

KIDSAFE VICTORIA ANNUAL REPORT 2020/2021

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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 29 children die and over 100,000 are treated in hospital each year due to unintentional injuries, with children under the age of five 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:



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.





OUR VISION

A safer world for kids at home, on the go and during play



OUR PURPOSE

To empower families to avoid preventable child injury and death

OUR ULTIMATE GOAL FOR 2024

To halve the number of preventable child deaths and trauma in Victoria

OUR IMPACT GOALS



Families and professionals are informed, supported and equipped



Coordinated, whole-of-sector approach whereby priority and emerging issues are understood

OUR TEAM AND ORGANISATIONAL GOALS



Skilled team and culture of inclusion and excellence



Respected, valued and sought after partner and brand



Strong foundations to sustain growth and resourcing to meet the need at hand

SNAPSHOT OF KIDSAFE'S 2020/21 ACTIVITIES





874 SAFE SEATS SAFE KIDS free child car restraint fitting and safety check days across the state, inspecting 6,089 child car restraints.





Find A fitter listing accessed over **34,400** times in 2020/21



Over 355,000 resources distributed





Over 123,000 website visits and almost 244,000 page views



200+ 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 **100,000** CHILDREN ARE TREATED IN HOSPITAL DUE TO AN UNINTENTIONAL INJURY

THE GOOD NEWS IS THAT CHILD INJURIES CAN BE PREVENTED!

IN 2020, 29 VICTORIAN CHILDREN DIED AS A RESULT OF UNINTENTIONAL INJURY

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)







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

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CEO + PRESIDENT'S





Erica Edmands

Melanie Courtney

The past 12 months have been both challenging and transformative for Kidsafe Victoria. The number of children killed or seriously injured from preventable injuries has skyrocketed during the COVID-19 pandemic. This has forced us to review how we operate, how we can have the most impact – with such a broad remit, yet limited resources – and how we can most effectively save lives.

The landscape has changed so considerably, that 2 years into our current strategic plan, we decided to completely redevelop this at a 2 day planning session in March in Geelong. Our new strategic plan, for the period 2021 – 2024, sets an ambitious target of halving the number of deaths & trauma from preventable injuries by 2024. This can only be achieved by working together with key stakeholders, including our continued advocacy for a whole of government approach to child injury prevention.

In the last year, continuing our focus for a system wide approach to child death and injury prevention, we established our Advisory Committee. With members from the Royal Children's Hospital Trauma Centre, Ambulance Victoria, The Coroner's Court of Victoria, The Consultative Council on Obstetric and Paediatric Mortality and Morbidity, The Lowitja Institute, Monash University's Victorian Injury Surveillance Unit, the Centre of Excellence for Child and Family Welfare, the Municipal Association of Victoria and Monash Children's Hospital, we have for the first time, brought together key stakeholders in injury prevention to help inform our data gathering, strategic direction and advocacy work. We look forward to working collaboratively with members of the committee to further enhance our impact and reduce child death and injury across a range of areas.

We remain grateful to the State Government of Victoria, for its ongoing support of our organisation. In addition to the \$169,000 we receive to support our ongoing operations, we were delighted to receive a grant of \$99,050 to promote our 'Nothing is Everything' campaign and redevelop our Aboriginal and Torres Strait Islander focused resources. We look forward to continuing to work together to ensure a coordinated approach to child injury prevention across government.

While prevention is our core business - and you can read about our programs in detail in this report - we know that prevention, treatment and recovery are intertwined, which was only too evident with the significant number of deaths in 2020-21. In response to the high number of deaths and serious and/or life-changing preventable injuries, as well as a number of small charities who were struggling during COVID-19, we developed an Ambassador Program. Led by our highly skilled Program Director who has lived experience of losing a child, the purpose of the Ambassador Program is to support families impacted by a child's injury or death. It allows families to work with Kidsafe Victoria to create a legacy, tell their stories in a meaningful, impactful and supported way, without having to go through the administrative burden of creating their own charity. We are grateful to, and in awe of, Ash Napolitano and Matt Boyle, our first Ambassadors, with whom we have created the 'Hunter Boyle Children's Swim Program', which provides free swimming lessons for 12 months to children in Shepparton in honour of their son Hunter. We are proud to partner with them and look forward to expanding our Ambassador Program over the next 12 - 18 months.



Our new strategic plan, for the period 2021 – 2024, sets an ambitious target of halving the number of deaths & trauma from preventable injuries by 2024.

With limited ability to deliver our accredited child car restraint training and other commercial revenue streams over the last 12 months, we are actively pursuing additional commercial revenue streams to diversify our risk. There are a number of exciting projects that we look forward to releasing in the next Financial Year. We also plan to seek philanthropic support to expand our Ambassador Program, establish a peer support group for families and hold our first Gala Ball in collaboration with The Compassionate Friends Victoria in March 2022.

With limited access to our office at Monash Children's Hospital, and in recognition that our team has nearly doubled in the last Financial Year, we invested in the rental of new space nearby in Clayton. This will cater for our growing team and allow us to continue to safely operate in an uncertain environment. This space also allow us to run - in a COVID-safe environment - training programs and to deliver child car restraint checking services. We were only able to operate the Safe Seat Safe Kids program at full capacity for less than 6 months of the year. We look forward to ramping up this program again in late 2021, and thank Neighbourhood Houses Victoria for their ongoing support and assistance in delivering this important initiative.

