ABOUT KIDSAFE WA

Kidsafe WA is the leading independent not-for-profit organisation dedicated to promoting safety and preventing childhood injuries and accidents in Western Australia. Injuries are the leading cause of death in Australian children aged one to fourteen, accounting for nearly half of all deaths in this age group. More children die of injury than die of cancer, asthma and infectious diseases combined. Many of these deaths and injuries can be prevented. Kidsafe WA works in the community to educate and inform parents and children on staying safe at home, at play and on the road.

Kidsafe was originally known as the Child Accident Prevention Foundation of Australia and founded in 1979. The Western Australian division was established in 1980, while the name Kidsafe was adopted nationally 1993. Since the establishment of Kidsafe, the number of child deaths and hospitalisations has halved.

With the support of our funding partners and the expansion of our programs across Western Australia, Kidsafe WA continues to work with key stakeholders to prevent unintentional childhood deaths and injuries. We hope this year’s annual report provides insight into our current activities and our focus towards protecting West Australian children from injury.

“Protecting children from injury”
HIGHLIGHTS

New Community Facility
Since the formation of Kidsafe WA in 1980, the organisation was based at Princess Margaret Hospital (PMH). Whilst there were many benefits in co-locating at PMH, it became clear that the space restricted Kidsafe WA’s ability to deliver contemporary services as well as future expansion. With the construction of the new Perth Children’s Hospital, Kidsafe WA had the exciting opportunity to develop our own purpose built community facility.

Funding bequeathed to Kidsafe WA from the Joyce Henderson Trust Fund and the Mary Bremner Estate allowed the organisation to purchase an existing property at 140 Railway Parade, West Leederville in September 2014. Significant Lotterywest funding support in February 2015 provided the platform through which Kidsafe WA was able to commence the redevelopment of the property.

Along with Lotterywest's generous support, Kidsafe WA was fortunate to receive support from 25 Western Australian businesses, government agencies and individual community members who recognised the importance of preventing unintentional childhood injury and death. Sponsor contributions included reduced cost building materials and equipment, reduced fit out costs, cash donations and in-kind labour. Some of the Western Australian businesses who supported this project included:

- Lakeshore Group
- BGC
- Retravision
- Kleenheat Gas
- Tradelink
- Brammer Constructions
- SGIO
- Floorwise
- ATCO Gas
- Bluescope Steel
- Crosby Tiles
- Revolution Roofing

The new facility opened its doors to the community on Monday 31st of October 2016, after almost five years of planning. The new facility is the central base through which Kidsafe WA delivers services to families throughout the metropolitan area, as well as regional and remote communities. It incorporates: the relocation of Kidsafe WA’s Safety Demonstration House; Child Car Restraint Service; a new Community Education facility and the organisation’s research, injury prevention and administration base.

The new Kidsafe WA community facility provides an environment that represents the organisation appropriately, by being safe, family friendly, accessible, contemporary and appropriate for clients, community groups, staff and volunteers. With the support of the Joyce Henderson Trust, Mary Bremner Estate, Lotterywest and the business community of WA the organisation can continue to educate the community on creating safer places for children to grow, live, learn and play.
KIDSAFE WA BOARD

Simon Joyner  
President  
Finance Subcommittee

Drew Totterdell  
Treasurer  
Finance Subcommittee

Ian Andrews  
National Council  
Representative

Tom Henderson  
Finance Subcommittee

Prof. Alexandra McManus  
Research & Development  
Subcommittee

Andrea McNally  
Marketing & Fundraising  
Subcommittee

Kate Quinn  
Marketing & Fundraising  
Subcommittee

Katharine Wright  
Marketing & Fundraising  
Subcommittee

Felicity Zimmermann  
Finance Subcommittee
KIDSAFE WA STAFF

Scott Phillips  
CEO

Jessica McKenna  
General Manager

Pia Brammer  
Manager – Special Projects

Melita Jefferies  
Manager – Special Projects

Tracy Blaszkow  
Program Manager

Katherine Celenza  
Program Manager

Anita Stepan  
Program Manager

Anita Derrington  
Manager Child Car Restraint Services

Gretchen Waddell  
Project Officer

Julie Forrester  
Administration Officer

Lisa Clark  
Child Car Restraint Technician

Helen Copeland  
Child Car Restraint Technician
Shawn Draper  
Child Car Restraint Technician

Nicole Jackson  
Child Car Restraint Technician

Deborah Ritchie  
Child Car Restraint Technician

Demelza Sutton  
Child Car Restraint Technician

Charles Udy  
Child Car Restraint Technician
PRESIDENT’S REPORT

It is my pleasure to present the Kidsafe WA Annual Report for 2017 for the last time as president. It is time to hand the baton to someone else that values the important work undertaken by the organisation to reduce childhood injury in this state. It has been my pleasure to lead an enthusiastic and talented board over the past 8 years as we developed a strong and sustainable Kidsafe WA.

