



THE
LADY MUSGRAVE
TRUST

QUEENSLAND'S OLDEST
CHARITY AND A **CHAMPION**
FOR HOMELESS WOMEN

ANNUAL REPORT 2019

The Lady Musgrave Trust - A Company Limited by Guarantee - ACN 010612272

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The Lady Musgrave Trust | A Company Limited by Guarantee | ACN 010 612 272
Annual Report | Financial Year Ended 31st December, 2019

Our History



Lady Jeanie Lucinda Musgrave
Our Founder

The Lady Musgrave Trust (Trust) is Queensland's oldest charity and was founded in 1885 by a group of community-minded people, under the leadership of Lady Jeanie Lucinda Musgrave, wife of the then Governor of Queensland. The Governor of Queensland has been the patron of the Trust ever since.

From 1885 this dedicated group of people strived to provide safe and secure accommodation for immigrant women.

A particular goal was to assist servant girls who had been discharged by their employers and had no other residence and minimal skill to sustain a good future. Initially the young women were trained in duties such as cooking and nursing.

This vital education gave the young women skills that in turn provided them with opportunities for a better life. Lady Musgrave chaired the first meeting and was elected Patron.

The subsequent new Lady Musgrave Lodge was established in Spring Hill in 1891 and named in her honour.

The Lodge would provide safe accommodation for these young women in need as well as training opportunities.

To this very day, the Trust still provides accommodation and support in various properties throughout South East Queensland.

In 2009, the Annual Forum for the Homelessness Sector was established and in 2011 the first Handy Guide for Homeless Women in Brisbane was published. In 2015, the Trust celebrated its 130 years of service with supporters.

We continue to celebrate and build upon our unique history – it is with great care, strategy and vision that we continue the Trust's legacy in honour of Lady Lucinda Musgrave.

[See Lady of the Lodge takes a stroll down memory lane.](#)

Our Patron



His Excellency the Honourable Paul de Jersey QC

With an impressive career including the Judge of the Supreme Court of Queensland and Chief Justice, His Excellency lives and breathes the compassion that infuses The Lady Musgrave Trust's mission to give young homeless Queensland women shelter, hope and the chance to take initiative in their lives.

Since 1885, a Governor of Queensland has been the Patron of The Lady Musgrave Trust.

We are honoured that our Patron is His Excellency, the Honourable Paul de Jersey QC The Governor of Queensland.

His Excellency speaks about the compassionate spirit of Jeannie Lucinda Musgrave.

"This most extraordinary woman would greet immigrant ships as they berthed, taking a particular interest in the welfare of any young woman not met by friends, relatives or an employer. Lady Musgrave understood that if she was to help vulnerable young women, she had to be at the right place at the right time, when their need was greatest.

The same insight has led to the development by the Trust of the Handy Guide for Homeless Women mobile app. As close at hand as their mobile phone, the app is there for women in their urgent time of need – just as the helping hand of Lady Musgrave was present for those

vulnerable women at the docks more than 130 years ago.

Students of history will know of the small band of loyal supporters who worked with Lady Musgrave to bring to reality a compassionate and practical service to help homeless women and women at risk. You are the heirs of those loyal supporters, faithfully steering this enormously important charity – now Queensland's oldest – to work in partnership with like-minded organisations to prevent and address the scourge of homelessness.

It is clear that the work of the Lady Musgrave Trust is highly valued by the women it helps, and highly respected by the many organisations with whom it collaborates.

This work is only possible through the dedication of its staff and the Trust's many supporters.

Key Roles



Our Champion

Joy Chambers-Grundy

Joy is a successful author, company chairman and inspiring international business woman. She began her illustrious career as an actress and in 1970 was awarded a Logie for her performances. In 1985 she was elected to the board of Grundy Worldwide, a company specialising in independent television production and distribution. In 1995 Joy continued her work in this industry and founded the successful RG Capital with Reg Grundy of which she is now the Chairman.



Our Ambassador

Nikki Parkinson

Nikki is a former-journalist, turned stylist, and now author and full-time blogger behind Styling You – an advice-driven fashion, beauty and lifestyle blog that helps busy women find confidence through their personal style.



Our Corporate Partner

Keystone Private

Queensland's leading multi-family office partnering with families and business owners to help build dynamic and secure future for generations.

Our Corporate Governance Approach

- The Trust's principles, policies and procedures ensure that the long-term health and prosperity of the Company is maintained for the benefit of Queensland women who may be homeless.
- The Trust's documentation articulates the roles and responsibilities of the Board and Executive (setting the strategy and direction of the Company and managing the organization). All material is updated regularly.

See our website ladymusgravetrust.org.au

Our Board



Patricia McCormack
President/Chairman



Joy Williams
Treasurer



Jeannette Scott
Company Secretary



David Callaghan
Director



Louise Kelly
Director



Jennifer Clark
Director



Allison McKelvie
Director



Belinda Carroll
Director

CEO

Karen Lyon Reid

Business Advisor

Pixie Annat MBE OAM

Our Youth Advisory Committee

The Lady Musgrave Trust appointed its first Youth Advisory Committee members in May 2019. The strategically selected members of the committee will provide insight from the viewpoint of younger people to help shape the Trust's various business functions.



Brianna Kelly



Bridget Clark



Brittanie Dreghorn



Georgia Amery



Kate Hudson

Our Chairman's Message

I take pleasure in presenting this Report for 2019, which is my fifth since assuming the role of Chairman of the Board of Queensland's oldest charity and a champion for homeless women.