We are both grateful to our dedicated Board and the wonderful staff at Kidsafe Victoria. We have huge admiration for the hard work, dedication, passion and enthusiasm they have all shown. It has been a tough year, but each and every one of our team members has shown up, day after day, with a smile and willingness to do whatever is needed to help keep the children of Victoria safe. Each year we say thank you for your efforts, but this year in particular, neither of us could have made it through the year without your support, care and hard work. Thank you to each and every one of you. We wish to say particular thanks to the perpetually nomadic Steve Reynolds and the wonderful Stacey Price, whose financial expertise we have called on more than ever with the complexities brought by COVID-19; likewise to the Government Engagement team at Tanck, led by Angus Crowther. Thank you.

Looking to the future, our biggest challenges remain the continued increase in the number of child deaths and trauma, and the disruption to services due to the pandemic. Families who have had babies in the last 18 months have not had access to the support and critical information they need to help them keep their children safe as they become more mobile. We continue to work hard to find different ways to get this critical safety information to families, including pursuing new partnerships and commercial opportunities. Another focus for the coming year is to ensure access to information for vulnerable families, and those that are moving away from metropolitan areas into regional locations, where the risks to children and families are different.

We look forward to continuing to advocate for investment in child injury prevention as a priority, and continually collaborating and innovating to ensure we are reaching as many families and professionals as possible with critical life-saving messages and solutions.

While prevention is our core business - we know that prevention, treatment and recovery are intertwined, which was only too evident with the significant number of deaths in 2020-21.

BOARD, STAFF & CONTRACT OF CONTRACT.

BOARD

Erica Edmands (President, Kidsafe Australia Vice President) Mark Stokes (Vice President) Steve Reynolds (Treasurer) Martin Botros (General Member) Julia Sheehan (General Member) Brooke Disney (General Member) Heather Morecroft (General Member) Jason Snell (Observer)

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

Steve Reynolds (Chair) Erica Edmands Mark Stokes David Mylonas Justin Siebert Stacey Price (Observer) Melanie Courtney (Observer)

SECRETARIAT

Melanie Courtney (Chief Executive Officer) Jason Chambers (General Manager) Sisouda Swanston (Office and Retail Manager) Kathy Taylor (Child Car Restraint Manager) Gretchen Waddell (Project Manager) Alex Hamilton (Engagement and Relationship Manager) Nicole Scott (Business Development Manager) Sarah Mullaly (Project Officer) Julia Sarroff (Communications, Marketing and Media Officer) Shannon Griffiths (Communications and Marketing Support Officer) Karen Polkinghorne (Bookkeeper) Jenny Newton (Communications and Media Officer finished November 2020)

EDUCATION, TRAINING AND COMMUNITY AWARENESS RAISING PROGRAMS

CHILD CAR RESTRAINT FITTING EDUCATION SESSIONS

For the past seven years, Kidsafe Victoria has received funding support from the VicRoads Community Road Safety Grants program (VCRSGP) to deliver child car restraint fitting education sessions to staff from community organisations.

Funding from the VCRSGP assists to subsidise 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 car restraint road rules, the different types of child car restraints and the process of choosing a suitable child car 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. COVID-19 and the associated restrictions once again had a significant impact on the delivery of the education sessions this Financial Year. While the theory component of the sessions was able to be adapted to allow for online delivery, the face-to-face nature of the practical component meant that a number of sessions had to be postponed until next Financial Year. We look forward to continuing to deliver this program in 2021/22.

IN 2020/21, KIDSAFE VICTORIA DELIVERED 28 EDUCATION SESSIONS TO OVER 280 STAFF MEMBERS OF COMMUNITY ORGANISATIONS

FIND A FITTER



In 2015, with the support of the TAC Community Road Safety grants program, Kidsafe Victoria developed 'Find A Fitter' – a child car restraint listing linking parents and carers with credible child car restraint fitting stations across the state.

Over the past six years, the listing

has continued to grow and now provides convenient access to the details of 29 professional child car restraint fitters, including their location, costs, opening hours, contact details and services offered (e.g. Type 1 or Type 2 fitter).



In 2020/21 the listing was viewed over 34,400 times, assisting parents, carers and educators to ensure that their child car restraints were installed and being used correctly.



ACCREDITED COURSE IN TYPE 1 CHILD RESTRAINT FITTING

In its second year, it has been wonderful to see the growing interest and enrolments for Kidsafe Victoria's accredited course in child car restraint fitting.

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.

In 2020/21, enrolments were received from a wide range of people from different backgrounds including mechanics, car dealerships, child protection staff, those looking for a change in career and current child car restraint fitters who were looking to participate in the 'Safe Seats, Safe Kids' program. Although course availability was impacted due to the COVID-19 lockdowns, five courses were held with 31 participants accredited as child car restraint fitters. We look forward to continuing to deliver this course and training more professional child car restraint fitters in 2021/22.



'DO NOT LEAVE CHILDREN UNATTENDED IN CARS' CAMPAIGN

Kidsafe Victoria launched the annual 'Do Not Leave Children in Cars' campaign in December 2020 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, and utilised social media to spread lifesaving information.

In January 2021, we were pleased to join the Victorian Minister for Health, The Hon. Martin Foley, and Ambulance Victoria for the launch of the Government's 'Never Leave Kids in Cars', 'Look Before you Lock' and 'Survive the Heat' campaigns.