In the last 12 months the organisation has moved its operations from Princess Margaret Hospital to the new Kidsafe WA building in West Leederville. This relocation project has been a major undertaking for the Kidsafe WA board and staff for the past 5 years. Projects like this are only possible with the support of the local community. We were overwhelmed with the generosity of Western Australian businesses, government agencies and individual community donors. This new community facility will be the centre of Kidsafe WA operations for the foreseeable future.

I would like to express my appreciation and gratitude to our current Board who generously volunteer their time at both board and subcommittee level. To Mr. Tom Henderson, Mrs. Katharine Wright, Mr. Ian Andrews, Prof. Alexandra McManus, Mr. Drew Totterdell, Mrs Kate Quinn, Mrs. Andrea McNally and Mrs. Felicity Zimmermann, I thank you for your valued contributions over the past year and ongoing support into the future.

I would also like to give a special thank you to Mr. Tom Henderson who will leave the board at the current AGM after eight years. Tom has held the position of Treasurer for the majority of that time. His experience has been invaluable as we developed our financial governance models.

Thank you to our CEO Scott Phillips and his team at Kidsafe WA. As an organisation we continue to attract and retain quality staff committed to child injury prevention. Over the past 12 months the team have continued to provide evidence based campaigns, raise public awareness of child injury mechanisms and advocate for safer environments around our children.

As a not for profit organisation Kidsafe WA continues to develop key partnerships with government departments, agencies and commercial business to support our injury prevention mission. I would like to thank the Western Australian Department of Health for their commitment to child Injury prevention. This support gives us a firm funding base to provide services across Western Australia. In addition Britax, Horizon Power, ATCO Gas, Healthway and SDERA provide vital funding to support a diversity of additional injury prevention activities. The ongoing strength of these relationships is important to Kidsafe WA. Thank you for your continued support. I would also like to give a special thanks to Princess Margaret Hospital for hosting Kidsafe WA for nearly 30 years.

Simon Joyner
President
Kidsafe WA
Over the last year Kidsafe WA has made some exciting changes to how we deliver our key injury prevention messages to the families of Western Australia. This has included the completion of our new community facility, improvement in our digital platforms and new injury focus areas. As we travel across the state we continue to take our messages to every corner of Western Australia.

The need for public awareness raising of the injury risks to children remains important as there are still 27 deaths and more than 7000 hospitalisations, due to injury, in the 0 to 14 year old age group annually.

The emergence of popular social media and digital environments has enabled Kidsafe WA to produce many new cost effective methods of communicating with our audience. Targeted campaigns that are timely and can be tailored to young families can be produced in house. As an organisation we have invested in our web presence, social media platforms, mobile applications and skill development to make sure we use these tools efficiently.

In October 2016 Kidsafe WA relocated to our new purpose built community facility in West Leederville. This facility houses the administration centre for our operations but also provide a more modern safety demonstration house, a safer restraint fitting environment, large training rooms and a new shop. This facility was supported by all parts of the Western Australian Community. We were humbled by the contributions of individual community members, local businesses and government agencies. Without this support Kidsafe WA would have been unable to produce such an important community facility for the families of Western Australia.

I would like to thank Simon Joyner and the Board of Kidsafe WA for their ongoing commitment to our organisation. As we have developed a sustainable future over the past 6 years, the support and guidance of the board and subcommittees has been invaluable.

My appreciation is also extended to our partners, sponsors and supporters who make it possible for us to provide child injury prevention campaigns throughout Western Australia. Special thanks to the Department of Health who provide core funding to support our research, home, school, play and regional injury prevention programs; Britax and SDERA who support our Major Road Safety strategies; Healthway for their support of ‘Safety in Schools’; Horizon Power and ATCO Gas for support of our energy safety messages; and the Department of Consumer Protection for their annual Kidsafe WA Award. A special thanks must go to Princess Margaret Hospital for their accommodation support from the inception of Kidsafe WA.

I would also like to extend my thanks to the staff at Kidsafe WA. The team work across a number of important injury prevention initiatives whilst helping the organisation to remain sustainable. Our staff are known for their commitment to injury prevention and the quality of their work.

