



KIDSAFE VICTORIA ANNUAL REPORT 2018/19







ABOUT KIDSAFE VICTORIA

Kidsafe Victoria was established in 1979 as part of the Child Accident Prevention Foundation of Australia. We are an independent, non-profit organisation dedicated to the prevention of unintentional death and injury to children through education, advocacy and research. Our mission is to Make a Safer World for Kids.

Preventable injuries are the leading cause of death for Australian children aged 1-14 years and one of the leading causes of hospitalisation. In Victoria, approximately 22 children die and over 100,000 are treated in hospital each year due to unintentional injuries, with children under the age of 5 most at risk.

Kidsafe exists to prevent these tragedies. We do this by empowering families - particularly those who are most vulnerable - with the provision of evidence based practical strategies and knowledge of how to keep their kids safe. We run evidence based community outreach programs and develop educational campaigns and resources in collaboration with a variety of stakeholders.

Kidsafe Victoria works with the community to provide information, education and advice to parents and carers around four key areas:



**HOME
SAFETY**



**ROAD
SAFETY**



**WATER
SAFETY**



**SAFE
PLAY**

Since Kidsafe's establishment, the number of children killed by unintentional injury in Australia has more than halved. To date, a great deal has been achieved in preventing unintentional childhood injuries – however, as the statistics reveal - there is still much to be done. Kidsafe and the community must continue to work together to ensure all Victorian children have the opportunity to grow into healthy adults.

STRATEGIC PLAN

2019 - 2022



SNAPSHOT OF KIDSAFE'S 2018/19 ACTIVITIES



257

home safety
presentations to over
2,500 participants in
11 municipalities
across Victoria



50

child restraint fitting
education sessions were
delivered to over 500 staff
members of community
organisations



5

checking days
with multicultural
communities across
the state, inspecting
over 60 child restraints



Safety information
kits provided to
4,500 people at
baby expos



Find A Fitter listing
accessed over
48,000 times in
2018/19



Over **320,000**
resources
distributed



1000+
public enquiries
answered



Over **110,000**
website visits and
over **277,000**
page views



500 +
media segments

CHILD INJURY STATISTICS

Injury is the leading cause of death for Australian children aged 1-14 years – more Australian children die as a result of injury than from cancer and asthma combined.

In Australia, every year:

OVER
150
CHILDREN
DIE

OVER
60,000
CHILDREN ARE
ADMITTED TO
HOSPITAL FOR
TREATMENT DUE TO
AN UNINTENTIONAL
INJURY

MANY MORE
ARE TREATED
IN HOSPITAL
EMERGENCY
DEPARTMENTS

In Victoria, every year:

APPROX
22
CHILDREN
DIE

OVER
110,000
CHILDREN ARE
TREATED IN
HOSPITAL DUE TO
AN UNINTENTIONAL
INJURY

THE GOOD NEWS
IS THAT CHILD
**INJURIES
CAN BE
PREVENTED!**





MAJOR CAUSES OF CHILD INJURY

The major causes of death for children aged 0-4 years due to injury include:



TRANSPORT
(BOTH AS PASSENGERS
AND PEDESTRIANS)



DROWNING



**CHOKING/
SUFFOCATION**

The major causes of injury resulting in hospital admission or emergency department presentations for children aged 0-4 years include:

- **FALLS**
- **HIT/STRUCK/CRUSH INJURIES**
(E.G. TV AND FURNITURE TIP OVERS)
- **CUTTING/PIERCING**
- **POISONING**
- **FIRES/BURNS/SCALDS**
- **TRANSPORT**
- **CHOKING/SUFFOCATION**
- **DROWNING**

CEO + PRESIDENT'S REPORT



The 2018-19 financial year marked our second full year located at the Monash Children's Hospital. Injury remains the leading cause of death for Australian children aged 1-14 years and one of the largest causes of hospitalisation for children aged 0-14 years.

Our role at Kidsafe is to help families navigate the difficult but incredibly rewarding journey of parenthood, as well as to assist health professionals to recognise where there may be injury hazards that they can help families to recognise and address. We believe that the best results are achieved by empowering families to keep their kids safe, not telling them what to do.

The Board and Executive team have long realised that we are unable to sustain our work, or increase our impact with the small number of resources that we have. Concerned that childhood injury rates are not decreasing and delighted with increased requests for our services by health professionals, families and carers, we are aware that without an increase in capacity, we will not be able to provide the level of service the Victorian public has come to expect from us.

Therefore, this financial year we made a decision to invest in building our capacity and with our largest team to date – a total of 3.6 staff in the office, supported by 17 sub-contractors and 20 + volunteers – we are pleased to say the year saw some significant achievements.

We successfully applied for a grant from the Bank of Melbourne Foundation which enabled us to work with the wonderful team at Spark Strategy to redevelop our strategic plan for 2019-2022. With an additional once off funding grant from the Victorian State Government, we are in a position to take action on key areas of preventable injury and identified priority areas.

Through this planning process, we have set criteria for managing our limited resources to ensure that everything we do has a high, positive impact, particularly in our identified vulnerable cohorts:

- children aged 0-5 years who rely on others to keep them safe;
- low socioeconomic demographics;
- regional Victoria - where data shows that children are 4 times more likely to die from preventable injuries than their metropolitan counterparts; and
- cultural and linguistically diverse (CALD) communities.

