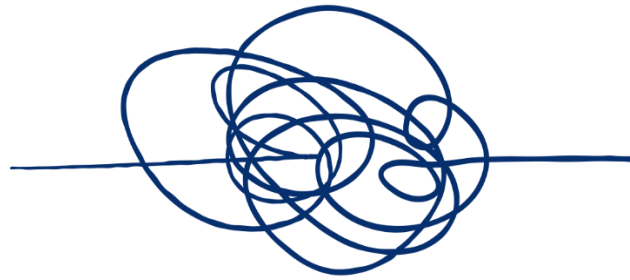


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CREATIVE  
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AUSTRALIA

# Community Recovery Funding Proposal

Prepared For:

**Funding 2022-23**

**Pre-Budget Submission – The Treasury**

Prepared By:

**Creative Art Therapy Australia**

135 Station Street, Fairfield, 3078

ABN: 51008991194



*January 2022*

Creative Art Therapy Australia (CATA)

The Treasury,

In the twelve years since its founding, CATA has championed Creative Arts Therapies for Mental Health and Well-being for all Australians. CATA is a registered NDIS and Mental Health Care service provider working with marginalised, disadvantaged, low socio-economic and vulnerable groups in Australia. CATA implements highest industry practice in service provision with safe and responsible program delivery, diversity and inclusiveness working with youth at risk, migrants, refugees, domestic violence survivors, palliative children, the elderly, disability groups and diverse specialist groups. As a not-for-profit, CATA is registered with the ACNC, has DGR1 and is recognised as a Public Benevolent Institution.

COVID-19's impact on service delivery in Mental Health care has enabled CATA to pivot services to Technology Enabled Health. With advanced policies, procedures and guidelines to ensure safety for our end user and service providers since July 2020, "Take a Brain Break™" program was developed by CATA for the Australian public – we listened to the needs of CATA's main stakeholder groups (and the public) to understand the problem from their point of view – and identify how we could potentially solve this problem. With valuable insights, CATA's programs deliver Creative Arts Therapy modalities through Telehealth by qualified Arts Therapists. This program enables local communities the ability to adopt life skills to promote optimal Mental Health and Well-Being. This is now an ongoing program supporting primary and secondary schools, hospitals, end of life children and people in their homes.

The impact of our work was shared with the Royal Commission into Victoria's Mental Health Services (RCVMHS) Crisis in 2020. CATA advocated for legislative changes to the Mental Health Act (2014), to include Arts Therapy in allied Mental Health services. With the RCVMHS tabled in parliament 03.03.2021, recommendations were made to deploy Arts Therapists as a workforce for Victoria's Mental Health system.

We shared our data from the 2020 programs we offered as telehealth with Commissioners as CATA implemented over 500 sessions within 100 days of service delivery. n early

During 2021 Victorian restrictions, Westpac gifted CATA a space to establish a Creative Arts Therapy safe drop in space. CATA opened its doors during Melbourne's 6th lockdown, assisting with the overwhelming need for Mental Health support in Victoria. CATA's headquarters facilitates onsite programs while continuing door-to-door service delivery and Telehealth services.



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We are seeking funding for 2022/2023 programs to meet the demand. CATA has been unable to fundraise in the last two years and yet services have been highly sought after due to the congested availability of Mental Health services available in Victoria. With a surge in suicide ideation and complex trauma needs, CATA is seeking to be supported in supporting local communities, specialised groups, children and adolescents. Our focus is on community recovery.

CATA's work ethos is to build ecosystems with funders, open dialogue during program execution, invite enquiry and provide mid and end date reporting on wins, challenges, costings, impact, measures and outcomes.

We seek \$350,000.00 for a period of three years:

- 1 x EFT x Qualified Arts Therapist for 36-month period
- Consumables
- Support and supervision for Arts Therapist and tertiary students during their placement and education with CATA.

Please see additional information explaining the ask following this letter and uploaded documentation.

I am available for a meet and greet on site and tour of the facility at Fairfield, Victoria.

With warmth and gratitude,

Caroline Eshak-Liuzzi  
CEO | Founder,  
Creative Art Therapy Australia  
[caroline@cata.org.au](mailto:caroline@cata.org.au)  
0412 586 062



## **VISION, MISSION and VALUES**

### **Vision:**

An inclusive world where Creative Art Therapy empowers people.

