



KIDSAFE VICTORIA ANNUAL REPORT 2019/2020



**OUR MISSION
IS TO MAKE A
SAFER WORLD
FOR KIDS!**





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 20 children die and over 110,000 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 2019/20 ACTIVITIES



44

CHILD RESTRAINT FITTING EDUCATION SESSIONS

were delivered to over
450 staff members of
community organisations



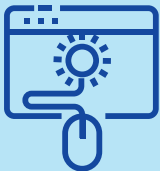
68

**SAFE SEATS SAFE
KIDS** free child car
restraint fitting and
safety check days across
the state, inspecting 813
child car restraints



4,500

Safety information kits
provided to people at
baby expos



Find A Fitter listing
accessed over

43,000

times in 2019/20



Over

320,000

resources
distributed



1000+

public enquiries
answered



Over **147,000**
website visits and over
338,000
page views



340+
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
170
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
20
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



Erica Edmands



Melanie Courtney

It is our privilege to report on what has been a year of tremendous growth and impact for Kidsafe Victoria in delivering the first year of our 3 year strategic plan – despite the impact of the COVID-19 pandemic from March 2020 onwards.

With the pandemic seeing more of us at home for longer, finding new ways to deliver our messages and activities became even more important.

We're incredibly proud of our growing team, who have adapted through the myriad of challenges we all experienced as a result of COVID-19 and who were able to successfully pivot our operations. With no income coming in from training, product sales or face to face education, we had to implement other sustainable methods of getting our critical messages out to the Victorian community.

We would like to express our gratitude to our current Board of Management who generously volunteer their time. In particular, Steve Reynolds as Treasurer and Chair of the Finance and Audit Committee, who has provided invaluable assistance as we have grown our staffing component and our financial operations significantly. We would also like to thank Janneke Berecki Gisolf who stepped down from the Board in June after providing an invaluable contribution over the past 5 years. To Janneke, Steve and the other members of our Board and committees, we sincerely appreciate your support, guidance and dedication to Kidsafe's mission.

Our highlight for the year was undoubtedly our inspiring 40th birthday celebration in November 2019. We gathered with 75 key stakeholders from a diverse range of backgrounds, all of whom make a significant contribution to our mission of making the world a safer place for kids.

Associate Professor Warwick Teague, Director of the Royal Children's Hospital Trauma Service stole the show with his impassioned presentation regarding child car restraint safety, and his challenge to all in the room – what can you do to make an impact?

Other highlights for the year included:

- The delivery of our annual **Safe Barriers Save Lives pool safety campaign**. This campaign has never been more pivotal following the introduction of pool barrier legislation in Victoria after years of lobbying by Kidsafe Victoria and our key partners. It's a campaign of which we are extremely proud and which has expanded nationally. Kidsafe Victoria delivers the campaign with our ambassador, Matt Welsh, on behalf of all States and Territories.
- The development of the **Maternal Child Health and Community e-learning tool** which has had a great response from these sectors.
- The development of our **new website, integration of a new mail management system and enhanced engagement with our community** through our social media, monthly e-news and new blog.
- **National Burns Awareness Month**. Another campaign that we run at the start of winter (when burns and scalds are more prevalent), on behalf of all Kidsafe States and Territories nationally.

- **Being awarded the State Government of Victoria tender to deliver the Safe Seats Safe Kids program** in collaboration with Neighbourhood Houses Victoria. This program will provide us with the opportunity to provide child car restraint education – as well as free fitting and safety checks – to the Victorian community over the next 4 years.
- The inclusion of our **‘Parent’s Guide to Kidsafe Homes’ booklet with key home safety information including a checklist in the Baby Bundle.** This is now provided to all first time parents in Victoria and complements our resources which we already provide through the maternal and child health sector.
- **Meetings with a number of politicians,** including the Federal Health Minister’s advisers; and
- Involvement in the development of a **National Injury Prevention Plan.**

We continue to appreciate and value our relationship with Monash Children’s Hospital who provide us with our shopfront office space. Unfortunately, we were required to vacate our premises in the hospital due to the COVID-19 pandemic and look forward to reengaging and deepening our interaction with patients, carers, the general public and hospital staff when safe to do so.

A large part of our work for the latter part of the year was spent equipping our staff to be able to safely work from home, and we have developed appropriate processes, skills etc to make this successful. We have been extremely proud of the way in which all our staff have handled the changes, the uncertainty and sense of humour and commitment to Kidsafe and our mission. Thank you for all your efforts.

We are grateful to the Department of Health and Human Services (DHHS) for their continued support and operational funding, as well as our other key supporters. Thank you for your ongoing assistance, without you, we would not be able to do what we do.

Our challenge for the next financial year is to be able to cut through the noise in a COVID-19 affected/ post COVID-19 world, and still provide families, educators and health professionals with critical education and resources to keep kids safe.