'NOTHING IS EVERYTHING' CAMPAIGN



On 25th May 2021 – National Kidsafe Day – Kidsafe Victoria launched a new community awareness campaign titled 'Nothing is Everything', in response to an increase in preventable child deaths.

The campaign highlights the world Kidsafe is trying to create – a world where nothing bad happens to kids – by reminding everyone of the little things they can do to help prevent unintentional injury.

Because when nothing happens, children aren't admitted to hospital due to serious injury. When nothing happens, children don't have to live with the lasting impacts from preventable injuries. When nothing happens, parents don't have to deal with a lifetime of loss. Quite simply, when it comes to our children, when nothing happens, there's everything to celebrate.

This multifaceted campaign involved the creation of a series of animated videos (45", 30", and 10") and digital static images. The animated videos feature several scenes at home where children have near misses with a number of common injury hazards – including driveways, button batteries, burns and scalds and backyard swimming pools – before a parent or carer steps in to help ensure nothing happens.

Together with the establishment of a dedicated campaign webpage, resource kits for parents, carers and local communities, and a range of PR activities; an intensive 6-week social media advertising campaign was implemented across May - June 2021 with the funding support from the State Government of Victoria. In total, the social media campaign reached over 330,000 Victorians, with almost 500,000 video plays. The campaign also generated over 9,500 click throughs and resulted in a 25% increase in website users – as well as a 27% increase in new users – compared to the same period last year.

Additional campaign promotion activities are scheduled to take place in 2021/22, including advertising in female bathrooms and parent rooms at shopping centres across the state, and airplay of the campaign on TV and Radio CSAs.

We would like to sincerely thank thank Jim Ritchie and the team at creative agency <u>Us+Us</u>, who developed the campaign pro bono, together with <u>Lumberfly</u> who created the animations.

More information about the 'Nothing is Everything' campaign, including a range of childhood injury prevention resources for parents, carers and grandparents, can be accessed on the campaign website page: www.kidsafevic.com.au/about/nothing-is-everything/

www.kidsafevic.com.au/about/notning-is-everytning/

 When you supervise kids around driveways nothing happens.

 Image: Comparison of the state of the

When you know where button batteries are nothing happens.



SAFE BARRIERS SAVE LIVES



In September 2020, Kidsafe Victoria implemented the annual 'Safe Barriers Save Lives' backyard pool safety campaign for the 9th year alongside our campaign ambassador, Olympian and father of six, Matt Welsh, OAM.

The campaign reminds pool and spa owners about the importance of checking their pool and spa barriers, along with the importance of active adult supervision, CPR/first aid training and water familiarisation, to help reduce the number of backyard pool drowning incidents.

The 2020/21 campaign activities focused on building upon and amplifying the success of the 'Best Offence is a Good Defence' theme and resources that have been developed over the past two years. Translated versions of our 'backyard pool safety check' video with Matt Welsh were created in Arabic, Simplified Chinese and Traditional Chinese, to assist in extending the reach of the information and messages to a wider audience.

A new backyard pool safety video featuring Kidsafe's 'Safety Ninja' and 'Crash' was also developed as part of the national campaign, to highlight key messages.

While a physical media launch was not possible due to COVID-19 restrictions this year, a number of activities were implemented for the digital launch and throughout the campaign. 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:



To complement the media activities, campaign advertising was conducted through a range of platforms, including radio advertising through KIIS and SEN, Spotify advertising, digital advertising, public billboard and shopping centre advertising.

A comprehensive social media campaign was also conducted through Kidsafe Victoria's Facebook page, which resulted in a reach of:



788,486 PEOPLE, 5,104 ENGAGEMENTS AND 28,470 VIDEO PLAYS

In exciting news, the campaign won the <u>Gold Campaign Award</u> in the 2021 International Safety Media Awards, which recognise high quality safety media from around the world.

The Kidsafe team was thrilled to receive the award which was announced as part of the closing of the World Conference on Injury Prevention and Safety Promotion. Safe Barriers Save Lives was once again made possible with the generous support of our campaign sponsors, the Victorian <u>Play it Safe by the Water Committee</u>, <u>Safetech Hardware Australia, SPASA Victoria</u> and <u>Protector Aluminium</u>.

NATIONAL BURNS AWARENESS MONTH



Kidsafe Victoria coordinated National Burns Awareness Month (NBAM) on behalf of all Kidsafe state and territory offices once again in 2021.

NBAM is an initiative of Kidsafe Australia, run in partnership with the Australian and New Zealand Burns Association (ANZBA), with the aims of driving 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.

A number of activities were undertaken to raise awareness about burns prevention and first aid for the 2021 campaign.

A number of people and families impacted by burns generously shared their story for the campaign this year, including Milla, <u>Gracie</u> and <u>Shennel</u>, to help raise awareness of how burns occur and the impact they can have.

The campaign received a range of media coverage throughout the month, including through radio, TV, print and digital publications. A national social media campaign was also implemented to promote burn safety messages and resources, which had a



reach of over 200,000 people and engagement of 1,288

Digital advertising was also implemented for the campaign at 14 shopping centres in every state and territory and through Spotify.

