



# Annual Report

Kidsafe Victoria | 2022/2023



**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 31 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 five 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.

**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 2022/23 activities



## 84

### Child restraint fitting education sessions

were delivered to over **840** staff members of community organisations.



## 14,034

### Safe Seats Safe Kids

free child car restraint fitting and safety checks were carried out through 66 municipalities across the state, with **19,600+** bookings.



## 1,000+

### Public enquiries answered.

Enquiries regarding choosing and using child restraints and booster seats along with the SSSK program continued to be the most frequently asked questions in 2022/23.



## 174K+

### website visits and almost 300,000 page views.

Our visitors' top searched-for topics on our website were **road safety** (largely child car restraints, including fitting and checking services) and **water safety** (including pool barrier laws).



## 1224+

### users of our professionals e-learning tool.



## 350K

### Resources distributed.



## 20K+

### Followers on Facebook.



## 1,300+

### Followers on Instagram.



## 300+

### Media segments including national television.

# 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  
**31**  
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

## **After an incredibly challenging year last year – similar to that experienced by many organisations – Kidsafe Victoria's operations returned to the new post-COVID normal in 2022-23.**

A total of 26 children aged 0-14 years lost their lives in Victoria during the financial year. This is a slight reduction on the previous year, but it is 26 too many. Road and transport-related incidents accounted for 10 of the deaths and drowning for 4. Tragically, an additional 12 children aged 0-3 years lost their lives due to Sudden Infant Death Syndrome/ Sudden Unexplained Death in Childhood (SIDS/SUDC).

A further 100,000+ were treated in hospital which, according to the Victorian Injury Surveillance Unit, led to a total estimated direct cost of \$69,245,335. This number excludes costs for ambulance services, management of long-term disability, mental health support and other issues which can arise after the loss or injury of a child.

We released a white paper in October 2022 which articulated the issues we saw during COVID-19, as well as the true 'cost' of preventable injury, showcasing the devastating and life-long impact caused by the loss or injury of a child on some devastated families.

As we noted in our white paper, each number/statistic is a child. These are real families, forever changed and forever impacted. Many of them now work with us through our Ambassador Programs. We thank these wonderful families for their courage in sharing their experiences and helping us at Kidsafe to prevent such tragedies from impacting others.

Recognising that since the development of our previous strategic plan external events had changed, we had evolved, and would change significantly if successful in the Nursery Equipment Program tender, we commissioned Ensemble Strategy to work with us to undertake a strategic refresh.

The outputs of the refresh will be released next FY, however, the work we undertook confirmed that whilst our key pillars have not changed, we need to direct our resources to reaching disproportionately affected groups.

In line with the road strategy, we have articulated a more aggressive target of zero child deaths due to injury in Victoria. To this end, we will be reviewing key programs and campaigns to ensure we are as efficient and effective in delivery as possible, whilst also prioritising resources to reach disproportionately affected and at-risk communities who are over represented in the injury and death data.

After a planned \$200k loss last financial year, it was pleasing to record a surplus above \$100,000. We are gradually working towards a more secure equity position without impacting the quality of our programs or services, whilst ensuring we remain an inclusive and engaging employer for our valued team members.

We delivered our Safe Seats, Safe Kids free child car restraint checking and fitting program for the first time without being impacted by lockdowns – with 19,600 bookings. Results showed that almost 90% of child car restraints were incorrectly fitted or used – a staggering number. The program is an essential pillar in injury prevention and education.



Other achievements for the year included:

**Numerous program and campaign delivery:**

- In collaboration with Emergcare, we delivered first aid paediatric and perinatal sessions to families.
- Hunter Boyle Swim Program: provided free swimming lessons for children and culturally appropriate swimwear to 21 mothers, allowing them to participate in swim lessons with their children.
- Update and distribution of resources for Victorian Aboriginal and Torres Strait Islander families.
- Update and distribution of Ages and Stages resources (now available in 11 languages).
- The update of our Parent's Guide to Kidsafe Homes resource that is provided to all parents in Victoria when they have a baby
- The pilot of a virtual child car restraint checking program in collaboration with The George Institute with the support of a Federal Road Safety Innovation Grant
- Advocacy for improvements in curtain and blind cord legislation.

**Communications to our key cohorts included:**

- 250+ media segments across all channels.
- Targeted campaigns across socials and other mediums. Campaigns included community awareness on driveway safety, Safe Barriers Save Lives water safety and the final year of our farm safety primary school program.