Throughout this last year, the Board has continued in our fight against women and children's homelessness throughout Queensland by:

- Retaining a strong client service focus for the young women and children together with our service partners Churches of Christ
- Ensuring our Trust-owned property portfolio is strategically located and managed in accordance with best practice asset management principles
- Engaging and empowering women through our widely adopted Handy Guide products which far exceeded our projections
- Driving conversations in the community through our annual Forum on Women and Homelessness
- Building Resilience and inaugural Master Class series on the Homelessness Sector's establishment of Mentoring Programs; and
- Inspiring change through leadership in research and positive story telling using our various platforms.

We have continued to strengthen our financial position and increased our total revenue generation by 92% (over the past 5 years) as a result of improved management of our rental properties and increased activities in fundraising.

Our continual research aimed at reducing women's' homelessness resulted in the initiation of the Older Women's Homelessness Project to directly combat the 31% increase in homelessness for women over 55.

The seed funding provided by the Cromwell Property Group Foundation helped launch this



Patricia McCormack
President/Chairman

vital 18-month project, which will provide practical guidance tools directly to these women and involve a community education campaign.

While 2020 commenced with a February Cocktail Party celebration of our 135th year of service, in March the World Health Organisation declared the COVID-19 outbreak a pandemic. The outbreak and the response of Governments in dealing with the pandemic are interfering with general activity levels within the community, the economy and the operations of our business. The scale and duration of these developments remain uncertain as at the date of this report however they will have an impact on our earning in 2020 (particularly through grants and donations), cash flow and financial condition.

The Trust's CEO and Board are closely involved in continually reviewing our business activities and actively adjusting delivery and services as needed. Our core operational activity, the provision of accommodation and support to young women, will remain our primary focus and our ownership of the property portfolio and no debt position will ensure that we can maintain our service.

We will continue to review the circumstances and our other

services throughout the year. Our ability to be nimble and adapt our services, as we have over the past 135 years, will see us perform at a high level for our stakeholders.

The Trust has a strong and dedicated volunteer Board of Directors who continue to provide strategic guidance and will so during this challenging year, whilst ensuring our Corporate Governance management processes, policies and documents meet the strict regulatory regimes governing the Trust and those recommended by the Australian Institute of Company Directors for Not-for-Profit organisations. I thank the Board of Directors and our CEO whose devotion and committed service make our achievements possible.

Much of the success of the past year and the future I attribute to the support of our many contributors - our donors, sponsors, volunteers and our partners - You are a vital part of our story. Thank you for being a part of our work and for helping to advance the vision of the Trust.

I look forward to celebrating our 135th year and our continual collaboration with key partners, the homelessness sector and our Board. We remain focused on the services that mean the most to the women we serve today and tomorrow.

Our CEO's Message

We continue to leverage all aspects of our business to maximise our positive impact on homeless women and children including our property and financial assets, partnerships, systems and publications.

Our diverse and strategically located property portfolio located in Brisbane and most recently acquired townhouses in Ipswich is fully operational, providing over 8,000 bed-nights of accommodation to our young female clients and their children.

Throughout the year, we have witnessed many of these young women successfully transition from a life of disadvantaged to independence, jobs and secondary education.

Our collaboration with industry professionals that are the best in their fields ensures that the accommodation and client service component of our work is best practice and continually renewed.

We have undertaken a number of building works in Ipswich and I thank ESP Development for their generous and skilful contribution to these works.

Our Handy Guide for Homeless Women products have been used by over 20,000 people throughout the year including the well established Brisbane Guide, the newer Regional Handy Guide covering Queensland and the map based website App.

In our role of leading change and collaboration across the homelessness sector, in August 2019 we held our most successful annual Forum to date focusing on Building Resilience with a range of real life experiences being told, examples of solution to homelessness that are actually working on the ground, new leading edge and future based ideas.

We also ran our inaugural Master Class on mentoring programs for women in need. I thank all of the talented speakers who volunteered

Karen Lyon Reid
Chief Executive Officer



Our Handy Guide for Homeless Women products have been used by over 20,000 people throughout the year.

to present at our Forum, especially Dr Ruth Knight from the Business School, Accountancy, Australian Centre for Philanthropy and Nonprofit Studies

I have been so fortunate to work closely with many dedicated individuals including our partners, sponsors, grant providers and particularly all of the volunteers that worked on the Forum, Handy Guide products, fundraising and our core delivery of accommodation. It is because of this vital network that we are able to build on the 134

years of success that the Trust has realised.

For the Trust, the global Covid-19 pandemic is a particular concern for those that are most vulnerable in our community.

As we start this challenging journey early in 2020, how it will impact on our services is not fully known however our continual risk analysis approach and management planning will be updated throughout the year.

Our core service delivery will continue and some of our non-core activities such as the delivery of our annual Forum and our Handy Guide products will likely be delivered by electronic means using the latest technology. There is opportunity for the Trust to deliver in a new way and expand our reach to a broader community.

The Trust is well positioned to focus on its next phase of innovation, growth and delivery of our services to homeless women, the sector and community.

Given the current environment, continual leadership and delivery of leading edge services will ensure an exciting and challenging 2020.

2019 Our Value to Homeless Women

100% of the Trust's income contributes to providing services to homeless women (either directly or indirectly).

