clubs, the Orange United Sports Club come to an NBAC Family Fun Day. We held this day at Penrith Sporting and Recreational Centre. The players from the Orange United Sports Club facilitated Traditional Indigenous Games for the children and everyone enjoyed the hot dogs, jumping castles, slushies and most importantly – spending time together on the day. The Orange United Men's and Women's Rugby teams made it to the Grand Final this year and we are excited to see them win in 2022.



**Narang Bir-rong**  
*Keeping our little stars shining*

Logo from 2012 until 2019



**Narang Bir-rong  
Aboriginal Corporation**  
*Keeping our little stars shining*

Logo from 2019 until 2021



**NARANG BIR-RONG ABORIGINAL CORPORATION**

Current logo





## DEVICE DONATION SCHEME

The laptop drive began when one of our carers reached out as they were concerned that their child didn't have the means to access online schooling during the COVID-19 lockdown.

Once we were confronted with this, NBAC realised that not only were our children already at a disadvantage with lower educational outcomes in general but now these were being layered with even more issues with accessing their education. It also raised questions for us that we had never asked before such as – how were our high school students completing homework and assignments normally? Were they having the additional pressure of completing these at school? We then decided that we would try our hardest to provide technology to all the children and young people in our service so that they weren't being put at a further disadvantage. We were committed to do our very best at trying to close the further growing gap on educational outcomes for Aboriginal children, particularly those who are in the foster care system.

### The Community Response

In a first attempt our Chief Executive Officer, Heidi Bradshaw reached out to 50 of her contacts who she thought may own or work for businesses. The hope was they may have spare technological resources and would likely roll these over and as a result, have these sitting unused in their offices. One of our Board Members at the time, Irene Wardle, also reached out to her contacts at Sydney University with the same intention.

Within 72 hours the individual responses were overwhelming. We were initially receiving offers to donate devices from many students and faculty members at Sydney University and we had our first multiple device donation from Stephen Elbourn at ITIC - Systems, Education and Research who donated 15 desktop computers. With the support of our IT service provider H2 Tech (who have volunteered countless hours to repair and reset these devices), we then spent the next few weeks picking up devices from individuals who offered to donate an old devices or ones they had gathered from their local community seeing our call out for help.

A few weeks into this donation drive we then started to be contacted by companies who wanted to provide a bulk donation and some who wanted to purchase brand new devices for our children.



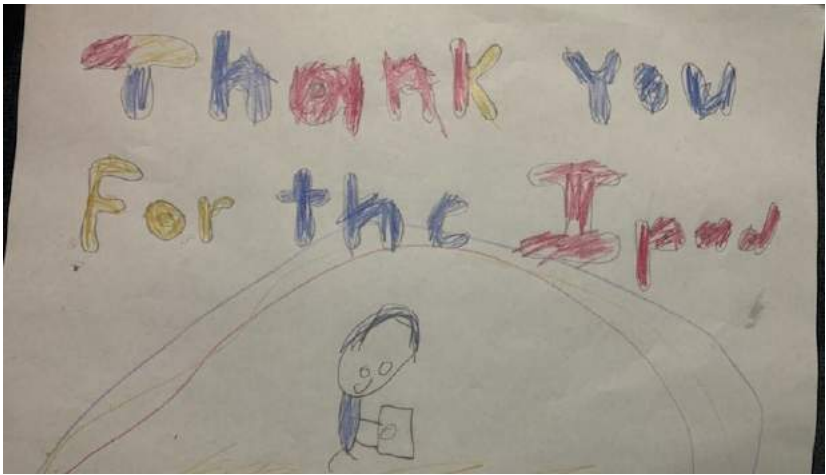




# DEVICE DONATION SCHEME

## The Outcomes

During our laptop drive, we were kindly donated over 200 devices to our children. Thanks to this generosity from our donors, we have been able to offer every child and young person in our service a device. The majority of these children and young people have never owned a device before. The donations have made a huge difference to lives of these children and their ability to access education and their confidence in participating in it.



## Paying it forward

As a result of our efforts in obtaining these device donations, we were then contacted by Clontarf Foundation who are another charity created to the educational outcomes for Aboriginal children. In October 2021, we were able to onwards donate 10 laptops to the Clontarf Foundation to be given to local Aboriginal boys who were currently studying their HSC.







## OUR CORPORATE DONORS: DEVICE SCHEME

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The significance of these corporate donations during our device donation scheme is not only limited to the individual benefit it has to our organisation and its clients, but to the greater community and the futures of Aboriginal and Torres Strait Islander people. We hope that it has also had an impact on the way that corporations consider their social responsibility programs, and that they introduce further programs to assist communities of Indigenous and vulnerable people. We would like to sincerely thank these donors for their impressive contributions, and hope that we are able to see possible further partnerships with some of these corporations in the future.

**AUSCOSMETICS  
MAXYTECH COMPUTERS  
TIMG  
BARRINGTON GROUP  
INDUSTRY TRADING  
POPULIS  
HOWDEN GROUP  
ITIC SYSTEMS  
BP AUSTRALIA  
GALDERMA  
WORKPLACE TEHNOLOGIES**





# OPTUS SIM CARD INITIATIVE: DONATE YOUR DATA

Following our Device Donation Scheme, NBAC were very excited that this year The Sydney Children's Hospital Foundation offered NBAC Clients to participate in the Optus Donate Your Data scheme, which enabled our clients access to a free sim card where current Optus clients donated their unused data to each month.

All Clients were offered the initiative and for NBAC clients that agreed to be a part of the data share program, they received a free Optus SIM card already activated on a 12 month contract, that allowed clients use of free phone calls, text messages and a minimum of 10 GB of data to use each month, under Optus mobile phone plan.

In total Narang Bir-rong Aboriginal Corporation received 50 Optus Sim cards, which we were able to filter out to clients, mainly Young People in our Out of Home Care Program and Vulnerable Families who are a part of our Family Preservation Program.

This initiative ensured some of our most vulnerable clients in lockdown had access to key areas such as remote online learning, telehealth and online services, connection to family and with their support networks and caseworkers at NBAC during lockdown. Whilst also providing connection to families in times of crisis. Clients who took part in this program were extremely grateful for the opportunity and the program was well received across all clients who received a sim card. The program will continue until June 2022, with options to extend the program in 2022.





# A Year in Reflection



Logo Launch Day 2021



NAIDOC 2020



Senior Manager Melissa celebrating 10 years at NBAC

CEO Heidi Bradshaw accepting the Westfield Local Hero Award



Much needed down time!

Leaving Care Day





International Women's Day Morning Tea



Delivering food to clients

Socially distanced Manager's meetings in 2020



Masks in the office

Staff vaccinations



Team bonding on Microsoft Teams