**Business development and fundraising activities:**

- Launched our Product Safety Advisory Consultancy. Our newly developed advisory team is involved in publishing our industry newsletter, advising suppliers on the safety of their products, key standards consultation, and advising on many committees. Our team was also involved in the development of several important safety standards.
- Successfully hosted our first stand-alone gala ball and first Hunter Boyle 'night night moon gala', welcoming many friends, families and key stakeholders for enchanting nights of hope and fundraising.
- Secured long-term funding agreements with key sponsors Transurban and Britax, with whom we are looking forward to delivering specific road safety initiatives and whom we thank for their ongoing support.
- Delivered 15 accredited child car restraint training sessions and 84 child car restraint education sessions to community organisations. We acknowledge Neighbourhood Houses Victoria for their support in helping us to deliver these essential and life-saving programs.

We'd also like to acknowledge the support of the Victorian State Government, who, for the first time in our history have provided us with \$200k in ongoing core funding. We wish to thank key MPs for their unwavering and ongoing support, particularly Steve McGhie, Gary Maas, Steve Dimopoulos and Katie Hall.

While there are plenty of positives, we still have much work to do. In early 2023/24 FY, Kidsafe Vic was announced as the successful tenderer appointed to deliver the State-wide Nursery Equipment Program, enabling us to reach more families and communities disproportionately impacted by childhood injury. Additionally, we will focus on diversifying our income streams, building up our earned income through the delivery of training, other fee-for-service programs and other aligned activities.

We are working with a family advocating for legislative change and safety awareness on septic pit safety following the tragic loss of their young son. We continue to advocate for legislative change around child car restraints, specifically the age at which children may legally move to a rear-facing child car restraint and move from a booster seat to a seatbelt. These, together with changes to curtain and blind cord legislation, are our key advocacy areas for next FY.

As President and CEO, we value the contribution of everyone on our supportive, hardworking and dedicated Board and operational team. They live and breathe what we do; without them the incredible work we do would not be possible. We are grateful for the amazing support we receive from our Ambassador community, those in the corporate world and government who have helped us during this year. A special mention to Simon Cooke at KingWoodMalleons for his invaluable assistance and advice.

Finally, thank you to everyone who has supported us over the past year. We look forward to continuing to work with you to make a safer world for kids.



Erica Edmands  
President

Melanie Courtney  
CEO

# Board, Staff & Sub Committees

## Board

Erica Edmands (President)  
Mark Stokes (Vice President)  
Justin Siebert (Treasurer)  
Julia Sheehan (General Member)  
Brooke Disney (General Member)  
Heather Morecroft (General Member)

## Secretariat

Melanie Courtney (Chief Executive Officer)  
Jason Chambers (General Manager Program and Communications)  
Kathy Taylor (General Manager Child Car Restraints)  
Alex Hamilton (General Manager - Fundraising and Family Support)  
Sisouda Swanston (Office and Retail Manager)  
Rob Wise (Product Integrity & Child Safety Manager)  
Sarah Mullaly (Project Officer)  
Andrew Ellis (Communications Manager)  
Courtney Rayner (Fundraising Manager)  
Sarah Sexton (Program Manager)  
Shannon Griffiths (Communications and Marketing Support Officer)  
Miranda Maling (Child Car Restraint Fitter)  
Jason Barrett (Child Car Restraint Fitter)

## Life members

Joan Adams  
Mark Stokes  
Ron Smith  
Robert Caulfield  
Erin Cassell  
Marianna Wickert  
Steve Reynolds  
Martin Botros

## Support

Scott Garrett and Jaryd Fletcher – **Preflight** (Website)  
Danielle Tomas – **Tomas Studios** (Graphic Design)  
Stacey Price and Karen Polkinghorne –  
**Healthy Business Finances**

## Sub committee members

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



**Education, training  
and awareness**





## 2 Hour Child Car Restraint Fitting Education Sessions

For the past eight 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.

We look forward to continuing to deliver this program in 2023/24.



2 hour education session



**In 2022/23, Kidsafe Victoria delivered 84 education sessions to over 840 staff members of community organisations.**

## Accredited Course in Type 1 Child Restraint Fitting

In its third 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 2022/23, enrolments were received from a wide range of people and organisations including mechanics, car dealerships, child protection staff, occupational therapists, child care workers, 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.

**In 2022/23, Kidsafe Victoria delivered 15 courses to 105 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 2023/24 Financial Year.



52778WA Course  
in Type 1 Child Car Restraint Fitting



# Virtual Child Car Restraint Checking Study



**Kidsafe Victoria, in collaboration with The George Institute for Global Health (TGI) and Monash University Accident Research Centre (MUARC), undertook a study to investigate the most acceptable, effective, and cost-efficient countermeasure to reduce incorrect use of child car restraints in rural and remote Australia.**

A three-arm randomised controlled-trial design was used to investigate four outcomes: comprehension of correct use information, correct use of child restraints, acceptability of the method of information delivery and cost associated with each method. Group 1 (control) received an online video, Group 2 received an in-person restraint fitting service and Group 3 received the 'virtual' fitting service delivered through an augmented-reality technology called 'Help Lightning'.

