

Annual Report

Kisafe Victoria | 2021/2022



**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:



**HOME
SAFETY**



**ROAD
SAFETY**



**WATER
SAFETY**



**SAFE
PLAY**



**PRODUCT
SAFETY**

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 Strategy



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 2021/22 activities



62

Child restraint fitting education sessions

were delivered to over **620** staff members of community organisations.



1329

Safe Seats Safe Kids

free child car restraint fitting and safety check days across the state, inspecting **8,735** child car restraints.



350K

Resources distributed.



1,400+

Public enquiries answered.



Over

137K

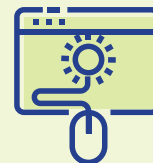
website visits and almost 280,000 page views.



86%

of our website viewers are new visitors.

Our visitors' top searched for topics on our website were **road safety** (largely child car restraints), **water safety** (including pool barrier laws) and our **Find a Fitter** listing.



950+ users of the **Maternal and Child Health E Learning Tool.**

130+ users of the **Community Organisation E Learning Tool.**



20K+

Followers on Facebook.



700+

Followers on our newly-launched Instagram.



250+

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

60K+
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
30
CHILDREN
DIE

100K+
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

Last financial year was one of the most challenging we have experienced at Kidsafe in several respects. The number of children killed or left with severe trauma from preventable injuries was again horrific, with over 30 families forever scarred.

From January to December 2021, **31 Victorian children died from unintentional injuries** – all from completely preventable causes including drowning, driveway runovers, house fires and curtain and blind cord suffocations. An additional **110,000+** were treated in hospital. The estimated direct costs of hospital admission for child injury (0-14 years) in 2019/20 was over **sixty-five million dollars** (\$65,371,315, VISU, 2021), up from \$46 million in 2016/17.

This figure does not include the additional costs associated with injury such as ambulance services, management of long-term and life changing disability, counselling and other mental health supports, government benefits, and other flow-on impacts associated with issues that can arise after the loss or injury of a child.

The year showed us that there are significant gaps in the system in terms of injury prevention education. Many parents, particularly those welcoming their first child, and carers have had restricted and interrupted access to traditional support services over the past two years due to COVID-19.

Our services are in greater demand than ever, particularly from key cohorts such as maternal and child health nurses, local councils, community organisations and families themselves.

The long lockdowns again meant that a number of our programs were severely impacted, face to face sessions cancelled and we had to restructure our traditional ways of delivering critical prevention messages to maintain our touch points. This impacted our bottom line, requiring us to retain funds in the balance sheet due to the non-delivery of programs during the FY. Our Board made a conscious decision to continue to invest and not pull back our services when they were most needed, despite income streams being heavily impacted by COVID related issues.

We are concerned about the safety of Victorian children going forward, and drafted a white paper which we plan to release in the last quarter of 2022. This White Paper will call on the state government to invest in prevention, and adopt a more holistic approach to child injury prevention. We need a system which provides central coordination yet is locally delivered, a collaborative approach with government, key organisations like Kidsafe, and families.

Using this approach, our SSSK program, whilst severely restricted due to lockdowns, successfully demonstrated some key principles that can be applied to injury prevention more broadly. SSSK saw state-wide coordination of a program that was previously administered ad hoc through councils, with Kidsafe working collaboratively with our wonderful partners Neighbourhood Houses Vic. This collaboration allowed parents and carers access to a critical service on a weekly, fortnightly or monthly basis in their local area with a professional and accredited fitter. Attendees book a one on one appointment with a professional fitter where installation corrections or adjustments are discussed and demonstrated ensuring the parent or carer leaves with the knowledge, education and skills to ensure their child is travelling as safely as possible.



31 Victorian children died from unintentional injuries – all from completely preventable causes .

While it was a difficult year, there were still some key highlights and achievements:

- We were pleased to cement a collaboration with Emergcare, which saw us integrate injury prevention into their first aid courses including, for the first time, perinatal health information. We see this as a really positive avenue through which we can provide life-saving injury prevention information and advice to families.
- Our 'Parent's Guide to Kidsafe Homes' was included in the green book for all families who had a baby during the year. This resource will be updated next FY to ensure it remains as useful as possible for families.
- We launched our 'Baby Safety Guide', an online resource for expectant parents.
- Our Safe Seats, Safe Kids Program delivered 8735 free child car restraint checks and fittings, despite only being able to offer the emergency fittings during lockdown months.
- Ambassador Program – more families joined our Ambassador Program and we were able to work with them to share their stories and support them to develop legacy programs in memory of their children.

