



# Kidsafe Australia: Keeping kids safe

## Strategic Directions 2019-2022

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### Vision

- *A safe world for all kids*

### Our Purpose

- To make a safer world for children by preventing and reducing the number of deaths and the severity of avoidable injuries.
- We are a trusted voice for children and take a leadership role by collaborating with others to foster and drive national research, advocacy and education to prevent child injury.

### Who we are

- We are an independent, charitable organisation established in 1979 with branches in all states and territories across Australia.
- Kidsafe works at the national level with government departments, industry bodies, education providers, health professionals, the media, voluntary organisations and community groups to address child safety injury problems.

### Our Values

- Every child should be able to reach their full potential by the prevention of accidents and injuries.
- Our values align with the United Nations Rights of the Child, and we ensure that our policies, practices and programs are consistent with these Rights.

### Our strategic goals for achieving outcomes in the next 3 years



**Our target for 2022:** One third reduction in child deaths and child injury hospitalisations by 2022<sup>1</sup>.

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- <sup>1</sup> Reduction in child deaths by 1/3 (from 150-100)
  - Reduction in child injury related hospitalisations (from 68,000 to 46,000)



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### Our strategic goals and outcomes

We seek to achieve the following outcomes in each of our strategic goals over the next 3 years.

STRATEGIC GOALS	OUTCOMES
<p><b>1. Robust governance</b>  <i>We have strong governance with a skills based board</i></p>	<ul style="list-style-type: none"> <li>• New license agreement in place</li> <li>• Revised constitution and governance documents</li> <li>• Skills based board with independent members</li> <li>• Quality governance processes</li> </ul>
<p><b>2. Sustainable and innovative national organisation</b>  <i>We have sustainable funding and an efficient national office</i></p>	<ul style="list-style-type: none"> <li>• Increasing revenue base with annual surplus</li> <li>• Skilled staffing matched to operational functions</li> <li>• Efficient office functions and support systems</li> <li>• Productive relationships with key stakeholders – internal and external</li> <li>• Innovative initiatives developed e.g. business arm</li> <li>• Effective collaboration</li> </ul>
<p><b>3. Effective Kidsafe Australia national programs</b>  <i>We have high quality, consistent national programs with proven impact</i></p>	<ul style="list-style-type: none"> <li>• Consistent national branding, messages and assets</li> <li>• Successful national projects implemented</li> <li>• Program/project evaluations confirm effectiveness</li> <li>• National research projects building evidence</li> </ul>
<p><b>4. Profile and influence</b>  <i>Our expertise is recognised and our advocacy is influential.</i></p>	<ul style="list-style-type: none"> <li>• High brand recognition nationally</li> <li>• Tangible national leadership – the ‘go to’ organisation</li> <li>• Advocacy achieves changes in identified problems (legislation, standards)</li> <li>• Demonstrable impact from media strategies</li> <li>• Active high profile patron appointed and active</li> </ul>