Accommodation and Services

Bed Nights for Young Women & their Children



>8,000*
*Crisis and long term

Accommodation Units for Young Women



11

Issues Addressed for Young Women



Domestic and family violence; poverty; poor mental / physical health; leaving youth care or in prison

Empowering Women

Individuals Receiving The Handy Guide



>20,000 (Hard copy Books)
>3,800 (Mobile Website App.)

Services shared to women across Queensland



>2,500, includes accommodation, healthcare, welfare, facilities and more

Organisations using the Handy Guide in Qld



>400, includes hospitals, prisons, sector, government and non-profits

Strengthening Community

Attendees at the 12th Annual Women and Homelessness Forum



>220*, representing community, government, universities and non-profits

New Research and Projects



Commenced project to combat 31% increase in older women's homelessness

Feedback Survey Response from Attendees



>90% positive

Funds / Value Contributed

Volunteers



>650 hours
*Does not include Board time

Generated Support



>\$700,000
*Includes donations, in-kind support, sponsorships and grants.

Profits Donated



>\$180,000
*Includes Handy Guide, forgone rental and donated expenses costs.

Special Thank You!

The Trust's impact is only possible due to our supporters

We enjoy strong relationships with our expanding support base. This includes valued working partnerships with a range of corporate bodies, charitable and community organisations, government departments and agencies, other not-for-profit organisations, as well as individuals who have made generous financial and/or in-kind donations. Our partners and supporters appreciate the difference that their contribution makes to the type and quality of programs we can deliver and, in turn, to the life chances of women experiencing homelessness. The overall value of donations (including cash, gifts, in-kind professional services, volunteer time) is greater than \$700,000. We send a special thank you and acknowledgement to them all.

Our Champion

- Joy Chambers-Grundy

Our Ambassador

- Nikki Parkinson

Corporate Sponsor

- Keystone Private

Youth Advisory Committee

- Brittanie Dreghorn
- Bridget Clark
- Brianna Kelly
- Georgia Amery
- Kate Hudson

Our Business Partners and Supporters

- Churches of Christ
- The Content Division
- Griffith University
- Office Logistics
- Allens
- IOOF Insurance Brokers Pty Ltd
- ESP Developments
- Galabids
- QPrint
- Keffords Removals

Our Grant Providers and Sponsors

- The Cory Foundation

- The Danks Trust
- Myer Pty Ltd
- Department of Housing and Public Works
- Office for Women
- Greenbank RSL
- City of Ipswich
- ANZ Staff Foundation
- Department of Child Safety, Youth and Women
- Cromwell Property Group Foundation

Forum and Project Supporters

- Keystone Private
- Department of Housing and Public Works
- Centacare
- Mark Doonar - Articulous
- Zonta
- Rachel Watson Consultants
- Communify
- QShelter
- St Vincent de Paul Society Queensland
- The Salvation Army
- United Care Community

Cocktail Event Sponsors & Donors

- Blackbird Bar and Grill (Sponsor)
- Keystone Private (Sponsor)
- Brisbane Markets Limited (Sponsor)

- The Brokerage (Sponsor)
- Why Travel (Sponsor)
- Ian Skippen (MC)
- Noelene Shadforth
- David Hinchliffe
- Merton Chambers
- Gold River Jeweller
- Panda Pearls
- Gayle and Paul Creswell
- Petter and Patty Tigh
- Louise Kelly
- Irena Prikryl
- Studio Pilates
- Veracity Technology
- Pia Du Pradal
- Lexus Indooroopilly
- Brisbane Boncos
- Lorna Jane
- Sherwood Bazaar Antiques
- Anthony John Group
- Queensland Ballet
- Tilly Jewellers
- Business Chicks
- Elizabeth Arden
- Styling You
- Fay Mansel
- Channel 9
- Jocelyn Walker
- Jules and Ginger
- Jules Yummies Produce

Our Donors

- Christine Poole
- Giving Fund Australia Company Ltd
- Amanda Kilotat
- J M Connors
- Janita Radford
- Jenny Cunningham
- Ross Anderson

- Russell Vincent
- Susan Wakely
- Christine Poole
- Rob and Jackie Ferguson
- FB Wealth Management Pty Ltd
- Anne Weightman
- Gary May
- John Sneddon
- Linda Ann Cooke
- John Lemon
- Rod Slater
- Amanda Kilotat
- Play For Purpose
- Amanda Kilotat
- Tenille Lawrence
- Merton Chambers
- Peter Schmidt
- Styling You
- Margaret Bailey
- Sue Boyce
- Margaret White
- d'Scriptive Words
- Teneriffe Lions Club
- F Carmody
- G.J. Bird
- David Ingram
- Anita Summers
- Dana Social
- Tirzah Ryan
- Lynette Hughes
- Queensland Community Foundation
- Marie Jameson
- Karen Ingold
- Sandra Vigar
- Kelsey O'Brien
- Brittany Smeed
- The Levy Foundation
- Patricia Bradshaw

20,000 copies of the Handy Guide for homeless women hard copy booklets were distributed throughout Queensland in 2019 (and another 4,000 downloaded in pdf and app use) to organisations below:

Brisbane Guides

3rd Space
 A Place to Belong
 Allied Health Services | Metro South Health
 Allied Health, The Prince Charles Hospital
 Anglicare Southern Queensland
 Annerley Community Bookshop & Neighbourhood Centre Inc.
 Assessment Service Connect
 BABI Youth & Family Service
 Back2Work
 Benarrawa Community Development Association
 Benevolent Society
 Biala Community Health Services
 Bribie Island Neighbour House
 Bric Housing Company
 Brisbane Central Probation and Parole
 Brisbane City Council
 Brisbane North PHN
 Brisbane Sexual Health
 Brisbane South Youth Justice
 Brisbane Streetlevel Mission - The Salvation Army
 Brisbane Youth Education and Training Centre
 Brisbane Youth Service
 Carers QLD Roma South West
 Cathedral of St Stephens Guides
 Centacare Brisbane
 Centacare Contact Centre
 Centacare Family Relationship Services
 Centacare Prisoner Services
 Centrelink
 Chermiside Housing Service Centre
 Churches of Christ Care
 Churches of Christ Care - Youth CONNECT
 Churches of Christ in Queensland
 Community
 Community+ QLD
 Compass Housing Service
 Deception Bay Community Youth Program
 Department of Child Safety, Youth and Women
 Department of Housing and Homelessness Services
 Department of Human Services
 Department of Social Work - RBWH
 Encircle Lawnton
 EPIC Assist
 EPIC Assist Windsor
 Everton Park State School
 Family and Child Connect - Mercy
 Family Wellbeing Service
 Gateway Community Group
 Hart 4000
 Homeless Health Outreach Team
 Hope Foundation
 Institute for Urban Indigenous Health
 Ipswich Probation and Parole
 iSEE Care
 Islamic Propagation and Welfare Association
 Kingston East Neighbourhood Group Inc.
 Life Without Barriers
 Lives Lived Well
 Logan Hospital
 Loganlea Child Safety
 Lutheran Services
 Lutheran Services/Good Shepherd
 Macleay Island Medical Centre
 Mangrove Housing Ltd
 MARA Project
 Marist 180

Mater Hospital Brisbane
 MAX Employment
 Mental Health, The Prince Charles Hospital
 Mt Gravatt Community Centre
 Neami National
 Numinbah Correctional Centre
 Nundah State School Guidance Service
 Open Doors Youth Service
 Open Minds
 Perinatal Mental Health
 Pindari Women's Service
 Pine Rivers Community Mental Health Service
 Pine Rivers Salvation Army Welfare
 Prison Mental Health Service
 Qld Health
 The Prince Charles Hospital
 QUT
 RBWH - Mental Health
 Redcliffe Caboolture Mental Health Unit
 Redcliffe Community Mental Health Service
 Relationships Australia Queensland
 RentConnect - Department of Housing and Public Works
 Restorative Justice Brisbane South
 Roma Street Clinic
 Rosies - Friends on the Street
 Royal Brisbane and Women's Hospital
 Safe Places for Children
 Sandgate Community Centre
 Sarina Russ Job Active
 Sarina Russon Job Access Kippa-ring
 Brisbane North Youth Justice Service Centre
 SCHE Counselling
 Signal Flare
 Silky Oaks
 Sisters Inside
 Some Rooms Hostel
 St Andrew's Anglican Parish
 St Vincent de Paul Society
 St. James Catholic Parish
 State Library Queensland
 Tafe Qld South West
 Tenants Queensland
 The Mercy Centre
 The Prince Charles Hospital
 The Salvation Army - Moneycare
 The University of Queensland
 Trinity Centre Welfare Pantry
 Tursa Employment & Training
 Uniting Care Queensland
 Uniting Care Queensland
 Uniting Kildonan
 UnitingCare Community
 University of Southern Queensland
 UQ NMSW Student Council
 VVCS - Spring Hill
 Wavell Heights State School
 Wesley Mission Queensland
 Wesley Mission Queensland -YHARS
 West Moreton HS
 Women's House
 Woolloongabba Community Mental Health Centre
 World Wellness group
 YFS Logan
 Youth and Family Support Service
 Yulu-Burri-Ba Aboriginal Corporation for Community Health
 YWCA Queensland

Regional Guides

MARA Project
 Marist 180
 Mater Hospital Brisbane
 MAX Employment
 Mental Health, The Prince Charles Hospital
 Mt Gravatt Community Centre
 Neami National
 Numinbah Correctional Centre
 Nundah State School Guidance Service
 Open Doors Youth Service
 Open Minds
 Perinatal Mental Health
 Pindari Women's Service
 Pine Rivers Community Mental Health Service
 Pine Rivers Salvation Army Welfare
 Prison Mental Health Service
 Qld Health
 The Prince Charles Hospital
 QUT
 RBWH - Mental Health
 Redcliffe Caboolture Mental Health Unit
 Redcliffe Community Mental Health Service
 Relationships Australia Queensland
 RentConnect - Department of Housing and Public Works
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 St. James Catholic Parish
 State Library Queensland
 Tafe Qld South West
 Tenants Queensland
 The Mercy Centre
 The Prince Charles Hospital
 The Salvation Army - Moneycare
 The University of Queensland
 Trinity Centre Welfare Pantry
 Tursa Employment & Training
 Uniting Care Queensland
 Uniting Kildonan
 UnitingCare Community
 University of Southern Queensland
 UQ NMSW Student Council
 VVCS - Spring Hill
 Wavell Heights State School
 Wesley Mission Queensland
 Wesley Mission Queensland -YHARS
 West Moreton HS
 Women's House
 Woolloongabba Community Mental Health Centre
 World Wellness group
 YFS Logan
 Youth and Family Support Service
 Yulu-Burri-Ba Aboriginal Corporation for Community Health
 YWCA Queensland

Who We Are

Our vision is that Queensland's women and their children are free from homelessness – to live safe and fulfilled lives.