The NBAM Small Grants Program was implemented again in 2021, providing small grants to organisations to support community level projects and extend the reach of NBAM across the country. Eight organisations across Australia were supported to run local activities or events promoting burns prevention and first aid through the program. Activities included burns first aid for local parents and carers, social media campaigns and the development of educational burns prevention resources.

Many other organisations and individuals also took advantage of our free resources available on the Kidsafe Australia website, which promoted important messages about the prevention and correct first aid treatment for burn and scald injuries. These include the <u>Safety Ninja</u> <u>burns safety video</u>, <u>BurnSafe children's resources</u> and <u>Burns Safety Checklist</u>.



NATIONAL BURNS AWARENESS MONTH Milla's Story





Milla was eight years old when she suffered severe burns to her lower body.

On this particular day, she came home from a party feeling hungry, so she did what she's done many times before and prepared herself one of her favourite snacks – some instant noodles.

Usually, Milla would sit up at a table while she eats, but on this occasion she didn't. Instead, she sat down on the couch with the bowl of hot instant noodles resting in her lap.

"It all happened so fast," recalled her father Mat. "Milla was sitting eating when I heard her scream. I won't ever forget it."

Some of the hot water from the bowl she was eating out of accidentally spilt onto her lap. This made Milla jump, causing the entire contents of the bowl to tip onto her.



Her body was scalded from the hot contents in an instant Milla immediately sustained severe burns to the inside of her thighs and groin area.

"I thought for a moment that the noodles had stuck to her, but it was actually her skin bubbling and peeling."

Thankfully, her dad knew the correct first aid treatment for burns

Mat knew that he had to get Milla's burns under cool running water.

"I felt sick, but knew I had to get water on her and the ambulance called. Within seconds I had her pants off and running her legs and groin under cool water. She was sobbing and in shock."

Mat's actions, along with Milla being taken to hospital quickly, played a significant role in her recovery. Amazingly, she was home in just 24 hours – very sore and with an ongoing routine to manage her pain and injuries.

"The pain was horrible!"

Milla recalled how she felt when the incident happened. "I was so scared. The pain was horrible – on a scale from 1-10 it was definitely a 10!"

Her message to other kids is very simple: "Always sit down with your food and don't put it on your lap."

One year on, Milla is still impacted

One year on, Milla is still impacted by this painful incident that has left her with permanent scarring. She still requires dressings, frequent moisturizer, and she'll likely need operations in the future.

The main thing she was worried about was not being able to do cartwheels again – thankfully she can. Her school has even implemented a project on burn awareness with the other kids which has really helped her in getting back to school.

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FARM SAFETY COMPETITION



Visit kidsafevic.com.au to find out more

In mid-August 2020, Kidsafe Victoria launched our state-wide Farm Safety Creative Competition for Victorian primary school students to raise awareness of farm safety among children and their families. The competition forms part of a three-year program (2020-2022), supported by Agriculture Victoria under the Victorian Government's 'Smarter, Safer Farms' initiative.

As part of the competition, students from Prep to Year 6 from across the state were invited to get involved and create a video, illustrated story, poster, infographic, or a radio ad centred around the theme 'Reducing Harm on the Farm'.

The competition provided children with the opportunity to take an active role in investigating farm safety issues and potential injury hazards that exist on farms, while also helping to engage them and facilitate discussions about farm safety among their families and wider communities.

Kidsafe Victoria received many wonderful and creative entries focusing on animal safety, water safety and other important farm safety messages. We were thrilled to be joined by the Minister for Agriculture, The Hon. Jaclyn Symes MP, Member for Sunbury, Josh Bull MP, and the students and teachers from Holy Trinity Catholic Primary School in Sunbury to announce the competition winners in December 2020.



The winning entries were used as part of a month-long social media awareness campaign in January of 2021, targeting Victorian parents and carers with important farm safety information and tips.

THE CAMPAIGN HAD A TOTAL REACH OF 155,000+ PEOPLE.

Kidsafe Victoria would like to thank the Victorian Government for their support of the competition and **RHSports Australia** and **Safetech Hardware Australia** for their generous prize donations. We look forward to continuing to run the competition and campaign in 2021.



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

With support from The Victorian Department of Health and the Helen Macpherson Smith Trust, Kidsafe Victoria has continued the promotion and delivery of our two e-learning tools: one for Maternal and Child Health Nurses (MCH) and one for staff of community organisations.

Both e-learning tools have been specifically designed to support these professionals by providing up-to-date information on a range of child injury prevention issues, including relevant Australian Standards, best practice recommendations and links to useful resources that can be provided to parents and carers they engage with.

Since launching the MCH e-learning tool at the end of 2019, over 800 MCH nurses have registered and are undergoing training. To date, feedback on the MCH e-learning tool has been largely positive. Of the nurses that have completed the post-tool evaluation survey, 100% have found it useful, 97% would recommend it to other MCH nurses, and 99% agreed that completing the tool has assisted them in providing child injury prevention information and advice to parents.

The Community Organisation e-learning tool was officially made available in November 2020. While a full evaluation will be undertaken next Financial Year, the tool has already had a promising uptake with over 120 staff and volunteers of community organisations registered.



KIDSAFE VICTORIA COMMUNITY SUPPORT CENTRE

Since opening Kidsafe Victoria's Community Support Centre in 2017 at the Monash Children's Hospital, we have been able to provide a space for parents, carers, health professionals and the local community to engage with our services and learn about child injury prevention.