- We held our first ever Gala – together with The Compassionate Friends Victoria, a not-for-profit organisation we work with on our peer support program – and raised over \$45,000 for our much needed programs and activities.
- Our accredited training and community organisation training in child car restraints started to pick up in the months leading up to the end of the financial year.

These were just a few highlights among a number of other activities you can read about in our full Annual Report.

Kidsafe's ambition is to halve the number of deaths and trauma from injury by 2024.

Erica Edmands
President

Melanie Courtney
CEO

Board, Staff & Sub Committees



Board

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

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 – finished April, 2022)
Alex Hamilton (Engagement and Relationship Manager)
Nicole Scott (Business Development Manager – finished March, 2022)
Rob Wise (Product Integrity & Child Safety Manager)
Sarah Mullaly (Project Officer)
Julia Sarroff (Communications, Marketing and Media Officer)
Shannon Griffiths (Communications and Marketing Support Officer)
Miranda Maling (Fitter)
Jason Barrett (Fitter)

Life members

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

Support

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

Sub committee members

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



**Education, training and
community awareness
raising programs**



2 Hour 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 2022/23.



In 2021/22, Kidsafe Victoria delivered 62 education sessions to over 620 staff members of community organisations.

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 2021/22, 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 the structure and size of classes continued to feel the impact of COVID-19,

7 courses were held with 35 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 the 2022/23 Financial Year.



52778WA Course in
Type 1 Child Car Restraint Fitting



First Aid

Over the course of the last financial year, we embarked on an exciting collaboration with Emergcare; a paramedic-operated first aid training provider offering their experience and knowledge to the broader Victorian community.

This collaboration has allowed us to expand our offerings and cater to the diverse needs of individuals, professionals, parents, and caregivers across the state. We cater for professionals seeking to enhance their skills and knowledge in emergency response in their workplace, including CPR refresher training, basic first aid techniques, and specialised training in childcare first aid.

We also recognised the importance of early intervention and the unique needs of parents and caregivers and aimed to develop the confidence

of families through the delivery of tailored perinatal and paediatric first aid courses, with a special focus on the importance of injury prevention to help protect children from the beginning.



Virtual Child Car Restraint Program

In late 2020, Kidsafe Victoria was invited to participate in a study in collaboration with The George Institute for Global Health (TGI) and Monash University Accident Research Centre (MUARC). The aim of the study will be to identify a cost-effective delivery method for providing assistance and education to increase correct use of child car restraints in rural and remote Victoria.

Throughout 2021/22, 113 participants from regional Victoria were recruited to the study through the Safe Seats Safe Kids program. Upon acceptance, the participant is randomised in a 3 fold study to investigate the most acceptable, effective, and cost-efficient countermeasure to incorrect use of restraints in rural and remote Victoria. The 3 fold study included hands-on instruction through in-person fitting services, virtual child car restraint fittings (using augmented reality technology) or watching a child car restraint educational video.

So far, all participants involved in the study have found the research very interesting and educational. Findings from the study will be collated early 2023.



A big thank you to everyone who participated in our latest research study with The George Institute for Global Health.

The study aimed to investigate the effectiveness of a new virtual restraint fitting technology that could potentially improve the access to child restraint fitting services for families living in rural and remote Australia.

Participants who completed the study were entered into a prize draw to win one of four child car restraints which were generously donated by InfaSecure. Congratulations to Sarah who was one of the lucky winners!

Safe Barriers Save Lives



Our annual 'Safe Barriers Save Lives' backyard pool safety campaign was implemented in Victoria for its 10th year, launched in September 2021 and run throughout summer until February 2022.

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.

This year's campaign focused on sharing real life stories with parents like Mel, who bravely shared her son Matt's non-fatal drowning to help raise awareness of the importance of pool barriers and active adult supervision. Mel's story is part of a suite of video series titled 'Through My Eyes', which features real-life personal stories from families about fatal and non-fatal child drowning incidents. We also worked with campaign ambassador Matt Welsh OAM, Olympian and father of six, and his son Monty to create a second campaign video - 'Monty's Pool Safety Class'.

