



POSITIVELIFESA  
ANNUAL  
REPORT

2014 - 2015

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## Positive Life SA

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# WHO WE ARE



PLWHA (People Living with HIV & AIDS) was established by a series of community meetings in early 1995 and was successfully incorporated on the 26th April 1995. The organisation thus became an independent voice for HIV positive people in South Australia to ensure their lived experiences directed the provision of effective health and wellbeing support services and activities.

The organisation has since become known as Positive Life SA & continues its mission to improve the lives of people effected by HIV.

As a peer driven organisation, Positive Life SA is led by a community elected HIV-positive Board and has grown from modest beginnings to become an integral provider of information, advocacy and support to positive people across the state.

Since July 2009, Positive Life SA has reorientated its service provision from individual client services to a population health promotion approach involving the delivery of lifestyle engagement and change management programs that build HIV-positive people's capacity for self-management and increased quality of life.

Positive Life SA adheres to the keystone principles and practices of the Ottawa Charter (1986) and the Jakarta Declaration (1997), and actively works to

balance the wishes and needs of individuals with the longer term issues affecting the wellbeing, longevity and quality of life for all positive people.

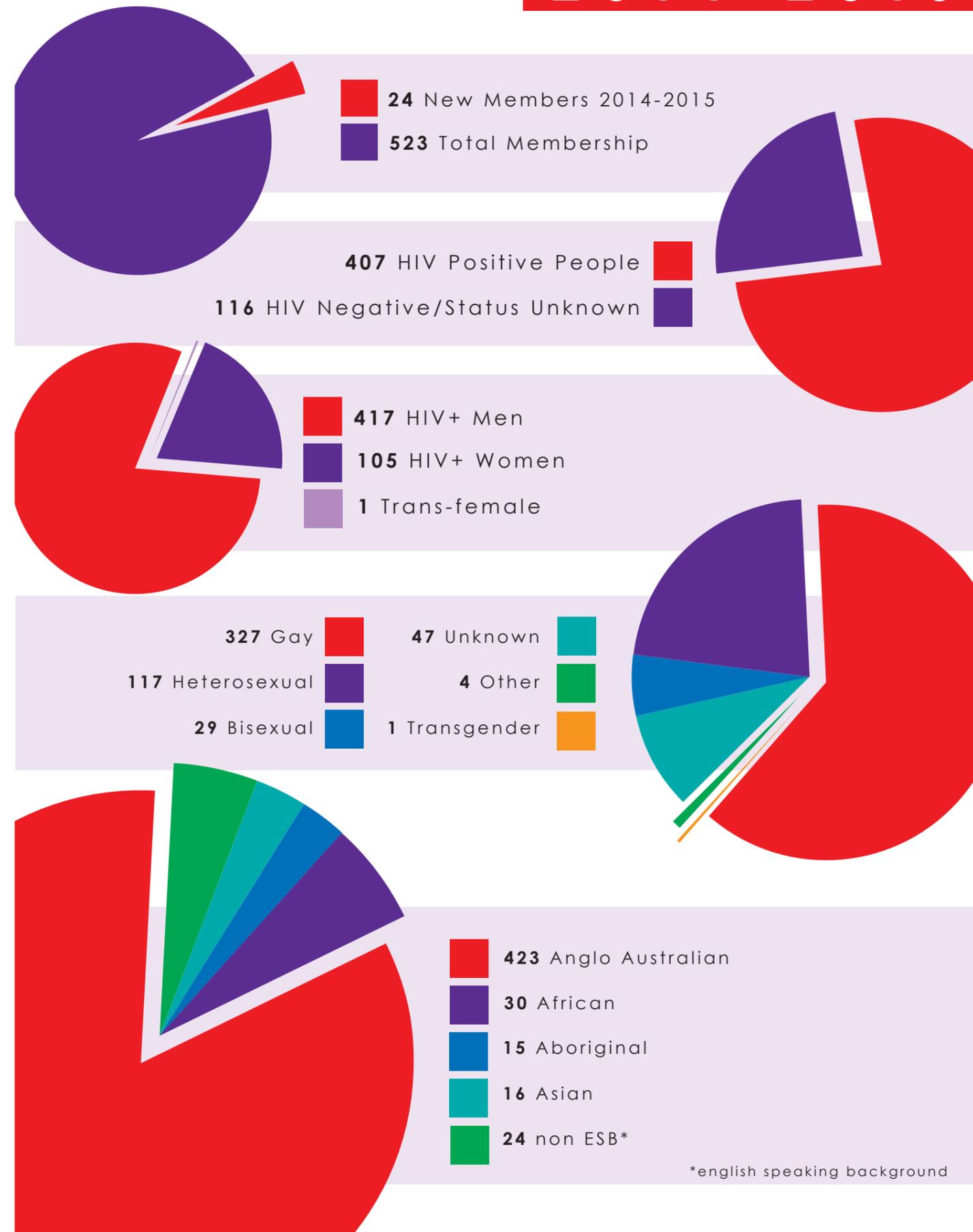
Additionally, Positive Life SA is committed to the principles underpinning 'GIPA' (*Greater Involvement of People Living with HIV; UN 1994*) and actively seeks to involve and sustain HIV-positive people across all aspects of the organisation.

