



Annual Report

Kidsafe Victoria **2024/2025**



**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, program delivery 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 35 children die and more than 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:

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.



**Home
Safety**



**Road
Safety**



**Water
Safety**



**Safe
Play**



**Product
Safety**

Our Strategy



Our vision

A safer world for kids at home, on the road, around water and at play.



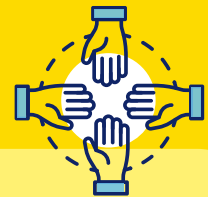
Our purpose

To empower families, communities and organisations with the knowledge, tools and support to prevent childhood injury and death, and help kids grow up safely.



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 2024/25 activities



70

Child car restraint
accredited training
and education
sessions



964

Safe Seats Safe
Kids free child car
restraint fittings
and safety checks



2678

Products installed
through the Nursery
Equipment Program



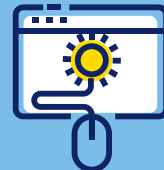
868

Public enquiries
answered



100K+

Website visits and
almost 231,974
page views



762

Users of our
professionals
e-learning tool



20K+

Followers on
Facebook



1,889

Followers on
Instagram



412

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 due to an
unintentional injury



**Many more are treated
in hospital emergency
departments**

In **Victoria**, every year:

Approx
35
children
die

+ 14K
Children are admitted
to hospital due to an
unintentional injury

+ 97K+

Emergency department
presentations

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:



Drowning



Transport
(as a passenger)



Pedestrian
(child outside the car)



**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 tipovers)
- ✚ Transport

- ✚ Poisoning
- ✚ Foreign body
- ✚ Cutting/piercing

CEO + President's report



Erica Edmands



Sarah Sexton

As we reflect on the 2024/25 financial year, we acknowledge it has been a particularly challenging period for the not-for-profit sector and the communities we serve. Significant economic pressures affected both our organisation and the families most in need of our support. Within this difficult context, we are reminded that the need to prevent serious and fatal childhood injuries remains urgent.

This year, 28 young lives were tragically lost in Victoria, and thousands more children required treatment in hospital for preventable injuries. These numbers emphasise why our work remains as critical as ever.

We continued to implement the priorities set out in our Strategic Plan, launched last year, which guides our focus on reaching children and families at greatest risk, and advancing toward our long-term vision of zero child deaths from injury in Victoria.

A significant strategic focus this year has been addressing low-speed runover incidents, an ongoing and devastating cause of serious injury and death for young children. With support from the Transport Accident Commission (TAC), we developed a comprehensive prevention strategy, informed by extensive consultation with families, subject-matter experts and community partners. The strategy was launched in December, attracting strong media interest and support from Assistant Police Commissioner Glenn Weir.

We were also honoured to be joined by Eve Strano, who bravely shared the story of losing her 14-month-old daughter Pippa in a driveway incident. This launch helped renew public awareness and positioned us for statewide implementation in the coming financial year.

Our Safe Seats Safe Kids program continued to support Victorian families through the generous support of Transurban. During the year, we delivered more than 950 child car restraint fittings, with a strong focus on families in Melbourne's west. Demand for this service continues to grow, particularly as cost-of-living pressures make it harder for families to access affordable restraint checks. While we are proud of the impact achieved, the unmet demand highlights the critical need for secure, long-term funding to sustain and expand this essential program.

Supporting vulnerable families remained central to our work. In 2024/25, we continued the Nursery Equipment Program into its second year. Through this program, families across Victoria received free cots, child car restraints and education. During the year, 2,678 cot ensembles and child car restraints were installed for 2,119 families statewide, demonstrating the significant reach of this vital initiative.

We also strengthened our engagement with multicultural communities, including through the Childhood Injury Prevention Community Champions Program in Greater Dandenong. Working alongside local leaders and culturally diverse organisations, we delivered tailored injury prevention sessions and resources for newly arrived and migrant families.



This year, 28 young lives were tragically lost in Victoria, and thousands more children required treatment in hospital for preventable injuries. These numbers emphasise why our work remains as critical as ever.

This program has helped build local capability, increase awareness of injury risks, and support families to keep their children safe.

In August, we were thrilled to be awarded Life Saving Victoria President's Award in recognition of our long-standing contribution to water safety and drowning prevention in Victoria. We are privileged to work with families to share their stories and make a difference in the water safety space, and are incredibly grateful for Life Saving Victoria for their continued partnership in this area.

Within the organisation, this year marked a period of significant transition. We farewelled CEO Melanie Courtney after 18 outstanding years of leadership, and General Manager of Programs and Communications, Jason Chambers, after 11 years of dedicated service. Their vision and unwavering commitment have shaped Kidsafe Victoria and made a profound difference in the lives of countless Victorian children. Thank you to both Melanie and Jason. We also acknowledged the retirement of long-serving Board member Mark Stokes at our AGM, following 25 years of extraordinary contribution. We extend our deepest thanks to him.

We welcomed Marianna Petrenko and Trudy Marr to the Board during the year. Our Business Development and Governance Subcommittees continue to provide strong oversight and strategic guidance, and we thank all members for their service and commitment.

A highlight of the year was our annual Gala Ball in June, once again held at the Plaza Ballroom. The event brought together nearly 300 supporters, partners and community leaders.