### **Mission:**

To provide client centred, evidence based, Creative Arts Therapies to people living with diverse ranges of adverse physical, psychological and social life experiences.

### **Values:**

Courage Integrity Collaboration Innovation Compassion



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## SERVICE PROVISION

CATA focuses on the integrity, respect and inclusiveness for all people by producing safe, creative & thriving environments to foster agency, emotional literacy & strategic coping mechanisms with qualified Arts Therapists. All Programs support & facilitate work within allied health populations & non-clinical populations.

- Mental Health Triage
  - Referrals/Intake Forms and Consultation
  - Risk Assessments
- Registered & experienced Arts Therapists supporting Mental Health care
  - With Professional Indemnity Insurance (Industry Peak Body)
  - Screened and industry compliant
- Customised, person centred service
  - Researched and evidence-based practice service delivery
  - Clinical notes & data/statistics
  - Consumables for all participants
  - Door-to-door to delivery, travel to the need or onsite
- Reports
  - Psycho-social scales and data
  - Evaluations and internal reporting
  - Quarterly and yearly reports for funders and the public
- Supervision
  - Mandatory regular supervision compliant to peak body industry practice provided for all CATA Arts Therapists
  - Tertiary Placement

## PROCESS

Mental Health Triage:

- Assessment and dialogue with participants
- Person centred approach
- Match qualified Arts Therapists with participants needs

Establish immediate goals:

- Reduction in behavioural symptomologies
- Create pathways toward optimal Mental Health respite, improved wellbeing and increased resiliency
- Deploy modalities to harness immediate goals. Measure during and post sessions



- Evaluate and determine impact

Establish long-term goals:

- Learn and adapt new skills to employ throughout life
- Continued application of new learnings & new tools acquired into daily life expanding beyond sessions
- Evaluate and determine impact

## QUALIFICATIONS

Professional Arts Therapists trained at Master's level, apply visual arts, digital space and other creative practices in their counselling. Professional Arts Therapists are members of Allied Health Professions Australia (AHPA) through the national professional association (Peak Body); the Australian, New Zealand and Asian Creative Arts Therapies Association (ANZACATA).

## SOLUTION – The CATA Way

The Royal Commission into Victoria's Mental Health System (RCVMHS) has highlighted the need to support agency for many individuals via adaptive service delivery. *“Recommendation 5, Core functions of community mental health and wellbeing services, 2a. site-based care such as centres or clinics b. Telehealth c. digital technologies and d. visits to people's homes and other places. Recommendation 15, Supporting good mental health and wellbeing in local communities and Recommendation 34, Working in partnership with and improving accessibility for diverse communities designed and delivered a lateral solution to a very real need engaging the wider community across state borders.”*

Technology enabled health provides an efficient and practical means for CATA's Arts Therapists to engage people in any geographical context nationally. Those struggling with anxiety, panic, depression, anger, confusion, uncertainty, financial hardship, isolation, self-harm and harmful thoughts, job loss, change in daily life and struggles with illness and changed circumstances have direct access to CATA's service. This process gives people a means to take stock of their Mental Health and Wellbeing. Data is available upon request.

## DELIVERY OUTCOMES

### Trauma informed Practice:

- CATA teams engage in Mental Health Triage to understand, prior to commitment, the trauma or adverse experience individuals seek to support and relieve
- Our programs are committed to non-verbal, relational, somatic, sensory and embodied practices

### Holistic Mental Health Care:

- Choices and self-efficacy in managing Mental Health care within multi-disciplinary teams

We strongly support and work with all allied health practitioners in both clinical and non-clinical populations to achieve client goals

### Lived Experience workers:



- CATA's Arts Therapists who have lived experience of mental distress, trauma, loss, grief are able to connect with clients with empathy not sympathy

**Culturally Sensitive & Ethical Practice:**

- CATA offers non-clinical responses in all communities and cultural context by surveying and understanding clients' needs and backgrounds prior to commencement of work
- CATA abides by the Australian, New Zealand and Asian Creative Arts Therapies Association (ANZACATA) Code of Ethics. This code affirms the ardent pursuit of professionally responsible actions and the appraisal of ethical issues and their implications, so that Creative Arts Therapists provide services that are ethically sound and therefore in the best interest of our clients