Scott Phillips
CEO
Kidsafe WA
The 2016-2017 financial year has seen a continued improvement in the financial position of Kidsafe WA. Over the past 5 years Kidsafe WA has run a capital raising strategy to provide a new home in West Leederville and develop an investment fund to support our R&D priorities. The generous contributions from the Joyce Henderson Trust Fund, the Mary Bremner Estate, Lotterywest and the business community of Western Australia has provided the organisation with a contemporary facility and healthy cash reserves.

Our Financial Subcommittee continues to provide clear financial governance and transparency around our expenditure decisions. These controls allow better analysis and clearer information for our board during decision making on any investment and expenditure.

Kidsafe WA has also continued to explore new funding strategies to support the operations of the organisation. As the funding environment has become tighter we have increased our focus on our fee for service programs. This includes growth in our child restraint and playground advisory services. Key long term sponsorships and government grants allow us to continue to provide child injury prevention programs to the community of Western Australia.

As an organisation we continue to offset any expenses with available income to ensure a sustainable future. Employment costs remain the single largest organisational expense as we ensure that we retain skilled staff that are suitably remunerated.

As Treasurer I concur that the financial records made available to the auditor reflect fairly the true financial position of Kidsafe WA.

I would like to extend my appreciation and thanks to our Auditor Mr. Jack Barker, the Finance Subcommittee and the Kidsafe WA executive team for their assistance with the financial management of the organisation and the preparation of the financial reports. In particular I would like to thank Mr. Tom Henderson for his support as I took on the treasurer role over the past 12 months. During his 8 years as treasurer, Tom oversaw the accommodation project and developed the financial governance models at Kidsafe WA.

Drew Totterdell
Treasurer
Kidsafe WA
## Kidsafe Western Australia Inc
140 Railway Parade, WEST LEEDERVILLE WA 6007

### Balance Sheet
June 2017

<table>
<thead>
<tr>
<th>Assets</th>
<th>This Year</th>
<th>Last Year</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Current Assets</strong></td>
<td></td>
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<td>CBA Cheque 9470</td>
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<td>Undeposited Funds</td>
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<td>Petty Cash</td>
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<tr>
<td><strong>Other Assets</strong></td>
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<tr>
<td>Trade Debtors</td>
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<td>ING – Research &amp; Development</td>
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<td>Public Gift Fund Acc 8648</td>
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<td>CBA Online Accom Fund 7586</td>
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<td><strong>Inventory</strong></td>
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<tr>
<td>Hire Service Restraints</td>
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<td>$31,831.06</td>
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<td><strong>Plant &amp; Equipment</strong></td>
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<td>Computer Equipment</td>
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<td>Acc Depreciation – Computer</td>
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<td>Furniture and Equipment</td>
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<td>Acc Depreciation – Furn &amp; Fitt</td>
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<td>-$3,648.80</td>
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<tr>
<td><strong>Property</strong></td>
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<tr>
<td>Kidsafe WA Property</td>
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<tr>
<td>Property – West Leederville</td>
<td>$2,987,596.11</td>
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<td>Vehicles</td>
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<tr>
<td>Hyundai ix35</td>
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<td>$25,263.64</td>
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<tr>
<td>Toyota Rav 4 GXL</td>
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<td>$30,003.27</td>
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<td>Acc Depreciation Motor Vehicle</td>
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<td><strong>Total Assets</strong></td>
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<td><strong>Liabilities</strong></td>
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<td>Trade Creditors</td>
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<td>Hire Service Deposits</td>
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<td>CBA Corporate Cards</td>
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<td>GST Liabilities</td>
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<td>GST Collected</td>
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<td>GST Rounding and Adjustments</td>
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<td>GST c/b @ 31/03</td>
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<td>-$3,192.71</td>
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<td>ATO ICA Acc</td>
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<td><strong>Total GST Liabilities</strong></td>
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<td>Unpaid Super</td>
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<td>Holiday Leave Provision</td>
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<td>Sick Leave Provision</td>
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<td>Long Service Leave Provision</td>
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<td>Paid Parental Leave Provision</td>
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<td><strong>Total Liabilities</strong></td>
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<td><strong>Net Assets</strong></td>
<td>$3,998,176.61</td>
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<tr>
<td><strong>Equity</strong></td>
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<tr>
<td>Accum Surplus/Deficit</td>
<td>$2,953,592.54</td>
<td>$2,930,936.16</td>
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<td>Current Year Surplus/Deficit</td>
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<td>$275,180.11</td>
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<tr>
<td><strong>Total Equity</strong></td>
<td>$3,998,176.61</td>
<td>$3,206,116.27</td>
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</tbody>
</table>
## PROFIT & LOSS