Overall, the study found that interactive hands-on instruction through in-person fitting services and virtual fittings using augmented reality technology, appear to be more effective and more acceptable compared to an on-line instructional video. The study estimates indicate in-person fittings were the most cost-efficient method in and near urban areas, however virtual fittings were more cost-efficient in locations more than one day's drive away from metropolitan regions.

**The study provides an exciting insight into ways that new technology can be utilised to help parents and carers keep their children safe.**

# 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 2022 and 30th June 2023:



**14,034** 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.

During 2022/23 we continued to operate under the 1:1 delivery model, first implemented during the COVID pandemic and simultaneously offered weekend events with multiple fitters delivering this essential service.

We were pleased to expand the reach of our services with existing venues and the onboarding of new locations in collaboration with the council-operated Neighbourhood Houses and other public venues.

A number of events with multiple fitters were increased this year as part of the program, including those in collaboration with the Nunawading Highway Patrol, 'Bumble Bee' and 'All for Kids' Baby & Children's Markets and multiple shopping centres in the outer metropolitan suburbs. 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 Emma Vulin, Member for Pakenham and Nathan Lambert, Member for Preston, for visiting us at a Safe Seats, Safe Kids program this year.

**All were proud to have the service provided to the local community after learning of the concerning statistics surrounding incorrect child car restraint use.**

**"Having an efficient and understanding operator like Frank who carried out my instillation was most comforting. Very happy knowing it was worth attending and transporting my grandchildren around in a safe manner"**

### **- Ballarat Attendee**

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 questions and provide tailored information and advice, through the Safe Seats, Safe Kids channels.





# Safe Barriers Save Lives



Our annual 'Safe Barriers Save Lives' backyard pool safety campaign was implemented in Victoria for its 11th year over the 2022/23 summer period. 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 the story of Josie's son Justin, who drowned in a neighbour's pool in 2000 after the gate had been propped open with a rock.

**"Justin died in under 20 seconds with one mouthful of water in his lungs. I still had his dinner plate in my hand when I heard a call from my daughter and looked out the window to see him in the pool. That's how quickly it can happen. I was numb."**

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:



**A live national segment on the Today Show**



**11 online articles, 3 print articles and over 300 radio stations who downloaded radio grabs to play as part of news segments.**



**Over 220,000 people reached via social media**

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



This financial year, Kidsafe Victoria, with funding from the Transport Accident Commission (TAC), continued the implementation of our multifaceted, state-wide driveway safety community awareness campaign.

As part of the second phase of the campaign, a series of new videos were filmed sharing the stories of three families and their lived experience with driveway runovers, including Emma and Peter who shared the story of their daughter Georgina, Jayde who shared the story of her son Seth, and Mel who shared the story of her daughter Sierra. (You can read more about their story on page 19).

Key campaign messages were delivered through a number of mediums including media, social media, radio advertising, public advertising in parents rooms at shopping centres, and through the distribution of resources.

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**



**1,000,000+ estimated audience through radio advertising with KIIS and SEN**



**Estimated traffic of over 16,700,000 across 24 shopping centres for public advertising**



# Ambassador Program

Two years 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.

Over the course of this financial year, we have continued to work closely with a number of families to raise awareness about injury issues, advocate for changes to laws and regulations, provide programs, and help them to create a lasting legacy for their child.



## Hunter Boyle Children's Swim Program

**In August 2020, Hunter tragically drowned in a dam on a farm in Shepparton. In the depths of their despair, Hunter's parents Ash and Matt were driven to make a difference and help to make sure no other family had to experience what theirs was.**

In partnership with Kidsafe Victoria, the Hunter Boyle Children's Swim Program was launched in 2021, providing free swimming lessons – as well as equipment including bathers, goggles, towels and swim bags – to children in need in the Goulburn Valley region.

**This financial year, the program expanded to provide swim teacher scholarships in collaboration with Aquamoves, to help address a shortage of swim teachers in the local area. The scholarships helped to cover the cost of items including working with children checks and first aid training.**

We also worked closely with the Shepparton Language School to provide culturally appropriate swimwear for a group of 21 Afghan mothers. The provision of this swimwear helped to overcome one of the many barriers this group faced to participating in swimming lessons

A big thank you to the many supporters of the program, including the Shepparton Running Festival, (early childhood centre), Greater Shepparton Council, Shepparton Club, Kreska Brothers Transport, SPC, G.J.Gardner Homes, GV Hotel, Peter Cardamone, Bentley + Bobbi, Bindis Balloons, The Faux Flower Bar, Goulburn Valley Signmakers, the local Shepparton community and of course, Ash, Matt and their family for the courage that they show in sharing their story and helping to keep kids safe in and around water.