Positive Life SA fully supports the NAPWA Declaration of Rights which was launched at a NAPWHA conference held in Adelaide 2005.



# PLSA Membership Statistics

## 2014 - 2015



\*english speaking background

# BOARD MEMBERS



*Geoff President*

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*Katherine Vice President*

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*Ashley Board Member*

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*Brad Board Member*

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*Joe Board Member*

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*Kerry Board Member*

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*Kristin Board Member*

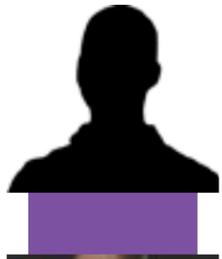
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*Michael Board Member*



*Steve Board Member*



*Sven Board Member*



*Tony Board Member*

### Former Board Members

- Andrew** - Board Member
- David** - Board Member
- Greg** - Board Member
- Mark** - Board Member
- Piotr** - Board Member

### Resigned Board Members

- Michael** - Board Member
- Steven** - Board Member
- Kristin** - Board Member

# STAFF



*Rob Executive Officer*

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*Suzi Community Officer*

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*Michelle Administrative Officer*

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*Christian Treatments Officer*

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*Tom Publications Officer*

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**Former Staff**



*Steve Treatments Officer*

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# REPORTS

# President's Report

Geoff Hood

As President, I oversee the governance and strategic role of the Board of Management of Positive Life SA (PLSA) which encompasses strategic planning, legal and regulatory compliance, supervision and support to the Executive Officer, and community credibility and accountability. I also Chair the monthly meetings of the Board of Management and undertake the supervision and support of individual Board Members.

The President and Vice President along with the Executive Officer form an Executive Management Team (EMT) to oversee matters arising that may impact on the Board. The EMT considers broader operations of the organisation and coordinates events or activities affecting the whole organisation and positive community (for example World AIDS Day).

All Board members are designated Responsible Officers to the organisation and must therefore engage diligently with organisational matters, especially financial. The President's role is to therefore keep Board members engaged and active in governance matters.

Looking back on the 2014 – 2015 financial year, it is tempting to regard it as an “annus horribilis” (like another Queen, following the year in which Princess Diana died and Princess Fergie separated from Prince Andrew). The reality, of course, is much different. PLSA continued to provide consistently high quality programs and services to our expanding membership as evidenced in our 2014 – 2015 Annual Workplan Evaluation Report. It is a testament to the commitment and dedication of PLSA staff that they maintained the highest standards of service delivery, despite the uncertainty surrounding their employment tenure.

We knew that our funding contract with SA Health would finish on 30 June 2015. Sadly though, the outcome of the Tender process (Nov – Jan) resulted in the loss of all SA Health funding and consequently four of our five staff.

I would like to thank personally Michelle, Suzi, Tom and Crhistian for their excellent work for PLSA and the HIV-positive community.

This year, as always, the priority for the PLSA Board has been advocating for the rights of people living with HIV (PLHIV). As part of AIDS Awareness Week 2014, the PLSA Board and our Executive Officer were invited to a luncheon with politicians at Parliament House, hosted by the Minister for Health, the Hon Jack Snelling. The lunch was attended by a good cross section of Members of Parliament from diverse political parties, who listened to our EO and me talk about our organisation, the programs,

services and activities we offer, and the challenges we face in the future. We are very fortunate to have a core group of highly supportive MPs who have advocated forcibly on our behalf, especially during the Tender process. Ultimately, they were not able to reverse the Tender decision which saw the bulk of our funding transfer to a SHineSA/Victorian AIDS Council consortium. However, their ongoing support has been invaluable.