We are proud of what we have achieved to date but recognise there is a great deal more to be done. One of our key strengths is our ability to work collaboratively. With an effective national network of 7 Kidsafe State and Territory offices with available skills, programs and expertise, and a number of key Victorian partner organisations, our impact far exceeds our size. Rarely do we undertake a program or campaign in isolation – because we recognise that the best results are gained when utilising the strengths and reach of multiple organisations across multiple channels.

We have invested significant time over the past 12 months in meeting with local, State and Federal MPs to push the need for critical injury prevention programs. We provided the Andrews Government with a detailed business case showing exactly how we can reduce injury, and are working at the Federal level contributing to the development of the National Injury Prevention Plan.

With 80,000 babies born each year in Victoria, it's imperative that information is delivered consistently and in methods which can cut through the haze of a crowded digital marketplace where there is lots of conflicting information at people's fingertips.

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We have commenced work to provide the maternal and child health sector with an e-learning tool funded by the Department of Education. This will support them to deliver accurate, up to date, consistent, quality information to 35,000 first time Victorian parents every year, as well as the hundreds of thousands of other families they see with newborns and older siblings.

We will also be supporting health professionals in the community sector by providing them with an e-learning tool we are developing from funds provided by the Helen MacPherson Smith Trust. To both organisations, thank you. Without your support this vital work would not have been possible.

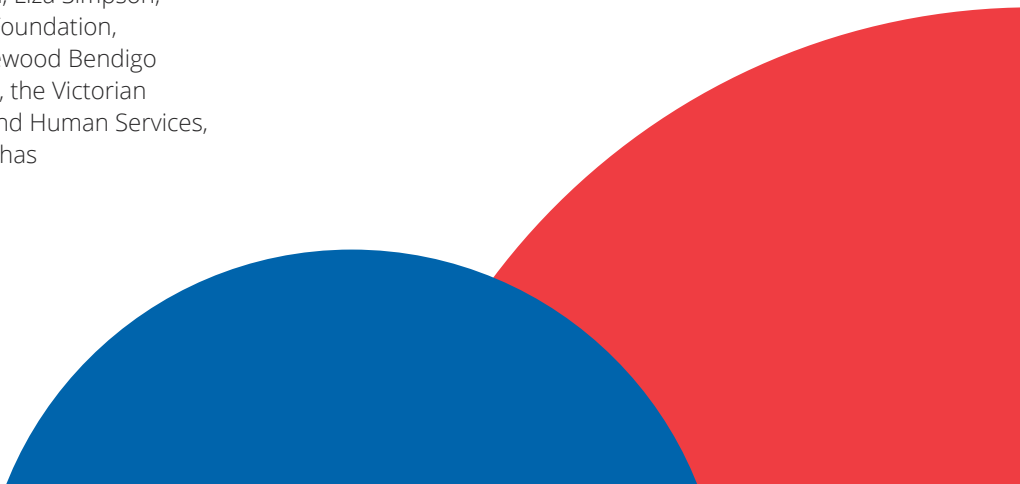
Our strategic planning identified the need to increase our internal capability and together with our recently recruited Marketing and Communications Officer, we are seeking to grow the team to enable us to deliver on the business development and marketing plans which underpin our strategic plan. We are also focused on diversifying our commercial income sources so that we can continue to deliver proven, effective programs and awareness campaigns, as well as working with the State Government to ensure ongoing investment in child injury prevention in Victoria.

We would like to thank our dedicated Board of Management and Operational team, without whom none of the achievements of the last 12 months would have been possible. We also wish to thank the many individuals and organisations that supported us over the last year, including Ben Schokman, Charlie Tulloch, Liza Simpson, Spark Strategy, the Bank of Melbourne Foundation, the Helen MacPherson Smith Trust, Pinewood Bendigo Bank, Matt Welsh, Hyundai Help for Kids, the Victorian Departments of Education and Health and Human Services, VicRoads and the TAC – your assistance has been invaluable.

On a personal note, we would like to thank the wonderful staff at Monash Children's Hospital for their continued and ongoing support. We will continue to work hard to keep kids from having to 'visit' you!

With the plans and structures we now have in place, we are confident that we can continue to reduce the incidence of childhood death and injury in Victoria. We welcome your support and assistance – because only by working together can we make a safer world for kids.

We believe that the best results are achieved by empowering families to keep their kids safe, not telling them what to do.



BOARD, STAFF & SUB COMMITTEES

SECRETARIAT

Melanie Courtney (Chief Executive Officer)
Jason Chambers (General Manager)
Holly Clark (Project Officer)
Kishita Patel (Project Officer, until May 2019)
Geraldine Wood (Bookkeeper)
Jenny Newton (Communications and Media Officer commenced May 2019)

BOARD

Erica Edmands (President)
Robert Caulfield (Vice President)
Steve Reynolds (Treasurer)
Mark Stokes (General Member)
Martin Botros (General Member and Kidsafe Australia President)
Janneke Berecki-Gisolf (General Member)
Julia Sheehan (General Member)
Brooke Disney (General member)

Kidsafe Victoria would like to thank Caulfield Krivanek Architecture for their in-kind hosting of our monthly board meetings.

