



Living
my way.

2020/21

Annual Report



Chair Message

Dear Members and Staff of Living My Way Ltd,

What a year we have all had.

Our most recent CEO Philip Anderson has eloquently described the significant challenges and the subsequent changes that Living My Way (LMW) and its members went through. I second the sentiments he expresses in his report.

However, with change comes opportunity.

Living My Way has been working on strengthening its systems and processes. At the Board level, we have implemented even more rigorous governance measures to safeguard our Members and Staff and safely steer the LMW ship through turbulent seas into a prosperous future and fulfil our mission.

One of these changes was thrust upon the Board when Philip Anderson resigned due to ill health. The Board was sad to see Philip go. Throughout his tenure, he was a stalwart to the organisation, leading the many changes required to make LMW's transition to the NDIS a success.

We wish Philip well.

So, the Board then had to find and secure a new CEO who could stand up to comparison with Philip.

After a careful selection process, the Board handed the keys to the office to our new CEO, Mark Turley. Mark brings the exact combination of practical hands-on experience and background in the disability and not-for-profit sectors. Since he joined LMW, he has already proven his capabilities. The Board is looking to a bright future for LMW under Mark Turley's leadership.

But Philip Anderson was not the only leader to leave the organisation.

Sadly and unexpectedly, our beloved Chair Milena Morrow passed away in October. Milena is known and respected by many members of Living My Way. In fact, some 29 years ago, she was one of the original founding members of what is now Living My Way. The unique business model that allowed disabled people to self-direct their support was revolutionary at the time. It still is today.

Milena was a giant in the disability sector. She was the rock and the foundation on which Living My Way was built. Without Milena, LMW might have never existed. She will be missed, not only by the members of the Board but by LMW staff and its members alike.

As the previous Vice-Chair, I have temporarily taken over the role of Chairman. I can already tell that I have some very large shoes to fill.

My first task in the new role was to inform the Board members of Milena's passing and liaise with Milena's husband to ensure that Living My Way's public response was respectful of Milena's and her family's wishes. Next, we had to reshuffle some of the Board committees to comply with the LMW Constitution and the rules and guidelines of good governance. The Board is now looking to the AGM in November.

In closing, let me assure the Leadership team, all staff and the many valued Members of Living My Way that the Board and the organisation are in good shape, ready to face the future and to continue to deliver the high-quality support services that our Members rightfully expect and cherish.

Peter Strohkorb | Interim Chair
LIVING MY WAY LIMITED



CEO Message

FY2020/2021 was a year like no other.

COVID-19 struck us at full force in early 2020 and we were not prepared for it. The toll it has taken on human life is heartbreaking. It also made us realise that we are part of a global community. What happens in other countries can affect us locally, as a community-based organisation operating in NSW. However, our perseverance as an organisation was demonstrated by how we responded to the rapid environmental changes and strengthened our organisation with initiatives to adapt to the pandemic.

Over the last 12 months, we've implemented comprehensive hygiene standards in our office, adapted our Member support network to ensure service continuity, provided our employees with clear guidance - including the preventive measures they should take to protect themselves and Members, the establishment of a COVID Response Plan, the introduction of a Member wellness outreach program, more frequent communication to both our staff and Members, responding to the Health Department guidelines and making Personal Protective Equipment (PPE) available to Members. Even today, most of our employees are still working comfortably in the safety of their homes because we reacted quickly to provide them with the tools that would enable them to do so. Most importantly, we safeguarded the continued support and maintained the high-level standard of care to our Members' wellbeing throughout the pandemic.

The pandemic also necessitated the advancement of technology. Living My Way (LMW) implemented a new finance system to provide a stronger and more stable platform to run our business during this financial year. We also took the time to review and refine our risk management systems to ensure that Living My Way continues to be governed effectively.

I want to acknowledge and thank the Members who responded to the Member Survey conducted in June 2021. Your responses helped formulate Living My Way's business strategy and set the organisation's future direction with the Member at the heart of everything we do. With that in mind, we recently developed a new strategic plan for FY2022-2024 and introduced a new service model - LMW Support Worker Services. We also recently widened its services to assist those with a disability through the government's workers compensation system to extend our suite of services to more people with disabilities.