In May 2015 the PLSA Board held a Special General Meeting to inform our members and community about the consequences of the loss of our SA Health funding. After robust discussion, consensus was reached that PLSA should continue to operate beyond 30 June 2015. However, this meant a significant reduction in the programs and services which could be offered, and paring back to only one paid employee. At the subsequent Board meeting, Board members voted to retain Rob OBrien as the Executive Officer.

Looking ahead, the Board will be focussing on strategies for securing funding through Corporate Partnerships, to guarantee our ongoing sustainability. This will be a very challenging task, but it would be truly joyous to be independent of government funding.

Finally, I would like to say a sincere thank you to all Positive Life SA Board members; it has been a “baptism of fire” for me in the role of President since November 2014, and I am grateful for their support, tolerance and understanding.

Geoff Hood

# Executive Officer's Report

Rob O'Brien

As Executive Officer, I oversee the operational matters for Positive Life SA (PLSA) such as staffing for the services and programs being provided, how the PLC is working and being looked after. It is also my job to work with the Board of Management in its Governance role. I largely provide advice and guidance to the Board about strategic and bigger picture matters affecting the organisation and PLHIV more generally. I'm responsible for the reporting requirements of our funding bodies and also manage the relationships PLSA has with government, politicians, potential funding bodies, grant agencies and corporate partners etc. In our current *resource poor* environment I also provide backfill for The HIVE, reception duties as needed, registration of new members to the organisation, access to the CNP, and providing individual support for people as needed. I am also the person who represents the organisation on many Government and HIV sector working parties or committees. I started work (for PLWHA) in August 2009.

## Services and Activities

In spite of a turbulent and uncertain year that ended with the loss of all SA Health funding, Positive Life staff and volunteers provided an amazing range and quality of programs, services and activities to the HIV-positive community, and other communities of interest.

Our *Annual Workplan Evaluation Report* for 2014 – 2015 details the high quality and success of our programs and services. This year we reported on 14 activities from our SA Health funded *Annual Workplan*. Other activities were funded from donations and grants.

These included: *Positively Talking* (our newsletter - unrestricted educational grant from Gilead Sciences Pty Ltd), *The Red Ribbon Fund for The HIVE and Ambulance cover* (M.A.C. AIDS fund, AET and other individual donations), and weekly *\$5 Friday lunches* (self-funded by lunch patrons).

Our 3.6 (Full Time Equivalent) staff and team of dedicated volunteers provided a wide variety of programs, services and activities. Please refer to the 2014 – 2015 Annual Workplan Evaluation Report for more detailed information. Meanwhile, the following are some statistics that highlight the incredible work achieved by such a small organisation as Positive Life SA.

### PLSA episodes of advice, guidance, lobbying and advocacy\* to mainstream organisations included:

**33** Unique mainstream organisations/services/groups/government programs

**369** Community services and health industry workers, including Aboriginal Health Workers, nurses, midwives, aged care staff, BBV/STI Sector workers and refugee/migrant workers

**317** Tertiary students training to work across the health sector, including medical, nursing, pharmacy and virology students

**401** Year 10 and 11 students

\* see *Report 13* for greater detail

### PLSA contributions\* to the Sexually Transmissible Infections/Blood Borne Virus sector included:

**25** Partnerships and collaboration activities

**5** Partnerships and collaboration futures planning for 2015 - 2016

**9** Committees and working parties (over 25 separate meetings)

17 Episodes of resourcing or professional development (includes PLSA briefings to new workers, conference/consultation contributions, resource preparation, feedback, consultations)

9 Episodes of timely/informal advice and guidance (discussions at other events with sector personnel  
\* see Report 12 for greater detail

### Events and Services

PLSA once more staged a high volume of events and services for HIV-positive people, friends and family during 2014 - 2015. These included:

17 events involving PLHIV, people closely affected by HIV, the HIV workforce, mental health workforce, clinicians, politicians, companies and broader community members.