Despite the challenging economic environment affecting fundraising across the sector, the evening raised \$53,000 net to support our work. We were proud to present the Kidsafe Champion Awards on the night, recognising individuals and organisations who share our commitment to child safety. We would like to extend a big thank you to everyone who supported this event during a difficult year.

Looking ahead to 2025/26, we know that the need for our work is as urgent as ever.

Our priorities include securing renewed funding for the Nursery Equipment Program, establishing sustainable statewide funding for Safe Seats Safe Kids, implementing the Low-Speed Runover Prevention Strategy and continuing strong advocacy across priority injury risk areas. The challenging funding environment makes these priorities both more critical and more difficult to achieve, yet we remain committed to our mission.

We sincerely thank our Board, staff, partners, ambassadors, supporters and, most importantly, the families and communities we serve. With the plans and structures we now have in place, we are confident that we can continue to reduce the incidence of childhood death and injury in Victoria. We welcome your support and assistance – because only by working together can we make a safer world for kids.

Erica Edmands

Erica Edmands
President

Sarah Sexton

Sarah Sexton
CEO

Board, staff and subcommittees

Board

Erica Edmands (President)
Adrian Wong (Vice President, commenced Nov 2024)
Mark Stokes (Vice President, resigned Nov 2024)
Justin Siebert (Treasurer)
Katrina Bringham (General Member)
Trudy Marr (General Member, commenced Nov 2024)
Heather Morecroft (General Member, resigned Nov 2024)
Anita Orr (General Member)
Marianna Petrenko (General Member, commenced Nov 2024)
Julia Sheehan (General Member)

Secretariat

Sarah Sexton (Chief Executive Officer, commenced Jan 2025)
Melanie Courtney (Chief Executive Officer, resigned Dec 2024)

Staff

Jason Chambers (General Manager Program and Communications, resigned Aug 2024)
Susan Rice (General Manager Programs and Policy, commenced Jan 2025)
Lisa Strahan (General Manager Communications, Marketing and Fundraising, commenced Sep 2024)
Kathy Taylor (General Manager Child Car Restraints)
Kat Deith (Fundraising Manager; parental leave cover)
Andrew Ellis (Communications Manager, resigned May 2025)
Shannon Griffiths (Senior Digital Media Officer)
Sarah Mullaly (Project Manager)
Kaitlyn Patten (Administration Co-ordinator)
Courtney Rayner (Fundraising Manager; parental leave Jul-Mar)
Michael Schillaci (Business Development Manager)
Pavithra Vasanthakumar (Project Officer, commenced Aug 2024)
Rob Wise (Product Integrity and Child Safety Manager, resigned Aug 2024)

Life members

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

Support

Scott Garrett and Jaryd Fletcher
Preflight (Website)
Danielle Tomas
Tomas Studios (Graphic Design)
Stacey Price and Melissa Budge
Healthy Business Finances
Paula Nunez and Mrudula Vaddem
Blaze Your Trail

Finance Subcommittee

Justin Siebert (Chair)
Erica Edmands
David Mylonas
Adrian Wong
Stacey Price (Observer)
Sarah Sexton (Observer)

Governance Subcommittee

Katrina Bringham (Co-Chair)
Adrian Wong (Co-Chair)
Erica Edmands
Justin Siebert
Sarah Sexton (Observer)

Business Development Subcommittee

Marianna Petrenko (Chair)
Anita Orr
Rowan Pizzey
Chris Samartzis
Julia Sheehan
Michael Schillaci (Observer)
Sarah Sexton (Observer)
Lisa Strahan (Observer)



**Education, training
and awareness**



Keeping Victorian Kids Safe In and Around Water All Year Long

Kidsafe Victoria was grateful to secure a further year of funding from the Play It Safe By The Water initiative, enabling continuation of our statewide water safety campaign 'Keeping Victorian Kids Safe in and Around Water All Year Long'.


This year-long comprehensive community awareness campaign targeted parents and carers of children aged 0–4 years, with seasonally tailored messaging addressing key water safety risks. The summer campaign focused on backyard pool and spa safety, autumn highlighted home water hazards such as eskies, ponds and buckets, and winter concentrated on farm and regional water safety risks.

A new initiative in 2024/25 was the introduction of Bath Safety Week, delivered alongside our autumn campaign. This initiative raised awareness of the drowning risks associated with baths and promoted practical, evidence-based strategies to reduce harm. To support greater accessibility, bath safety messages were audio-translated into five languages – Arabic, Simplified Chinese, Traditional Chinese, Dari and Vietnamese. The translations were also used to produce a multilingual bath safety video. Our bath safety flyer was also translated into Dari, further strengthening resources available to Victoria's multicultural communities.

Across all seasonal campaigns, Kidsafe Victoria developed and distributed communication toolkits to key stakeholders, including local councils, community organisations and Maternal and Child Health services, supporting consistent and locally tailored messaging. Campaign delivery was supported by a comprehensive digital strategy, including paid social media advertising on Facebook and Instagram, alongside summer and winter webinars for parents, carers and professionals.

Kidsafe Victoria sincerely thanks the Play It Safe By The Water committee for their generous and ongoing support, which has been instrumental in enabling the delivery of effective, evidence-based water safety campaigns that help protect children and families across Victoria.





The seasonal approach of the campaign ensured that toddler water safety messages remained relevant throughout the year.