With a great team in place, ably supported by our capable and engaged Committee of Management, a new advisory committee and key sub-committees, we are looking forward to taking big strides towards delivering our strategic plan, sustainably scaling our programs, extending our reach and methods of delivery, to continue to have a big impact on reducing the incidence of childhood death and injury in Victoria.

With around 20 children dying each year in Victoria and a further 110,000 treated in hospital for injuries, our child injury prevention education, research and advocacy activities are as critical as ever.

BOARD, STAFF & SUB COMMITTEES

BOARD

Erica Edmands (President)
Robert Caulfield (Vice President)
Steve Reynolds (Treasurer)
Mark Stokes (General Member)
Martin Botros (General Member)
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.

SECRETARIAT

Melanie Courtney (Chief Executive Officer)
Jason Chambers (General Manager)
Sisouda Swanston (Office Manager)
Kathy Taylor (Child Car Restraint Manager)
Gretchen Waddell (Project Manager)
Holly Clark (Project Officer)
Lakshana Ryan (Administration Assistant)
Jenny Newton (Communications and Media Officer)
Karen Polkinghorne (Bookkeeper)

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

After 10 years of providing Home Safety Sessions to new parents' groups through Victoria's Maternal and Child Health network, Kidsafe Victoria's Community Outreach Program transitioned to a blended online delivery and fee for service model in late 2019 for sustainability purposes.

The one hour face to face presentations provided parents and carers with neutral, evidence based information on a wide range of child injury topics, with the evaluation results pictured in the chart below demonstrating the success of the program.

Kidsafe Victoria remains committed to working with the Maternal and Child Health sector to continue to ensure that parents and carers are provided with up to date injury prevention information, resources and advice.

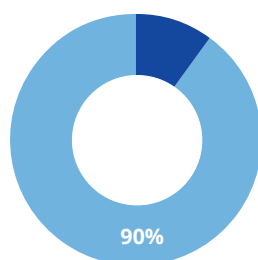
We introduced an e-learning tool to provide Maternal Child Health (MCH) Nurses with up to date information on a range of child injury prevention issues, including information on the leading causes of childhood injury, relevant and current Australian Standards, best practice recommendations and links to useful resources parents and carers can be directed to.

In addition to the e-learning tool, later in 2020 MCH centres will be provided with a Kidsafe child injury prevention presentation resource kit which can be utilised to deliver child injury prevention information and advice to parents.

OUTREACH PROGRAM EVALUATION 2019/20

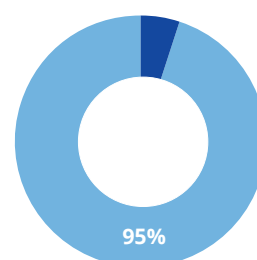
% of participants who reported that they had or will change their behaviour as a result of what they learnt during the presentations.

■ YES
■ NO



% of Participants who recommend the session to other new parent groups

■ YES
■ NO



CHILD RESTRAINT FITTING EDUCATION SESSIONS

For the past 6 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 2019/20 Kidsafe Victoria delivered:



44 EDUCATION SESSIONS TO OVER 450 STAFF MEMBERS OF COMMUNITY ORGANISATIONS

This number of education sessions is slightly down from previous years due to the program not being able to run from March - June 2020 due to COVID-19 restrictions. We are excited to start delivering these sessions to community organisations again when it is safe to do so.

CHILD RESTRAINT CHECKING DAYS

Kidsafe Victoria again 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 ask questions about choosing and using child restraints answered by experienced child restraint professionals.

In 2019/20, Kidsafe Victoria delivered:

**3 CHECKING DAYS WITH
MULTICULTURAL COMMUNITIES ACROSS
THE STATE, INSPECTING OVER
30 CHILD RESTRAINTS**

Checks across the three 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.

Due to the impact of COVID-19 Kidsafe were unable to deliver the remaining checking days in this financial year. Once COVID-19 restrictions permit Kidsafe to resume, the two remaining checking days will be delivered to CALD communities in the following financial year.



FIND A FITTER

Kidsafe Victoria's online 'Find a Fitter' listing is now in its fifth 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 43,000 times in 2019/20, provides details of 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

In the 2019-20 financial year, Kidsafe Victoria began delivering an 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 has continued to grow in popularity seeing 49 participants accredited as child car restraint fitters in 2019/20.

Due to COVID-19 restrictions, face to face training ceased and online delivery of the 52778WA Course theoretical component was piloted to continue training new fitters. We look forward to continuing delivering this course in the future once restrictions have eased and it is safe to do so.



DO NOT LEAVE CHILDREN UNATTENDED IN CARS CAMPAIGN

Kidsafe Victoria launched 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.

Monash Children's Hospital is the latest organisation to partner with Kidsafe Victoria as part of the campaign, installing 'Do Not Leave Children in Cars' signs in prominent positions throughout their hospital car parks.