Our Core Values

Supporting our vision and providing a cohesive identity for our stakeholder groups as follows:

1. Hope and compassion for the safety of others, especially being responsive to women in need.
2. Respect and relevance to the community is essential for the Trust to gain the recognition and support necessary for its continued growth and service to young women.
3. Collaboration wherever the Trust can gain benefits for the homeless.
4. Commitment to drive change and improvement.

Our Role and Purpose

The Lady Musgrave Trust is Queensland's oldest charity (established 1885) and a champion for homeless women. The Trust provides life-saving services to vulnerable women and their children when they are facing critical homeless situations as a result of domestic violence, family breakdown, poor health and other complex issues. We can only provide these vital services with the help of the community, donations and sponsorships. [For more information see The Lady Musgrave Trust - About Us](#)

Our Working Environment and Challenge

With the release of the 2016 ABS Census data, it remains alarming that homelessness across Australia has increased. In Queensland there are still close to 10,000 women throughout Queensland impacted by homelessness at any time as a result of complex matters such as domestic violence, poverty, mental or physical issues. The shortage of safe accommodation for women remains a challenge, particularly as the prevalence of domestic violence increases. The key to successful progress for the Trust and communities sector is the need to be flexible, self-reliant, innovative and increasingly collaborative.

Since being established in 1885, and as Queensland's oldest charity, our priority has always been to provide accommodation and services to young women in need. Our Queensland-wide Handy Guide for Homeless Women, mobile app, and Forum have created a platform for greater participation by community and state-wide businesses in resolving the homelessness issue. This collaborative approach will ultimately lead to sustainable futures for women and a reduction on State-wide resources.

Our Service

Every year we work hard to deliver a range of services that will improve the lives of homeless (or near homeless) women and their children through the provision of essential and often life changing accommodation, supporting services and vital information. To facilitate delivery of the Trust's mission, we focus on the following three areas:

1. **Accommodating homeless young women** safely and cost effectively through partnerships
2. Empowering women across Queensland by providing them with **information about vital and life-saving services** across the State
3. Strengthening, informing and collaborating with the community and sector to help **break the cycle of homelessness** for all women in Queensland

We are diligent about ensuring our sustainability – We strive to be a strong, resilient and sustainable organisation that is responsive to change and can maximise its contribution to the people of Queensland.

Our Effectiveness

We will measure the effectiveness of The Lady Musgrave Trust by the:

- » Successful implementation of our core services to clients
- » Satisfaction with our services by our clients and partners
- » Implementation of partnership activities that will sustain the future of the Trust
- » Expanded visibility and image of the Trust in the community

2019 Our Achievements: Accommodation and Support

Providing accommodation and support services to homeless young women and their children.

Our Clients

Our clients are usually aged between 18 and 30 and come to us from various circumstances including domestic or family violence, poverty, lack of employment, health issues and little or no support network. The clients are regularly contacted to establish and implement their customised support plans. Many of the clients return to family homes, find new longer-term homes and some find employment and training opportunities. Their children return to school when possible.

Our Clients said

Mary said:

"I experienced domestic violence and I couldn't return home once I completed my study so I applied for protection for my daughter and myself. We were at a very high risk of being homeless. We didn't have any family or close friends here to turn to. I dreaded that we would be on the streets and social services would take my daughter away from me. Despite all that, I didn't give up hope I kept searching for help. You supplied my daughter and myself with a fully furnished, near to new unit in Brisbane. Everything was provided from furniture, television, washing machine, dryer to kitchen pots, plates and other utensils. That was a bonus, as we didn't have to worry about buying anything. All we did was pack our bags and move in. The location of the property is a doorstep away from services. It was a safe property as you would need security access to enter the property. My daughter and I were happy and safe in the property. With this stability, I had time to regroup my thoughts and figure out what I would do next. Knowing that my daughter and I had a roof over our heads was a wonderful feeling. My daughter and I are now renting here. I just enrolled my daughter for prep at Enoggera State School and am hoping to find full time employment for myself in the near future. We are humbly thankful."

Alison said:

"Wow, where do I begin! I was sleeping in my car and my daughter was staying with a friend. I was battling severe anxiety and suicidal thoughts, thinking I was never going to dig myself out of this deep hole we had fallen into. We spent our first night in the AMAZING unit owned by The Lady Musgrave Trust. You've all given me a chance to be a better mother, friend and contributing member of society. You've shown me that I can do this on my own and I am worthy of life and being happy. I can't express how grateful we are that we were given a chance at a better life. I am sure many women feel exactly the same."

Ann said:

"I came out of a domestic violence circumstance which led me to be kicked out of the unit that I was sharing with my ex-partner. I am a mother with a young child and another on the way.

I was lost, having only recently arrived in Australia and I didn't know where to go to where to turn. The service that I've had from The Lady Musgrave Trust gave me the time to think, to regroup and recover emotionally, assist my child physically and emotionally. The lovely unit was in a very great area close to conveniences. The unit being fully furnished meant that I didn't have to worry about buying anything at the moment. With the stability I could focus on the future with my son and new child. Thank you very much."