**Kidsafe Western Australia Inc**  
140 Railway Parade, WEST LEEDERVILLE WA 6007

**Profit and Loss**  
July 2016 through June 2017

<table>
<thead>
<tr>
<th>Income</th>
<th>Amount</th>
</tr>
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<tbody>
<tr>
<td>Government Grant</td>
<td>$684,789.08</td>
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<tr>
<td>Sponsorship and Partnerships</td>
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<td>Fee for Service</td>
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<tr>
<td>Fundraising &amp; Sponsorship</td>
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<tr>
<td>Other Income</td>
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<tr>
<td><strong>Total Income</strong></td>
<td><strong>$1,285,355.50</strong></td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>Cost of Sales</th>
<th>Amount</th>
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</thead>
<tbody>
<tr>
<td>CR Services</td>
<td>$61,796.17</td>
</tr>
<tr>
<td>Safety Products</td>
<td>$8,001.31</td>
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<tr>
<td>Fundraising Costs</td>
<td>$694.93</td>
</tr>
<tr>
<td><strong>Total Cost of Sales</strong></td>
<td><strong>$70,492.41</strong></td>
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| Gross Profit                        | $1,214,863.09 |

<table>
<thead>
<tr>
<th>Expenses</th>
<th>Amount</th>
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</thead>
<tbody>
<tr>
<td>Operational Costs</td>
<td>$169,120.85</td>
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<tr>
<td>Computer Expenses</td>
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<tr>
<td>Telephone Expenses</td>
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<tr>
<td>Employment Expenses</td>
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<tr>
<td>Superannuation Expense</td>
<td>$63,558.33</td>
</tr>
<tr>
<td>Staff Training/Conference</td>
<td>$6,650.06</td>
</tr>
<tr>
<td>Workers Compensation Insurance</td>
<td>$7,463.59</td>
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<tr>
<td>Other Employment Expenses</td>
<td>$18,353.59</td>
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<tr>
<td>Promotional</td>
<td>$85,732.26</td>
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<tr>
<td>Project Expenses</td>
<td>$56,254.77</td>
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<tr>
<td>Motor Vehicle Expenses</td>
<td>$22,719.05</td>
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<tr>
<td>National Expenses</td>
<td>$14,891.14</td>
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<tr>
<td><strong>Total Expenses</strong></td>
<td><strong>$1,240,808.24</strong></td>
</tr>
</tbody>
</table>

| Operating Profit                     | -$25,945.15    |

<table>
<thead>
<tr>
<th>Other Income</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Interest Received</td>
<td>$16,093.40</td>
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<tr>
<td>Property Income</td>
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<td><strong>Total Other Income</strong></td>
<td><strong>$882,543.68</strong></td>
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</table>

<table>
<thead>
<tr>
<th>Other Expenses</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Property Expenses</td>
<td>$58,682.22</td>
</tr>
<tr>
<td><strong>Total Other Expenses</strong></td>
<td><strong>$58,682.22</strong></td>
</tr>
</tbody>
</table>

| Net Profit/(Loss)                    | $797,916.31    |

**Note:** the Profit and Loss statement is presented as the current financial year only with no comparison to the previous year as the account codes have been revised to better reflect the activities at Kidsafe WA.
TO KIDSafe WESTERN AUSTRALIA (INC)

INDEPENDENT AUDITORS REPORT

I have conducted an audit of the financial accounts of KIDSafe WA for the year ending 30th June 2017.

I was requested to audit the accounts so that reasonable assurance could be provided to the board regarding the accuracy of the information contained therein.

My audit consisted of an examination of the books and records, which were made available to me for the period.

In relation to any fundraising activities involving the collection of cash this audit does not seek to verify that all cash collected from such activities was deposited into bank accounts. For this reason alone I do not express a view in this regard.

Audit Opinion

I am of the opinion the books and records which were made available to me appear to reflect fairly the financial position of KIDSafe WA

W J Barker
FCPA AUDITOR
19th July 2017
Auditor’s Certification
Whole-of-Organisation:

KIDSafe Western Australia (INC)

I hereby certify that, in my opinion, the attached financial statements of Kidsafe Western Australia Inc for the period 1st July 2016 to 30th June 2017 comprising the Statement of Financial Performance, Statement of Financial Position, Statement of Cash Flows and the Notes to the Financial Statements are based on proper accounts and present fairly in accordance with applicable Accounting Standards and other mandatory professional reporting requirements in Australia, the financial position of KIDSafe Western Australia INC at 30th June 2017 and its financial performance and its cash flows for the year then ended.