A number of media activities were implemented for the 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:



3 TV segments, 3 radio segments, 61 news articles and over 350 news grabs.

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

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



434,890+ impressions, 5,900+ engagements, 112,400+ video plays and 23,400+ website visits.

The Safe Barriers Save Lives campaign was made possible with the generous support of our campaign sponsors, the Victorian Play it Safe by the Water Committee, Safetech Hardware Australia, and Master Pool Builders Association of Australia.



Driveway Safety Campaign



On 9th February 2022, Kidsafe Victoria, with funding from the Transport Accident Commission (TAC), launched a multifaceted, state-wide Driveway Safety Awareness Campaign to raise awareness of the dangers that driveways pose for children and to reduce the number of driveway run-over incidents across Victoria.

The launch date was chosen to coincide with the busy back-to-school period, serving as a timely reminder for motorists to be extra vigilant in and around driveways, car parks and roads.

The campaign involved the development and implementation of a number of activities and resources targeted to Victorian parents and carers. This included a range of educational materials, a new video CSA, a social media campaign along with widespread public and radio advertising. Key campaign messages were incorporated in all activities focusing on Kidsafe Victoria's three simple driveway safety measures: Supervise, Separate and See.

Stories from families with lived experience of losing their children to driveway runover incidents were incorporated into the campaign to increase the impact of safety messages, including Eve from Gisborne..

9 years ago, Eve lost her 14-month-old daughter, Pippa when she was tragically runover in an incident on the driveway of the family's rural property when a vehicle was being moved to a different location. Eve's story was included in Kidsafe's driveway safety media release, which resulted in a TV exclusive with Channel 9 News during the 6pm bulletin. This was Eve's first time sharing her story with the media.

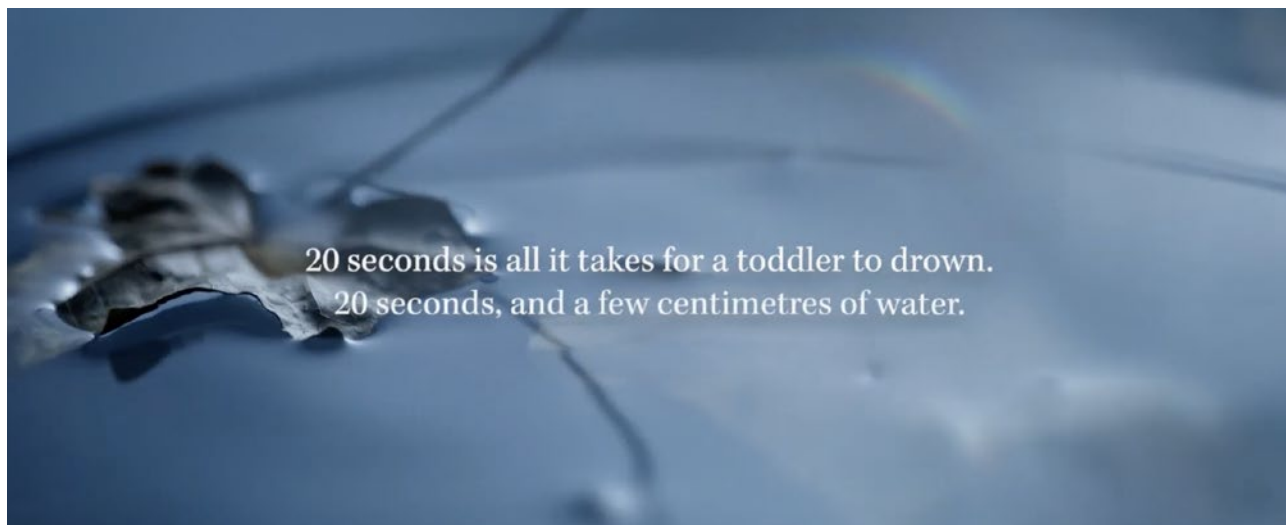
In addition to Eve's story, the families of Seth and Georgina were also featured in a blog post on the Kidsafe Victoria website. Kidsafe SA's current driveway safety TV CSA was adapted for use in Victoria as part of the campaign. The CSA features a scenario of a father who fails to see his child when reversing out of his driveway, with the tagline 'If you don't know, don't go'.