All of this would not have been possible without the hard work of the staff of Living My Way, who continue to work tirelessly for our Members, putting them first always.

Finally, this is my last report as Chief Executive Officer (CEO) of Living My Way. At the end of July 2021, I finish my appointment as CEO and a new CEO will commence immediately. I am confident that he will continue to lead Living My Way effectively into the future. It has been my privilege to be at the helm for the last three and half years, steering the changes and making a difference for our Members. And with these are my parting words for Members and staff of Living My Way - "Live life on your own path. You don't have to keep up with others. Everybody has unique needs. You just need to keep up with yourself."

Philip Anderson | Chief Executive Officer 2017-2021
LIVING MY WAY LIMITED



Milena Morrow Chair

Milena is one of the founding members of Living My Way and has been the Chair since 2014. Milena is one of the first Australians to receive a Self Managed Home Care Package as part of a Commonwealth Government pilot program. Milena's wisdom and life experience are inspirational. She is an accomplished public speaker, writer and editor, business owner, and financial management expert.

Her combined 30 years of experience in the disability sector brings much value to Living My Way. Milena is a strong advocate who believes in living a purposeful, fulfilling and inclusive life and is committed to raising awareness around disability to dispel misconceptions and break down invisible barriers.

Milena holds other positions as Chair of Lifebridge Australia Limited, Vice-chair of the Tweed Shire Council Equal Access Advisory Committee, Member of the Australian Institute of Company Directors and Member of the North West Alliance Ability Links Leadership Group.

Milena sadly passed away on 12 October 2021 during the creation of this annual report. Milena served as Chair of Living My Way for seven years.



Peter Strohkorb Vice Chair

Peter Strohkorb is an internationally acclaimed Sales Acceleration Specialist Advisor. He has spent over 20 years in the corporate sector, working for multinational organisations such as Sony, 3M, Canon and Commonwealth Superannuation Corporation (CSC), and several SMEs and membership-based organisations.

Peter holds qualifications in Marketing and Management from the prestigious Macquarie Graduate School of Management (MGSM) in Sydney, Australia. He is also a graduate of the Australian Institute of Company Directors (AICD). Peter was inspired to support Living My Way when he witnessed the benefits of Self Managed Home Care Program in the later stages of his mother's battle with Parkinson's disease.



Sanjeev Gupta

For over 25 years, Sanjeev has led many large and diverse teams to deliver complex digital transformation projects. He is passionate about using innovative digital technology to drive new revenue streams and use analytics, Big Data, social platforms and cloud systems to grow and strengthen the organisation's value. Sanjeev is currently working as General Manager, Technology and Innovation at ORIX, and previously worked as Chief Information Officer at Greenstone Financial Services, Chartered Accountants Australia and New Zealand, HCF Australia and Cover-More Group.



Peter Whyntie

Peter has over 35 years of experience in governance, risk management and compliance in the corporate, government and not-for-profit sectors. He now provides independent risk and compliance consulting services to several NFP organisations, advising medical research, aged care, and mental health support services to enhance their risk management frameworks and governance.

Peter is a Fellow of the Governance Institute of Australia (GIA), a member of the Risk and Technology Committee. He is also Course Director of the Advanced Risk Management subject of the Institute's Graduate Diploma of Applied Risk Management and Corporate Governance. Peter holds a Bachelor of Economics degree, Diploma in Corporate Management (GIA), Internationally Certified Compliance Professional, Fellow (GRC Institute) and was a graduate of the Company Directors Course (AICD).



Ken Ferris

Ken is one of the founding members of Living My Way. Ken has been living with a spinal cord injury since 1982 and was one of the first Australians to receive a Self Managed Home Care Package as part of a Commonwealth Government pilot program. He attributes his independent life achievements to living a self-directed life.

Ken is an active advocate for the disability community and has sat on Boards for various disability organisations in NSW. Ken has also worked in the IT industry for several years. Currently, he is the manager of a mobility equipment company, Wheelchairs & Stuff, and a speciality car rental company for the disability, Disability Hire Vehicles.



Frank Burke

Frank has over 20 years of experience in finance and accounting, specialising in operational and commercial support in fast-growth environments. During his time in finance leadership positions, Frank has worked extensively with medium to large-sized businesses from various industries, including fashion retail, telecoms, hospitality and medical devices.