LIFE MEMBERS

Joan Adams
Mark Stokes
Ron Smith
Robert Caulfield
Erin Cassell
Marianna Wickert

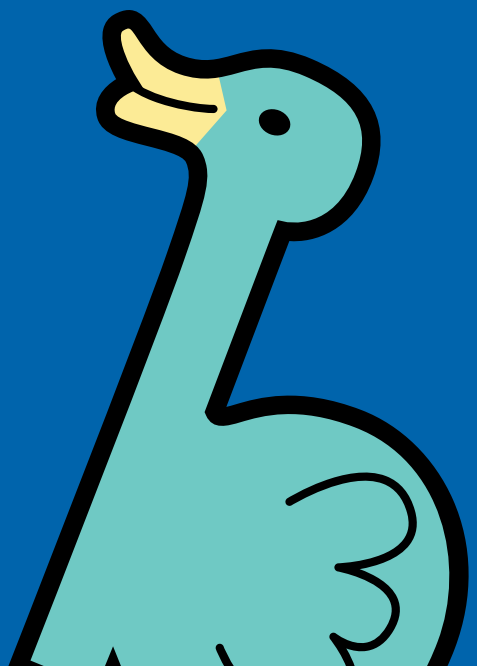
SUPPORT

Scott Garrett – Preflight (Website and e-news)
Ron Smith and Shirley Baynes-Smith (Media)
Danielle Tomas – Tomas Studios (Graphic Design)
Stacey Price – Healthy Business Finances

SUB COMMITTEE MEMBERS

Tim Clark (Marketing and Fundraising)
Jarrod Scott (Marketing and Fundraising)
David Mylonas (Finance)

**EDUCATION,
TRAINING AND
COMMUNITY
AWARENESS
RAISING
PROGRAMS**



KIDSAFE VICTORIA COMMUNITY OUTREACH PROGRAM

2018/19 marked the tenth year for Kidsafe Victoria's Community Outreach Program. As part of the program, one hour, face to face presentations on child injury prevention were provided to new parents through Victoria's Maternal and Child Health network. Since its inception, the program has continued to grow and become a vital part of Maternal and Child Health services in the local government areas where it is provided. Due to its popularity, many early learning and community organisations have arranged fee for service sessions for their parent groups.

The presentations provide parents and carers with neutral, evidence based information on a wide range of child injury topics including poisoning, water safety, burns and scalds, falls, pet safety, child car restraints, road safety and nursery furniture safety. All participants are provided with a take home pack of resources including a home safety checklist.

In 2018/19, Kidsafe Victoria provided:



**257 PRESENTATIONS TO
OVER 2,500 PARTICIPANTS IN
11 MUNICIPALITIES ACROSS VICTORIA**

Evaluation results have demonstrated the success of the program with 90% of participants reporting that they had or will change their behaviour as a result of what they learnt during the presentations. While Kidsafe only had the capacity to deliver these sessions to 11 municipalities across Victoria, 95% of survey participants would recommend the session to other new parent groups. We are seeking more effective ways to be able to support the delivery of this information consistently across the State in 2019-20.

CHILD RESTRAINT FITTING EDUCATION SESSIONS

For the past 5 years, Kidsafe Victoria has delivered child restraint fitting education sessions to staff of community organisations with funding support from the VicRoads Community Road Safety Grants Program (VCRSGP). The VCRSGP assists by subsidising the cost of a number of these sessions each year, making them more affordable for community organisations.

The two hour fitting education sessions consist of a theory component - which provides information and advice on the Victorian child restraint road rules, the different types of child restraints and the process of choosing a suitable child restraint for a child's age and size - and a practical session - which provides staff with hands on experience in installing and using various types of child car restraints and booster seats.

In 2018/19 Kidsafe Victoria delivered:



**50 EDUCATION SESSIONS TO OVER
500 STAFF MEMBERS OF COMMUNITY
ORGANISATIONS**

CHILD RESTRAINT CHECKING DAYS

Kidsafe Victoria also received funding from the VCRSGP to run free child restraint checking days for culturally and linguistically diverse (CALD) communities in Victoria.

These events provide an opportunity for parents and carers to have the installation of their child restraints checked and any issues rectified, while also providing them the opportunity to have questions about choosing and using child restraints answered

In 2018/19, Kidsafe Victoria delivered:

**5 CHECKING DAYS WITH
MULTICULTURAL COMMUNITIES ACROSS
THE STATE, INSPECTING OVER
60 CHILD RESTRAINTS**

Checks across the 5 events showed a high rate of incorrect installation and use of child car restraints in the community, with over 80% having at least one incorrect installation or usage issue that needed to be rectified.



RESEARCH PROJECT - SAFE TRANSPORTATION OF OUR COMMUNITIES MOST VULNERABLE CHILDREN

Kidsafe Victoria received funding through the TAC Community Road Safety Grants Program to undertake a research project to understand the current child car restraint practices and policies that community organisations who transport children of vulnerable families have in place. These include factors concerned with the purchase, usage, storage, maintenance and replacement of child car restraints. The project will involve a series of in depth interviews with staff of community organisations, followed by an online survey. The results of the project will be published in late 2019.



FIND A FITTER

Kidsafe Victoria's online 'Find a Fitter' listing is now in its fourth year of operation, linking parents and carers with credible child restraint fitting stations across the state. The listing was developed in 2015 with the support of the TAC Community Road Safety Grants Program, in response to an increasing number of enquiries from parents and carers about where to find a professional who could assist them to install their child car restraint correctly.