The campaign received significant reach across a range of media platforms assisting to raise awareness of the dangers that driveways pose for children. This included:

- 2 x TV segments
- 2 radio interviews
- 10 print/online articles
- 480,589 impressions on ads through social media
- 102,000+ video plays through social media
- 856,247 estimated audience through radio advertising with KIIS and SEN
- Estimated traffic of over 9,378,960 across 13 shopping centres for public advertising



Water Hazards Campaign



In March 2022, Kidsafe Victoria launched a new water hazard safety campaign, with a focus on common drowning hazards for children around the home and farm such as dams, pet water bowls, baths and fishponds.

The campaign expands on Kidsafe's 'Safe Barriers Save Lives' backyard pool safety campaign, to provide a comprehensive range of information and advice to help keep kids safe on the wide range of other water hazards for toddlers that parents and carers aren't as aware of.

As part of the campaign, a further two videos were released from the 'Through My Eyes' video series. These videos feature Ash, who shares the tragic incident of her 2-year-old son, Hunter, who drowned in a dam on his grandfather's farm in 2020, and Brooke, who shares her story of her 1-year-old son, Oscar, who experienced non-fatal drowning involving an esky in 2013.

These videos generated significant reach and engagement through social media posts, and highlighted the effectiveness of incorporating real life stories to increase the awareness and impact of key safety messages.



14 media segments

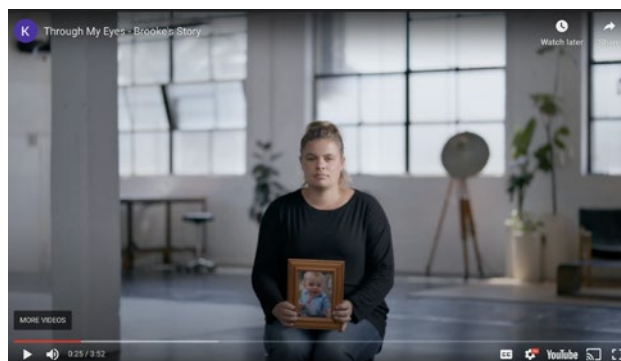


16,000+ social media impressions



8,000+ video views

A range of other activities were implemented as part of the campaign to complement the videos. This included a social media campaign and the development of a range of digital and print resources, including stills for social media, public advertising creative, A3 posters and DL flyer.



Farm Safety Creative Competition



The second instalment of Kidsafe Victoria's annual Farm Safety Creative Competition officially launched on 24th February 2021. The competition forms part of a three-year program (2020-2022), supported by Agriculture Victoria under the Victorian Government's 'Smarter, Safer Farms' initiative.

Victorian preschoolers aged 3-5 years and primary school students from Prep to Year 6 were invited to get creative and design educational materials including videos, posters, illustrated stories, collages, radio ads or inventions based on theme – 'Think Farm Safe, Be Farm Safe'. This theme centred around encouraging children to take the time to stop and think about the potential injury hazards that exist on farms and to ensure that safety is kept front of mind at all times in the farm environment.

The competition provided an opportunity for children to learn and discuss farm safety issues in a fun and engaging way, while also helping to raise awareness of farm safety among and their families and wider communities.

A total of 70 competition entries were received from schools, families, and early childcare centres from across regional and metropolitan Victoria. This included 52 entries submitted in the primary school category, which consisted of entries from individual students and groups across all age and competition entry categories. Within the Early Childhood Category, 18 collage entries were received which were a mix between both group individual entries.

The quality and important safety messages in the entries received demonstrated wonderful creativity and a great level of understanding across all age groups regarding the major causes of farm injury and preventable measures that can be taken. Due to COVID-19 restrictions, a virtual event to announce the winners of the competition was held over Zoom on 10th December 2021. We were thrilled to be joined by the Minister for Agriculture, The Hon. Mary-Anne Thomas, alongside representatives from Agriculture Victoria to announce the winners and commemorate the competition to the winning Prep/Year 1 student group St Brendan's Primary School.

The winning entries were used as part of a month-long social media awareness campaign in January and February of 2021, targeting Victorian parents and carers with important farm safety information and tips. The campaign had a total reach of over 80,000 people, 700 engagements and 860 clicks to the associated Kidsafe Victoria website link with farm safety information.

Kidsafe Victoria would like to thank the Victorian Government for their support of the competition and **RHSports Australia**, **Safetech Hardware Australia** and **Junior Workwear** for their generous prize donations.