Frank has led key finance initiatives to support organisations' strategic goals, working closely with the management team, providing insight and analysis for informed decision-making, ensuring effective financial control and risk management within dynamic organisational environments.



Huw Thomas

Huw is a consultant, coach, facilitator, speaker and an independent trusted advisor to several multinational organisation leaders. Since beginning his career as a consultant at Accenture, Huw has led many business transformation projects and held leadership roles, driving thought leadership and innovations.

His broad exposure to diverse business models, organisational cultures, value streams, and technologies allows him to bring innovative, market-leading advice and value to Living My Way. In addition, Huw has driven growth and organisational maturity in consulting firms through sales and marketing, account management, product development, people development and thought leadership.

Our Values

Trustworthy And Helpful

We hold ourselves accountable to a high standard in all interactions.

Flexible

We are responsive and adaptable to changing needs of our Members and the industry.

Respectful

We treat all individuals with dignity and integrity.

Consistent Quality

You can depend on us to be there for you when you need us.

Our vision is

More people getting on with life.

Since its inception on June 1992, Living My Way (formerly Allowance Incorporated) has taken huge strides in giving people with a disability the opportunity to strive towards an independent life. With nearly 30 years of experience behind us, Living My Way aims to continuously improve and offer quality support to our Members.

With an individualised and holistic approach, we support Members by providing support to directly employ Support Workers, Plan Management, Support Coordination (including Specialist Support Coordination) and Occupational Therapy. Led by a Board consisting of Members with a disability from varying professional backgrounds, Living My Way fully understands the importance of choice and control.

Our future looks bright in this evolving landscape and we look forward to supporting our current and future Members for many years to come.



Provided support for people with disabilities on **4 different funding sources**

1. NDIS
2. Insurance
3. Disability Support for Older Australians (DSOA) - previously known as CoS
4. Self-funded

Living My Way Services



**Support Worker
Services**



**Occupational
Therapy**



**Support
Coordination**



**Plan
Management**

Year in Highlights

288 Living My Way's Members supported this financial year



Membership grew by **77** which mirrored a growth in service demands.

Our NDIS funded support increased by **5%**



Launched a new **Support Worker Services**

2020/21 Financial Highlights

Despite COVID-19 lockdowns and travel restrictions, the organisation achieved 15% growth in 20/21 to \$12.8 million in revenue. 20/21 expenses includes an increase in Member services as well as staff benefits to retain qualified employees and investments in updated systems and technology to increase productivity and efficiencies for Members.



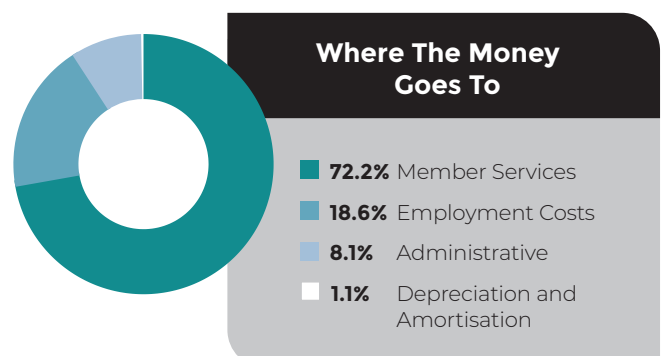
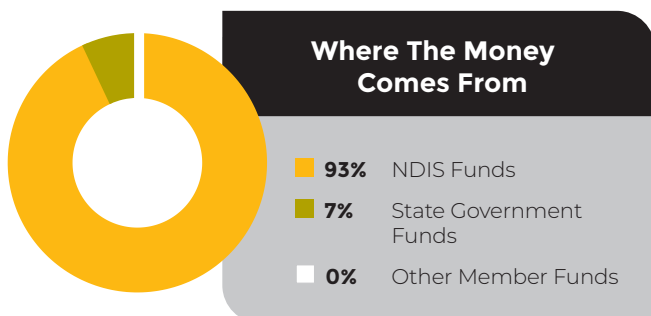
Revenue
12,872,414
(Increase 15%)



Total Assets
7,724,035



Net Surplus
177,091



MEMBER SURVEY 2021

Learnings in a Snapshot

As part of our commitment to the Members we support, we conducted an annual Member Survey as a key component of the LMW Quality Management and Improvement Policy and learning are embraced in the continuous improvement cycle of the organisation.