AUDITOR
Signature: 

Full Name: 

Name of Organisation (if applicable) 

Membership: 

Date: 

William John Barker

Jack Barker Family Trust

CPA

19th July 2017
THE YEAR IN REVIEW

17,939
Children presented to the PMH Emergency Department due to injury

96
Participants in Kidsafe WA Safety Demonstration House Guided Tour

2,745
Participants in Kidsafe WA workshops

1,588
Play spaces audits and consultations

15
Community events attended in both metropolitan and regional areas

6,943
Child car restraints assessed by Kidsafe WA

156
People attended Kidsafe WA's accredited Type 1 Child Car Restraint Fitters or playground courses nationally

76,792
Unique visits to the Kidsafe WA website homepage
HOME SAFETY

The home is the most common location for childhood injuries to occur, with burns and scalds, poisoning and falls the most common causes of injury.

Safety Demonstration House
The opening of the new Kidsafe WA community facility in October 2016 saw the relocation of the Kidsafe WA Safety Demonstration House. This relocation has allowed the Safety Demonstration House to update its layout and continue to remain contemporary and appropriate for parents and carers.

Guided and self-guided tours are run regularly through our Safety Demonstration House. These tours are targeted at playgroups, parent groups, schools and individuals wishing to acquire information on child safety and injury prevention around the home. Ninety-six participants took part in a guided or self-guided tour in 2016/17.

Information provided in the Safety Demonstration House is continually updated to ensure it is relevant and up-to-date. This information is displayed on iPads, through QR codes, posters and televisions. Information brochures and flyers are also displayed, including those produced at Kidsafe WA and by like-minded organisations. The most recent update in the Safety Demonstration House is the room-specific posters, which provide examples of child injury risks and related safety tips to reduce the incidence of these injuries in each part of a home. Other resources that have been updated to complement the new Safety Demonstration House include our activity sheets for students and our self-guided tour booklets.

An Online Safety Demonstration House is also offered on the Kidsafe WA website, which is a virtual house that is consistent with the centre’s Safety Demonstration House. This provides child safety information to those that are unable to visit in person, therefore extending the reach of this information. The Online Safety Demonstration House had 5,366 visits in the last year.

Community Education
Kidsafe WA facilitates community education throughout Western Australia, focusing on preventing injuries at home, at play and on the road. Workshops cover child injury statistics, methods for injury prevention and relevant first aid. This year a total of 63 presentations were conducted to 527 parents and carers, and 117 professionals throughout the State.
Regional Travel
Kidsafe WA visits every region in Western Australia annually to provide local communities with access to child injury prevention services. Regular visits allow Kidsafe WA to offer an ongoing service to keep injury prevention front of mind throughout Western Australia.

As part of these regional visits, Kidsafe WA offers a range of freely available workshops for parents, professionals and primary school students. Kidsafe WA’s Playground Advisory Services and Child Car Restraint Services are also made available to regional communities. During 2016/17 Kidsafe WA conducted 95 workshops with 2,005 participants throughout regional Western Australia.

Events
To expand the reach of Kidsafe WA and raise community awareness, staff attend a number of community events to promote child safety messages and engage with local communities. Information stalls are set up at a wide range of events which provide an opportunity to promote Kidsafe WA services, deliver information for parents and run interactive activities for children. During 2016/17, Kidsafe WA attended 15 community events, six of these being within regional areas.

In addition, Kidsafe WA ran an event in Albany in March 2017 which involved the collaboration of a number of local organisations. The event included a community expo with stalls provided by local child friendly agencies. Each stall provided information or interactive activities for children including colouring, painting, obstacle courses, bouncy castle and Zumba. After the expo a children’s outdoor movie was held which allowed families to enjoy a picnic and free movie. Over 300 participants attended the event, making for a very successful day.