Summer Campaign: Safe Barriers Save Lives

Message: Ensure pool and spa barriers are in proper working order, making sure that gates are self-closing and self-latching, that gates are never propped open and to remove all climbable objects around the barrier.



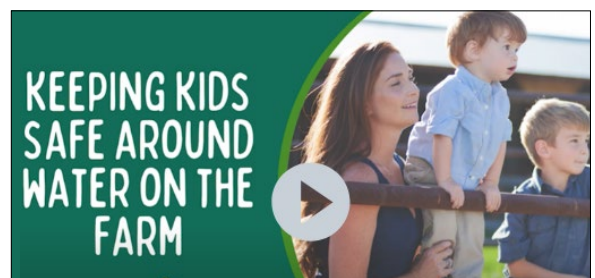
Autumn Campaign: Home water hazards

Message: Make sure an adult is always actively supervising children when in the bath and never leave younger children in the care of older ones.



Winter Campaign: Farm/inland waterway campaign

Message: Set up a safe play area away from water hazards such as dams and irrigation channels.





Greater Dandenong Childhood Injury Prevention Community Champions Program

Kidsafe Victoria secured funding through the Greater Dandenong Large Grants Program to deliver the Childhood Injury Prevention Community Champions Program, supporting two years of activity from July 2024.

The program aims to reduce preventable childhood injuries and deaths in Greater Dandenong by building local capability through professional training, community awareness, behaviour change initiatives, and education for parents, carers and local professionals.

The program features a broad range of injury prevention activities, including:

- Seasonal co-branded child injury prevention community awareness campaigns
- Accredited child car restraint education training
- Paediatric first aid courses, delivered in collaboration with Emergcare
- Access to Kidsafe Victoria's Injury Prevention Online Short Course for professionals
- Distribution of childhood injury prevention resource kits

A significant early achievement has been the delivery of two paediatric first aid sessions for the Dandenong community, both reaching full capacity with 40 participants per session. One session was supported by five interpreters, ensuring accessibility for participants from diverse language backgrounds.

Evaluation results were overwhelmingly positive, with 100% of respondents reporting increased first aid knowledge and confidence to respond in an emergency. Many participants indicated this was their first opportunity to attend a first aid course, citing cost, language barriers and limited local availability as previous obstacles.

“This was my first time attending a first aid training, and I was so excited to learn how to help save someone’s life. I learned a lot, including how to respond when someone is unconscious or having a seizure. I now feel more confident that I can help someone survive in an emergency.”

Another key outcome has been the establishment of strong partnerships and trusted community connections across Greater Dandenong. These relationships have been critical in extending the reach of injury prevention messaging, supporting culturally responsive engagement, and enabling consistent delivery of education and training across diverse community settings.

As the program enters its second year, Kidsafe Victoria looks forward to deepening these partnerships, expanding community-led safety initiatives, and further strengthening childhood injury prevention capacity across Greater Dandenong.



Hunter Boyle Children's Swim Program

In August 2020, two-year-old Hunter Boyle tragically drowned in a dam on a farm in Shepparton. In the depths of their grief, Hunter's parents, Ash and Matt, were determined to make a difference and prevent other families from experiencing similar heartbreak.

Partnering with Kidsafe Victoria, they launched the Hunter Boyle Children's Swim Program in 2021, aimed at providing free swimming lessons and equipment to children in need in the Goulburn Valley region.

The program has focused on delivering swimming lessons, swimming accessories and water safety education to vulnerable children, particularly those from families facing financial barriers. Initially designed to support 10 children, the program has grown substantially, making a wider impact in the community.



2024/25 highlights

- **Melbourne Racing Club (MRC) Foundation:** Funding received in September 2024 to expand the program into the Mornington Peninsula Shire, delivering swimming lessons, swimming accessories and water safety education for 20 eligible children from January to December 2025
- **Greater Shepparton Foundation:** Funding received in May 2025 to support swimming lessons for 10 vulnerable children from July 2025 to June 2026 in the Greater Shepparton region
- **Cotton On donation:** Generously provided swimwear and towels for children aged 4–10 years
- **Program improvements:** Streamlined eligibility and referral pathways, and strengthened partnerships with local community organisations, enabling efficient program implementation and expansion once funding was received

Kidsafe Victoria looks forward to continuing to grow the Hunter Boyle Children's Swim Program in the coming years, reaching more children, supporting families and promoting water safety across Victoria.



THE
HUNTER BOYLE
CHILDREN'S SWIM PROGRAM

Supported by



Child Accident Prevention Foundation of Australia
Kidsafe VIC Inc.



Safe Seats Safe Kids

The Safe Seats Safe Kids program provides essential child car restraint fitting, checking and education services to families across Victoria. Motor vehicle crashes remain a leading cause of serious injury and death among children, making correctly fitted child car restraints a vital measure in protecting young passengers.

From 2020 to 2023, the program was proudly funded by the Victorian State Government. Following the conclusion of this funding, Kidsafe Victoria has continued to operate the initiative through self-funding, supported by partnerships with local organisations and businesses to deliver smaller-scale fitting events. Despite these efforts, this model has proven unsustainable and cannot meet the growing community demand for accessible and professional child car restraint fitting services.

We are grateful to the partners who have enabled the program's continuation in selected regions since government funding ceased in December 2023. We extend our sincere thanks to **Transurban, Britax, Victoria Police**, and the **Hamilton and SpringDale Neighbourhood Centres** for their commitment to child safety in their communities.