The listing, which was accessed over 48,000 times in 2018/19, lists information regarding the costs, opening hours, contact details and services (e.g. type 1 or type 2 fitter) provided by each individual fitting station on the listing.



ACCREDITED COURSE IN TYPE 1 CHILD RESTRAINT FITTING

This financial year, Kidsafe Victoria was excited to run our first accredited child restraint fitting course through Kidsafe WA who are a Registered Training Organisation. The nationally recognised short course 52778WA Course in Type 1 Child Car Restraint Fitting provides participants with the knowledge and skills to be able to install child car restraints and conduct Type 1 fitting and checking services. In addition, participants are provided with the knowledge to educate consumers on the importance of appropriate selection and use of child car restraints.

The course, which is tailored to Victorian legislation and local requirements, has been a great success and we look forward to delivering this regularly in 2019/20.



'SAFE BARRIERS SAVE LIVES' BACKYARD POOL SAFETY CAMPAIGN

Kidsafe's sixth annual 'Safe Barriers Save Lives' backyard pool safety campaign was launched on the 18th of September by Olympian Matt Welsh OAM at Victoria Park. We were joined by a number of key stakeholders and the generous sponsors who helped make this campaign possible, including the Victorian Play it Safe by the Water Committee, major sponsors Safetech Hardware Australia, SPASA Victoria, Protector Aluminium and the Victorian Pool Check and Compliance Agency, and supporters Kingswim.

The creative for this year's campaign was refreshed, including the development of a new campaign theme - 'the best offence is a good defence'. With the campaign launch held during AFL and NRL finals time and running over the summer, this theme tied in with Australian's love of sports to encourage them to take the safety of their backyard pool as seriously as opponents on the field.

Rodney Eade starred as our hero film as the parent's 'Coach', teaching them how to keep their pool barrier safe from a group of wily young children. Parents, carers and home pool owners were reminded that as well as a pool barrier that was in proper working order, their home pool defence should include active adult supervision, water awareness and first aid knowledge, to help keep children safe.

With the involvement of State and Territory Kidsafe offices and the Royal Life Saving Society of Australia, the campaign once again achieved national reach, including:

- **5 TV SEGMENTS ACROSS CHANNEL 7, 9 AND 10**
- **8 PRINT/ONLINE ARTICLES**
- **OVER 230 NATIONAL RADIO STATIONS DOWNLOADED THE CAMPAIGN RADIO GRABS TO PLAY DURING NEWS SEGMENTS**
- **Over 409,000 people reached THROUGH FACEBOOK**
- **OVER 32,000 VISITS TO THE CAMPAIGN WEBSITE PAGE**

This year the campaign also received pro bono support from Civic Media and APN Outdoor with public billboard advertising, enhancing the reach of campaign messages. Bunnings stores across the country also assisted in promoting the campaign by displaying the campaign poster and flyers in their pool section. This provided a valuable reminder for consumers purchasing pool and spa products to check the safety of their barriers.



NATIONAL BURNS AWARENESS MONTH



Kidsafe Victoria coordinated National Burns Awareness Month (NBAM) for the first time this year, on behalf of our State and Territory Offices. NBAM is an initiative implemented by Kidsafe Australia to raise awareness about the prevention and correct first aid treatment of burns and scalds. It is held at the beginning of winter in June each year as there is a significantly increased risk of burns during this time.

The campaign was officially launched on Tuesday the 4th of June at the Eastern Hill Fire Station, with representatives including Dr Warwick Teague from The Royal Children's Hospital, the Metropolitan Fire Brigade (MFB), The Alfred Hospital, the Australian and New Zealand Burns Association (ANZBA) and the Victorian Burns Prevention Partnership (VBPP).

The campaign launch received wide coverage across all forms of media. Tania Neville and her family generously shared the story of Kieran (you can read this below) to help us spread the message of burns safety.



Highlights of the media coverage included:

- **4 TV SEGMENTS - ACROSS CHANNEL 7, 9 AND 10**
- **8 PRINT ARTICLES - INCLUDING ARTICLES IN THE HERALD SUN AND ASSOCIATED STATE AND TERRITORY PAPERS, YAHOO AND LOCAL NEWSPAPERS**
- **209 RADIO STATIONS DOWNLOADED GRABS TO USE AS PART OF NEWS STORIES**

We developed a small grants program offering small grants to support organisations who wished to deliver a NBAM project, activity or event during June. Three organisations across the country received a small grant to host a project, activity or event. Many other organisations took advantage of our free downloadable resources which were available on the Kidsafe Australia website, to promote important messages about the prevention and correct first aid treatment for burn and scald injuries.

PATIENT STORY - KIERAN NEVILLE

There's one breakfast eight-year-old Kieran Neville will never forget after an attempt at making porridge in 2017. Being the youngest of four children, Kieran was an independent and inquisitive child always trying to keep up with his siblings. Unaware of the potential danger, that morning, Kieran leaned too close to the stove and within seconds of contact with the burning gas hotplate, his pajamas had caught on fire and flames raced up his body. Tania, Kieran's mother recounted.

"It all happened so quickly and was such a frightening experience – he was screaming and there were flames coming out the side of his pyjamas. I was yelling 'stop, drop, roll' – I threw him down and just rolled him."