Resource Development
Kidsafe WA aims to develop resources which are evidence based, targeted and contemporary to ensure child safety and injury prevention messages are specific and appropriate to help raise awareness and reduce the rates of injury. This year saw the completion of a professional flip chart for use by facilitators working with Culturally and Linguistically Diverse (CaLD) groups. The flip chart allows facilitators to deliver relevant child safety information and generate discussions with migrant groups. Also completed was a farm safety animation which has been added to the suite of animations available on the Kidsafe WA website and YouTube page. The animation focuses on safety around machinery, animals, quad bikes and water and provides tips to keep children safe on the farm.
Children are at significant risk of road injuries in Australia, with transport-related injuries one of the leading causes of death in children under the age of 15. Road injuries often involve motor vehicles but may also involve motorcyclists, pedestrians, cyclists and wheeled pedestrians.

**Child Car Restraint Service**

Kidsafe WA operates a comprehensive child car restraint fitting, checking, hire and advisory service. Kidsafe WA is well regarded as a leader in child car restraints offering a range of specialist services including fitting multiple seats in a vehicle and assisting children with a disability or medical condition to travel safely in a car.

The child car restraint service operates via appointment from Monday to Saturday and includes onsite services at Kidsafe WA in West Leederville and offsite services at Baby Buntings stores in Baldivis, Cannington, Joondalup, Midland, Myaree and Osborne Park; Bunnings in Cockburn, Joondalup and Kalamunda; and Glengarry Private Hospital. The Kidsafe WA’s Child Car Restraint Service is supported by Britax.

<table>
<thead>
<tr>
<th>Location</th>
<th>Fits</th>
<th>Checks</th>
<th>Hires</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Kidsafe WA</td>
<td>1,968</td>
<td>817</td>
<td>602</td>
<td>3,387</td>
</tr>
<tr>
<td>Baby Buntings</td>
<td>2,351</td>
<td>251</td>
<td>NA</td>
<td>2,602</td>
</tr>
<tr>
<td>Bunnings</td>
<td>350</td>
<td>204</td>
<td>NA</td>
<td>554</td>
</tr>
<tr>
<td>Glengarry</td>
<td>264</td>
<td>136</td>
<td>NA</td>
<td>400</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>4,933</strong></td>
<td><strong>1,408</strong></td>
<td><strong>602</strong></td>
<td><strong>6,943</strong></td>
</tr>
</tbody>
</table>

Kidsafe WA completed a number of Child Car Restraint Checking Days where child car restraint technicians from Kidsafe WA check and adjust restraints in the community free of charge. Locations include:
- Bakers House, Armadale (16 checks) - supported by City of Armadale
- Nido Early Learning, Hocking (10 checks) - supported by Nido Early Learning
- 3 x Better Baby Deals Expo, Bunbury (112 checks) - supported by Britax
- Tiny Giants Expo, Geraldton (49 checks) - supported by Dorel
- Play in the Park, Kojonup

**Baby Safety Seminars**

Kidsafe WA provide Baby Safety Seminars on a monthly basis, at Kidsafe WA and Glengarry Hospital. These education sessions are targeted at expectant parents and focus on preventing injuries in the home and on the road. Seminars provide child injury statistics, methods for injury prevention, a child car restraint fitting demonstration and self-guided tour through the Kidsafe WA Safety Demonstration House (Kidsafe WA Seminars only). A total of 16 Baby Safety Seminars were conducted with 208 expectant parents and grandparents. The Baby Safety Seminars are supported by Britax and SDERA.
Do Not Leave Children in Cars Campaign

Every year approximately 5,000 Australian children are rescued from parked cars. Leaving children unattended in a parked car can be risky, as the car can become hot very quickly. Even on a cool day the temperature in a parked car can be over 30 degrees hotter than outside.

In October 2016, Kidsafe WA launched the Do Not Leave Children in Cars campaign, with the aim to raise community awareness and reduce the number of children left unattended in parked cars in Western Australia.

As part of this campaign, Kidsafe WA have developed a package that can be purchased by local governments, shopping complexes, entertainment venues and schools. The package includes the Do Not Leave Children in Cars sign that can be installed in carparks to remind community members to take their children with them. In addition to this, Kidsafe WA provide social media content, posters, newsletter articles, website content and a media release template to assist organisations in further promoting the message.

Since launching the campaign 39 signs have been purchased by 13 organisations including child care centres, health centres, local governments and schools.

Smart Steps

Kidsafe WA is one of the key partners for delivering the Smart Steps, an initiative of School Drug Education and Road Aware (SDERA). Smart Steps is a road safety program for educators of young children under the age of four. It facilitates partnerships between early childhood educators, parents and carers to guide young children's learning in becoming safe and independent road users of the future.