Their support enabled us to conduct more than 950 child car restraint checks between July 2024 and June 2025, with 92% requiring an adjustment, re-installation or education on use to ensure parents and carers are transporting their little ones correctly and safely.

Without renewed government support, this vital program faces closure, leaving many Victorian families without access to essential child car restraint fitting and safety check services.

This poses a significant safety concern amid rising road fatalities – 217 lives have been lost year to date, up from 208 last year, including six children under 16.

We also extend our gratitude to the professional child car restraint fitters who continue to share their expertise, educating and empowering parents and carers to ensure their children travel safely. Looking ahead, Kidsafe Victoria is actively seeking critical further sponsorship and partnership opportunities to sustain this vital program through 2025/26 and beyond. **Our mission remains clear: to ensure every child in Victoria can travel safely on our roads.**





National Kidsafe Day

National Kidsafe Day takes place annually on 5 March, marking the anniversary of the establishment of the Child Accident Prevention Foundation of Australia in 1979.

Kidsafe Victoria hosted a free child car restraint fitting event at Casey Fields in Cranbourne East, supported by Britax and Casey Highway Patrol. The event booked out within days, highlighting the strong community demand for accessible, professional child car restraint fitting services. Media coverage of the event amplified key safety messages and reinforced the importance of correct restraint use in protecting children on Victorian roads.

A powerful element of the event was the contribution of parent advocate Zoe ten Broek, who shared her family's experience of a serious car crash involving her infant son in 2022. Doctors said at the time that his correctly fitted, rear-facing child car restraint was likely a critical factor in his survival. Her story underscored the real-world impact of correct restraint use and the importance of ensuring parents and carers have access to expert advice and support.

Victoria Police also played an important role on the day, reinforcing the importance of child car restraint compliance and safety education. Senior Constable Travis Perkins from Casey Highway Patrol highlighted that incorrectly fitted restraints are frequently observed during roadside intercepts, and that even minor errors can have devastating consequences in the event of a crash.

The event formed part of Kidsafe Victoria's broader advocacy efforts to improve child car restraint safety across the state.

Analysis of data collected from more than 36,000 child car restraint checks revealed that nine in ten restraints were incorrectly installed, incorrectly adjusted, or not appropriate for the child's age or size.

Evidence shows that when restraints are not used correctly, the risk of life-threatening injury in a crash is four to six times greater.

Common issues identified included restraints not being securely installed, harnesses and headrests incorrectly adjusted, and children being moved into forward-facing seats or booster seats too early. These findings highlight the urgent need for ongoing education, professional fitting services and sustained investment in prevention.





Kidsafe Injury Prevention Short Course

The Kidsafe Injury Prevention Short Course has been offered as a fee-for-service professional development resource since November 2023, following a comprehensive review and update of our previous e-learning programs for Maternal and Child Health (MCH) nurses and community sector professionals.

The course is designed to support a broad range of professionals, including MCH nurses, early childhood educators, community organisation staff and local government personnel, by providing current, evidence-based information on key child injury prevention issues.

Content includes Australian Standards, best-practice guidance and practical resources to support families and carers.

Covering essential topics such as home safety, road safety, water safety, safe play and product safety, the course equips professionals with the knowledge and confidence to integrate injury prevention advice into everyday practice.

To date, more than 780 professionals have registered for the Kidsafe Injury Prevention Short Course.

Accredited Course in Type 1 Child Restraint Fitting

Now in its fifth year, the nationally recognised course – 52862WA Course in Type 1 Child Car Restraint Fitting course continued to demonstrate consistent growth and strong professional engagement throughout 2024/25.

The course provides participants with the knowledge and skills to install child restraints and conduct Type 1 fitting and checking services, and educate people on appropriate selection and use of child car restraints. Participants in 2024/25 represented a diverse professional cohort, including mechanics, car dealerships, child protection workers, occupational therapists, childcare workers, career changers, and existing child car restraint fitters seeking to join Kidsafe programs as an external contractor.

The course investment remains at \$550 per participant (plus GST and service fees), ensuring accessibility across professional sectors, while contributing to Kidsafe Victoria's earned revenue. The course is suitable for individuals currently providing, or intending to provide, child car restraint fitting services, or those required to select, fit or use child restraints as part of their work duties. Successful completion provides participants with the knowledge, skills and attitudes to deliver Type 1 child car restraint fitting and checking services.

With more than 70 per cent of child car restraints estimated to be incorrectly fitted or used, the need for qualified professionals remains critical. Kidsafe Victoria is committed to expanding its network of accredited fitters during the 2025/26 financial year to improve safety outcomes for children and families across Victoria.

Accredited Child Car Restraint Workshop

Now in its second year, the Accredited Child Car Restraint Workshop continued to receive funding support from the VicRoads Community Road Safety Grants Program throughout 2024–2025. This enabled Kidsafe Victoria to deliver subsidised, nationally recognised training workshops to foster carers, family support workers and family day care educators across Victoria.

The one-day, face-to-face workshop equips participants with the knowledge and practical skills required to correctly select and install child car restraints for children in their care. The program combines theoretical learning, including Victorian child restraint road rules, restraint types and selection criteria, with hands-on practical training fitting a range of child restraints and booster seats. This blended approach builds participant confidence to apply learning in real-world settings.