Once the flames were extinguished, Tania transitioned into autopilot, quickly stripping off his disintegrated clothing and placing a screaming Kieran under cool running water in the shower, while her daughter rang triple zero for urgent assistance. First responders arrived on the scene promptly and assisted in calming Kieran while administering vital first aid and pain relief. Due to the severity of his burns, he was sedated and transported via air ambulance to the Royal Children's hospital, where he underwent skin grafts and physical therapy to regain feeling in his burned torso.

Dr Warwick Teague, Director of Trauma and Burn Surgeon at the Royal Children's Hospital (RCH) in Melbourne and Kieran's treating specialist, emphasised that burn injuries can have a long-term impact on children, not just physically, but also mentally;

"Burn injuries really do have a long-lasting effect on the whole family, so we need to do everything we can to prevent burns from occurring."

Tania has relived the life changing moment in her head hundreds of times, thankful that she had prior knowledge of what action to take in fire hazard situation, as well as basic awareness of first aid so she could help Kieran in the critical moments following his injury. Dr Teague concurs with Tania and reiterated how critical treating the burn under a minimum of 20 minutes of cool running water immediately after suffering a burn:

"The importance of knowing best burns first aid, advising that the administration of the correct first aid measures can make a significant difference in the child's rehabilitation and long-term outcome of the burn injury."

Kieran's long journey of healing involved him and his family attending months of physical therapy at the Burns Unit at Melbourne's RCH, to regain feeling around the area of the burn. He was also required to wear a compression garment 23 hours a day for more than 6 months.

Thanks to his mum and her knowledge of initial burns first aid – as well as some fantastic care at the RCH – his treatment was successful. Almost 2 years on from the incident, Kieran is a very bold, independent, resilient and capable 8-year-old who loves to keep up with his older brothers and sisters - and believe it or not, still requests porridge for breakfast.



BURNS AND SCALDS PREVENTION PROJECT

In 2018, Kidsafe Victoria was funded by Clipsal and the Julian Burton Burns Trust to deliver a statewide burns and scalds prevention project. The project involved the development, print and distribution of 15,000 educational brochures, together with the dissemination of 810 relevant burn and scald safety products. The brochure and safety products were disseminated at the Victorian Pregnancy Baby and Children's Expo which was held on October 19th to 21st at the Melbourne Exhibition Centre.

Kidsafe Victoria developed and implemented a month long (19th Nov - 10th Dec) social media campaign to complement the distribution of the burns and scalds brochure and safety products. The social media campaign reached over 200,000 parents and carers across Victoria, providing practical reminders and tips on how to prevent burn and scald injuries.

The project was successful with evaluation results demonstrating that parents and carers found the information in the brochure to be beneficial and that the provision of safety products greatly assisted in facilitating the uptake of prevention strategies in the home.



DO NOT LEAVE CHILDREN UNATTENDED IN CARS CAMPAIGN

Kidsafe Victoria implemented our annual Victorian 'Do Not Leave Children in Cars' campaign, to raise awareness of the dangers of leaving children unattended in cars. As part of the campaign, Kidsafe Victoria distributed 'Do Not Leave Children in Cars' signs, designed to be placed in local car parks as a reminder to parents and carers of the dangers involved.

In 2018/19, Mornington Peninsula Shire joined Kidsafe Victoria's 'Do Not Leave Children in Cars' Campaign, placing 100 campaign signs in local community car parks. These included early childhood centres, maternal and child health centres, libraries and council offices.

Kidsafe Victoria also supported the Victorian State Government's 'Never Leave Kids in Cars' campaign for the sixth year. Former Survivor contestants and endurance athlete Samantha Gash and former special ops commander Mark Wales featured in the campaign advert.

They reminded parents to take their kids with them whenever they get out of the car - just as they do their everyday valuables - to avoid potentially tragic consequences.

The ads and other campaign materials directed people to the Kidsafe Victoria website for further information on the issue.

We look forward to continuing to work with the State Government, local councils, early childhood centres and other organisations across the state to increase community awareness of this important issue.



E-LEARNING TOOLS FOR MATERNAL AND CHILD HEALTH NURSES AND STAFF OF COMMUNITY ORGANISATIONS

In 2018, with support from The Department of Education and the Helen Macpherson Smith Trust, Kidsafe Victoria commenced the development of two e-learning tools - one for Maternal and Child Health Nurses and one for staff of community organisations.

The e-learning tools will provide ongoing information and education on a range of child injury prevention issues, including relevant Australian Standards, best practice recommendations and links to useful resources parents and carers can be directed to, assisting to enhance the capacity of Maternal and Child Health Nurses and staff of community organisations.

The e-learning tools will be completed and available in the second half of 2019.



WYNDHAM CITY CHILD INJURY PREVENTION PROJECT

Wyndham City and Kidsafe Victoria partnered to develop and implement a year long child injury prevention campaign with the aim of raising awareness of childhood injury within the municipality. As part of the campaign, a number of initiatives were implemented with particular focus on child car restraints and road safety, driveway safety, water safety and children left unattended in cars. Activities implemented as part of the campaign included free child car restraint checking days, home and road safety information sessions for parents and carers, the installation of Kidsafe's 'Do Not Leave Children in Cars' signs in car parks across the municipality, cobranded resources, social media campaigns and joint local media promotions.