Alex Hamilton,  
Matt Boyle, Ash Napolitano,  
baby Millie, Mel Courtney, Courtney Raynor

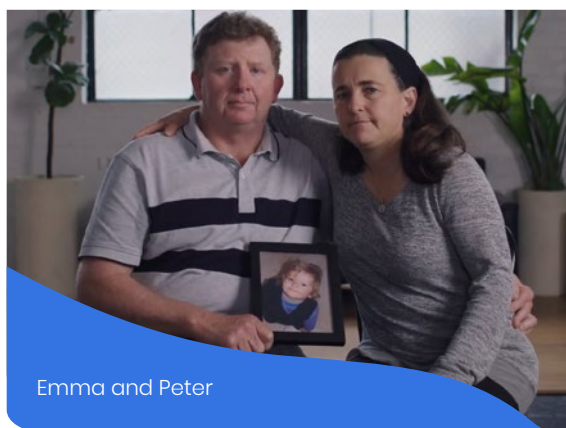
## Georgina Josephine Legacy Program

**In April 2011, Emma and Peter's lives were forever changed when their daughter, Georgina, was fatally run over in the driveway of their home.**

From such a tragic loss, Emma and Peter established the Georgina Josephine Foundation to raise awareness of low speed vehicle runovers. Over the last 10 years they have achieved amazing results by educating, advocating, and supporting families who have lived experiences with low speed runovers.

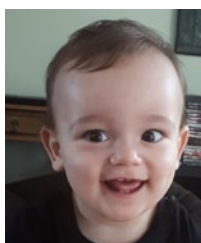
This year we are thrilled to be working with Emma and Peter on the next chapter of the Georgina Josephine Foundation. We are proud to take on the foundation under our banner, implementing the Georgina Josephine Legacy Program to continue to provide education, awareness and support to families around low speed vehicle runovers.

Thank you for trusting this incredible legacy with us Emma and Peter – we look forward to continuing to work with you to reduce the number of low speed vehicle runovers across the country.



Emma and Peter

## Lincoln's Legacy



**In September 2020, three year old Lincoln tragically died when he became entangled in a blind cord.**

Lincoln's grandma, Kerrie, has bravely shared her story as part of our Ambassador

Program to raise awareness of the dangers that curtain and blind cords can pose.

We have also been working with Kerrie to advocate for changes to the laws to require all rental properties to have their curtain and blind cords affixed to the wall, regardless of when the curtain and blind cords were installed.

**"I want ALL rental properties, including private rentals, to abide by the safety standards regardless of when the blinds were installed. I'd like to think of it as Lincoln's Law. Maybe it can save another child...another family's heartache. I want something positive to come from Lincoln's tragic death."**



# Farm Safety Creative Competition



The third and final instalment of Kidsafe Victoria's annual Farm Safety Creative Competition was officially launched on March 7, 2022. The competition forms part of a three-year program (2020–2022), supported by Agriculture Victoria under the Victorian Government's 'Smarter, Safer Farms' initiative.

Children were invited to take an active role in exploring farm safety issues by submitting a video, radio ad, poster, collage, illustrated story or comic strip, based on the competition theme 'Farm Safety Heroes'. The theme centred around how we can all play a part in making the farm a safe experience for everyone, whether we live, work on, or are visiting a farm.

**A total of 113 entries were received from schools, families, and childcare centers across regional and metropolitan Victoria. These entries comprised contributions from both individual students and groups spanning all age groups and competition categories. Notably, this was the highest number of entries received over the 3-year period.**

The entries covered a range of farm safety topics, including water safety, vehicle/machinery safety, active supervision, and safe play areas. The winning submissions showed fantastic creativity, demonstrating a great understanding of important farm safety messages.

You can view the winning entries [on our website](#).

The winning competition entries were utilised to form the basis of a state-wide farm safety education awareness campaign targeting Victorian parents and carers, which was run through Kidsafe Victoria's social media platforms.

Kidsafe Victoria would like to thank the Victorian Government for their support of the competition over the last 3 years, as well as all of the schools, teachers and students who have participated.





# National Burns Awareness Month



National Burns Awareness Month (NBAM) is an initiative of Kidsafe Australia, run in partnership with the Australian and New Zealand Burns Association (ANZBA), which aims to drive greater awareness amongst the Australian community of burns prevention and the correct first aid treatment for burns. It is held in June each year as there is a significantly increased risk of burns during winter.