National Burns Awareness Month



NBAM is an initiative of Kidsafe Australia, run in collaboration with the Australian and New Zealand Burns Association (ANZBA), with the aims of driving greater awareness amongst the Australian community of burns prevention and promoting 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 2022 campaign.

A social media campaign on Facebook and Instagram was implemented to promote burn safety messages and resources throughout the month. In total our posts reached:

f 23,321 people via Facebook
@ 3,226 people via Instagram

The campaign received coverage across a range of media platforms including 3 radio interviews with community radio stations. In addition to this, several blogs featuring real life burn stories were also published on our website and shared on social media as part of NBAM to help raise awareness of how burns occur and the long-term impact they can have.

This included Daisy's story about her treadmill friction burn along with Gracie's recovery update 1 year on from a kitchen stove fire and an update on Milla 1 year on from a hot noodle spill in lap.

The NBAM Small Grants Program was implemented once again in 2022, providing small grants to organisations to support community level projects and extend the reach of NBAM across the country. Four organisations from VIC, QLD and TAS received grants to support local projects. Activities included burns first aid for local parents and carers, a 1-minute animation for social media on burns first aid and hot water bottle burns prevention, and the development and distribution of educational burns prevention resources.



Safe Seats Safe Kids



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 2021 and 30th June 2022:

 **8735** restraint checks/fittings were completed programs were held in 66 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 has gradually recovered this Financial Year following the height of the COVID-19 pandemic. We continued to operate under a 1:1 delivery model, and began to host events with multiple fitters delivering the service simultaneously.

We were pleased to reopen and expand the reach of our services following a return to normalcy, with the reopening of existing and the onboarding of new locations in collaboration with the council-operated Neighbourhood Houses and other public venues.

Following the easing of restrictions in 2021, 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 excited to have many local Victorian MPs come along and see the program in action. Many thanks to Ben Carroll, Member for Niddrie, Danny Pearson, Member for Essendon, Steve Dimopolos member for Oakleigh and Emma Vulin from Daniel Andrews Mulgrave electorate office, all visiting us at a Safe Seats, Safe Kids program this year. All were proud to have the service provided to the local community following discovering the concerning statistics surrounding incorrect child car restraint use.

Feedback from parents



"Just wanted to say thank you for a very important service you provide – had my seat checked yesterday by two gentlemen Charles and Wayne at Sunbury. Didn't realise how many things were incorrect. Again, thank you and please pass on my thanks to the boys."

"I'm writing to let you know that I received outstanding customer assistance by Jacque this afternoon at Chadstone..... I'm so grateful for her tenacity in fixing one of the seats, which had belts attached to the back that appeared to be non-standard. Instead of giving up and sending me away with only one fixed, she went above and beyond to ensure she resolved the problem. She kept me in the loop each step of the way, was a great communicator, very knowledgeable and an excellent representative of your incredible service to the community."



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 and launch of the free Child Car Restraint e-learning tool which provides parents and carers with information, practical advice and guidance on choosing, installing, adjusting and using child car restraints.
- 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 release 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.



Just wanted to say that my wife, daughter and I just had a great experience with the Safe Seats, Safe Kids program and Georgie at the Camberwell location. We had arrived in from Canada and had no idea how to properly set up our car seat for my 13-month-old daughter, Georgie was a real help and now we feel a lot better about travelling in the car! I commend the program as being really useful and hope it can help out a lot more people keep their kids safe!

Ambassador Program



A year on from its launch, we are proud of the results and the growing potential of the Kidsafe Victoria Ambassador Program in supporting 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. Since the program's creation, we have engaged 20 families and continue to create initiatives in memory of their children or generate change by sharing their stories with the community.

The Hunter Boyle Children's Swim Program (HBCSP) continued its work in providing swimming lessons and water safety education to children in the Goulburn Valley region. To date, the parents of Hunter and founders of the program Ash and Matt have raised over \$20,000 for the program, as well as received a contribution of a \$4950 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 continued support.

In late 2021, we were proud to launch a billboard campaign in Torquay in collaboration with the Bella's Footprints Foundation with a warning about the deadly yet common household items that are button batteries. On what would have been the eve of Isabella Ree's eighth birthday had she not tragically passed away in 2015 after ingesting a button battery, the billboard campaign began in the high-traffic area on Torquay's main street. With the aim of ensuring that the vital message is provided to thousands of local and tourist families during the summer months, and that they become aware of the dangers button batteries can pose, the warning signs that can be mistaken for cold or flu, and that quick and decisive action can save a child's life.