KIDSAFE VICTORIA COMMUNITY SUPPORT CENTRE

Since its official opening in 2017, Kidsafe's Community Support Centre – which is located in the foyer of the Monash Children's hospital – has provided an engaging space for parents, carers, health professionals and the local community to visit, increasing Kidsafe's engagement with these groups.

The key feature of the centre is the four interactive information and advice hubs, one for each of Kidsafe Victoria's four focus areas – home safety, road safety, water safety and safe play. The hubs contain a range of take home resources, visual displays, interactive elements including safe sleeping, child car restraint and pool barrier displays, iPads to access websites and apps and a safety dress up station for the kids.

Kidsafe Victoria's location within the Monash Children's Hospital has also facilitated a strong partnership with Monash Health, including the delivery of professional development sessions for midwives and the implementation of joint media campaigns.



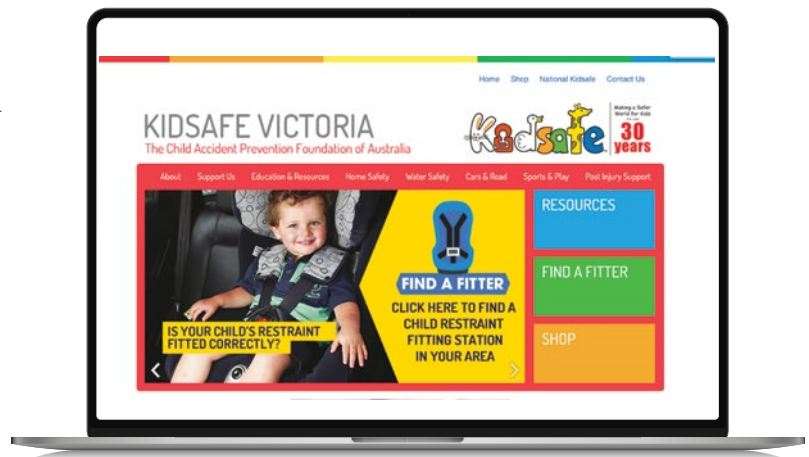
ONLINE

WEBSITE

Kidsafe Victoria's website provides the community with a 'one stop shop' where they can easily access a wide range of child injury prevention information, resources and advice. In 2018/19, Kidsafe Victoria's website traffic continued to grow, attracting:

OVER 110,000 USERS AND OVER 277,000 PAGE VIEWS

A big thank you to Scott Garrett and the team from Preflight for their advice and efforts in keeping the website up to date and user friendly.



SOCIAL MEDIA

Kidsafe Victoria's social media accounts operate with the aim of providing the community with easily accessible information and advice on child injury prevention.

Throughout 2018/19, Kidsafe Victoria continued to build a strong audience on social media, with almost 17,000 followers on Facebook.

Kidsafe Victoria's Facebook and Twitter accounts complement the existing national Kidsafe Facebook page and Twitter accounts, which are also managed by the secretariat in Victoria.



Kidsafe Victoria



@KidsafeVic

The year ahead provides Kidsafe Victoria with a great opportunity to continue to build upon the existing followers of our social media accounts, providing an easily accessible way for the community to obtain child injury prevention information and advice on the go.

E-NEWSLETTER

Kidsafe Victoria's free e-newsletter is distributed monthly to our database of over 10,000 recipients including parents, carers, maternal and child health nurses, early childhood services, local councils and other community organisations. The e-newsletter provides a useful tool to keep the community updated on the latest product recalls and resources available, as well as providing them with information, tips and advice on a range of child injury prevention issues.

RESOURCES

Kidsafe Victoria has a wide range of resources, including 4 ages and states fact sheets which have been translated into 11 languages. Most of these resources are available for free download from our website, including checklists, posters, fact sheets, DL brochures, emergency numbers fridge magnets and flyers - <https://www.kidsafevic.com.au/resources>

BUTTON BATTERY SAFETY RESOURCES

Kidsafe Victoria's button battery safety resources provide information on the dangers posed by button batteries, common household products that contain them, practical tips that families can employ to help reduce the risk and what to do if a parent suspects a child has ingested a button battery.

Along with a public brochure, poster and fridge magnet, there are also resources for general practitioners and hospital clinicians aimed at raising awareness of the importance of early detection and treatment.



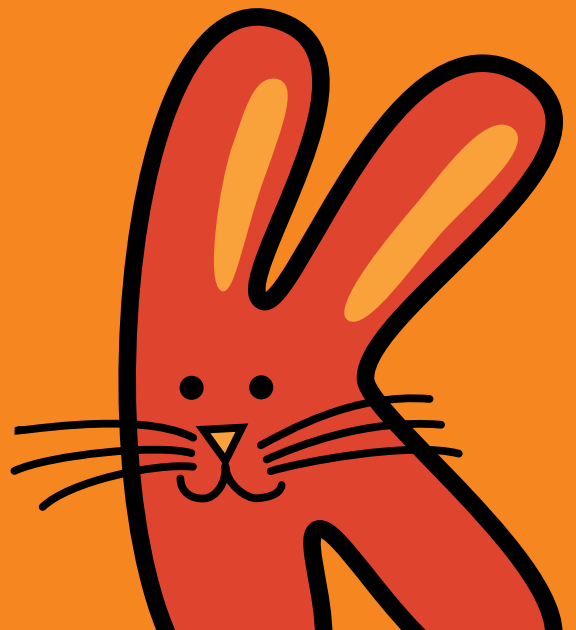
PHONE AND EMAIL SUPPORT

Kidsafe Victoria receives dozens of enquiries each week via phone, email and face to face. Enquiries are predominantly from parents, carers, maternal and child health nurses and early childhood services looking for information, resources and advice on a range of child injury topics.