2019 Our Achievements: Accommodation and Support



Our Partnerships

Throughout 2019, the Trust continued its partnership with Churches of Christ to focus on longer-term accommodation and support solutions. The partnership continues with implementation in Ipswich with the eventual take up of the remainder of the property portfolio in Brisbane. We work closely with these partners to ensure the best result for our clients, maximum value and fit for purpose for the clients, as well as compliance in terms of safety and best practice asset management.

It is through this mix of partnerships and property solutions that we will continue to grow our service.

Our Properties



The Trust completed its major strategic property procurement activities in late 2017 including undertaking market research, property inspections and analysis which eventuated in the procurement of four townhouse style units in Ipswich. The most recently acquired units have safety as a priority and include lounge and dining area, kitchen and laundry facilities and outdoor courtyards conveniently located in the Ipswich CBD.

The Trust has eleven fully operating units that are equipped with all of the items a young woman and her children would need.

All accommodation meets the Trust's Accommodation Guidelines that serve to ensure the properties are within the right location, with proximity to services, security, size and amenity.

The Sponsor a Space Campaign

In 2017, the Trust launched its Sponsor a Space campaign whereby individuals support a fully serviced unit for a homeless woman and her children in Brisbane and surrounding area, providing them a safe space to call home and the keys to a new future.

Our goal is to break the cycle of homelessness so that at risk and disadvantaged members of society can look forward to a brighter and safer future, and we can only do this with the generous donations and participation of community.

The Sponsor A Space program has become very popular with a broad range of community supporters and will continue to grow in years to follow. See www.ladymusgravetrust.org.au/Sponsor-a-Space.

A graphic for the "Sponsor a Space" campaign. It features a purple background with white text. The text reads: "Sponsor a Space", "By sponsoring a space with The Lady Musgrave Trust you can help a young woman and her children leave homelessness behind for good.", and "For just 70 cents a day you can help change a life." Below the text is a button that says "Sponsor a Space Today". To the right of the text is a black and white photograph of several hands cupped together, holding a small white house model.

2019 Our Achievements: Empowering Women

Empowering women across Queensland by providing them with information about vital services available across the state.

The Handy Guide for Homeless Women in Queensland

As homelessness spreads far beyond Brisbane and the original Handy Guide was so widely adopted, the Trust identified that expanding the current publication beyond Brisbane to regional areas across Queensland would benefit many women experiencing homelessness and assist more service providers in their work. For improved flexibility to all users, the publication would also be produced in an electronic web-based App format for computers and mobile phones.

Throughout 2019, the Trust produced the much expanded Handy Guide products - now available in three ways:

- » The Handy Guide for Homeless Women in Brisbane (14,000 hardcopies distributed);
- » The Handy Guide for Homeless Women in Regional Queensland (4,000 hardcopies distributed in 2019 – produced every two years); and
- » The Handy Guide Mobile Website (mapbased)

The Handy Guide for Homeless Women has been developed to provide support services for women who are without shelter or at risk of becoming homeless. It provides details for vital services including:

- » Emergency phone numbers
- » Accommodation, drop-in support centres and housing services
- » Food and welfare such as food vans, kitchens and Centrelink
- » Health services such as hospitals, street doctors and community health centres
- » Legal assistance for tenancy, housing and victims of crime
- » Community and specialist services for domestic violence, family and immigration support
- » Employment
- » Facilities such as libraries, lockers, transport and toilets



20,000 of the Handy Guides for Homeless Women products were accessed throughout Queensland in 2019 including thousands accessing the mobile app for the valued information.

People using the Handy Guide said:

- “fantastic resource and used regularly”
- “use it at the women’s refuge”
- “very useful, updated and user friendly - well thought out”
- “an amazing resource, looks great and modern”
- “a great benefit to the homeless women we work with”
- “we use this book on a daily basis and have received positive feedback from our cohort of clients (prisoners)”
- “extremely handy for women across all spectrums of age, culture and circumstances”

The update and distribution of the Handy Guide were made possible thanks to:



Tackling the Big Issues: A Massive Growth in Older Women's Homelessness



The Lady Musgrave Trust Chairman Patricia McCormack with Cromwell Property Group's Ross Walker.

Census Data identified a 31% increase in older women's homelessness over 5 years which was alarming. We know we need to take action to address this critical issue

At the annual Forum, we announced that the next 18 months we are undertaking a research project in partnership with Cromwell Property Group Foundation - Ending Homelessness for Older Women

Our President announced the Trust's partnership with Cromwell and was delighted to welcome Ross Walker from the Cromwell Foundation board to be acknowledged at the Forum (above).

Established in 1885, The Lady Musgrave Trust is Queensland's oldest charity, which provides life-saving services to vulnerable women and their children when they are facing critical homeless situations as a result of domestic violence, family breakdown and poverty.

The Foundation has provided funding towards The Lady Musgrave Trust's 'Ending Homelessness for Older Women' project. This project will create a resource platform for at-risk and homeless women, so they are aware of where to go for help.

