Kidsafe NSW Inc
Annual Report
2014-2015
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Patron – His Excellency General The Honourable David Hurley AC DSC (Ret’d)
Governor of New South Wales
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OUR VISION
To prevent child deaths from unintentional injury and reduce the severity of unintentional injury to children aged 0-15 years

OUR MISSION
To take a leadership role in child injury prevention through education, research, advocacy and strategic partnerships

‘A Safer World for Kids’
<table>
<thead>
<tr>
<th>Key Performance Areas</th>
<th>Key Performance Indicators</th>
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| **KPA 1: Community Education** | 1.1 Develop and promote key child injury prevention messages across a range of media and communities  
1.2 Develop a set of guidelines for working with Indigenous and culturally diverse communities  
1.3 Develop community education resources for adults, Indigenous and culturally diverse communities in collaboration with relevant organisations  
1.4 Collaborate with senior school, vocational and higher education institutions to develop and promote a range of resources and education opportunities  
1.5 Demonstrate a high level of knowledge and understanding of current theory and practice through accurate reporting and publication of trends, issues and research |
| **KPA 2: Collaborative Research** | 2.1 Support and promote research into the causes and prevention of unintentional death and serious injury of children  
2.2 Foster strong relationships with key research institutions  
2.3 Review and implement the effective dissemination of evidence-based information to a diverse range of communities  
2.4 Improve appropriate data collection methods to capture scope and extent of information processed through Kidsafe NSW |
| **KPA 3: Public Policy Advocacy** | 3.1 Collaborate with child health experts to formulate public policy positions on important child safety measures  
3.2 Advocate in conjunction with government at all levels, for a holistic, well resourced public policy on child injury prevention  
3.3 Develop and implement strategies aimed at promoting child safety through a range of media, including media servicing culturally diverse groups across the NSW community  
3.4 Optimise the leadership role of Kidsafe through timely responses to requests for comment on submissions or public policy documents |
| **KPA 4: Strategic Partnerships** | 4.1 Collaborate with Kidsafe divisions and international affiliates in global campaigns  
4.2 Collaborate with Kidsafe state & territory divisions to ensure national consistency  
4.3 Foster and/or strengthen strategic partnerships with peak bodies and training networks to train industry and community representatives in child safety  
4.4 Contribute to the growth of regional stakeholders to establish local safety programs  
4.5 Contribute to the development and promotion of standards and regulations designed to prevent unintentional injury to children |
| **KPA 5: Organisational Sustainability** | 5.1 Ensure the operations of Kidsafe NSW fit the strategic purpose with reference to current and future funding and injury trends  
5.2 Define clients and understand their needs  
5.3 Develop resources that align with 5.1 and 5.2 and understand preferable options for distribution  
5.4 Develop and maintain an effective and efficient staffing model aligned with 5.1, 5.2 and 5.3  
5.5 Develop sustainable models for sourcing of funds including grants  
5.6 Develop a measurement framework that highlights the use of funds and benefits achieved  
5.7 Implement continuous improvement of management and processes |
Kidsafe NSW, is part of a nation-wide Kidsafe organisation and we regularly collaborate with a number of international partners such as Safekids Worldwide and the European Child Safety Alliance. We also work closely with leading child health researchers and clinicians. This allows our relatively small team of experts at Kidsafe NSW to deliver high quality evidenced-based community education and injury prevention campaigns. Our inherent network and partnerships facilitates our very important role in informing the community of new types of hazards to minimise risk and prevent death and serious injury to children. If we can assist in ‘fore-warning’ care-givers, then we increase the chances of those care-givers being ‘fore-armed’ with effective injury prevention strategies. Importantly this also ensures we can continue to meet our strategic goal of seeing a safer world for children.

However as a ‘social business’ – a not for profit charity, we are very thankful for the financial support we receive from the NSW Government. Without this support, Kidsafe NSW would not be able to deliver the types of projects described in this Report.

We are also very fortunate to have industry, business and communication experts on the NSW Council which optimises our ability to develop our overall capacity. In addition to ensuring good governance of the organisation, this expertise has fostered our well received move into social media. Kidsafe NSW is now regularly posting and sharing important child safety promotion information on our Facebook page. This is an important communication tool that not only helps to raise awareness of Kidsafe but to keep the public abreast of emerging issues and campaigns.