While professionals in early childhood and family services are typically trained in education, CPR and First Aid, there is currently no mandatory training for child car restraints. This gap presents a significant safety risk, as incorrect selection or installation of restraints can lead to serious injury.

The workshop addresses this critical need by ensuring carers and educators are appropriately equipped to transport children safely.

Although initial uptake was modest, demand increased steadily throughout 2024–25, particularly from intervention support agencies, family support workers, foster carers and in-home nannies seeking to strengthen their child safety capability.

In response, Kidsafe Victoria prioritised delivery to these audiences and plans to expand workshop availability in 2025–26 to meet growing demand.



Child Car Restraint Education Sessions

For nearly a decade, Kidsafe Victoria has partnered with the VicRoads Community Road Safety Grants Program (VCRSGP) to deliver affordable child car restraint education sessions to community organisations across Victoria.

Funding from the VCRSGP enables Kidsafe Victoria to subsidise many of these sessions each year, ensuring that vital child car restraint education remains accessible to those working with families and children.

Each two-hour session combines theory and practical learning. Participants gain an understanding of Victorian child restraint road rules, explore the range of available child car restraints, and learn how to select the most appropriate restraint based on a child's age and size. Practical training provides hands-on experience installing and using various restraints and booster seats, supporting participants to confidently apply their learning in everyday practice.

In 2024–2025, Kidsafe Victoria delivered 62 education sessions, reaching more than 600 community organisation participants across the state.

This partnership continues to have a meaningful impact, with each participant taking essential road safety knowledge back to their workplace and the families they support.

Looking ahead to 2025–2026, Kidsafe Victoria will continue this successful program, expanding its reach to additional communities and reinforcing our commitment to accessible, evidence-based child car restraint education. Through this ongoing partnership, we aim to ensure that more professionals have the skills and knowledge needed to keep children safe on Victorian roads.



Seat Me Safely: Mobility and Disability Services

Launched in July 2024, *Seat Me Safely* represents a strategic expansion of Kidsafe Victoria's services, reinforcing our commitment to safe, inclusive, evidence-based road safety. Delivered by Kidsafe Victoria's accredited Type 1 Child Car Restraint Fitters, the program provides tailored transport solutions for children with medical conditions, disabilities or behavioural challenges, ensuring safe and appropriate travel for all vehicle occupants.

The program takes a holistic, person-centred approach, working closely with occupational therapists and allied health professionals to provide professional assessments and recommendations. This empowers families, carers, and practitioners to make informed decisions about transport safety for children with additional needs.

Operating under a fee-for-service model, the program offers flexible consultation options, including virtual and in-person assessments, hire-for-trial services, and the sale of specialised harnesses and restraint accessories.

Since its launch, the program has achieved strong industry engagement, participating in ATSA and Source Disability Expos and delivering regional information sessions to raise awareness and strengthen professional networks.

These initiatives have reinforced Kidsafe Victoria's position as a leader in road safety, inclusion, and injury prevention.

Looking ahead, *Seat Me Safely* will focus on expanding regional service delivery, deepening partnerships with health professionals, and enhancing education opportunities across the mobility and disability sectors. Continued investment in training, digital resources, and collaboration with government and industry partners will ensure the program remains at the forefront of safe, inclusive transport solutions across Victoria.





Nursery Equipment Program

Funded by the Victorian Government and delivered by Kidsafe Victoria since October 2023, the Nursery Equipment Program provides free child car restraints and cots to vulnerable families across Victoria, facilitated through the Maternal and Child Health service.

In 2024/25, the program saw:



2,119 families supported across 95 Maternal and Child Health services



1,157 child car restraints provided and installed



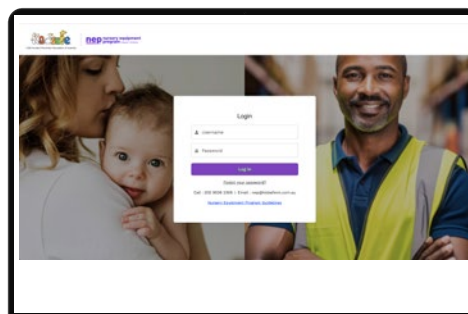
1,521 cots have been provided and assembled

The program goes beyond equipment provision by offering essential family education, ensuring carers know how to safely use and adjust items as children grow.

To reach families not yet connected to Maternal and Child Health services, Kidsafe Victoria partners with community organisations to link them with the program and ensure equitable access.

In February 2025, as part of Baby Safety Month, the Infant & Nursery Products Alliance of Australia (INPAA) held industry awards showcasing innovation in safety and injury prevention. Kidsafe Victoria was honoured to receive the Community Service Award for our work on the Nursery Equipment Program, recognising our contribution to child safety and injury prevention.

Continuous improvement is a priority, with ongoing efforts to enhance efficiency, effectiveness and reach, helping all vulnerable children in Victoria travel and sleep safely.



nep nursery equipment
program KIDSAFE VICTORIA



NATIONAL BurnsAwareness MONTH

National Burns Awareness Month

National Burns Awareness Month (NBAM) is an annual campaign run by Kidsafe Australia in partnership with the Australian and New Zealand Burns Association (ANZBA). Held each June, NBAM raises awareness of burns prevention and correct first aid treatment, particularly during winter when children are at higher risk of burns and scald injuries.