97%

Members happy with staff friendliness and responsiveness.



94%

Members feel that our staff has the expert knowledge that meet their needs.



100%

Members recommend Living My Way.



"The support and communication I received from LMW during COVID-19 especially was outstanding."

"They talk to you like a person. I've never been made to feel like I'm a chore or a paycheck."

"They are very helpful, I don't worry about things like I used to, because I know they will find a solution."

"Don't forget WHY LMW exists; first and foremost Members get the most ethical and member-centric service that meet their needs."

Member Feedback



28%

Members want to know more about our Support Workers service offering.

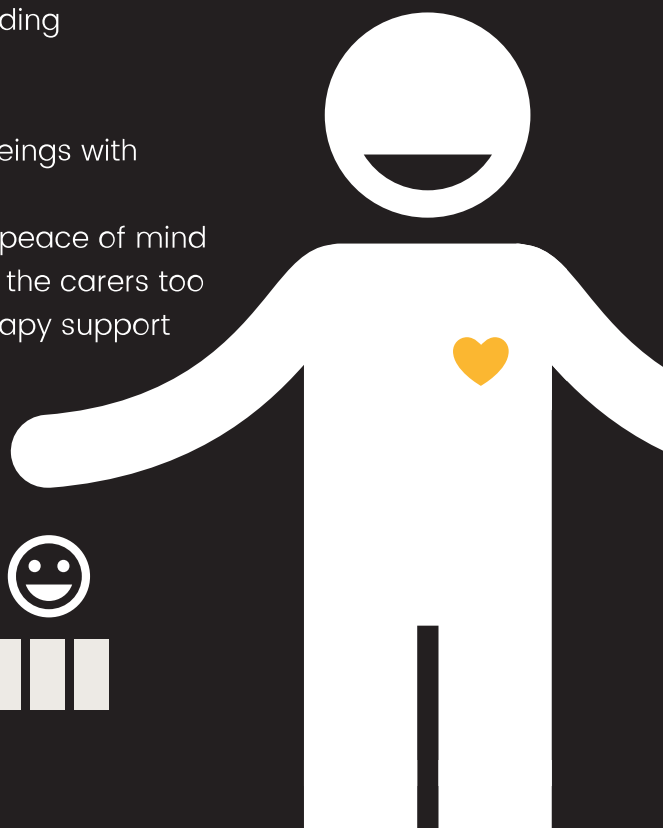
Learnings from this year's Member Survey will be implemented as part of our strategic initiatives.

What Members expect from us:

- Patience and understanding
- Make them feel valued
- Professionalism
- Be treated like human beings with compassion and care
- To be calm and have a peace of mind
- To make it stressless for the carers too
- More Occupational Therapy support
- A simpler process
- To have control
- To be reassured



Level of Happiness >>



6 Pillars of our **Strategic Initiatives** for 2022 - 2024

Over the next three years, Living My Way will focus on six strategic areas of work; to enhance the essence of what we do, strengthen Member relationships and widen service proficiencies and improve process efficiencies with these six substantial goals.



Prioritise our Members
by focusing on providing
person-centered service



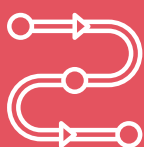
Grow our services and
market share



Support our Staff to
adequately resource the
business



Engagement with Staff &
Members to achieve
high-level of satisfaction



Streamline processes to
ensure all systems meet
business needs to enable
growth and Member
satisfaction



Govern our business
to ensure ongoing
sustainability



Jackie was born with a life-long intellectual disability and required multiple support plans. Jackie is under the care of her sister Patricia who contacted Living My Way.

“Within a few days of contacting Living My Way, Jackie was getting the support she needed.”

Since joining Living My Way in Jan 2021, Patricia has been very pleased with Jackie's care.

“I rate Living My Way Support Workers 10 out of 10!”

“Jackie is learning new things every day. She's very happy and the activities her Support Workers are organising are stimulating her mentally and physically. I am relieved to see Jackie happy and enjoying her life to the fullest while learning new things and skills every day. Living My Way has made everything easy for me and has relieved me from recruiting and planning shifts. I have received more support and advice from Living My Way in a few months than I ever have from our previous NDIS service provider.”