"With tens of thousands of visitors every year to the hospital, we support Kidsafe Victoria's campaign and have installed their 'Do Not Leave Children in Cars' signage throughout the hospital car park entrances and lift foyers... These signs are a visual warning for all of our visiting families, to always take your children with you when you leave a vehicle."

- Kym Forrest, General Manager of Monash Children's Hospital



'SAFE BARRIERS SAVE LIVES' BACKYARD POOL SAFETY CAMPAIGN

On the 2nd of October 2019, Olympian and father of 5, Matt Welsh, joined Kidsafe Vic at the Melbourne Sports and Aquatic Centre to launch our annual 'Safe Barriers Save Lives' backyard pool safety campaign. 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](#) and [Protector Aluminium](#).

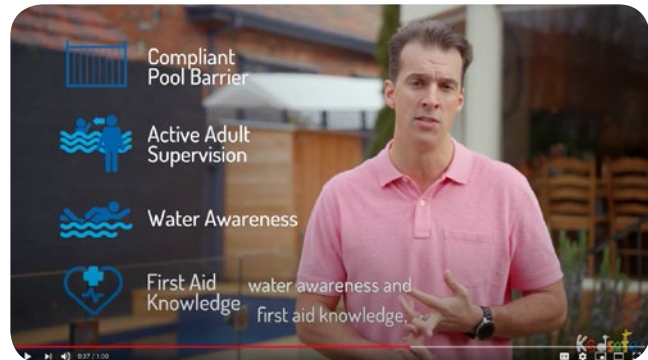
The creative for this year involved a series of [humorous skits](#) which featured parents employing an over the top defence and celebrations while playing backyard sporting games with their children. The series of skits were released during the summer months to remind families that when it comes to backyard pool safety, 'the best offence is a good defence'.

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:

- **7 TV SEGMENTS**
- **153 PRINT/ONLINE ARTICLES**
- **OVER 288 NATIONAL RADIO STATIONS DOWNLOADED THE CAMPAIGN RADIO GRABS TO PLAY DURING NEWS SEGMENTS**
- **OVER 1.1 MILLION PEOPLE REACHED THROUGH FACEBOOK**

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.

This year the campaign also received pro bono support from Civic Media with public billboard advertising, enhancing the reach of campaign messages.



NATIONAL BURNS AWARENESS MONTH



Kidsafe Victoria coordinated National Burns Awareness Month (NBAM) on behalf of all Kidsafe state and territory offices for the second time this year. NBAM is an initiative of Kidsafe Australia which aims to drive greater awareness amongst the Australian community of burns prevention and the correct first aid treatment for burns. It is held in June each year as there is a significantly increased risk of burns during winter. This year the campaign was run in partnership with the Australian and New Zealand Burns Association (ANZBA).

The campaign received coverage across a range of media platforms throughout June, including radio, TV, print and digital publications. A social media campaign was also implemented to promote burn safety messages and resources throughout the month, which had a reach of over 300,000 people and had strong engagement.

As part of this year's NBAM campaign a number of activities were undertaken to raise awareness about burns prevention and/or first aid including:



Small Grants Program

The NBAM Small Grants Program provided small grants to organisations to support community level projects and extend the reach of NBAM messages and awareness. Six organisations from VIC, NSW and WA received grants to support local projects for NBAM.

Safety Ninja Video

A new Safety Ninja video focused on burns safety and first aid was developed as part of NBAM. The video features characters 'Safety Ninja' and 'Crash' in scenarios in the kitchen and dining room and promotes steps to take to avoid burns from hot noodles and hot drinks, and the first aid steps to take if a burn occurs. The video is available on the Kidsafe Australia YouTube and Facebook pages.

BurnSafe Resources & Webinars

The BurnSafe Program, which is usually delivered in South Australian schools, was adapted for NBAM to reach both schools and families that were homeschooling in many states and territories during the campaign. Webinars for children involving interactive activities were delivered throughout June, and a range of activity sheets and accompanying guides to educate children on burns safety were provided on the website.

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

With support from The Department of Health and Human Services and the Helen Macpherson Smith Trust, Kidsafe Victoria launched 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 (MCH) and staff of community organisations.

MCH Nurses were invited to complete the e-learning tool in March. In just under three months, 190 MCH nurses have completed the e-learning tool with over 450 currently undergoing training. While a full evaluation will be undertaken next financial year, the e-learning tool has received extremely positive feedback to date.

The Community Organisations e-learning tool will be made available to staff of community organisations next financial year.



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.

Unfortunately, due to restrictions surrounding COVID-19, Kidsafe's Community Support Centre was forced to close from mid March.

While our Community Hub has been closed, Kidsafe has been working harder than ever to deliver our vital injury prevention information in different ways during this time - including through e-learning tools, webinars, social media and other digital platforms.



SAFE SEATS SAFE KIDS - FREE CHILD CAR RESTRAINT CHECKING PROGRAM



In November 2019, the Victorian Minister for Health, the Hon Jenny Mikakos, announced that Kidsafe Victoria had been awarded the tender to deliver a statewide program designed to help parents and carers access free fittings and safety checks of their child car restraints. This program will be delivered in partnership with [Neighbourhood Houses Victoria](#) with support from the State Government of Victoria.