A number of activities were undertaken to raise awareness about burns prevention and first aid for the 2022 campaign, including media, social media and the distribution of burns safety checklists and magnets.



## National Kidsafe Day

**National Kidsafe Day, which was held on Thursday 25th May 2023, is a day focused on increasing awareness of preventable child injuries as well as the critical work of Kidsafe Australia.**

This year our campaign theme was 'nothing'. Why nothing? We believe that when nothing happens, there's everything to celebrate. 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. And that's down to all of us.

As part of the campaign, we raised awareness of some of the most common hazards found in and around our homes and practical things parents and carers can do to help make sure nothing happens, including closing a pool gate, securing curtain and blind cords out of reach, safely disposing of button batteries, or securing furniture to the wall.

# Compliance

In March 2022, we made a significant investment in our organisational expertise by introducing in-house technical product safety capabilities. This strategic move positions us for a more impactful role in advocacy, standards development, and the launch of our industry consulting program. This enables us to play a crucial role in assisting suppliers to deliver safer children's products, with the provision of bespoke professional consulting services that set industry benchmarks.

This year's highlights include:

- **Industry Newsletters 'The Regulation Zone's published**
  - Emerging safety hazard – silicone bowls
  - Toys 0 – 36 months Regulation Industry Awareness Update
  - Button/Coin Batteries
  - Infant Rattles Industry Awareness Update on Hazards
  - Water Safety Portable Pools & Aquatic Toys
- **Industry Consulting Client Engagements**
  - Love 2 Dream – suppliers of infant sleeping bags
  - Trendtrade International – branding powerhouse for children's toys, craft
  - Romper & Co – Online retailer of children's products including toys, care & feed, sleepwear, and giftware.
- **ACCC consultations and Engagements**
  - Product Safety Priorities 2023/24
  - Infant Sleep Products
  - Infant Inclined products
  - Toppling furniture
  - Your First Steps
- **Technical Committee Engagements**
  - Standards Australian Technical Committees Represented
    - CS-310 Infant Products
    - CS-034 Pool & Spa Fencing
    - CS-088-04 Bunk Beds
  - INPAA
    - Infant Sleeping Devices
    - Childrens Playpens
    - Infant Product Surfaces
    - Sleep Surfaces- Test for carbon dioxide and associated requirements

As we reflect on the achievements of the past year, we look forward to the opportunities and challenges that lie ahead. We are excited to continue pushing the boundaries of innovation in the realms of child safety and product safety and compliance consulting.

**"...This enables us to play a crucial role in assisting suppliers to deliver safer children's products, with the provision of bespoke professional consulting services that set industry benchmarks."**



# Perinatal, Paediatric and Accredited First Aid Training

Kidsafe Victoria was proud to continue our collaboration with Emergcare – a paramedic-operated first aid training provider – this financial year to deliver an innovative program that provides parents, carers, and professionals with essential skills and knowledge around injury prevention and first aid training.

This collaboration has allowed us to expand our offerings and cater to the diverse needs of our target audiences. The courses provided include:

- **Perinatal First Aid:** Run in collaboration with the Centre of Perinatal Excellence (COPE), this course provides practical information and advice on CPR, first aid, and injury prevention, along with evidence-based perinatal mental health education to support parents mental health and emotional wellbeing.
- **Paediatric First Aid:** A 3 hour education training program which includes infant and child CPR and how to manage common child first aid emergencies, as well as practical injury prevention education and strategies.
- **Accredited First Aid:** The nationally recognised, accredited first aid training courses are designed for businesses, organisations, and employees across various sectors, including Maternal and Child Health Nurses, Early Childhood Educators and staff of community organisations.

This financial year also saw the successful delivery of paediatric first aid courses to Defence Force members and their families through a grant provided by the Department of Defence as part of the Family Support Funding Program.

Approximately 400 ADF families and personnel from Victoria, New South Wales, and South Australia participated in the program through a mixture of face to face and online first aid sessions.

**Evaluation results from the program demonstrated that the program was successful, with 90% of respondents expressing that they felt very confident/confident in administering baby or child CPR after completing the course.**

Kidsafe Victoria expresses gratitude to the Department of Defence for their support in making this impactful initiative possible.



## E Learning Tools



With support from The Victorian Department of Health, 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.

With ongoing updates and improvements to the tools, we look forward to continued uptake and engagement from all stakeholders.



## Baby Safety Guide



**Baby Safety Guide is a free online learning tool designed to provide new and expectant parents with important information on keeping their baby safe.**

The tool guides users through two modules - the first module provides practical information and advice on choosing safe products and using them safely, including features to look out for and mandatory Australian standards. 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.

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.