2154 visitors to the Positive Living Centre, including 1438 HIVE shops.

4 new resources developed

25+ committees in SA and/or Interstate.

344 people attended 59 specific activities and events including Friday Lunches, Planet Pos, Red Party, HIV Treatments Forums etc

### New members to Positive Life SA

24 HIV-positive people registered with Positive Life SA during 2014 – 2015.

Of these

83.4% were men, 16.6% Women;

70.7% identified as gay or bisexual and 29.3% as heterosexual; and

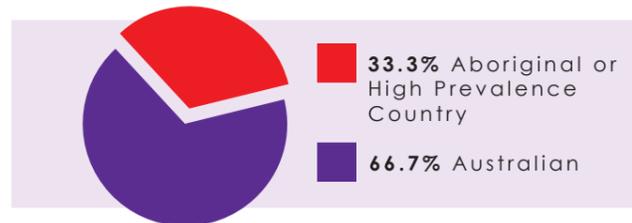
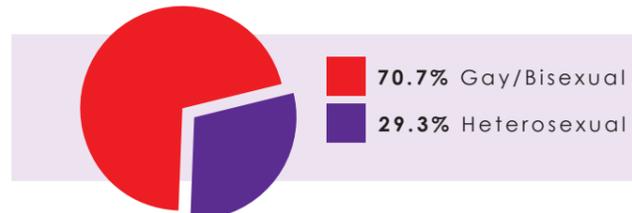
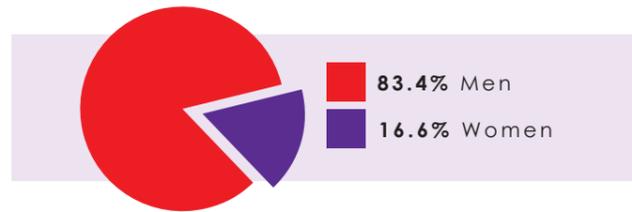
33.3% identified as Aboriginal or from a country of high HIV prevalence

At the time of the November 2015 AGM, our PLSA membership was comprised of 523 people of whom:

417 are men, 105 are women, 1 Trans-female

407 are HIV-positive; 116 are HIV-negative or HIV status is undisclosed

## New PLSA Members Statistics 2014 - 2015



TOTAL NEW MEMEBERS: **24**

15 are Aboriginal, 30 are African, 16 are Asian, 24 from a non-english speaking background

327 identified as gay, 29 identified as bisexual, 117 identified as heterosexual, 4 identified as other, 42 as undisclosed sexual identity, 1 Transgender person

### Volunteers

PLSA was fortunate enough to have 75 volunteer roles (including Board) working across the organisation during 2014 – 2015. Collectively this provided just under 4000 hours of unpaid work to the organisation. This would equal around \$130k in wages or just on 33% of the 2014 – 2015 budget. The following details how volunteers worked across the organisation in 2014 - 2015.

**Table: Volunteer Work and Total Hours**

Area	Hours	Volunteers
<b>Administration:</b>		
Governance	464.13	16
Administration support	682.72	10
<b>1146.85</b>		
<b>Service Delivery:</b>		
\$5 Friday	964.42	13
Complimentary Therapies	108.32	3
The HIVE	1397.10	19
AAW/Candlelight Memorial	44.65	7
Hepatitis Lunch	28.5	7
<b>TOTAL HOURS</b>	<b>3689.84</b>	<b>75</b>
<b>Average Hours Provided per Volunteer</b>	<b>49</b>	

### Staff changes during 2014 - 2015

Our HIV Treatments Officer, Steven Moran, left in November 2014 following 10 months with PLSA. In February 2015 Christian Munoz joined us as the new HIV Treatments Officer.

Sadly, with the loss of SA Health funding at 30 June 2015, all staff except myself were made redundant and ceased their employment with PLSA in the first week of July 2015.

This was a very difficult time for us all as we said farewell to Christian (Treatments Officer), Tom (Publications Officer), Suzi (Community Officer) and Michelle (Administration Officer).

Michelle was our longest serving worker. Starting 12 years ago as a volunteer, moving on to work as the Transport Coordinator then working as the Finance and Admin Officer. Michelle's skills, expertise and knowledge have ensured the organisation functioned as efficiently as possible. Michelle provided consistent and reliable advice and guidance on a wide range of financial, regulatory and administrative matters that ensured PLSA activities were always compliant, sound and successful. Michelle's logical and systematic approach is greatly missed.