Correctly fitted child car restraints and booster seats play a crucial part in protecting children from serious injury and death in the event of an accident. However, anecdotal evidence suggests that over 70% of child car restraints in Australia are incorrectly installed or used. Child restraints that are incorrectly fitted or used pose a serious safety risk to children travelling in those restraints.

This initiative seeks to increase the number of correctly fitted child restraints through the education of parents and carers, and with the provision of free child car restraint fittings and safety checks. The '[Safe Seats, Safe Kids](#)' program will run from 2020 to June 30th 2023 and provide education and activities to assist parents and carers in choosing, using and checking their child car restraints, as well as other related child safety information.

Six Safe Seats, Safe Kids pilot events were launched in the last week of February 2020. Following the pilot, Safe Seats, Safe Kids events commenced in March. A total of 11 events were held at Neighbourhood Houses prior to activities being restricted due to the COVID-19 pandemic.

The majority of events were booked out within 24 hours of being released; some as quickly as two hours after being released. Each 1 hour booking session also had a 10 space wait list capacity which were predominantly filled for each event. The events spanned across nine Local Government Areas in metropolitan Melbourne and regional Victoria, with a total of 442 child car restraint checks/fittings conducted.



OF THE 442 CHILD CAR RESTRAINT CHECKS/FITTINGS THAT WERE CONDUCTED, APPROXIMATELY 99% REQUIRED ADJUSTMENTS OR REFITTING.

Feedback regarding the service has been extremely positive since the events began in February.

"I was extremely satisfied with the professionalism shown to me. I learnt a lot and am very grateful. I feel relieved knowing my children are safe while in my car."

"It was amazing! I expected a long wait (as with most free things) however I was seen straight away with 3 people available to help. It was extremely well organised and the staff were very knowledgeable. Thank you for providing such an amazing service completely free!!!"

CHANGES SINCE COVID-19 PANDEMIC

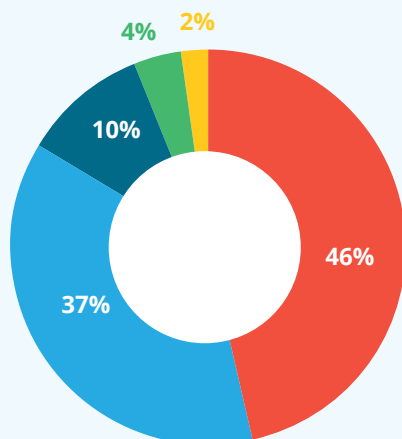
While the 'Safe Seats, Safe Kids' program was unable to continue in its present 'event' format due COVID-19 restrictions, Kidsafe Victoria commenced an alternate service delivery option to ensure this life saving program could continue.

The service continued to be delivered with one fitter per neighbourhood house location offering 1:1 appointments with parents/ carers and longer intervals in between fits and safety checks to enable cleaning. **Between 1st April and 30th June, 57 Safe Seats, Safe Kids fitting and safety check days were held, with 371 restraint checks/ fittings completed over that period.**

In the time that the program delivery was limited, we continued to educate the community on child car restraints through:

- Regular communication via our Facebook page
- Q & A videos with practical demonstrations from our Child Car Restraint Manager
- The development of a resource page on our website <https://safeseatssafekids.com.au/resources/>
- The development of content for a new e-learning tool for parents and carers. The tool will be launched in the first half of 2021

The chart below displays the % of child restraints that required adjustments, refitting or replacements.



- Restraints that required a complete refit (the child car restraint had to be completely taken out and refitted into the vehicle)
- Restraints that required an adjustment (e.g. harness straps needed to be adjusted to fit the child correctly, the tether strap needed to be tightened, etc)
- Restraints that were installed new from the box
- Restraints that were correctly installed
- Restraints that required replacing as they were not safe for use (e.g. they had damaged or missing parts, were too old to use, did not comply with Australian Standards, etc)



ONLINE

WEBSITE

Kidsafe Victoria launched their new and improved website in early 2020. The website has a fresh new look and is now easier for parents, carers and health professionals to navigate, providing the community with a 'one stop shop' where they can easily access a wide range of child injury prevention information, resources and advice. In 2019/20 we have seen a significant increase in website traffic, attracting:



**OVER 147,339 USERS
AND OVER 338,921
PAGE VIEWS**



Who are our visitors?