**Breaking down barriers to complex emotional challenges to enable:**

- Skill learning - communication skills, social skills, personal & interpersonal skills & specific skills (coping with frustration, handling aggressive impulses, setting boundaries etc.)
- Individual proactive involvement in promoting management of Mental Health
- Diverse, versatile, adaptable & responsive focus to adverse challenges
- Altering defence mechanisms - seeing the problem, not the symptoms
- Resilience building and development of coping strategies – build goals

Raising awareness of one's internal resources to apply skills post program completion

**IMPACT**

- Social connection and inclusion
- Safe drop in space for diversified groups and individuals to develop self-agency
- Provision of Mental Health respite to strengthen people and ultimately build strong communities
- Provide choice in seeking optimal Mental Health
  - o Educating that the value is in working towards oneself
  - o Practicing new skills to see themselves as more than a person living with a deficit
- Purposefully seek ways to overcome the 'deficit' focus
- Build quantitative and qualitative evidence of the efficacy for transition

**MEASURES AND SCALES**

- **Observations**
  - o Observational behaviour, observation of physical behaviour & cognitive engagement
- **Scales**
  - o KESLER 10 psychological scale, emotive scales, psychological scales & metrics pre-& post sessions, optimism scales, self-esteem & resiliency scales.
- **Evaluations**



- CATA quarterly reports, annual reports, clinical notation, data collecting, impact scales

## QUICK GLANCE AT CATA 2020

### Population Demographic (2019 Annual Report)

13.37%	Children (Under 12 years of age)
39.17%	Youth at Risk (Between 13 to 18 years of age)
10.19%	Adults (Over 65 years of age)
32.48%	Disability Sector (under 18 years of age)
4.77%	Paediatric Palliative

### PUBLICITY

CATA will acknowledge our partnership and agreed correspondence on social media platforms and website. Collaborations and outcomes will be reported in annual report.

### SAMPLE GROUPS:

#### Education Sector:

Demographics	Group Size	Delivery
Primary Students	4 to 7 participants	6 Sessions (1 per week/120 min)
Secondary Students	4 to 7 participants	6 Sessions (1 per week/120 min)
Caring for the Teacher	4 to 7 participants	6 Sessions (1 per week/120 min)
Professional Development for Teachers	3 to 5 participants	Half-Day Session 4 hours
Professional Development for Teachers	3 to 5 participants	Full Day Session 7 hours

\* Includes: consumables, qualified Arts Therapist, Contact and non-contact hours

### "Take a Brain Break"





### Collaboration with existing diverse specialty groups

Demographics	Group Size	Delivery
Children with acquired brain injury (trauma or genetic condition)	4 to 7 participants	6 Sessions (1 per week/120 min)
Support for Autism	4 to 7 participants	6 Sessions (1 per week/120 min)
Gender Dysphoria	4 to 7 participants	6 Sessions (1 per week/120 min)
LGBTQA Community	4 to 7 participants	6 Sessions (1 per week/120 min)
Self-Care for Carers	4 to 7 participants	6 Sessions (1 per week/120 min)
Bereavement Groups	4 to 7 participants	6 Sessions (1 per week/120 min)

### INCLUSIONS

- Mental Health Triage
  - Referral/Intake/Consultation
  - Risk assessment
- Qualified & Registered Arts Therapist
  - Professional indemnity insurance with professional peak body
  - Tertiary trained Arts Therapists with lived experience
  - Collaboration with Allied Health and Carers – as required
- Creative Arts Therapy Session
  - Customised/Researched based on requirements
  - Evidence based practice
  - All consumables and supplies
  - Session preparation
  - Travel door-to-door or on-site delivery
- Reports
  - Clinical notes
  - Evaluations and quarterly reports
  - Psychosocial scales & demographic data
- Supervision for all CATA Arts Therapists/Placement students



- Mandatory regular supervision compliant to best industry practice
- Debriefing as required with CATA supervisor



## APPENDICIES

### APPENDIX A: CATA Board

The CATA Board is made up of a diverse range of committed professionals, invested in supporting and establishing CATA as a market leader through shared values and fluid portfolio roles.