Enquiries regarding choosing and using child restraints and booster seats continued to be the most frequently asked questions in 2018/19, together with information regarding pool barrier legislation and playground safety.



KIDSAFE EVENTS



PREGNANCY, BABIES AND CHILDREN'S EXPO

Kidsafe Victoria once again attended the Pregnancy, Babies and Children's Expos held at the Melbourne Exhibition Centre in October 2018 and February 2019.

Over 3,500 parents visited the Kidsafe Victoria stand across the two expos to seek information, advice and resources on various child injury topics.



NATIONAL KIDSAFE DAY 2018

The aim of National Kidsafe Day is to increase community awareness of preventable child injuries, as well as promote the critical work of Kidsafe Australia. The theme for National Kidsafe Day 2018 was 'child safety is no accident', highlighting that the majority of serious injuries that can change lives in just a split second, are preventable.

Our focus was to encourage all states and territories to introduce laws enabling tenants to make child safety modifications to their rental properties. We interviewed Lauren Phillips, who experienced a toppling bookcase on her when she was young, to spread the message through social media and mass media channels.



WATER SAFETY WEEK 2018 - 20 YEARS OF THE PLAY IT SAFE BY THE WATER CAMPAIGN

Kidsafe Victoria joined Emergency Management Commissioner Andrew Crisp, Life Saving Victoria and other aquatic agencies at Williamstown Life Saving Club for the launch of Water Safety Week and the 20th anniversary of the Play it Safe by the Water (PISBTW) Campaign. Jason Chambers, General Manager of Kidsafe Victoria, spoke on behalf of the Play it Safe by the Water Committee about the importance of water safety education and the work of the committee over the past 20 years.



NATIONAL LIONS CONVENTION

Kidsafe Victoria attended the Lions Clubs International Australia National Convention in Geelong in May to promote our child injury prevention programs, activities and resources, as well as our ongoing work with our friends the Lions Crime Watch Speak Up Inc.



CARBON MONOXIDE AWARENESS WEEK

The Kidsafe Victoria team was pleased to support our friends at The Chase and Tyler Foundation for launch of Carbon Monoxide Awareness Week (29 April – 5 May 2019), which was hosted at the Monash Children's Hospital. Carbon Monoxide Awareness week is an annual event held to raise awareness of fuel-burning appliance safety across Australia and reducing illness, injury and death from carbon monoxide poisoning.



RIVER'S GIFT GALA BALL

The Kidsafe team were lucky enough to be invited to the River's Gift Gala Ball at Pivot City Innovation District in Geelong on June 15th. The night was a great success raising \$118,500. These funds will be used by River's Gift to create a fully supported safe sleep and SIDS educational pilot program in Geelong, with an aim to roll out the program nationwide.



DANDELION WISHES GALA - MONASH CHILDREN'S HOSPITAL

The Kidsafe Victoria team were honoured to attend and support the Monash Children's Hospitals Dandelion Wishes Gala at Palladium at Crown on the 14th of June. The night raised over \$800,000 to support the establishment of Monash Children's Hospital's new Paediatric Emergency Department, ensuring the best possible care for Victorian children. We would like to congratulate founders Veronique and Lincoln for creating such a special night full of entertainment and dancing for such an amazing cause.



SAFETY 2018 - WORLD INJURY PREVENTION CONFERENCE

Kidsafe Victoria General Manager, Jason Chambers, attended the 13th World Conference on Injury Prevention and Safety Promotion in Bangkok from the 5th-7th of November along with several other Kidsafe delegates. The theme of the conference was Advancing Injury and Violence Prevention to Achieve the Sustainable Development Goals.

As part of the conference, Jason delivered a poster presentation on Kidsafe Victoria's research into parents use of ISOFIX compatible child restraints - "Analysing the use of Isofix Compatible Child Restraints in Victoria, Australia".

A key part of the conference included the 2018 International Safety Media Awards. These awards recognise various media and social media initiatives from around the world that have an impact on injury prevention. Kidsafe were thrilled to be awarded the Gold Award in the Web/Online category for our 'Unconventional Oven Campaign'.



MEDIA

In 2018/19, Kidsafe Victoria conducted numerous highly successful media campaigns, raising public awareness on a range of child safety issues including water safety, driveway safety, toy safety, button batteries, furniture tip overs, magnets and kids in cars.

Kidsafe Victoria is grateful to Ron Smith and Shirley Baynes-Smith of Corporate Media Communications for once again coordinating our media activity. We look forward to working closely with Ron and Shirley again in 2019/20.

Below is an overview of our media coverage of the 2018/19 financial year.

OVER 500 SEGMENTS ACROSS TELEVISION, RADIO, ONLINE AND PRINT ARTICLES.