"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."

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 950 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, 98% have found it useful, 97% would recommend it to other MCH nurses, and 97% agreed that completing the tool has assisted them in providing child injury prevention information and advice to parents.

The Community Organisation E-Learning tool has had a promising uptake since its launch in 2020, with over 135 staff and volunteers of community organisations registered, with requests for access continuing through the 2021/22 Financial Year.



Baby Safety Guide

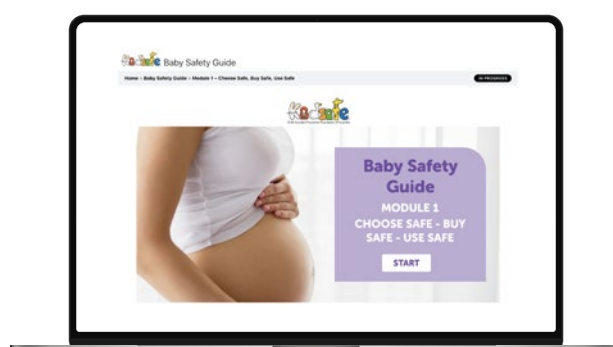
In June 2022 we were pleased to launch our Baby Safety Guide, a free online learning tool designed to provide new and expectant parents with important information on keeping baby safe.

The tool guides users through two modules to help them Choose, Use, Buy and Think Safe. The first module provides tips on how to choose and use nursery products safely across a range of product categories, to provide parents and carers with the confidence to choose and use these products safely.

The second module guides users through a range of injury prevention and first aid information across the topics of home, road, water and play safety, providing practical tips and information to keep their baby safe as they develop.

The development of the tool was made possible with grants from Play It Safe By the Water, Tobin Brothers and Connected Communities.

We are looking forward to continuing to improve and expand the Baby Safety Guide in the coming year to help provide important safety information to all parents and carers in an easily digestible and engaging format.



National Kidsafe Day 'The One' Campaign



'The One' campaign was launched in the lead up to National Kidsafe Day held in May 2022, with the aim to generate awareness and encourage a change in behaviour amongst parents and carers.

The campaign featured families who had been touched by the loss of a child to preventable injury, and highlighted that despite those families thinking such a tragedy could ever happen to them, they became 'The One' amongst 3 families every week that lose a child to preventable incidents.

"make a small change to make the world of difference – close the pool gate, secure the curtain cord, throw out a button battery, or secure furniture to the wall."

The campaign centred around those families touched by loss, and we were lucky enough to have five brave parents, carers and family members to share their stories through a series of short videos detailing their lived experiences. In the hope that no other family has to endure what theirs is, their stories were shared through a variety of channels and accompanied by the relevant statistics and safety advice in the hopes that anyone watching would be inspired to make a small change to make the world of difference – close the pool gate, secure the curtain cord, throw out a button battery, or secure furniture to the wall.

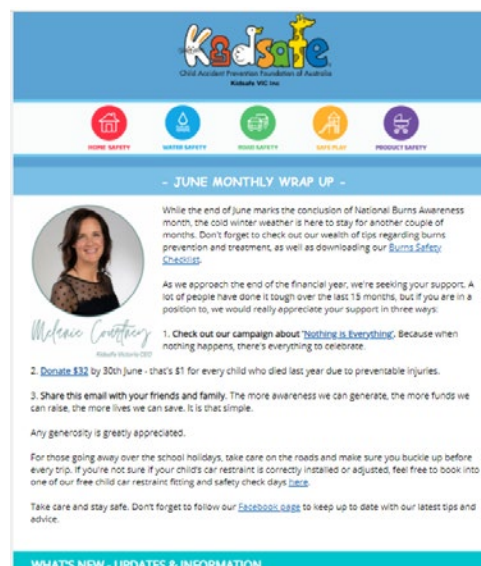


E-newsletter

Every month, Kidsafe Victoria distributes a free e-newsletter to our database of over 10,500 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.

We have commenced formulating a targeted user journey to further improve engagement with our key target audiences, delivering tailored and relevant content at appropriate intervals in line with their lifestyle and child's development.



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.