Throughout the month, Kidsafe Victoria ran a range of social media posts on both Facebook and Instagram focusing on key topics such as correct first aid treatment for burns, hot drinks and food, hot water regulation, baths and electric blanket risks. To launch the 2025 campaign, Kidsafe Victoria joined key burns prevention partners – including the Royal Children's Hospital (RCH),

the Victorian Adult Burns Service (VABS), Fire Rescue Victoria and The Alfred – to host a burns awareness stall in the RCH foyer. The collaborative stall provided an opportunity to distribute resources and start meaningful conversations with families and staff about burns prevention and correct first aid.



First Aid

Throughout 2024/25, Kidsafe Victoria continued its valued partnership with Emergcare, a paramedic-led first aid training provider, to deliver high-quality first aid and injury prevention education to families, carers and professionals across Victoria. This collaboration remains a key component of our prevention and education work, ensuring communities have access to practical, evidence-based skills that support child safety.

Together, we delivered and promoted a suite of first aid courses tailored to the diverse needs of parents and carers. These programs provide practical, evidence-based skills that empower communities to respond confidently in emergencies and reduce preventable harm.

The Perinatal First Aid course, developed in collaboration with the Centre of Perinatal Excellence (COPE), continued to support new and expecting parents.

The program provides practical guidance on infant CPR, first aid and injury prevention, alongside evidence-based perinatal mental health education to promote emotional wellbeing during the transition to parenthood.

The Paediatric First Aid course remained a popular offering, delivering a three-hour training program focused on infant and child CPR and the management of common childhood emergencies. The course also incorporates practical injury prevention strategies to help families create safer home environments.

Through our ongoing collaboration with Emergcare, Kidsafe Victoria remains committed to building community capability, supporting injury prevention and ensuring those caring for children are equipped with the skills and confidence to act when it matters most.



Advocacy and media



Download:
Low-Speed Vehicle Run-Over
Prevention Strategy



Low-Speed Vehicle Run-Over Prevention Strategy

On 5 December 2024, Kidsafe Victoria launched its draft Low-Speed Vehicle Run-Over (LSVRO) Prevention Strategy, funded by the Transport Accident Commission (TAC). The strategy provides a comprehensive plan to reduce childhood deaths and serious injuries caused by low-speed vehicle run-overs in Victoria.

LSVRO incidents have been a major cause of preventable injury and death since the 1990s. In Victoria alone, an average of 41 children aged 0–14 years are killed or seriously injured each year. While hospitalised injuries have declined over the past decade, deaths have not reduced, with a tragic spike in 2023 where six children lost their lives. Notably, 72% of child driveway run-over deaths now occur when vehicles travel forward, highlighting an urgent need for updated prevention strategies, which have historically only focused on reversing vehicles.

The strategy was developed in consultation with affected families, community members and relevant agencies. A 10-week public consultation period on the draft strategy allowed for valuable feedback, with the strategy finalised in late February 2025.

The LSVRO Prevention Strategy focuses on three key areas:



Vehicle safety: Encouraging the development and adoption of affordable safety technologies for both new and used vehicles.



Property design: Promoting safer driveway design guidelines and practical measures to reduce risk within households and communities.



Public education: Updating campaigns to raise awareness of LSVRO risks and encourage evidence-based safety practices.

The launch event received strong stakeholder support. Eve Strano, who tragically lost her daughter Pippa, shared her story and advocated for improved vehicle technology, public education and safer driveway designs. A visual demonstration using child cut-outs highlighted vehicle blind spots, illustrating how difficult it is for drivers to see children.

The launch attracted significant media coverage, featuring on Channels 7, 9 and 10, as well as the Herald Sun, ABC Melbourne Drive and regional radio. Kidsafe Victoria continues to progress the goals of the strategy, promoting safer driveways and evidence-based safety practices across Victoria.

LSVRO Prevention Awareness Day

National Low Speed Vehicle Run-Over (LSVRO) Prevention Awareness Day was established by Emma and Peter Cockburn in memory of their daughter Georgina, who was fatally injured in a LSVRO incident on 16 April 2011. The day, which is held on 16 April each year, is dedicated to raising awareness about the dangers that driveways pose for children and what families can do to reduce the risk of LSVRO incidents occurring.

Septic pits

Kidsafe Victoria was made aware of the dangers posed by unsecured septic systems when Amanpreet reached out to us after tragically losing her 3-year-old son Nihal in March 2023, after he stepped onto an unsecured septic pit on a family friend's property.

In his memory, Amanpreet, with the support of Kidsafe Victoria, established Nihal's Legacy Program under our Ambassador Program. The initiative aims to raise awareness of septic system hazards and prevent future tragedies.

Over the last financial year, Kidsafe has continued to advocate for two key priorities to improve child safety:


- **Child-resistant screens under septic lids** as a secondary safety measure if the primary lid fails.
- **Certificates of Compliance for septic systems** when properties are sold or rented.

Awareness-raising efforts have included the release of new resources, such as the **'Keeping Your Children Safe In and Around Water'** booklet and a dedicated **septic pit safety flyer**, alongside social media campaigns across Facebook and Instagram.



Through Nihal's Legacy Program, Kidsafe Victoria continues to drive education, advocacy and practical solutions to reduce preventable injuries in the home.