Jackie - Member
Support Worker



Born with Spinal Muscular Atrophy, Joseph works with both the Support Coordination and the Occupational Therapy teams at Living My Way.

“Everyone there has the knowledge and understanding of what each of us is going through, and that we're all here just trying to achieve something that can be a little difficult – whether it's getting a new wheelchair or a modification,” Joseph said.

“To find someone who's got a great attitude and willing to help isn't easy to find, but luckily enough, Living My Way has got those people, which makes it a lot easier.”

“Having Living My Way is like having someone that's willing to run the extra mile just to get the right answer. The human side of it is special and that's what makes Living My Way better than most.”

Joseph - Member
Occupational Therapy



“

Over the past five years Caroline's diabetes has caused her to sustain multiple disabilities, including physical and vision impairments, however now things are starting to turn around for her, thanks to the work of Living My Way's Support Coordination team.

Caroline says she owes her new mindset and positive attitude to her Support Coordinator at Living My Way.

"This is a step in the right direction to living the best life I can," she said.

"I'll stick with Living My Way as I think they are great. I do not know where I would be if I did not have my Support Coordinator."

"I love how personal the staff are. I feel like I am talking to a friend, you can talk to them about everything. I have got a great relationship with my team. Pete (husband) and I even get birthday cards."



Caroline - LMW's Member
Support Coordination

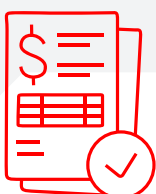
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Ben and Jo have entrusted Living My Way with Ben's Plan Management since 2017, and since then, he has acquired a range of skills that have contributed towards greater independence.

"We're proud of how far Ben has come since his first NDIS plan. He's able to catch public transport on his own to places he has initially been supported to travel to, he can order his own meals when out in the community and pay himself, he has a range of options to choose from for outings and is able to make or heat up basic food for lunches."

"Importantly Ben is building the skills to make friends and build relationships with his peers."

While it is the work Ben has done it is his providers that have helped him.



Ben - Member
Plan Management



Team work makes the dream work.



Corey was excited to finally meet his LMW team in person.



Hunter Disability EXPO



Karen getting her 15 seconds of fame.



Andrew fitting into his new mobile arm support.



Carolyn got her second jab. Well done!



Carolyn on her way to get the second jab.



Team meetings are virtually like the Brady bunch.



Andrew beating his Support Worker in a game of chess every single time.



Corey made his first visit to LMW Head Office.



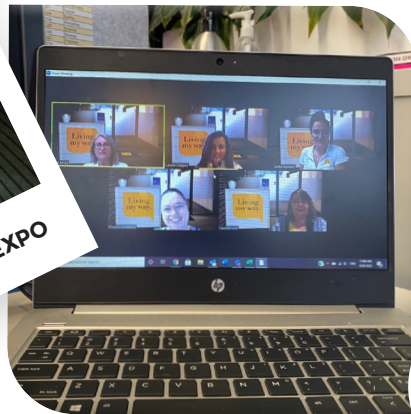
Ashleigh and Sabrina enjoying the day at the beach.



Santa wasn't able to visit us in person due to travel restrictions.



Hunter Disability EXPO



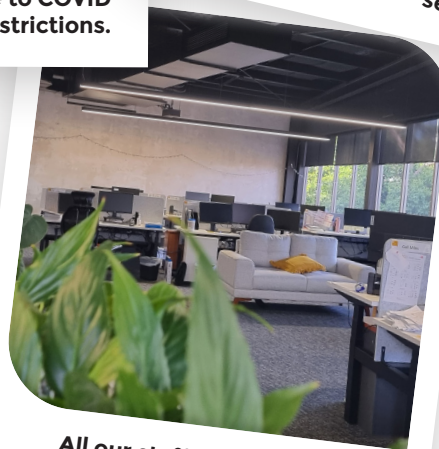
A Disability EXPO being run virtually due to COVID restrictions.



Branding our car was an effective way to create awareness of our services.



No treasure under those X marks. Social distancing in the kitchen.



All our staff are working hard, from home.

Living
my way.

“

I guess you can always find a service, but it's really about the people at Living My Way. They make things easier than they normally are, and takes the pressure off us.

Living My Way Member

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