Smart Steps messages are incorporated into Kidsafe WA’s Road Safety Program through workshops, seminars, the Kidsafe WA website, e-newsletter, social media platforms, resource development and distribution.
PLAY SAFETY

Playground Advisory Service

Kidsafe WA’s Playground Advisory Service provides a range of services to assist in creating and maintaining play spaces that support children's development, learning, health and wellbeing while reducing the risk of serious injury.

The Playground Advisory Service has continued to expand during the 2016-2017 financial year. The service has increased from auditing 882 playgrounds during 2015-2016 to auditing 1,588 playgrounds this financial year. Local Government contracts have increased as well as consistent work from schools, landscape designers and community groups. In addition the Playground Advisory Service has been engaged to work as safety consultants on high profile projects around Western Australia including the Perth Stadium Nature Playspace and Sports Playground.

Natureplay Workshops and advice have continued to be a draw card and have seen 150 attendees from regional workshops throughout the year.

A Guide to Playground Safety has been developed and is currently awaiting publication in conjunction with the new playground standard AS4685.0 being released. This is expected on August 30th.

Kidsafe WA are the national Kidsafe representative on the CS-005 Australian Standards Committee for Playgrounds, allowing us to keep informed of impending changes and trends in the world of play. Tracy Blaszkow has attended a 2 day training course in Sydney on Disability Awareness and Conducting a Playground Access Audit which will be incorporated into our RTO training suite.

The Playground Advisory Service is also undergoing rebranding as Play @ Kidsafe WA and currently has a range of new brochures, banners and a new Facebook page under development.

Kidsafe WA Sports App

The number of children with sporting injuries has continued to rise over the last five years, with an average of 4,300 children attending the Perth Children’s Hospital per year. Older children aged between 10 and 14 years are at greater risk of sustaining a sports-related injury. This is possibly due to a decrease in rule modification as children get older and a higher number of older children participating in competitive sports in comparison to younger children. Males also account for two thirds of all sports-related injuries.

Sport and physical activity are a vital part of childhood development, allowing children to improve physical, cognitive and social skills with others. Injury risks however, are often perceived as a barrier to participation. Kidsafe WA Sports App provides a range of tools to assist coaches, parents and players on how to reduce the risk of childhood injury during sport and physical activity. The app covers key topics of preparing for sport, safety equipment, hydration, heat related injury, concussion and first aid. Additional features include checklists for coaches, parents and young athletes, injury record, nearest medical facilities, UV and temperature ratings and water consumption. Kidsafe WA Sports can be downloaded via the Android and Apple app stores.
Kidsafe WA’s Research and Development Program provides the evidence base to support key injury prevention initiatives and campaigns. This ensures that our messages are contemporary and align with current best practice recommendations.

**Childhood Injury Bulletin**

The Kidsafe WA Childhood Injury Bulletins are developed by Kidsafe WA in consultation with the Princess Margaret Hospital Emergency Department Injury Surveillance Unit and with support from the WA Department of Health. They are compiled based on injury surveillance data collected at the Princess Margaret Hospital Emergency Department and cover a range of prevalent childhood injury topics. Their publication increases the availability of childhood injury statistical data with the information used by key stakeholders to raise awareness of the risk factors for child injury. Furthermore it informs the development of contemporary strategies to minimise injury frequency and severity; and helps inform future childhood injury prevention program development and delivery.

The following Bulletins were produced during the past financial year:

- Kidsafe WA Childhood Injury Bulletins: Injuries to Babies, Toddlers and Pre-schoolers
- Kidsafe WA Childhood Injury Bulletins: Teens and Pre-teens
- Kidsafe WA Childhood Injury Research Report: Road Injuries

WA Childhood Injury Surveillance Bulletins were disseminated to 91 key child injury prevention stakeholders and are made available on the Kidsafe WA website. During the year the Kidsafe WA website recorded 1,461 visits to the bulletins page.

**WA Consumer Product Advocacy Network**

Kidsafe WA coordinate the WA Consumer Product Advocacy Network (WA CPAN), with the aim of identifying emerging injury issues associated with unsafe products, with a primary focus on products used by children. Members of the network include representatives from;

- the Department of Health - Public Health Division
- Princess Margaret Hospital Emergency Department
- the University of Western Australia Burns Injury Research Unit
- the Australian Competition and Consumer Commission
- Department of Mines, Industry Regulation and Safety - Consumer Protection
- the Western Australian Poisons Information Centre
- Goodstart Early Learning

Meetings take place every two months, with approximately six meetings per year. Key products discussed during the year included button batteries, child car restraints, fidget spinners, quad bikes, various sleeping products and trampolines. A guest presentation on drowning prevention was also conducted by Royal Life Saving Society WA. Many of the issues raised at the WA CPAN meetings resulted in a media release to address the issue and raise awareness among the WA community.