A key feature of the centre are the four information and advice hubs, one for each of Kidsafe Victoria's four focus areas: home safety, road safety, water safety and safe play. Each of these hubs contains a range of take-home resources as well as interactive elements including iPads to access relevant websites and videos, along with child car restraint, pool barrier and safe sleeping displays. Several safety products are also available for sale in the centre and a safety related dress up station has been set up for the kids to enjoy, which allows parents more time to get the information they need from our team. We were excited to re-open our Community Support Centre in late April 2021 after temporarily closing from mid-March 2020 due to restrictions surrounding COVID-19. Since reopening, we have enjoyed re-connecting with the immediate hospital staff and community, while also providing important advice and support in-person on a range of child safety topics



'SAFE SEATS, SAFE KIDS' FREE CHILD CAR RESTRAINT FITTING AND CHECKING PROGRAM



The Safe Seats, Safe Kids program provides free child car restraint fittings, safety checks and education to Victorian parents and carers. It is implemented in collaboration with Neighbourhood Houses Victoria and with support from the Victorian State Government.

Between 1st July 2020 and 30th June 2021:

6,089 Restraint checks/fittings were completed

Programs were held in 63 local government areas across the state

Overall 88% of the child car restraints inspected required an alteration, whether it be an adjustment, complete refitting or replacement due to not complying with australian standards

The results demonstrate how crucial the program is in assisting Victorian families to ensure that their children are travelling safely on every trip. The program endured many ups and downs again this Financial Year due to the ongoing COVID-19 pandemic. From July 2020, the 'Safe Seats, Safe Kids' program began operating under a 1:1 delivery model, to comply with the reintroduction of COVID-19 restrictions.

During this period, many of the council-operated Neighbourhood Houses and other public venues were closed and unable to be utilised, limiting the number of venues that were able to accommodate the program.

In August 2020, Stage 4 restrictions were enforced throughout metropolitan Melbourne, leading to the postponement of hundreds of bookings until the restrictions were eased in October 2020. The recommencement of the program in metropolitan Melbourne was welcomed by the public, with the first two weeks of free fitting and checking days booking out within hours.

FEEDBACK FROM PARENTS

"Installer was fabulous, took time and explained things and answered our many questions. Felt she was very invested in my daughter's safety."

"I think this is a fantastic initiative. My husband lost his job and money has been tight, so it was great to have this available to us. Thank you." With restrictions continuing to ease in late 2020, a number of events with multiple fitters were reintroduced as part of the program, including those in collaboration with the Nunawading Highway Patrol, Bumble Bee Baby & Children's Market and Melbourne City Council. These events have proven to be very successful and will continue in the coming year along with other community organisations.

We were fortunate to have Steve McGhie MP, Parliamentary Secretary for Health and Gary Maas MP, Member for Narree Warren South, visit their local Safe Seats, Safe Kids programs this year. Both were extremely impressed with the service and education provided to the local community. Since their visits, Steve and Gary have continued to promote the program through their social media channels.

To complement the delivery of the free fitting and checking days, a range of resources were developed and promotions were undertaken across the year, including:

- The development of a Child Car Restraint
 e-learning tool which will provide parents and
 carers with information, practical advice and
 guidance on choosing, installing, adjusting and
 using child car restraints. The e-learning tool
 will be launched next financial year and will be
 accessible for free to the community.
- The continued promotion of educational posts through our Facebook page, including practical demonstrations empowering parents and carers with step by step guides for essential child car restraint adjustments
- The development of further resources available to download from our website
- Having child car restraint professionals available to answer the public's questions and provide tailored information and advice, through the Safe Seats, Safe Kids channels.





"This was an extremely professional and informative service. The information and advice provided is invaluable."

AMBASSADOR PROGRAM



We were proud to launch the Kidsafe Victoria Ambassador Program in September 2020 to support families touched by serious injury or loss.

The program works with families to share their story and potentially create a legacy for their child, assisting to create awareness, empower others, drive impact and ultimately change behaviour to save lives.

Our first Ambassadors joined us in October 2020, with an aim of raising awareness of the dangers that water can pose and saving children from drowning incidents. Devastatingly, in August 2020, two-year-old Hunter Boyle lost his life after silently falling into a dam on his grandfather's farm. On this cold August day, it only took a second for Hunter to slip away and forever change his family's lives.

In the depths of their despair, his parents Ash and Matt were driven to make a difference for others. They had a dream to establish a program that would provide children in need within the Goulburn Valley region with critical swimming lessons and water safety education for a minimum of 12 months. In collaboration with Kidsafe Victoria, Ash and Matt were thrilled to launch The Hunter Boyle Children's Swim Pilot Program (HBCSP) in May 2021, with an aim to expand to other regional areas over the next 12 months. To date, Ash and Matt have raised \$36,000 for the program, as well as received a contribution of a \$4,950 grant from The Greater Shepparton City Council to provide swimming accessories for children and parents in the program. The HBCSP has also received an extensive amount of media coverage and support from MPs, informing people of the program and encouraging parents to be aware of the need for water safety education.

Working alongside referral partner The Bridge Youth Services and in conjunction with Aquamoves Shepparton, we would like to thank Ash, Matt and their wonderful family and friends, the Greater Shepparton City Council and the broader community for their support.