Suzi Quixley had been with PLSA for 4½ years and brought an incredibly broad range of writing and service delivery expertise to PLSA. Most of our publications over the past four years have been developed by Suzi. They have received wide appreciation amongst HIV-positive people, sector workers and other professionals for their accessibility and utility. This is especially so in relation to HIV and Ageing, and the final consultation document *Identity and Secrecy*. Suzi's incredibly rich network of contacts, cultural competencies and eye for detail is greatly missed by all who are left.

Our Publications Officer, Tom Green, had been with PLSA since April 2011 and was responsible for 'changing the face of' many aspects of our organisation including: the Newsletter (PT), PT Extra, website, facebook, general signage, PLSA logo, and promotional materials for events, forums and services. Tom (and Suzi) were instrumental in changing the look and readability of our Annual Workplan Evaluation Reports and the PLSA Annual Report.

Christian Munoz was only with us for a short time, but he proved a great advocate for HIV-positive people, especially amongst sector workers and other agencies. He brought an engaging and at times challenging cultural perspective to how we viewed our own activities and services and the experiences of people new to the organisation.

It has been an immense loss to the organisation to have these four staff no longer with us. Their collective expertise, skills, insights and knowledge cannot be replicated. As we struggle along in the new financial year, their absence will only become more marked.

I wish them all the very best in life after PLSA, both personally and professionally.

### 2015 - 2016

The future for Positive Life SA is still an unknown.

Together with the Board, we are working through a planned process to secure Corporate Partnerships. This process will not be quick, nor simple. Expert evidence in the field of establishing and maintaining Corporate Partnerships demonstrates a 12 – 18 month process to identify, connect with and 'win over' a corporate partnership that will realise sustainable and ongoing

funding. We are working hard towards this goal and hope to begin canvassing suitable 'Corporates' early in the new year.

The Corporate Partnership is not *fundraising*, and is not *sponsorship*. Both of those activities would not secure the level of ongoing funding needed by PLSA to be sustainable and relevant. Fundraising activities are highly labour intensive and do not generate the level of funding necessary for the organisation to move forward. Sponsorships are usually for identifiable items or events and are once off and small amounts of money or they are 'in-kind support which PLSA doesn't need at this time – we need cash.

The corporate partnership approach is a huge challenge for us, but we are working as a team and together we will succeed (or not), but not for want of effort.

If you know someone who is a CEO, Board member or Marketing manager of a corporate organisation, please let us know... it could be the lead we need.

Meantime, our record for good relationships with corporations is already well established through the M.A.C Cosmetics donations for our Red Ribbon Fund. The RRF provides stock items for The HIVE and pays Ambulance subscriptions for PLHIV on low incomes.

We have been further supported this year with a grant from the Australian Executor Trustees that is ensuring that The HIVE can be maintained during this period. Along with a small grant from the Flack Trust, The HIVE is this year able to buy and provide market grade fresh fruit and vegetables, along with its usual stock of goods.

We have also been looking for sources of larger funds through submissions, but most are either too small in amounts to warrant applying or we don't quite fit the criteria. Additionally, most funds are for one year only and are tied funding ie we would have to do other work which then means less time to focus on corporate funding. However, we have applied for funding through DCSI (will hear in November) and will apply for a Perpetual funding grant, due in December.

We will inform you as soon as we know something

definite.

However, we are still open for business (albeit shortened hours) Wednesdays through Fridays from 10am until 3.00pm. Our HIVE is fully stocked, including fresh fruit and vegetables; our Friday lunches continue to grow in success as an inclusive social event for PLHIV and other community members. Lunches average 40 people each Friday. We still offer individual support via phone or in person and have our valued volunteers around who can provide peer support as well. Massages are back on the table (so to speak) as we recruit new TAFE students to the centre. Watch out for their availability in our next news update. Our Vice-president (Kath) also runs the HIV-positive Women's Zone on the first Wednesday of each month from 11.00am til 1.00pm. This is very informal, very welcoming and very nutritional (only the best biscuits, cheese, and cakes ☺).