<b>Alfonso Liuzzi</b>	<a href="https://www.linkedin.com/in/alfonso-liuzzi-92538371/">www.linkedin.com/in/alfonso-liuzzi-92538371/</a>
<p>Alfonso Liuzzi, Director and Owner of Liuzzi Property Group, co-directs an investment company in retail properties across the Australian Eastern Seaboard. Alfonso brings a wealth of experience and knowledge from the commercial sector to CATA. His daily involvement in corporate business activities provides the charity Board with resourceful direction, not only in the management of funds acquired, but also in working towards the foundation's vision of a tangible, successful and valuable reality.</p> <p>Alfonso continues to the strategic direction of the organisation and translates his passion for community service into real action and change.</p>	
<b>Annemarie Rolls</b>	<a href="https://www.linkedin.com/in/annemarie-rolls-6b005b4/">www.linkedin.com/in/annemarie-rolls-6b005b4/</a>
<p>Annemarie is an experienced not-for-profit executive. Currently employed as CEO of the General Sir John Monash Foundation, Annemarie was previously CEO of Schools Connect Australia, an NFP connecting businesses together with disadvantaged schools. She led this organisation for 4 years, strengthening its marketing and economics and ultimately guiding its merger with the Australian Business Community Network (ABCN). Annemarie previously worked with the Australian Council for Educational Research (ACER) including as General Manager and publisher of ACER Press.</p> <p>Annemarie holds a Vice Chair position on CATA's Board and brings experience in governance, assists with difficult decisions between meetings and advises on current issues within the organisation.</p>	
<b>Greg Keene</b>	<a href="https://www.linkedin.com/in/greg-keene-430a2511/">www.linkedin.com/in/greg-keene-430a2511/</a>
Managing Director, Global Investor Services Australia	



Greg Keene joined CBRE Global Investors in 2006 and is responsible for developing investor client relationships and distribution channels within Australia and New Zealand.

Prior to joining CBRE Global Investors, Greg was Managing Director of the Centre for Investor Education, a high-quality investment education business targeted at institutional investors.

Greg is instrumental in liaising with accountants and assists CATA on all fronts to implement all financial responsibilities and obligations. Greg regularly presents and motions financial reports to the Board and councils on best ways to carry out financial responsibilities.

**Liz Ferentinos**

Currently director of ESFAM Biotech, Liz is driving Australian IP with various institutions to Global Commercial partnering. Her interests and passions lie in early-stage start-ups to commercialisation.

Her compassion to lend a hand and assist others has led her to 20 years of contributing to Not-for-Profit organisations as an active volunteer/ambassador.

Liz brings forward thinking solutions to assist CATA solve complex issues. Focussing on smart use of technology, internal and external collaborations and quality engagement with supporters, potential funders and partners. Liz embraces innovation in an environment immersed in significant regulations and funding challenges.

**Hank Sciberras**

[www.linkedin.com/in/hank-sciberras-0068662/](http://www.linkedin.com/in/hank-sciberras-0068662/)

Hank Sciberras is a partner in the Ernst and Young Innovation and incentives team assisting companies with commercialisation planning and strategies for their technologies as well as gaining non-dilutive funding. Hank has more than 20 years of experience in assisting Australia's largest companies as well as start-ups. Prior to joining EY, Sciberras led the life science team for Deloitte in Australia. Worked in a number of countries developing deep ultraviolet laser technology for eye surgery and the semiconductor industry.



<b>Tony Weston</b>	<a href="https://www.linkedin.com/in/tony-weston-a5b926a/">www.linkedin.com/in/tony-weston-a5b926a/</a>
<p>Tony Weston is a senior executive with extensive international experience in a wide range of corporations across retail, manufacturing, gaming, and hospitality, transport and logistics, telecommunications and finance industries. He has carved a very strong reputation in leading business transformations and turnarounds. With a background in human resource management, Tony is regarded as a commercially astute business leader with a legacy of driving strong, bottom line performance improvement. Tony is tasked with building CATA's framework for the organisations long-term strategic focus and initiatives including the operational structure that CATA will adopt in its long-term strategic plan.</p>	
<b>Karina Posanzini</b>	<a href="https://www.linkedin.com/in/karinaposanzini/">www.linkedin.com/in/karinaposanzini/</a>
<p>Karina Posanzini is a qualified Certified Practising Accountant (CPA) with over 19 years' experience in senior leadership and governance positions in the Not for Profit and Commercial Sectors. Karina has extensive Board and committee experience, holding numerous positions including; inTouch Multicultural Centre Against Family Violence, Inclusion foundation (e.motion21) and CPA Australia Public Sector and of Public Administration Australia (IPAA Victoria). Karina's strong governance expertise leads CATA's steering committee with the development, review and design of governing policies and regulatory compliance. Under this umbrella sits, Arts Therapists, Placement Students, Volunteers and the organisations overarching governance.</p>	