Loose curtain and blind cords or chains, particularly those with loops, pose a serious strangulation hazard for children.

Curtain and blind cords

Loose curtain and blind cords or chains, particularly those with loops, pose a serious strangulation hazard for children. The tragic loss of three-year-old Lincoln in 2020, who became entangled in a blind cord in a Melbourne rental property, highlighted the urgent need for stronger safety measures in Victoria.

Over the past five years, Kidsafe Victoria, together with Kerrie, Lincoln's grandmother, has been advocating for reforms to improve the safety of children in rental properties.



As a result of sustained advocacy, new curtain and blind cord safety standards for rental properties will come into effect on 1 December 2025. The key requirements are:

- All corded internal window coverings in rental properties must be secured to prevent loop formation, closing a gap in previous standards that only applied to coverings installed from 2015 onwards.
- Tenants may request urgent repairs for non-compliant cords or install blind cleats or guides themselves.
- Rental providers are prohibited from renting properties that do not meet the minimum safety standard.
- Families can proactively secure blinds and curtains by ordering free blind cord safety kits from Consumer Affairs Victoria (CAV).

Kidsafe Victoria welcomes this critical reform, which ensures all Victorian rental properties meet essential safety standards. We extend our heartfelt thanks to Kerrie and the many advocates whose voices were instrumental in achieving this life-saving change.

Media campaigns

Throughout 2024/25, Kidsafe Victoria continued to strengthen our injury prevention efforts through targeted and timely media campaigns, ensuring critical child safety messages reached families, carers and decision-makers across Victoria. Our campaigns focused on priority risk areas including child car restraints, low-speed vehicle runovers and product safety, responding to emerging risks and seasonal safety concerns.

Building on enhanced in-house content capabilities, we produced high-quality video, imagery and expert commentary, enabling rapid and reliable media engagement. This approach has further positioned Kidsafe Victoria as a trusted source of evidence-based safety advice for journalists working in fast-paced news environments.

Over the course of the year, our media activity generated more than 400 mentions across print, online, radio and TV platforms.

A key campaign highlight was the launch of our low-speed vehicle run-over prevention strategy, which attracted significant media attention and helped elevate public awareness of this critical issue.

We also received extensive television coverage of our National Kidsafe Day event in Cranbourne, where Melbourne mum Zoe ten Broek shared her family's story after her son Jax was severely injured in a car crash in 2022. Doctors advised that his properly fitted child car restraint was likely the reason he survived – powerfully reinforcing the importance of this life-saving intervention.

Together, our media and digital efforts in 2024/25 strengthened Kidsafe Victoria's voice as a leading authority in child injury prevention, supporting our broader advocacy and education goals while ensuring life-saving safety messages continue to reach the communities that need them most.





Events

Partnering to drive change

Transurban

With the generous support of Transurban, Kidsafe Victoria hosted three Safe Seats Safe Kids events during National Road Safety Week in May 2025, offering free child car restraint fittings and safety checks for parents and carers in Melbourne's western suburbs.

At iconic venues including Melbourne Zoo, Werribee Zoo and Whitten Oval, families were not only able to have their child car restraints fitted or checked by accredited professionals, but also to enjoy the unique experiences each location offered. These events helped families ensure their children were travelling safely and provided valuable information on best-practice child car restraint use. Notably, 91% of restraints inspected were incorrectly used or installed, reinforcing the importance of these community safety initiatives.

Building on this success, and with ongoing support from Transurban, Kidsafe Victoria hosted an additional 11 #CheckMyRide events between March and June 2025. These free community sessions, held in Williamstown, Essendon and Port Melbourne, reinforces the vital role of child car restraint fittings and safety checks, with our accredited fitters again finding that 91% of restraints were improperly used or installed.

Transurban's support has been instrumental in helping families keep children safe on the road, and we look forward to continuing this important partnership to make every journey a safer one.



Britax

Kidsafe Victoria sincerely thanks Britax for their continued support throughout 2024/2025, which has been instrumental in advancing our mission to improve child car restraint education across Victoria.

As a returning partner, Britax supported a child car restraint fitting event at Casey Fields for National Kidsafe Day in March, providing local parents and carers with free restraint fittings, safety checks and educational resources. This event helped ensure correct use of child car restraints while strengthening Britax's connection with the community.

We also collaborated on four consumer education videos, providing practical advice for parents, accompanied by a social media campaign to drive awareness and engagement.

Britax's sponsorship of the 2025 Gala Ball further demonstrated their commitment to child safety, helping to raise both awareness and vital funds for Kidsafe Victoria's programs.



Gala Ball

YESTERDAY TODAY
AND TOMORROW

Kidsafe Victoria Gala Ball

On Friday 20 June 2025, Kidsafe Victoria proudly hosted our annual Gala Ball at the iconic Plaza Ballroom in Melbourne's CBD. The event brought together 295 guests, including long-standing supporters, community leaders, corporate partners and families connected to our Ambassador Program, in a vibrant celebration of our shared commitment to child safety.

The Gala, themed Yesterday, Today & Tomorrow, symbolised the incredible history and impact of Kidsafe Victoria over the past 46 years, while highlighting what we can do today to ensure the safe future of children tomorrow.