Let people know we are here for the duration... come and visit... come and have lunch, a massage, a shop or just a chat. Come and visit us while you can. Very soon there may well be no real community based services left in South Australia. Our Health Minister is transforming health and true prevention services, and real community support are not part of the agenda. Apparently T-shirts, interstate ownership and funny worker selfies and stills are the panacea for the future??

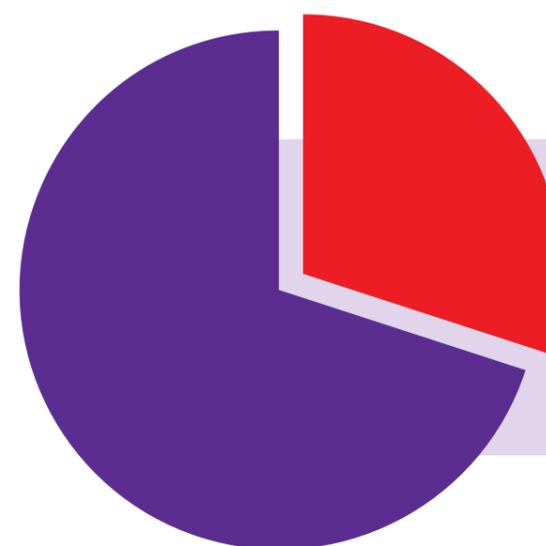
Rob

# POSITIVE LIFE SA WEBSITE ANALYSIS

2014 - 2015

5269

people accessed  
[www.hivsa.org.au](http://www.hivsa.org.au) between  
July 2014 & June 2015



6753 TOTAL WEBSITE VISITS

23.4% RETURNING VISITORS  
76.6% NEW VISITORS

THIS YEAR  
FEATURED

sessions 6753  
users 5269  
page views 13 254  
pages/session 1.96  
avg. session duration 00:01:40  
bounce rate 63.85%  
% of new sessions 76.63%

**Australia:** sessions 4888 | pages per session 2.25 | session duration 02:08  
new sessions 70.36% | bounce rate 55.95%

**United States:** sessions 384 | pages per session 1.27 | session duration 00:37  
new sessions 97.40% | bounce rate 76.82%

**Brazil:** sessions 333 | pages per sessions 1.01 | session duration 00:03  
new sessions 100% | bounce rate 97.60%

**South Africa:** sessions 103 | pages per sessions 1.32 | session duration 00:49  
new sessions 59.22% | bounce rate 81.55%

**Unknown:** sessions 83 | pages per session 1.08 | session duration 00:21  
new sessions 100% | bounce rate 79.52%

Other countries of note:

India: 74 sessions | United Kingdom: 67 sessions | Italy 51 sessions | Germany 48 sessions

# ACKNOWLEDGEMENTS

Positive Life SA once again would like to thank and acknowledge the following organisations and businesses for their involvement and/or generous support for the HIV positive community of South Australia.

- *Anglicare*
- *Australian Executor Trustees (AET)*
- *Bakers Delight - Sefton Plaza*
- *Blaze Media*
- *Boehringer Ingelheim*
- *Bristol-Myers Squibb*
- *Camatta Lempens Pty Ltd*
- *City of Marion Council*
- *Clinic 275*
- *Commonwealth Bank of Australia*
- *Drug and Alcohol Services SA*
- *Foodbank SA*
- *Gilead Sciences*
- *Healthmark Nursing and Support Services*
- *Hepatitis SA*
- *HIV Women's Program,*
- *HIV/AIDS Legal Centre (HALC)*
- *L3 Consulting*
- *M.A.C Cosmetics*
- *Mental Health Professionals Network*
- *Merck Sharp and Dohme*
- *National Association of People with HIV Australia (NAPWHA)*
- *Novotel Barossa*
- *Port Adelaide TAFE*
- *Positive Life NSW*
- *Pulteney 431*
- *RDNS – Your health and Learning*
- *SA Council of Social Services (SACOSS)*
- *Seven Stars Hotel*
- *Speakers for presentations*
- *The 32 organisations that utilised Positive Speaker Bureau*
- *The Cumby*
- *The Kings Hotel*
- *The Mars Bar*
- *The Royal Agricultural & Horticultural Society of SA*
- *Uniting Care Wesley Bowden*
- *Uniting Communities*



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