Other collaborations have seen us work closely with Bella's Footprints, a foundation dedicated to the memory of 14-month-old Bella Rees who passed away following the ingestion of a button battery in 2015. We have been working with Bella's Footprints on an exciting billboard campaign to be launched later in 2021.



With the addition of the Ambassador Program, we have been able to share the stories of many other bereaved and injured families and survey them to ensure our Program supports them in the right way at the right time.

To ensure our families have continued support, we have been working on a collaboration with The Compassionate Friends Victoria to establish a peer support group for parents (of children aged 0-14 years) bereaved by accidental injury death.

This is due to launch in July 2021 and will be a welcome addition to our holistic Ambassador Program.

PLEASE JOIN US

Online (Zoom) Peer Support Group Meeting the second Tuesday of each month from 7pm - 9pm.

A safe and welcoming space for parents bereaved of a child (14 years and under) from an accidental injury.



ONLINE



WEBSITE

Since our new and improved website was launched in early 2020, Kidsafe Victoria has continued to review the ease of navigation to help ensure parents, carers and health professionals have access to a wide range of child injury prevention information, resources and advice.

This Financial Year we added new sections for our Ambassador Program and ongoing 'Nothing is Everything' community awareness campaign. A key focus for next Financial Year will be enhancing mobile phone accessibility and interaction for our visitors.



OVER **123,000** USERS AND ALMOST **244,000** PAGE VIEWS

We would like to say a big thank you to Scott Garrett, Jaryd Fletcher and the team from Preflight for their advice and support of our team to keep the website up to date and user friendly.

WHO ARE OUR VISITORS?

R FEMALE 59.2% MALE 40.8%

Top age bracket of visitors is 25-34 year olds

The majority of our visitors are 'new visitors' (88.8%)

Over half (58.6%) of our visitors access our website through their mobile phones.

Our visitors are seeking information on road safety (largely child car restraints), water safety (including pool barrier laws) and our Find a Fitter listing.

E-NEWSLETTER

Every month, Kidsafe Victoria distributes a free e-newsletter 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 child injury prevention news and product recalls, as well as providing them with practical information, tips and advice on how they can help to keep their kids safe.

In the next Financial Year, we have plans to formulate targeted user journeys to further improve engagement with our key target audiences.

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SOCIAL MEDIA

Social media continues to provide an effective channel to engage the community in real time and provide a range of information and advice on child injury prevention.

Through Kidsafe Victoria's social media platforms, topical and seasonally relevant content is delivered in an informative and engaging manner in order to maximise the reach of our messages to our key audiences – including parents, carers, community organisations and professionals – and build an online community.

At the conclusion of the 2020/21 Financial Year, Kidsafe Victoria had built up an audience of over **19,000 followers on Facebook.**

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



A key focus and investment in 2021 was the development of a digital strategy to guide the continued growth of our digital presence. In the next Financial Year, a range of activities are planned including the launch of a new social media platform to assist in ensuring that we maximise our reach within our key target audiences.

FUNDRAISING

Community fundraising was in development in 2020/21, with an emphasis on involving our online audience and close contacts with an opportunity to actively support our programs.

Fundraising has been an integral part of our Ambassador Program, and we are proud to have supported our families to raise over \$40,000 to launch legacy programs over the last 12 months. Through consultation, advice, social and mainstream media promotion and design, we are proud and privileged to assist the families that work with us to achieve their goals.

We also ventured softly into fundraising for our overall organisation for Giving Tuesday in December 2020, and raised \$629.85. We built on this for our end of Financial Year fundraising campaign, which was centered around the devastating statistic that 32* children died from preventable incidents in 2020.

*This figure was later reclassified in 2021 to be 29.



\$32 for 32 children was launched in June 2021 with a focus on promoting this campaign via our stakeholders, online audiences, close contacts and supporters. With an aim of raising \$3,200, we were thrilled to raise \$4,256.01. Fundraising is a key growth area we plan to focus on going forward to ensure we are able to sustain our critical programs.



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RESOURCES



Kidsafe Victoria has a wide range of resources available to parents, carers and industry professionals. Our resources include information on a variety of child injury prevention topics, a set of four Ages and Stages Fact Sheets which have been translated into 11 languages to provide information relevant to a child's stage of development, and activity resources to help educate and engage children. As well as hard copy resources which can be ordered through our order form, the majority of our resources are available for free download from our website, including checklists, posters, fact sheets, DL brochures, and flyers.

EASY READ FACT SHEETS

Kidsafe Victoria's new suite of Easy Read Fact Sheets were designed to provide parents and carers, Maternal and Child Health centres, and community organisations with a range of child injury prevention information in an accessible, easy-to-read format. The fact sheets, which were adapted from resources originally developed by Kidsafe SA, use simple language and supporting pictures to help convey important safety tips.



FARM SAFETY CHECKLIST

An updated version of Kidsafe Victoria's Farm Safety Checklist was developed, highlighting key child injury prevention steps for farms, including tips for safe play areas, vehicle and machinery safety, and animal safety.