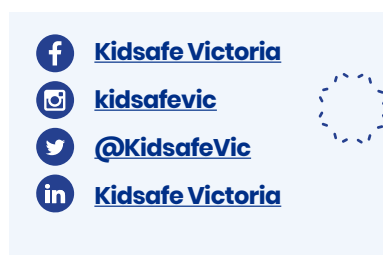
Through Kidsafe Victoria's social media platforms, topical and seasonally relevant content is delivered in an informative and engaging manner in order to maximise the reach of our messages to our key audiences – including parents, carers, community organisations and professionals – and build an online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

At the conclusion of the 2021/22 Financial Year, Kidsafe Victoria had built up an audience of over 20,000 followers on Facebook.

A key focus and investment in 2021/22 was the development of a digital strategy to guide the continued growth of our digital presence.

This financial year we launched a Kidsafe Victoria Instagram account which has amassed 782 followers to date. The account has enabled us to expand our reach into new demographics and has challenged us to communicate our safety messages more efficiently through our graphics.

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



Phone + 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. We saw a drop in in-person enquiries due to intermittent closure of the support centre due to COVID-19 restrictions, however we continued to provide online and phone support.

Enquiries regarding choosing and using child restraints and booster seats along with the SSSK program continued to be the most frequently asked questions in 2021/22.



Over 640+ Enquiries



280 Road Safety



10 Home Safety



35 Water Safety



68 Training



27 Safe Play



36 Orders



10 Product Safety



12 Media

352 Other

Including Resource Orders, Media Interviews, Program Queries, Request to Speak to a Team Member, Training Queries, Home and Product Safety Enquiries.



Events



Pregnancy, Babies and Children's Expo

Kidsafe Victoria attended the Pregnancy, Babies and Children's Expo (PBCE) held at the Melbourne Exhibition Centre in February 2022.

We continued to host the 'Safety Centre' exhibit where our experts were on hand to answer 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 event, 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.



Pregnancy, Babies and Children's Expo (PBCE)

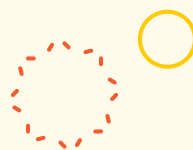
Shepparton Running Festival

Kidsafe Victoria became the charity partner for the Shepparton Running Festival in August 2021.

With the help of the running festival and Campbell's as its sponsor, we were thrilled to have so many participants of all ages register for the 2km Kids Dash to raise funds for The Hunter Boyle Children's Swim Program. While the official event was postponed due to COVID-19 restrictions, the Shepparton community preserved and helped us raise \$500 through donations to the program for swimming equipment. We hope to once again become the charity partner of the running festival when it is active in future years.



Night of Hope Gala Ball



After planning for the better part of a year, we were overjoyed to host our inaugural Night of Hope Gala Ball in collaboration with The Compassionate Friends in May, to raise valuable funds to support our respective bereaved families and programs.

Held at Melbourne Town Hall, we were joined by friends, colleagues, industry stakeholders and families we have worked alongside as part of our Ambassador program. We were supported by the generosity of a range of sponsors to help us put on a magical evening as well as help us reach our fundraising goal – a Gold Sponsorship by Britax, Silver Sponsorships by Love to Dream and QEC, and Bronze Sponsorship from MUARC – all which we are tremendously grateful for.

Under the soft glow of candlelight and chandeliers, the evening was brought to life by a range of activities and live music entertainment. Guests competed for prizes across a Silent Auction, Wine-in-the-Wall raffle and Live Auctions for a variety of high-value prizes as well as artwork that was painted on stage throughout the evening. Our guests also heard from representatives from Kidsafe Victoria and The Compassionate Friends about the work we do, as well as families that have worked closely with us to tell their stories.

Through the support and generosity of those in attendance on the night and to those throughout the Victorian community far and wide, we were lucky enough to raise over \$60,000 through ticket sales, generous donations, various auctions and raffle. All of these raised funds will directly benefit our initiatives such as our Peer Support Program, expanding existing and developing new legacy programs in collaboration with families, and support our educational programs across the state.

With thanks to everyone who helped us make it possible following the success of our first gala ball, we have commenced planning our next fundraising gala event to take place in 2023 with the intent of establishing a long-running tradition.



All of these raised funds will directly benefit our initiatives such as our Peer Support Program, expanding existing and developing new legacy programs in collaboration with families, and support our educational programs across the state.