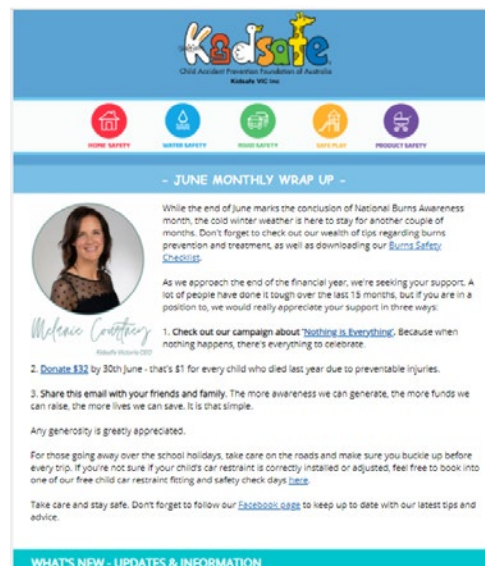
## E-newsletter



This financial year we began transitioning our monthly newsletter to new, targeted user journeys for our key audiences, including parents and carers, professionals, and donors/supporters.

This move assists us to further improve engagement with these key target audiences, delivering tailored and relevant content at appropriate intervals in line with their child's age and development stage, or their profession.

In addition to the user journeys, quarterly newsletters are distributed to our database to help keep them up to date with seasonally relevant tips and advice.



## 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 2022/23 Financial Year, Kidsafe Victoria had built up an audience of over:

**20,000+ followers on Facebook**

**1,300+ followers on Instagram**

**554+ followers on LinkedIn**



**Find us on our social media channels below**



**Kidsafe Victoria**



**@KidsafeVic**



**kidsafevic**



**Kidsafe Victoria**

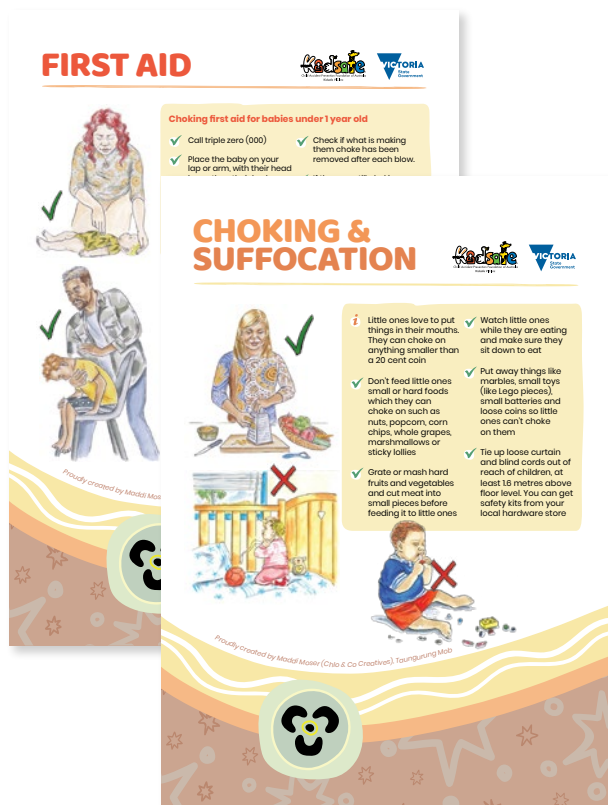
# Resources



Kidsafe Victoria has a wide range of resources available to parents, carers and industry professionals. 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.

This year we updated our resources for Victorian Aboriginal parents and carers, including working with Maddi Moser (Chlo & Co Creatives), Taungurung Mob, to give the resources a fresh look, and ensuring that they contain up to date, evidence based information and advice.

We also updated our Ages and Stages fact sheets which provide parents and carers with information relevant to their child's age and stage of development. The resources, which are translated into 11 languages, are provided to over 320,000 parents every year at their maternal and child health visits.



# 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.**

Enquiries regarding choosing and using child restraints and booster seats along with the SSSK program continued to be the most frequently asked questions in 2022/23.



## Community Support Centre



**Since opening Kidsafe'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 is 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 contain a range of take-home resources as well as interactive elements including a child car restraint, pool barrier and safe sleeping display.



Monash Children's Hospital  
Dixon Street, Clayton VIC 3168





**Advocacy** 

# Advocacy



**Over the past year, Kidsafe Victoria has been at the forefront of childhood injury prevention advocacy efforts, championing for crucial legislative and child safety improvements.**

In October 2022, we published a white paper which highlighted the significant increase in child deaths from preventable injury during the COVID-19 pandemic, and the enduring consequences experienced by families. The document emphasised the need for systemic reform, increased investment in prevention measures and adoption of a more holistic approach to child injury prevention, to help reduce the rates of preventable child death and trauma in Victoria.