A print run of the checklists was conducted in May 2020, with copies made available at various regional shows and expos across the state.

arm Safety Checklist		e fevic.com
Safe Play Area	YES	NO
s there a securely fenced safe play area for children? s the safe play area separated from farm machinery, animals, podies of water and other hazards?		
s the area visible from the house? s there adequate shade and interesting things for children to do? re there 'out of bounds' rules in place so that children know		
where they are not allowed to play?		
/ehicles, Machinery & Bikes		NO
are children appropriately restrained when travelling in vehicles on the farm?		
s there a rule that children never ride in the back of utes/trailers or 1s passengers on tractors?		
tre children taught to keep away from tractors and machinery? The keys removed from tractors and machinery and stored where children		
cannot access them, when not in use? s there a rule that children under 16 years cannot drive or ride as a sassenger on quad bikes?		
re all children and adults over the age of 16 who are allowed to use quad ikes, properly trained and do they use appropriate safety equipment?		
Animals	YES	NO
re animal pens and stockyards inaccessible to children?		
re children always supervised when near animals or when riding horses? The children only allowed to ride horses suited to their age and riding ability		_
are children wear the appropriate safety gear when riding horses?		7
11	188	
11		

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 2020/21, together with information regarding pool barrier legislation and playground safety.

OVER 700+ ENQUIRIES



Examples of other include: Resource orders, media interviews, program queries, request to speak to specific team member



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PREGNANCY, BABIES AND CHILDREN'S EXPO

Kidsafe Victoria attended the two-day Pregnancy, Babies and Children's Expo (PBCE) held at the Melbourne Exhibition Centre in May 2021.

We were thrilled to continue to host the 'Safety Centre' exhibit where our experts were on hand to answer safety questions and provide important information and advice on various child injury topics and programs.

Home safety presentations and practical child car restraint demonstrations were scheduled across the two days, with a crowd attending all sessions.

It was wonderful to see the amount of parents-to-be, parents and carers visiting the Safety Centre, engaging, seeking information and receiving resources from our stand, to help them keep their little ones safe.



EARLY CHILDHOOD CENTRE OPEN DAY

Our Engagement and Relationship Manager was pleased to attend the Whittington Early Years Open Day in May 2021. The day also incorporated the official Children's Week launch with the local Mayor and Councillors in attendance.

The event was a valuable opportunity for services to come together to provide a family friendly environment, and for us to have another touchpoint within the community. Services were able to network and explore connections with Maternal Child Health Nurses (MCHN) and Neighbourhood Houses within the area, while also providing resources and advice to local families.



MEDIA CAMPAIGNS

MEDIA CAMPAIGNS

In 2020/21, 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, kids in cars, and home safety during COVID-19 lockdowns.

COVID-19 had a significant impact on media coverage with in-person media events and program launches not being able to be held for the large majority of the year. Despite this, the content Kidsafe Victoria produced during or as a result of COVID-19 and lockdowns typically well exceeded expectations in performance, reach and impact.

Kidsafe Victoria is grateful to Ron Smith and Shirley Baynes-Smith of Corporate Media Communications for once again assisting with the coordination of some of our media activity this Financial Year.

Here is an overview of our media coverage of the 2020/21 Financial Year.

OVER 200

SEGMENTS ACROSS TELEVISION, RADIO, ONLINE AND PRINT ARTICLES IN 2020/21 FY



+ PREMIUM NEWS | May 03 2021

Swim program launched in honour of Shepparton's Hunter Boyle



The Bridge Youth Service chief executive officer Melinda Lawley, Hunter Boyle's parents Ash Napolitano and Matt Boyle, and Kidsafe Victoria chief executive officer Melanie Courtney launch the Hunter Boyle Children's Swim Proeram.





OUR PARTNERSHIPS + COMMITTEES

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THANKS



We thank the Victorian Department of Health and the Victorian Department of Families, Fairness and Housing for providing ongoing support through various funding to assist our operations, the creation of the 'Nothing is Everything' social media campaign, to help update our resources targeted towards Aboriginal and Torres Strait Islander Families and the delivery of the Safe Seats, Safe Kids program.



TOBIN BROTHERS

GRANTS



🕻 vic roads

We'd like to thank our friends

for their support in delivering

at 3AW and Tobin Brothers

our 'Nothing is Everything'

campaign messages on

National Kidsafe Day.



📕 Bendigo Bank



SPONSORS

KIDSAFE VICTORIA COMMUNITY SUPPORT CENTRE







SAFE BARRIERS SAVE LIVES BACKYARD POOL SAFETY CAMPAIGN

We extend our thanks to The

Compassionate Friends Victoria,

with whom are collaborating with to

part of our Ambassador Program for

establish a peer support group as

parents bereaved by unintentional

injury or death of a child.





PARTNERS



COMMITTEES

KIDSAFE ADVISORY COMMITTEE

Established in 2020, the Kidsafe Victoria Advisory Committee was formed to inform, discuss, share and explore child injury issues and prevention strategies. The committee is composed of leading sector stakeholders across industries such as health, welfare, research and emergency services. The Coroners Court of Victoria also provides support to the Committee with updates on child fatal injury trends.

Members:

Melanie Courtney - Kidsafe Victoria (Chair) Associate Professor Warwick Teague, DPhil Oxford, FRACS, FRCS - The Royal Children's Hospital, Melbourne Deb Tsorbaris - Centre for Excellence in Child and Family Welfare Dr Janneke Berecki-Gisolf - Monash University Accident Research Centre (MUARC), Victorian Injury Surveillance Unit (VISU) Adjunct Professor Tanya Farrell - Consultative Council on Obstetric and Paediatric Mortality and Morbidity (CCOPMM) Adjunct Associate Professor Mick Stephenson ASM - Ambulance Victoria Superintendent Paul Gardiner - Victoria Police Dr Janine Mohamed - Lowitja Institute Kym Forrest - Monash Children's Hospital

Kim Howland - Municipal Association of Victoria

Please visit kidsafevic.com.au to view bios on each committee member.