Media 
Campaigns

Media Campaigns

In 2021/22, Kidsafe Victoria continued to conduct numerous highly successful media campaigns, raising public awareness on a range of child safety issues including home safety, driveway safety, toy safety, button batteries, furniture tip-overs, magnets, kids in cars, and water safety following the suspension of swimming lessons during COVID-19 lockdowns.

We saw a return to some normalcy with the reach of media coverage and frequency of in-person media events and program launches following COVID-19, and found media related to the ongoing impact the pandemic has on child safety continues to be topical to parents, carers and the community.

Over 250
segments across
television, radio,
online and print
articles in 2021/22 FY





Our Collaborations & Committees



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, as well as the delivery of the Safe Seats, Safe Kids program.



We extend our thanks to The Compassionate Friends Victoria, with whom we have collaborated with to deliver the Stronger Together Peer Support Group as part of our Ambassador Program for parents bereaved by unintentional injury or death of a child, and host the Night of Hope Gala ball as part of our key fundraising efforts.

Grants



Sponsors

Kidsafe Victoria community support centre



Safe Barriers Save Lives
backyard pool safety campaign



Partners



Kidsafe 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)

Gretchen Waddell (Kidsafe Victoria)

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, with Rob Wise representing Kidsafe on this Committee.

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 seventh Treasurer's report for Kidsafe Victoria Incorporated to the Annual General Meeting. I have been involved with Kidsafe in various capacities since 2013, serving variously on its Governance, Finance and Finance and Risk Management (FARM)

Committees as well as its Committee of Management (COM). I have thoroughly enjoyed this time especially working with a talented CEO and collegiate and diligent COM. I have decided that now is the time to stand aside and enable fresher new talent to take over and to that end I will not be offering to renew my positions at the forthcoming AGM. I am pleased to announce that Justin Siebert has put himself forward at the next AGM to stand as Treasurer. Justin has served on the FARM for several years, is a very well qualified CPA & MBA with much professional experience.

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.

During the 2021/22 year the stop start nature of the COVID_19 pandemic severely impacted Kidsafe Victoria's capacity to maintain the momentum required to get our programs and initiatives moving and continuing. In that past when it has become evident that a particular program or initiative was not performing as expected we would rein in that particular program or initiative. In 2021/22 a very deliberate and conscious decision was made not to do this in the firm belief that those programs and initiatives would deliver over time, thus fulfilling our mission. This decision led to a deficit of \$216,529 in the year ended 2022.

With the benefit of hindsight, I can report that this decision was the correct one as at the time of writing this report our management accounts to October 2022, indicate that Kidsafe Victoria is well ahead of its ambitious budget for the 2022/2023 year.

Notwithstanding this deficit, as at 30 June 2022, Kidsafe carried forward retained earnings of \$55,103 and this is largely represented as cash at Bank. Kidsafe Victoria was holding \$1,481,927 in current assets as at 30 June 2022. \$44,167 is carried forward at balance date in non current assets being associated with the lease of premises in 5/578 Blackburn Rd.

In terms of liabilities, \$1,158,760 represents unearned income or unspent grants, obviously there is a profit or contribution to overheads component built within this figure

The total revenue brought to account for the year was approximately \$1,760,000, up from \$1,565,000 in the previous year.

The space provided at the Monash Children's Hospital was not available to us for some time during COVID 19 restrictions but we are now able to utilise this space. We remain grateful to Monash Children's Hospital for this facility and look forward to resuming our work there and with them in the future.

A key initiative that we continued in 2022 was the expansion of staff skill sets by hiring additional staff and providing development opportunities to current staff. As at 30 June 2022 our full time equivalent (FTE) staff stood at 8.6, this compares 9.25 as at 30 June 2021 and it is budgeted to increase to 10.2 in 2022/23. Importantly, Kidsafe Victoria established an organisation structure which elevated two managers to the level of senior manager, enabling a better utilisation of resources including the CEO.

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

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 and risk management sub-committee, Erica Edmands, Mark Stokes, David Mylonas, Justin Siebert. I am delighted that Heather Morecroft from the COM has also joined FARM as an active permanent member.

Going forward, we are budgeting a more substantial surplus than we would have previously contemplated, however, we are confident that the programs and initiatives that we have set in place and funded for the 2022/2023 year will deliver a healthy surplus. More importantly that these initiatives and programs will lead to the better fulfillment of the Kidsafe Victoria mission. I am confident that the organisations 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 in the future.



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