In addition to this, the WA CPAN produced the Furniture Tip-Over Injuries Research Report. This report summarises furniture tip-over injury presentations from a five year period and provides recommendations on how to reduce the risk of these injuries. The topic of this report was chosen due to the frequency of recent injuries attributed to toppling furniture.
The School Program includes all activities that support students, educators and administrators within the primary school setting. As schools are the second most frequent location for childhood injury to occur, they are an ideal location to promote awareness of child injury prevention methods to ensure WA children become healthy adults.

Safety in Schools Resource Kit
The development of the Kidsafe WA's Safety in Schools Resource Kit began in 2016. This kit is a school based injury prevention teaching resource that can be implemented by the classroom or specialist health teacher during regular health lessons. The resource was developed to provide Western Australian teachers with a sustainable, curriculum linked resource that assists in the delivery of injury prevention education to students in pre-primary, year one and year two. It aims to increase the knowledge, skills and attitudes of participating students towards preventing unintentional injuries on the road, at home and at play. The resource kit includes teacher's notes, student activities, assessment guidelines and tools, additional resources, take home materials and links to other organisations.

The Safety in Schools Resource Kit will be launched at the commencement of the 2018 school year.

Incursions
The child friendly presentation Keeping WA Kids Safe is an interactive classroom incursion offered to primary school students in year one, two and three. The sessions run for 40 minutes and offer a snapshot of relevant injury prevention themes in the areas of safety on the road, in the home and at play. They are led by Kidsafe WA representatives and include a presentation pack with supporting resources that teachers can implement following the session. During the year, Kidsafe WA visited 24 schools across WA and conducted 49 Keeping WA Kids Safe presentations to a total of 1,647 students.

Safety Island
Safety Island is Kidsafe WA's online interactive student education website. Students can utilise Safety Island to learn vital safety information via a fun and engaging online platform covering the topics of safety at home, at play, on the road and at school. During the year there were 1,974 unique visits to Safety Island.
REGISTERED TRAINING

Kidsafe WA has been a Registered Training Organisation (National Provider Number 52376) since 2011 and are registered with the Australian Skills Quality Authority (ASQA) to deliver nationally recognised training in all Australian States and Territories.

In addition to providing registered training in WA, Kidsafe WA has a number of third party agreements in place with other Kidsafe offices for the delivery of courses nationally. Other Kidsafe offices currently involved include New South Wales, Northern Territory, Queensland and South Australia.

Type 1 Child Car Restraint Fitting
Kidsafe WA’s Type 1 Child Car Restraint Fitting Course provides participants with the knowledge, skills and attitudes to be able to install child car restraints and conduct Type 1 fitting and checking services. In addition participants will be provided with the knowledge and understanding to educate consumers on the importance of appropriate selection and use of child car restraints.

Kidsafe WA is licensed by the Road Safety Commission to deliver this course. On successful completion, Western Australian participants can be registered with the WA Type 1 Fitters Network managed by the WA Local Government Association’s RoadWise Program: www.childcarrestraints.com.au.

A total of 30 participants successfully completed the type 1 Child Car Restraint Fitting Course in WA, with a further 78 participants completing the course in other States and Territories via the third party agreements.

Playground Courses
Kidsafe WA’s AHCPGD206 Visual Inspection Course provides participants with the knowledge and skills to conduct routine visual (daily to weekly) inspections of park and recreational facilities to identify visual hazards and existing potential risks.

A total of 11 participants successfully completed the AHCPGD206 Visual Inspection Course via the third party agreement with NSW.

The AHCPGD305 Operational Inspection Course provides participants with the skills and knowledge required to inspect park or recreational facilities to identify hazards, existing and potential risks and non-conformities with Australian Standards and workplace health and safety requirements.

A total of 13 participants successfully completed the AHCPGD305 Operational Inspection Course in WA, with a further 20 participants completing the course in other States and Territories via the third party agreements.

The AHCPGD505 Comprehensive Training Course is still in the development phase being due for release in October 2017.

Four Kidsafe WA staff have undergone re-accreditation through the RTO to ensure we have internal support for the service.
Have a safe celebration

Easter accidents in focus

Parents put kids at risk

Albany Kidsafe on list for State award