OUR PARTNERSHIPS + COMMITTEES



FUNDERS



VICTORIAN DEPARTMENT OF EDUCATION AND TRAINING AND
THE VICTORIAN DEPARTMENT OF HEALTH AND HUMAN SERVICES

GRANTS



SPONSORS

KIDSAFE VICTORIA COMMUNITY SUPPORT CENTRE



SAFE BARRIERS SAVE LIVES
BACKYARD POOL SAFETY CAMPAIGN



PARTNERS



COMMITTEES

PLAY IT SAFE BY THE WATER COMMITTEE

The Play it Safe by the Water campaign is a Victorian Government led partnership working to raise awareness of water safety within the Victorian community. Other members of the committee include Life Saving Victoria, the Department of Justice, Aquatics and Recreation Victoria, Surfing Victoria, Yachting Victoria and Swimming Victoria.

VICTORIAN WATER SAFETY COUNCIL

Kidsafe Victoria has been a member of the Victorian Water Safety Council since March 2012. The committee is responsible for the oversight of all water safety activities in Victoria. Members include Life Saving Victoria, Aquatics & Recreation Victoria, Australian Volunteer Coast Guard – Victoria, Boating Industry Association of Victoria, Canoeing Victoria, Country Fire Authority, Department of Justice Emergency Services Policy & Support, Emergency Services Telecommunications Authority, Metropolitan Fire & Emergency Services Board, Parks Victoria, Surfing Victoria, Swimming Victoria, Transport Safety Victoria, Victoria Water Police/Search & Rescue Squads, Victorian Recreational Fishers, Yachting Victoria and YMCA.

ST KILDA MUMS - EVERY BABY ADVISORY GROUP

Every Baby Advisory Group led by St Kilda Mum's is made up of a range of different stakeholders all working towards the common goal of improving the health, wellbeing and safety of every baby. Members include MCH nurses, social workers, homelessness support workers, injury prevention specialists and mental health experts.

INFANT AND NURSERY PRODUCTS ALLIANCE OF AUSTRALIA (INPAA)

The primary focus of INPAA is to establish safety standards, injury prevention strategies and forums to promote the safe purchase and use of nursery products. The committee is made up of a number of members including industry suppliers, retailers, manufacturers and service providers.

VICTORIAN SWIMMING POOL AND SPA SAFETY COMMITTEE (VSPSSC)

The committee works to provide recommendations and strategies aimed at reducing the number of drowning deaths and injury of young children in home swimming pools. A major focus for the committee during 2018/19 was the proposed changes to Victoria's swimming pool and spa barrier legislation which were announced by the State Government in September 2018.

THE ACHIEVEMENT PROGRAM

The Achievement Program's vision is for every Victorian to be healthy, well and participate - at work, in school or in early childhood care. In 2018/19, Kidsafe Victoria and The Achievement Program (delivered by the Cancer Council) commenced a collaboration, in particular to assist early childhood services across the state to create safe environments for children.

REPORT

TREASURER'S REPORT



I am pleased to be providing this, my fourth Treasurer's report, for Kidsafe Victoria Incorporated (Kidsafe Victoria).

During 2018/19, Kidsafe Victoria continued to fulfil its mission by providing child injury prevention education to families through resources, programs, media

and events. Kidsafe Victoria also provided submissions and worked with government and stakeholders to ensure that child safety remains a priority in all sectors, as well as meeting its obligations to funders and stakeholders.

The total revenue for the year was \$521,474, an approximate \$120,000 increase on the previous year (2017/18). Kidsafe Victoria Incorporated generated a small surplus of \$3,295 in 2018/19 (\$14,241 for 2017/18); the generation of small surpluses has been a consistent pattern over the past four years. Notwithstanding our expectations as outlined in my 2017/18 Treasurer's Report was that we would generate a deficit in this financial year; happily, stronger revenues and good expense management have enabled Kidsafe Victoria Incorporated to generate a small surplus. The engagement of additional human resources enabled Kidsafe Victoria to deliver more projects and successes. It is our expectation that we will generate a small surplus in 2019/20.

We are grateful to the DET/DHHS for its ongoing grant which continues to provide our base funding and that this has been extended for three more years. The Committee of Management embarked on a significant and facilitated review of its strategy and mounted a business case requesting additional funding from DET/DHHS. Unfortunately, the business case was not accepted, however, we are pleased that an additional one off grant provided by DET late in the financial year. Of this, \$190,000 has been carried forward as unspent grants into 2019/20.

Similarly, we appreciate our relationship with Monash Children's Hospital who provide us with our shopfront office space in the hospital foyer and opportunities to deepen our interaction with their patients, carers, the general public and hospital staff.

At the end of 2018/19, our assets of \$563,498 are almost entirely cash deposits in bank accounts and term deposits. We carried forward into 2019/20 \$228,500 in unspent grants (\$34,890 in 2018/19), as noted in note 8. These represent funds received where the activities are not yet undertaken. It is expected that these activities will be undertaken in 2019/20 financial year.

I am happy to report that the Accounting support offered by Stacey Price from Healthy Business Finances remains very strong and we are pleased that she continues to help us achieve our mission. I am grateful for the support provided by the other members of the finance sub-committee, Erica Edmands, Mark Stokes and particularly David Mylonas, who chaired the finance sub-committee meetings during my leave of absence whilst I was overseas for 3 months.

Kidsafe Victoria's full set of audited financial statements can be accessed here https://www.kidsafevic.com.au/images/Kidsafe_Financial_Statements_-_signed.pdf



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