There are several other outcomes to be delivered through this project:

- The quality of women's lives will be improved, and they will be empowered with information to manage their own personal circumstances.
- Raising awareness across the wider community as to the extent of homelessness in older women, and the range of solutions and preventative measures available.
- 12,000 copies of the Handy Guide for Older Women will be distributed to empower at-risk women, while providing information regarding vital and life-saving services. This will reduce homelessness in older women and in the number of younger women who may become homeless as they age.
- The cost of homelessness to the community of approximately \$35,000 per person, per year, will be reduced.

[See more about The Lady Musgrave Trust's partnership with Cromwell.](#)

2019 Our Achievements: Strengthening Community



Madonna King



Dr Paula Barrett

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Proudly supported by



The Trust has continued its work to strengthen the capacity of the sector, increasing community awareness about homelessness and providing advice to the homeless to improve their lives.

Our 2019 Forum – Building Resilience

At the Forum we spoke about Changing the Future for young vulnerable women in our community and we learned about the value of resilience and mentoring. Our Forum Committee, therefore decided to focus the 2019 Forum on exploring this issue further.

A woman's resilience is her ability to cope with tough times by applying her inner strength and engaging support networks. How does this connect to homelessness and what role does mentoring play?

The 2019 Forum saw leading professionals present their ideas to resilience to homelessness, real lives experiences and the challenges, practical solutions and tools that can build resilience in women of all ages and the role that mentoring can and what more can we do as a sector in this area.

We were fortunate to hear about:

Teen girls – What's influencing them?

Madonna King, Journalist, Author

See [What's influencing our teen girls? Madonna King](#) present at the 2019 Annual Forum on Women and Homelessness and Madonna King on [the age of instant gratification](#).

Building resilience – “What works”

Dr Paula Barrett

See [Building resilience is a lifelong pursuit, but one well worth the effort](#).

Dr Ruth Knight from The Australian Centre for Philanthropy and Non-profit Studies who facilitated a Master Class on Mentoring and how to Design a mentoring program for young women to build their resilience and resourcefulness and open up opportunities.

See [the highlights from the The Lady Musgrave Trust 11th Annual Forum for Women and Homelessness](#).

Special thank you to the 2019-20 Forum Working Group for their creativity and dedication in making this Forum a success.

- The Lady Musgrave Trust (Mary Mealey and Jenny Clark)
- Centacare (Rosemary Poulgrain and Toni Janke)
- Queensland Health (Angela Martin)
- Department of Housing and Public Works (Suzette Robertson)
- Volunteers Esma Reed, Christine Poole and Lyn Hewlett

2019 Our Achievements: Strengthening Community

Community awareness and fundraising Campaigns - Spreading the word to Community

Throughout 2019, the Trust has continued to build vital relationships with local business (such as Myer Indooroopilly and Styling You), corporate entities and more to ensure it can continue to deliver its services.

Our partners at The Content Division created several major videos and blogs throughout the year.

[Monuments across Queensland to shine a light on homelessness for Women's Week 2019](#)

[What really causes homelessness for women and their children?](#)

[Styling You donates \\$10 from every T-shirt to The Lady Musgrave Trust](#)

[Why managing money matters for women at risk of homelessness](#)

[There is no 'one-size-fits-all' solution for homelessness](#)

The 2019 Annual ShelterHer Cocktail Party and Queensland Women's Week

In March 2019, the Trust held its annual Cocktail Party fundraiser at the beautiful Blackbird Bar and Grill raising awareness about the 10,000 homeless women across Queensland and raising over \$50,000 to assist them.

[See highlights from The Lady Musgrave Trust ShelterHer Cocktail Party](#)

We were delighted that the representative of Hon Di Farmer Minister for Child Safety, Youth and Women and Minister for the Prevention of Domestic and Family Violence attended. Particularly we thank:

- Keystone Private and the Planning team Lesa Jackson, David Jackson and Alvin Leech
- Sponsors: Brisbane Markets Limited, The Brokerage, WhyTravel, Queensland Government, Blackbird Bar and Grill and Galabid
- Brisbane's much loved talent and MC Ian Skippen
- Ronwyn Walker, an amazing artist and perfect for the event
- Our Volunteers: Stephen, Verity, Danielle, Brooke Bridget, Kate, Grace, Leisa and Tehya



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THE BROKERAGE



2019 Financial Highlights



Joy Williams
Treasurer

Our Treasurer's Message

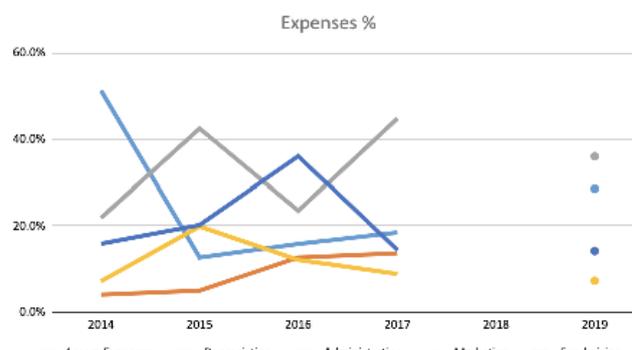
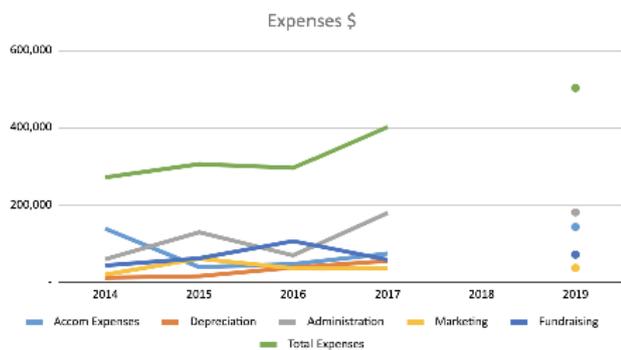
"The Trust is in a strong position to continue to expand its services and to assist an increased number of homeless women and children in future years."