## APPENDIX B: CATA COLLABORATIONS

### Current Partners and Supporters Include:

Alliance Insurance	Insurances across all volunteers, public and professional	Ongoing support pro bono services
Asta Solutions and Dataline IT Services	IT compliance and security	Ongoing support pro bono services
Aveo Freedom Aged Care	Aged Care	Provision of onsite services
Chambers and Chambers Accountants	Accounting and compliance	Ongoing support pro bono services
Crown Resort Foundation	Grant funding for CATA collaboration with VSK programs	3-year joint funding program
Darebin City Council	Grant funders for Community Recovery from COVID-19	Local communities, Schools and Aged Care
DUCERE	Global Business School	MBA Industry Project



		Completion on industry research with projects spanning 18 months
G+T Lawyers	Governance and compliance	Ongoing pro bono support services
IKON Institute MEICAT Institute Melbourne University	Placement Students	Up to three placement students serving 720 hours in placement with CATA annually
Kids in Philanthropy	Community Driven Programs	Student Placement and Volunteering Program
Lauriston Girls School	Primary School Children	Supporters and Volunteers CATA events
NDIS Provider	National Disability Insurance Scheme	Provision for participants living with disability
Sony Foundation	Respite camps for children with disability	Run jointly with local high schools
Scotch College Xavier Secondary College St Catherine's School	Program Partner Community Awareness Program Program Partner	Sony Foundation
TBWA	Brand Identity, Marketing	Ongoing brand direction & documentary building on CATA
Very Special Kids	Hospice and Palliative Care for children with life limiting and threatening conditions	In house Art Therapy, Holiday program and End of Life Legacy program



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## APPENDIX C: AMBASSADORS & PATRON

### **David Bromley, Bromley & Co.**

David and Yuge Bromley teamed up with CATA in 2016. With aligned values, the collaboration of creative visions led to both David and Yuge opening a pathway for CATA to champion Creative Arts Therapies to unreached audiences, building awareness campaigns while supporting CATA in its efforts to raise funds and progress programs in the wider community.

David Bromley has become one of the most recognisable and innovative artists in Australia. Over the past 20 years David's work has fostered widespread acclaim and notoriety in Australia and internationally.

### **Julian Clavijo**

Julian Clavijo became an official CATA ambassador in 2018. His support of our "ART-i-ficial Limb Projekt" marks a pivotal point in his relationship with CATA.

CATA and Julian teamed up to produce a mural measuring 20m x 4m located in 35 Colebrook Street, Brunswick, working with Arts Therapists and in the End of Life program. It earmarked the first collaboration, taking 3 months to complete. The development of this process opened an opportunity for local Melbournian artisans to work closely with CATA's qualified Arts Therapists and individuals engaging in Arts Therapy. A safe drop in space created on site encouraged participants to be "present" in the moment of creation. Meaning making, idea sharing, storytelling at the wall and learning new skills sets, provided participants a place of belonging and an opportunity to build resilient mind sets.

Julian is an international, award winning and renowned artist, born in Colombia, living and working in Melbourne since 2008. His works are found in private and public collections in more than 28 countries around the world.

### **George Donikian**

The television veteran born and raised in Sydney, joined CATA in 2019 and holds a number of Ambassadorial positions for organizations such as BullyZero Australia, Carlton FC, Melbourne City FC & the Australian Intercultural Society.

As George became entrenched with CATA's stories from peoples lived experiences, he soon realised there was a deep and personal alignment to CATA's values and ethos. His patronship with Creative Art Therapy Australia began in 2020.

"I have always managed to think outside the square and challenged convention, which explains why I chose to support CATA. I believe we must always review the things we do or have done in our lives, especially post COVID-19. Among those things, is the way we think and the way we choose to solve problems.

CATA is one such organization, it's a pioneer and its counsellors aim to look at dealing with unique challenges... in a quite different way. They look at whether Creative Arts Therapy can assist in the lives of vulnerable people, those going through the most difficult of times. And they make sure they are with them throughout that journey every step of the way. I also admire the Board members, who strive to make sure that Creative Art Therapy Australia, continues to evolve and develop new strategies for people who need it most."