- **Female 37.9% Male 62.1%**
- **Top age bracket of visitors is 25-34 year olds**
- **The majority of our visitors are 'new visitors' (88%)**
- **Over half (59%) of our visitors access our website through their mobile phones.**
- **Our visitors are seeking information on pool fencing laws, water safety and child car restraints**

Again, we would like to say 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 2019/20, 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

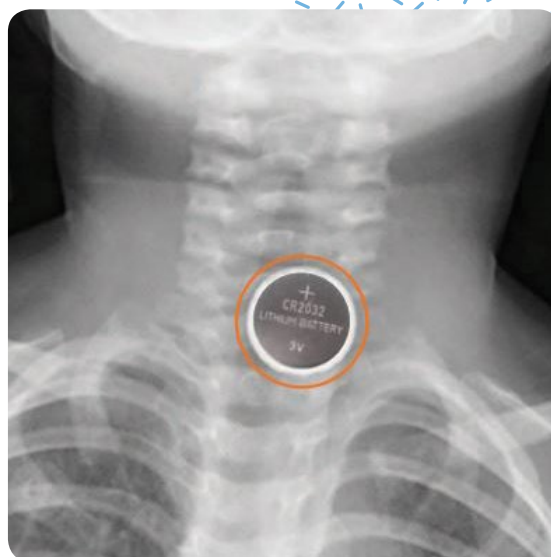


Kidsafe Victoria has a wide range of resources, including 4 ages and stages fact sheets which have been translated into 11 languages. Most of these resources are available for free download from our website, including checklists, posters, fact sheets, DL brochures, emergency numbers fridge magnets and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

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.

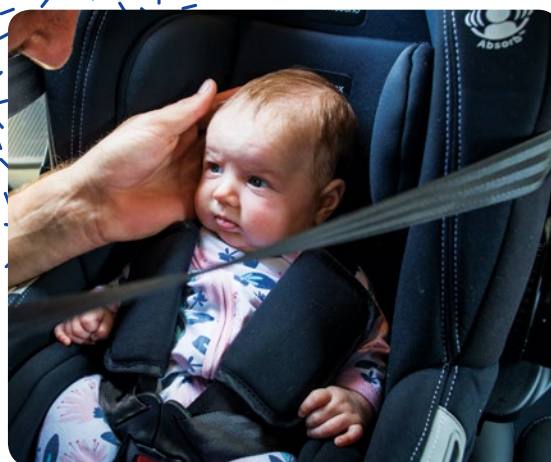
Along with a public brochure, poster and fridge magnet, there are also resources for general practitioners and hospital clinicians aimed at raising awareness of the importance of early detection and treatment.