Guests were moved by Kidsafe Victoria CEO Sarah Sexton's heartfelt address, sharing her personal connection to the organisation and the tangible impact of our work on child safety. Ishelle Pollard from Ambulance Victoria illustrated the far-reaching consequences of preventable injury, reinforcing the vital importance of the cause.

The evening came alive with music from the Havana Band and an exciting live auction, expertly led by Greg Brydon and Kevin Chokshi. Returning as hosts for the evening were Olympian Matt Welsh and media presenter Candy Hertz.

We were grateful for the generous support of our Gala Guardians, **Britax and Lim's Pharmacy**, and our Gala Champions, **Coles Liquor and Foot Solutions**. Their contribution, alongside our speakers, entertainers, auctioneers and volunteers, ensured the Gala was an uplifting and memorable night out.

The evening also featured the presentation of the second annual Kidsafe Victoria Awards, celebrating outstanding contributions to child safety. This year's recipients were:

★ Kidsafe Victoria Champion Award:
A/Prof Sjaan Koppel, Monash University

★ Kidsafe Victoria Community Award:
National Child Health Poll Team, Royal Children's Hospital

★ Kidsafe Australia President's Award:
Melanie Courtney, Former Kidsafe Victoria CEO

The Gala was a celebration of generosity, community and hope. It highlighted the importance of child safety, shared inspiring stories, and reinforced our collective commitment to protecting Victorian children, leaving guests motivated to continue supporting Kidsafe Victoria's vital work.

An evening honouring yesterday, celebrating today and investing into a hopeful future for the next generation, as we work together to make a safer world for our kids.





**Our collaborations
and committees**

Thanks



We thank the Victorian Department of Health and the Department of Transport and Planning for providing ongoing support through various funding to assist our operations, including the Nursery Equipment Program.

Grants



Sponsors



Supporters



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:

- 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)
- Superintendent Paul Gardiner – Victoria Police
- Kim Howland – Municipal Association of Victoria
- Ciara Millar – Coroners Court of Victoria
- Helen Cunningham – Queen Elizabeth Centre
- Robert Roseby – Monash Children's Hospital
- Danielle Smith – Monash Children's Hospital
- Sudha Joseph – Department of Families, Fairness and Housing
- Trudy Marr – are-able

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

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, Aquatics & Recreation Victoria, Australian Sailing, AUSTSWIM, Belgravia Leisure, Boating Industry Association of Victoria, Department of Justice and Community Safety, Dragon Boat Victoria, Kiteboarding Australia, Maritime Safety Victoria, Paddle Victoria, Parks Victoria, Surfing Victoria, Swimming Victoria, Triathlon Victoria, Victorian Fisheries Authority, VR Fish and YMCA Victoria. Sarah Mullaly 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.

Consultative Council on Obstetric and Paediatric Mortality and Morbidity Committee (CCOPMM)

CCOPMM considers, investigates and reports on obstetric, perinatal and paediatric mortality and morbidity, as well as related matters referred by the Minister for Health or the Department of Health. It collects health and personal information to enable population-based surveillance and analysis of the incidence and risk factors associated with maternal deaths, stillbirths and the deaths of infants and children under 18 in Victoria.

Treasurer's Report

Justin Siebert



I am pleased to be providing my Treasurer's report for Kidsafe Victoria Incorporated for the 2024/25 financial year.

Throughout the year, Kidsafe Victoria Incorporated has continued to deliver on its mission to prevent child injury, while meeting its obligations to government, numerous funders and stakeholders, in a challenging operating environment.

Our previous Auditor was required to resign due to health reasons, resulting in an unavoidable delay to the statutory accounts and Annual General Meeting. We are pleased to have since appointed Katrina McPhee from Allen Audit & Advisory who commenced as Auditor for the 2024/25 Statutory Accounts.

The total revenue brought to account for the year was \$2.34 million, compared to \$2.76 million during 2023/24. A significant part of the decrease is due to the hiatus of the Safe Seats Safe Kids program. A strategic decision was made to retain critical expertise during this period to enable a rapid and effective recommencement of the program. While this decision had a negative impact on the organisation's financial position, it was necessary to protect long-term service delivery capability.

Kidsafe Victoria continues to receive indexed Victorian Government funding that contributes to our administration costs. We acknowledge and thank the Victorian Government for its ongoing support, which remains essential to the organisation's ability to operate and deliver impact.

The organisation recorded a deficit for 2024/25 of (\$310,000), resulting in retained earnings of (\$127,000). The Board is actively progressing a pathway to return the organisation to a surplus position and to ensure long-term financial sustainability.

As the majority of programs are funded in advance, the organisation's cash position is solid with Cash At Bank of \$435,000 at year end. Liabilities are largely consisting of unspent Grants / Unearned Income of \$425,000, including contributions toward future administration costs.

As at 30 June 2025, Kidsafe Victoria employed 9.70 full-time equivalent staff.

We remain grateful to Monash Children's Hospital for providing us with office space and to Stacey Price and her team at Healthy Business Finances for their ongoing accounting support.

I also thank my fellow members of the Finance Subcommittee, including Erica Edmands, Adrian Wong and David Mylonas.

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



Kidsafe Victoria
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Kidsafe Victoria acknowledges the Bunurong/Boonwurrung peoples, the Traditional Custodians of the land where our Community Support Centre is located, and all Traditional Custodians across Victoria. We pay our respects to their culture and their Elders past and present.