A key focus of our advocacy efforts this year revolved around curtain and blind cords. Recognising the potential hazards posed by unsecured curtain and blind cords in rental properties, we have been advocating for strengthening minimum rental standards. Our proposed requirement mandates landlords to affix curtain and blind cords to the wall before a tenant moves in, a measure aimed at preventing tragic incidents like the one experienced by Kerrie – who tragically lost her 3-year-old grandson, Lincoln, in 2021 due to a curtain and blind cord strangulation in a rental property.

**"The document emphasised the need for systemic reform, increased investment in prevention measures and adoption of a more holistic approach to child injury prevention, to help reduce the rates of preventable child death and trauma in Victoria."**

Our collaboration with Kerrie underscores the human impact behind our advocacy, emphasising the real and devastating consequences that drive our commitment to legislative improvements.

In addition to our work on curtain and blind cords, Kidsafe Victoria actively addressed other critical product safety concerns, notably the risks associated with button batteries. We welcomed and supported the implementation of new mandatory button safety and information standards in June 2022, which marked a critical step in preventing life-threatening injuries to children.

As we reflect on the past year, these advocacy initiatives exemplify our dedication to creating safer environments for children.



## Kidsafe Victoria White Paper

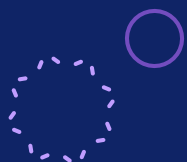
October 2022







**Events**





## MPBAA Golf Day



Kidsafe Victoria was the proud charity partner of the Master Pool Builders Association (MPBAA) Golf Day held at Peppers Moonah Links Resort, Victoria, on 28 April 2023.

Over 100 golfers participated in the event, including Kidsafe Victoria Board Member Jason Snell. When the games wrapped up, the festivities continued with a steak lunch and lively auction which saw sought after sporting memorabilia excite the crowd.

**Overall, the day raised a total donation for Kidsafe Victoria of \$6,500.**



Chris Samartzis, Jason Snell, Melanie Courtney, Courtney Rayner

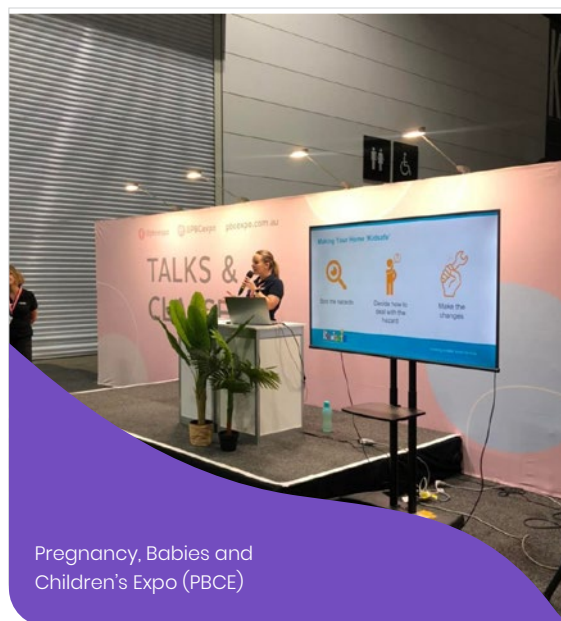
## PBC Expos



Kidsafe Victoria attended the Pregnancy, Babies and Children's Expo (PBCE) held at the Melbourne Exhibition Centre in July and October 2022 and June 2023.

We hosted a '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 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)

# Gala of Enchantment



**The second annual Kidsafe Victoria Gala was a magical evening of fun and fundraising held on Saturday 18 March 2023 at the Melbourne Town Hall. The Gala of Enchantment celebrated the magic of everyday moments where parents, carers and professionals help keep kids safe thanks to education and support provided by Kidsafe Victoria.**

The historical venue was abuzz with excitement as 217 guests enjoyed a memorable evening bearing witness to exceptional speakers and dancing the night away amongst enchanted themed décor.

Highlights included Kidsafe Vic Ambassador and bereaved mother of Hunter, Ash Napolitano, emotionally recounting the tragic day she lost her son in a drowning incident and the journey that led to the establishment of the Hunter Boyle Children's Swim Program. Paediatric surgeon at the Royal Children's Hospital Melbourne, Associate Professor Warwick Teague, also captivated the audience with an impassioned speech about the vital need for child car restraint education and regulations to prevent future injuries.

The success of the Gala was made possible by the generosity of attendees who dug deep during the evening with the silent and live auctions. And the brands and businesses who supported the event, in particular Gold Sponsor Britax and Silver Sponsor Baby Bunting. Funds raised are helping to deliver Kidsafe Victoria's crucial education and awareness programs. In total the 2023 Gala of Enchantment raised \$24,670.