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 2019/20, together with information regarding pool barrier legislation and playground safety.





~~~~~

# KIDSAFE EVENTS



## WHAT DOES 40 YEARS OF KIDSAFE LOOK LIKE?

Kidsafe Australia was founded in 1979, a year when the average wage was \$149, Sony released the first Walkman, McDonald's introduced the "Happy meal", Carlton downed Collingwood in the VFL grand final and the cost of a litre of milk was \$0.30.

There were also 705 child deaths as a result of unintentional and often preventable injuries. To put it in perspective, that's equivalent to a full A380 plane of our previously healthy children, who died from 'accidents' such as drowning, falls, car crashes and choking. This prompted the establishment of Kidsafe by a group of paediatricians, with the aim of focusing the attention of policy makers and the community at large on the need for improved child safety measures.

Since Kidsafe's establishment, the number of children in Australia killed by unintentional injury has reduced to 170 deaths each year. However, this is still over three children, every single week, losing their lives to preventable injuries - and three families who go home without their previously healthy child. The lifelong impact of losing a child is immeasurable, and we are grateful to those families who have been so greatly impacted, yet still share their stories to prevent others going through the same grief.

Through partnerships with government, local councils, community organisations, industry and other not for profit groups, Kidsafe have and will continue to work hard to save the lives of thousands of children by empowering families and carers with evidence-based, practical strategies and knowledge on how to keep their children safe.

**Since Kidsafe's establishment, the number of children in Australia killed by unintentional injury has reduced to 170 deaths each year.**

# A BRIEF HISTORY OF KIDSAFE

**1978**

On 27 December 1978, the then Prime Minister Malcolm Fraser announced funding to help set up the Child Accident Prevention Foundation - a specific measure to support the launching of the International year of the child in 1979.

**1979**

The Child Accident Prevention Foundation of Australia (CAPFA) was incorporated in the ACT on 5 March 1979 by leading paediatric surgeons and businessmen who were committed to providing a safer environment for children aged 0 to 14 years.

Year each CAPFA divisional office was established:

**1985**

By now a foundation logo and slogan "Child safety is no accident" had been developed and a number of significant research projects and education programs had commenced. These included:

- Baby Safety Capsule Loan schemes,
- Kidsafe Homes in partnership with HIA,
- Water Safety campaign on supervision,
- Early childhood injury prevention program (ECIPP),
- Play and Playground safety: and
- A feasibility study into child injury surveillance.

Child Accident Prevention Week: 17-24 May

**1986**

**SAFEGUARD** - the official newsletter of the Child Accident Prevention Foundation of Australia was first published. It eventually became "KIDSAFE" - the journal of the Child Accident Prevention Foundation in 1994.

**1992**

**National Kidsafe Week** was first promoted to raise awareness of the high rate of children's injuries and as a fundraising appeal to raise money to combat injuries.

The Inaugural Kidsafe Day supported by Panadol was launched on Tuesday July 6, 1993.

**1993**

The trading name **Kidsafe** was adopted by the foundation.

**2000**

The inaugural "Kidsafe Bandaid Day" supported by principal sponsor Johnson & Johnson was held on 25th February 2000 with activities and events held throughout Australia to raise money for Kidsafe.

**2003**

A new constitution was adopted which recognised the incorporation of each State and Territory division and to register the Kidsafe name in their representative States and Territories **making each one an individually incorporated association.**

**2004**

A national website was launched [www.kidsafe.com.au](http://www.kidsafe.com.au) providing a portal to each Kidsafe State and Territory offices local websites.

**2009**

Kidsafe celebrated 30 years of Making a Safer World for kids by acknowledging the contributions made by others for child injury prevention through the **30th Anniversary Awards of Recognition** announced on **National Kidsafe Day** (Monday October 26)

**2013**

Kidsafe and Neuroscience Research Australia developed the first national **Best Practice Guidelines for the Safe Restraint of Children Travelling in Motor Vehicles**

**2015**

Kidsafe and AAMI present the **Unconventional Oven**.

A demonstration designed to counter an increasing problem: despite the warnings, many Australian kids are being left unattended in cars. And the numbers are rising along with the temperature.

**2018**

Since 2010, the Kidsafe National Playspace Design Awards are held every 2 years to recognise excellence and innovation in the provision of safe, creative playspaces across Australia.

**2019**

Kidsafe celebrates 40 years of **Making a Safer World for kids.**

We know we have made a real difference to Australian families; **our work saves lives** - however, **there is still much more to be done.**

**1978**

On 27 December 1978, the then Prime Minister Malcolm Fraser announced funding to help set up the Child Accident Prevention Foundation - a specific measure to support the launching of the International year of the child in 1979.

**1979**

The Child Accident Prevention Foundation of Australia (CAPFA) was incorporated in the ACT on 5 March 1979 by leading paediatric surgeons and businessmen who were committed to providing a safer environment for children aged 0 to 14 years.

Year each CAPFA divisional office was established:

**1985**

By now a foundation logo and slogan "Child safety is no accident" had been developed and a number of significant research projects and education programs had commenced. These included:

- Baby Safety Capsule Loan schemes,
- Kidsafe Homes in partnership with HIA,
- Water Safety campaign on supervision,
- Early childhood injury prevention program (ECIPP),
- Play and Playground safety: and
- A feasibility study into child injury surveillance.

Child Accident Prevention Week: 17-24 May

**1986**

**SAFEGUARD** - the official newsletter of the Child Accident Prevention Foundation of Australia was first published. It eventually became "KIDSAFE" - the journal of the Child Accident Prevention Foundation in 1994.

**1992**

**National Kidsafe Week** was first promoted to raise awareness of the high rate of children's injuries and as a fundraising appeal to raise money to combat injuries.

The Inaugural Kidsafe Day supported by Panadol was launched on Tuesday July 6, 1993.