'SAFE SEATS, SAFE KIDS' (SSSK) PROJECT CONTROL GROUP

The SSSK Project Control Group provides strategic direction and leadership to ensure the 'Safe Seats, Safe Kids' program is delivered successfully and effectively by Kidsafe Victoria and Neighbourhood Houses Victoria. With representatives across government, welfare and emergency services, the group aims to ensure the program is delivered on time, within budget and carefully considers all stakeholders.

Members:

Melanie Courtney - Kidsafe Victoria (Chair) Jason Chambers - Kidsafe Victoria Kathy Taylor - Kidsafe Victoria Nicole Battle - Neighbourhood Houses Victoria Cameron McRae - Neighbourhood Houses Victoria Melinda Spiteri - Neighbourhood Houses Victoria Jana Leckel - Department of Transport Sjaan Koppel - Monash University Accident Research Centre David Young - Transport Accident Commission Detective Senior Sergeant Sarah Carmichael - Victoria Police Steve Clancy - Department of Families, Fairness and Housing Meredith Isakson - Department of Families, Fairness and Housing

FARM SAFETY COUNCIL

The Farm Safety Council provides advice to the department regarding the delivery of the 'Making our Farms Safer' commitment and the safety component of the Smarter, Safer Farms initiative. Members of this council include government, training organisations, worker and farmer unions and health services; Jason Chambers, represents Kidsafe Victoria on this committee.

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, YMCA, Worldwide Swim School, Belgravia Leisure and Swimming Victoria. Gretchen Waddell represents Kidsafe Victoria on this committee.

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. There are also a number of active working groups which Kidsafe is involved in. Melanie Courtney represents Kidsafe on this Committee and Gretchen Waddell represents Kidsafe on a number of the working groups.

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. Jason Chambers works closely with this program.

TREASURER'S REPORT

STEVE REYNOLDS



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

In another 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.

In 2020/21 the Safe Seats, Safe Kids (SSSK) program was impacted by COVID-19 restrictions in a "stop start" fashion – whenever lockdowns occurred, they virtually shut down the program. We adapted the program to provide alternative delivery mechanisms and were able to carry out a number of SSSK inspections and fittings which provided a significant part of our grants revenue. At the close of the 2020/21 financial year, Kidsafe Victoria carried forward over \$1,000,000 in unearned SSSK income into the 2021/22 financial year. With the impacts of COVID-19 lockdown restrictions so far in 2021/22 being severely felt, it is uncertain at the time of writing this report how these restrictions will play out and accordingly our capacity to deliver on this program in the initial intended timeframe.

Government subsidies in the form of JobKeeper, CashFlow Boost and the Business Support Fund provided a welcome assistance of over \$240,000 in revenue, up from \$83,000 in the previous financial year; regrettably at this stage, much of these subsidies have ceased.

The total revenue brought to account for the year was approximately \$1,565,000, up from \$910,000 in the previous year.

Kidsafe Victoria generated a small surplus of around \$9,000 compared to the previous year of around \$12,000. The generation of small surpluses has been a consistent pattern over the past six years. Expenses largely follow revenue, that is where revenue rises so do expenses with the exception of salaries and rent. During the year we saw the need to hire additional office space to facilitate an increased operational team, as well as some training capacity we hope to develop. Again, unfortunately, this was impacted by COVID-19 restrictions. Kidsafe Victoria Incorporated has been able to negotiate some rent concessions from the landlord in the event that future COVID-19 restrictions impact our ability to use the space as we planned, and in return for these concessions we were happy to extend the lease for another year. Also, the space provided at the Monash Children's Hospital was not used during COVID-19 restrictions. We remain grateful to Monash Children's Hospital for this facility and look forward to resuming our work there and with them.

We continued - and indeed - expanded staff skill sets by hiring additional staff and providing development opportunities to current staff. As at 30 June 2021 our full time equivalent (FTE) staff stood at 9.25, compared with 5.8 as at 30 June 2020 and it is budgeted to increase to 10.05 in 2021/22.

We are grateful to the Department of Health (DH) for its ongoing grant which continues to provide our base funding, as well as a once off grant of \$99,050 that they provided us with to deliver a social media campaign and redevelop our Aboriginal and Torres Strait Islander targeted resources.

At the end of 2020/21, our assets of approximately \$1,600,000 are largely cash deposits in bank accounts and term deposits. The increase in Accounts Receivable is due to the delay in our Safe Seats, Safe Kids, funding from the Department of Families, Fairness and Housing and was paid in early July 2021. As alluded to above, the significant amount of around \$1,140,000 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 continue to help us achieve our mission. I am grateful for the support provided by the other members of the finance subcommittee, Erica Edmands, Mark Stokes, David Mylonas and our newest recruit, Justin Siebert.

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. I am confident that the organisation's strong control over its expenditure and the Committee of Management's oversight will ensure that Kidsafe Victoria will respond favourably and effectively to any challenges served up to it.



Kidsafe VIC Inc

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Kidsafe Victoria (03) 9036 2306 www.kidsafevic.com.au

Artwork designed by Danielle Tomas TOMAS