- » 2019 was the first full year of operation since the commencement of the property acquisition and enhancement program in 2015 and this is reflected in the results shown in Table 1.
- » The trend of positive movement in the bottom line results of the Trust has continued with a comparative improvement of \$10,300 in net profit which after adjustment for depreciation of \$71,359 becomes a net profit of \$14,295.
- » However on 1 January 2019 Accounting Standard AASB15 was introduced which impacts on the treatment of net revenue from contracts. This has changed the way in which the Trust has to report income received from grants which are the subject of an enforceable contract and which have sufficiently specific external outcomes attached to them. The impact on 2019 results mean that \$40,000 received as a grant must now be reported as income in advance and moved to the Balance Sheet. The impact of this is that, while \$20,000 of the grant has already been expended in 2019 there is no offsetting income reported until 2020. Overall this has changed the result by a net amount of \$20,000 as shown in the comparative 2019 result column below. AASB 15 will be applicable for all future years.
- » The graphs in Table 2 illustrate the movements in sources of funding and the allocation of expenditure. As an example in 2014 10.7% of the Trust's income was generated from rental, 44.8% from interest and 44.6% from other sources such as fundraising, grants and donations. In 2019 those percentages have moved to 32.2%, 9.8% and 58% respectively clearly demonstrating the impact of economic factors on income and the increasing requirement the Trust has to maintain and enhance its network of fundraising options. This is also recognised in the breakdown of expenditure which in 2014 was 51.2% to accommodation expenses, 4% depreciation and 44.8% across other expense items. In 2019 those numbers were 28.5%, 14.2% and 57.3% respectively.
- » At face value this appears to state that less is being spent on accommodation however the reality is much different with the Trust supplying increased complementary services to our tenants and other women throughout Queensland with the expansion of the Handy Guide to cover regional Queensland, greater access to the Annual Forum and increases in other associated services. This is combined with an increased awareness of the Trust and its activities which attracts new funding sources for potential accommodation increases and other projects.
- » Many of these improved services have no direct revenue impact for the Trust and in many cases the benefit is intangible to the Trust but extremely beneficial to the recipients. These include:
 - » The provision of accommodation at less than 75% of commercial rates while expenses including depreciation and initial purchase price of units remains at full rates resulting in foregone income in excess of \$50,000.
 - » The Handy Guide is distributed throughout Queensland as well as in Brisbane at no charge at an annual net cost of around \$130,000.
 - » For the first time in 2019 a nominal charge was made for attendance at the Annual Forum but this did not offset the full cost and the net after sponsorships and grants is absorbed by the Trust.
- » The Trust continues to fund all of its activities through its own resources and the contributions of sponsors, donors and volunteers and does not have any liability from debt or loans.
- » The Trust is in a strong position to continue and expand its services and to assist an increased number of homeless women and children in future years.
- » Detailed financial statements are available in the separate 2019 Finance Report.

Table 1.1: The Lady Musgrave Trust - Financial Results over four years (2014-2019)

RESULTS COMPARISON	2019 AASB15	2019 Comparative	2018 Result	2017 Result	2016 Result	2015 Result	2014 Result
Revenue							
Rental Income	136,604	136,604	136,727	91,009	33,872	20,878	24,400
Interest Income	41,456	41,456	32,731	46,126	75,601	64,613	102,428
Other Income	246,462	266,462	238,269	204,175	118,922	130,699	101,911
Total Revenue	424,522	444,522	407,727	341,310	228,395	216,190	228,739
Operating Expenses							
Supported accommodation	142,732	142,732	116,553	73,736	46,438	38,431	138,082
Depreciation	71,359	71,359	68,848	54,619	37,172	15,049	10,841
Other Expenses	287,494	287,494	289,690	271,876	210,303	250,371	120,647
Total Expenses	501,585	585,383	475,097	400,231	293,913	303,851	269,570
	(77,064)	(57,064)	(67,364)	(58,921)	(65,518)	(87,661)	(40,831)
Surplus/Deficit for period							
Surplus/Deficit for period excluding non cash Items	(5,705)	14,295	1,485	(4,302)	(28,346)	(72,612)	(29,990)

Note 1: Source of information - audited financial statements for each year
Note 2: Result for 2015 has been normalised by removing profit on sale of property
Note 3: Result for 2019 comparative has been included to show the impact of new Standard AASB15 for comparison with other years



2019 Highlights

Providing Services



100% of the Trust's income is spent (either directly or indirectly) on providing services to homeless women

Position



Depreciation has increased by 373%

Bottom Line



Our financial bottom line improved 92% (excluding depreciation)

New Projects



Combatting 31% increase in older women's homelessness by commencing the Older Women's Project supported by Cromwell Property Group Foundation.

Net Assets



Net property assets increased by 360% since 2015 strategy commencement

Revenue Results



Revenue generated in total has increased 97% over the past 5 years as a result of better rental properties and increased activities in fundraising



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TRUST



www.ladymusgravetrust.org.au