# Night Night Moon Gala Ball



**The first annual Night Night Moon Gala Ball was held in Shepparton on 15 April 2023. The night was dedicated to Hunter's love of the moon that he said goodnight to every night before he went to bed.**

Over 170 guests dressed in glittering gowns and sharp suits came together at the Goulburn Valley Hotel to raise funds to continue to deliver vital water safety education and lessons to children in the region. Hunter's parents Ash Napolitano and Matt Boyle, along with their precious daughter Millie, lit up the room as they spoke of their beloved son. The sense of community was electric as everyone rushed to buy raffle tickets or donate what they could.

The event was made possible by local business and organisations who supported the evening, in particular the two Gold Sponsors: Shepparton Club and Kreska Brothers Transport, Silver Sponsor: SPC, and Bronze Sponsor – G.J. Gardner Homes. As well as many local businesses who generously offered their services: Peter Cardamone, Bentley + Bobbi, Bindis Balloons, The Faux Flower Bar and Goulburn Valley Signmakers. In total the 2023 Night Night Moon Gala raised \$10,973.







**Media**   
**Campaigns**

# Media Campaigns

In 2022/23, 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, magnets, kids in cars, and water safety.

The addition of in-house video recording allowed us to provide news outlets with broadcast quality footage of Kidsafe Victoria experts discussing numerous issues. This has increased our ability to connect with time-poor journalists as we compete with multiple organisations for air space.

**In April, our media kit around Low Speed Vehicle Run Overs and Safe Seats, Safe Kids resulted in more than 160 media mentions, including national TV coverage on channels 7 and 9.**

**Over 300**  
segments across  
television, radio,  
online and print  
articles in 2022/23 FY







## Our Collaborations & 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, 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.

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## Grants



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## Sponsors

Kidsafe Victoria community support centre

Safe Barriers Save Lives  
backyard pool safety campaign



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## 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)

Sarah Mulally (Kidsafe)

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](https://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

Daniel Pennefather, 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. Kidsafe Victoria aligns with the safer environments benchmark, assisting early childhood services across the state to create safe environments for children.

# Treasurer's Report

## Justin Siebert



**I am pleased to be providing my first Treasurer's report for Kidsafe Victoria Incorporated to the Annual General Meeting. During 2022-23 Kidsafe Victoria Incorporated has continued to fulfil its mission and ensure that child safety remains**

**a priority, as well as meeting its obligations to numerous funders and stakeholders.**

The impact of COVID-19 has largely been reduced and we have returned to surplus, \$104k for 2022-23. This has increased our retained earnings to \$159k. We are in the process of determining what appropriate level of reserves are to ensure the sustainability of the organisation for the future. The total revenue brought to account for the year was \$2,166k, up from \$1,760k during 2021-22.

We have secured annually indexed funding from the government as a contribution to our administration costs. I would like to recognise and thank the Victorian Government for this level of support. Their ongoing commitment to our organisation is essential to ensure our sustainability.

We need to ensure the correct balance of income between funds that are required to be applied to specific programs and income that can be applied to all programs and administration costs.

As a large part of our programs are funded in advance our cash position is strong with Cash At Bank of \$1,173k. Our liabilities are largely made up of Unspent Grants / Unearned Income \$902k, this amount contains a contribution to our future administration costs.

A key initiative that we have continued is the expansion of staff skill sets by hiring additional staff and providing development opportunities to current staff. As at 30 June 2023, our full time employee (FTE) equivalent stood at 10.2, this compares to 8.6 as at 30 June 2022 and it is budgeted to increase to 10.8 in 2023-24.

We remain grateful to Monash Children's Hospital for providing us with space to operate at their facility. The accounting support offered by Stacey Price and her team at Healthy Business Finances is strong and we are pleased that she and her team continue to contribute significantly toward achieving our mission.

I am grateful for the support provided by the other members of the Finance And Risk Management sub-committee, namely Erica Edmands, Mark Stokes, David Mylonas and Heather Morecroft.

On 25 July 2023 a 1 year contract was executed for Kidsafe to operate the Nursery Equipment Program for the Victorian Government. The contract contains options for 4 annual extensions. This program assists our forecasted revenue for 2023-24 being approximately 60% higher than our revenue for 2022-23. Importantly, it also affords us more opportunities to reach one of our biggest target sectors.

Our October 2023 Year To Date surplus is ahead of our 2023-24 budget.

Justin Siebert  
BBus MBA(Exec), FCPA GAICD CA  
Chair of Finance And Risk Management Sub-Committee