**1993**

The trading name **Kidsafe** was adopted by the foundation.

**2000**

The inaugural "Kidsafe Bandaid Day" supported by principal sponsor Johnson & Johnson was held on 25th February 2000 with activities and events held throughout Australia to raise money for Kidsafe.

**2004**

A national website was launched [www.kidsafe.com.au](http://www.kidsafe.com.au) providing a portal to each Kidsafe State and Territory offices local websites.

**2009**

Kidsafe celebrated 30 years of Making a Safer World for kids by acknowledging the contributions made by others for child injury prevention through the **30th Anniversary Awards of Recognition** announced on **National Kidsafe Day** (Monday October 26)

**2013**

Kidsafe and Neuroscience Research Australia developed the first national **Best Practice Guidelines for the Safe Restraint of Children Travelling in Motor Vehicles**

**2015**

Kidsafe and AAMI present the **Unconventional Oven**.

A demonstration designed to counter an increasing problem: despite the warnings, many Australian kids are being left unattended in cars. And the numbers are rising along with the temperature.

**2018**

Since 2010, the Kidsafe National Playspace Design Awards are held every 2 years to recognise excellence and innovation in the provision of safe, creative playspaces across Australia.

**2019**

Kidsafe celebrates 40 years of **Making a Safer World for kids.**

We know we have made a real difference to Australian families; **our work saves lives** - however, **there is still much more to be done.**

**1978**

On 27 December 1978, the then Prime Minister Malcolm Fraser announced funding to help set up the Child Accident Prevention Foundation - a specific measure to support the launching of the International year of the child in 1979.

**1979**

The Child Accident Prevention Foundation of Australia (CAPFA) was incorporated in the ACT on 5 March 1979 by leading paediatric surgeons and businessmen who were committed to providing a safer environment for children aged 0 to 14 years.

Year each CAPFA divisional office was established:

**1985**

By now a foundation logo and slogan "Child safety is no accident" had been developed and a number of significant research projects and education programs had commenced. These included:

- Baby Safety Capsule Loan schemes,
- Kidsafe Homes in partnership with HIA,
- Water Safety campaign on supervision,
- Early childhood injury prevention program (ECIPP),
- Play and Playground safety: and
- A feasibility study into child injury surveillance.

Child Accident Prevention Week: 17-24 May

**1986**

**SAFEGUARD** - the official newsletter of the Child Accident Prevention Foundation of Australia was first published. It eventually became "KIDSAFE" - the journal of the Child Accident Prevention Foundation in 1994.

**1992**

**National Kidsafe Week** was first promoted to raise awareness of the high rate of children's injuries and as a fundraising appeal to raise money to combat injuries.

The Inaugural Kidsafe Day supported by Panadol was launched on Tuesday July 6, 1993.

**1993**

The trading name **Kidsafe** was adopted by the foundation.

**2000**

The inaugural "Kidsafe Bandaid Day" supported by principal sponsor Johnson & Johnson was held on 25th February 2000 with activities and events held throughout Australia to raise money for Kidsafe.

**2004**

A national website was launched [www.kidsafe.com.au](http://www.kidsafe.com.au) providing a portal to each Kidsafe State and Territory offices local websites.

**2009**

Kidsafe celebrated 30 years of Making a Safer World for kids by acknowledging the contributions made by others for child injury prevention through the **30th Anniversary Awards of Recognition** announced on **National Kidsafe Day** (Monday October 26)

**2013**

Kidsafe and Neuroscience Research Australia developed the first national **Best Practice Guidelines for the Safe Restraint of Children Travelling in Motor Vehicles**

**2015**

Kidsafe and AAMI present the **Unconventional Oven**.

A demonstration designed to counter an increasing problem: despite the warnings, many Australian kids are being left unattended in cars. And the numbers are rising along with the temperature.

**2018**

Since 2010, the Kidsafe National Playspace Design Awards are held every 2 years to recognise excellence and innovation in the provision of safe, creative playspaces across Australia.

**2019**

Kidsafe celebrates 40 years of **Making a Safer World for kids.**

We know we have made a real difference to Australian families; **our work saves lives** - however, **there is still much more to be done.**

**1978**

On 27 December 1978, the then Prime Minister Malcolm Fraser announced funding to help set up the Child Accident Prevention Foundation - a specific measure to support the launching of the International year of the child in 1979.

**1979**

The Child Accident Prevention Foundation of Australia (CAPFA) was incorporated in the ACT on 5 March 1979 by leading paediatric surgeons and businessmen who were committed to providing a safer environment for children aged 0 to 14 years.

Year each CAPFA divisional office was established:

**1985**

By now a foundation logo and slogan "Child safety is no accident" had been developed and a number of significant research projects and education programs had commenced. These included:

- Baby Safety Capsule Loan schemes,
- Kidsafe Homes in partnership with HIA,
- Water Safety campaign on supervision,
- Early childhood injury prevention program (ECIPP),
- Play and Playground safety: and
- A feasibility study into child injury surveillance.

Child Accident Prevention Week: 17-24 May

**1986**

**SAFEGUARD** - the official newsletter of the Child Accident Prevention Foundation of Australia was first published. It eventually became "KIDSAFE" - the journal of the Child Accident Prevention Foundation in 1994.

**1992**

**National Kidsafe Week** was first promoted to raise awareness of the high rate of children's injuries and as a fundraising appeal to raise money to combat injuries.

The Inaugural Kidsafe Day supported by Panadol was launched on Tuesday July 6, 1993.

**1993**

The trading name **Kidsafe** was adopted by the foundation.

**2000**

The inaugural "Kidsafe Bandaid Day" supported by principal sponsor Johnson & Johnson was held on 25th February 2000 with activities and events held throughout Australia to raise money for Kidsafe.

**2004**

A national website was launched [www.kidsafe.com.au](http://www.kidsafe.com.au) providing a portal to each Kidsafe State and Territory offices local websites.

**2009**

Kidsafe celebrated 30 years of Making a Safer World for kids by acknowledging the contributions made by others for child injury prevention through the **30th Anniversary Awards of Recognition** announced on **National Kidsafe Day** (Monday October 26)

**2013**

Kidsafe and Neuroscience Research Australia developed the first national **Best Practice Guidelines for the Safe Restraint of Children Travelling in Motor Vehicles**

**2015**

Kidsafe and AAMI present the **Unconventional Oven**.

A demonstration designed to counter an increasing problem: despite the warnings, many Australian kids are being left unattended in cars. And the numbers are rising along with the temperature.

**2018**

Since 2010, the Kidsafe National Playspace Design Awards



To celebrate our achievements over the past 40 years and acknowledge those who have supported our vision of making a safer world for kids, we held a celebratory breakfast at Hotel Windsor on the 19th of November. We were joined by the Minister for Health, the Hon Jenny Mikakos, the Director of Trauma Services at the Royal Children's Hospital, Warwick Teague, as well as advocates, partners, volunteers, friends and families.



## Celebrating 40 years of Kidsafe achievements



## PREGNANCY, BABIES AND CHILDREN'S EXPO

Kidsafe Victoria once again attended the Pregnancy, Babies and Children's Expos (PBCE) held at the Melbourne Exhibition Centre in October 2019 and February 2020.

For the PBCE held in February, Kidsafe were invited to host a 'Safety Centre' exhibit. We were thrilled to host the interactive space where we provided presentations and practical demonstrations on child car restraints and home safety, to thousands of parents and carers across the two days.

It was wonderful to see so many people attending the presentations and visiting our stand, to receive important safety information and ask our experts questions. Over both the expos, approximately 3,500 parents visited the Kidsafe Victoria stand to seek information, advice and resources on various child injury topics.



**Approximately 3,500**  
parents visited the Kidsafe Victoria stand to  
seek information, advice and resources on  
various child injury topics.

# ▶▶ MEDIA



In 2019/20, 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.

# OVER 341

**SEGMENTS ACROSS  
TELEVISION, RADIO,  
ONLINE AND PRINT  
ARTICLES IN 2019/20 FY**





# **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 2019/20 was the changes to Victoria's swimming pool and spa barrier legislation which can into effect on the 1st of December 2019.

## 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 2019/20, 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.

# TREASURER'S REPORT

## STEVE REYNOLDS



Steve Reynolds

**I am pleased to be providing this, my fifth Treasurer's report for Kidsafe Victoria Incorporated to the Annual General Meeting.**

In what ended up being a very challenging year due to the COVID-19 pandemic, Kidsafe

Victoria Incorporated continued to fulfil its mission and ensure that child safety remains a priority in all sectors as well as meeting its obligations to funders and stakeholders.

Significantly our work around Child Car Restraint safety has been expanded with the announcement in November 2019 of funding of \$1,000,000 per year over 4 years by the Victorian State Government DHHS for delivering the Safe Seat, Safe Kids (SSSK) program. This SSSK program is a significant boost not just to the safety of children in cars, it also provided Kidsafe Victoria with the opportunity to leverage and increase its internal capability. The onset of COVID-19 early in 2020 did impact the planned rollout of this program and approximately \$812,000 of this grant funding has been carried forward in Unspent Grants.

The total revenue brought to account for the year was approximately \$910,000, significantly more than the previous year of approximately \$522,000. This \$522,000 increase was largely brought about by increased grant revenues, with roughly half in relation to the SSSK program. Kidsafe Victoria Incorporated were recipients of the Commonwealth Governments Job Keeper and Cash Flow Boost to the tune of about \$83,000.

Kidsafe Victoria Incorporated generated a small surplus of around \$12,000 compared to the previous year of around \$3,000, the generation of small surpluses has been a consistent pattern over the past five years.

The modest surplus of approximately \$12,000 compares to our expected and budgeted surplus of around \$3,000 but this comparison masks the significant changes that Kidsafe Victoria faced during the year. Many items that we had budgeted for the year were not able to be fulfilled, be that for COVID-19, local and global economic conditions or operational reasons. On the upside, we were able to take advantage of the increased grant funding to develop our teams and processes. As at 30 June 2020 our full time equivalent (FTE) staff stood at 5.8 and this compares 4.4 as at 30 June 2019 and it is budgeted to increase to 6.6 in 2020/21.

We are grateful to the DHHS for its ongoing grant which continues to provide our base funding.

At the end of 2019/20, our assets of approximately \$1,287,000 are cash deposits in bank accounts and term deposits. As alluded to above, the significant amount of around \$850,000 has been carried forward to future years in unspent grants; this represents funds that we are obliged to expend in pursuit of the stated objectives of those grants.

I am happy to report that the Accounting support offered by Stacey Price and her team at Healthy Business Finances remains very strong and we are pleased that she and her team 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 David Mylonas.

Going forward, we are again budgeting for a modest surplus. Clearly COVID-19 lockdown measures and social distancing requirements that come with that may present some uncertainty in our capacity to meet some of our deliverables. Happily, at this point in time Victoria seems to be coming out of COVID-19 lockdown measures but of course we cannot be sure that further outbreaks will not emerge. I am confident that the organisation's strong control over its expenditure and the Committee of Managements oversight will ensure that Kidsafe Victoria will respond favourably and effectively to any challenges served up to it.



Child Accident Prevention Foundation of Australia  
Kidsafe VIC Inc

**Kidsafe Victoria**  
**(03) 9036 2306**  
**[www.kidsafevic.com.au](http://www.kidsafevic.com.au)**