Kidsafe NSW continues to provide information and support to families and community groups as well as assist vocational and medical students studying childcare, health and education.

We were very fortunate to receive a visit from a delegation from China, representing the Hangzhou Municipal Education Bureau who had heard about Kidsafe house and playground. They particularly enjoyed the layout of the house and the ‘talking tubes’ in the playground!

In terms of our future growth, Kidsafe NSW is expanding the delivery of accredited training in both child restraint education, and playground inspections and child development.

Plans for improving or extending our community education include development of new webinars and publication of new resources for sale. Further expansion of our use of social media is also a priority area.

We would like to take this opportunity to acknowledge the commitment of the members of the NSW Council to Kidsafe. It allows Council and our dedicated staff access to leaders in the fields of education, enterprise, child injury and accident prevention.

Thank you also to our many supporters, community, and government partners.
Director, CAPFA, 2014-2015

The Child Accident Prevention Foundation (CAPFA) continued the process of improving national governance that had been started during 2013-14 (largely on the initiative of Dr Julie Brown as NSW Representative and in close collaboration with Dr Anne Johnson, Chair Kidsafe SA). The focus of this work has now turned to implementing constitutional reform, clarifying licencing arrangements and updating arrangements for funding of national common costs. We are grateful that Herbert Smith Freehills has agreed to provide pro bono advice to assist in this process. The process will not only ensure CAPFA’s compliance with regulatory requirements but provide a clearer message about Kidsafe’s goals as a basis for improving our working nationally.

Of course governance reform and organisational improvement are not ends in themselves. The CAPFA Council and more directly, the Chief Executive Officers, have met regularly through the year to address sponsorship and licencing opportunities. Presenting a coordinated national organisation to potential sponsors has already started to yield results, with the development of initial skills in brand valuation, marketing and promotion. This activity has been sponsored by IAG using the Cavill and Co process which provides training for not-for-profit organisations.

As well as governance and financial structures, CAPFA has also strenuously worked to improve management of its intellectual property, by lodging an application to register Kidsafe as a trade mark as both a logo (which currently exists) and word as a certification mark.

Although operational and policy responsibilities lie largely with individual State and Territory Kidsafe organisations, these improvements to governance, funding and licencing will provide the structure in which individual State and Territory contributions can be translated into national outcomes.

As this is my first term as a CAPFA Council member, my contribution to the Council would not be possible without the knowledge and wisdom of Christine and Julie over the past year. I thank them both and look forward to working with them and fellow CAPFA Council members in 2015-2016.

Mr David Howarth
NSW Representative
CAPFA
Playground Safety

Playground Advisory Unit (PAU) resources are popular with a range of audiences. Electronic information sheets are available to download from the website. Brochures and postcard resources are available for parents, carers, educators, playground owners/operators, and the playground industry at large. Resources are reviewed on an annual basis to ensure current and up-to-date information is provided.

A new resource Moveable Play Equipment – A Guide for Playground Owners and Educators has been developed and will be released late 2015. Review of other publications will commence in 2016.

Kidsafe NSW continues to raise awareness and understanding of changes to Australian Standards. The “AS 4685 - What You Need to Know” webinar was extremely successful. Eleven webinars were held in 2014-2015 with over 400 registrations from across Australia and New Zealand.

Is Your Playground Up to Standard? – Playground Safety and Inspection workshop provided an introduction to inspection and maintenance of playgrounds and the Australian Standards. Six workshops were held across NSW including: Western Sydney, Far West (Broken Hill), Riverina (Griffith), North Coast (Lismore), South East NSW (Bungendore) and Mid North (Port Macquarie). Eighty eight local people attended representing designers, developers, operators and local government maintenance staff.

Participants in both the webinars and the workshops reported a high level of satisfaction.

The Safe and Creative Play for Family Day Care presentation was conducted for 6 schemes to a total of 148 educators. A webinar has also been developed to provide affordable access for schemes in regional NSW and will be launched late 2015.

A presentation titled Grow Me Safely - Safe Gardening with Children was developed to support the web based information. Two presentations were conducted with over 50 participants attending.

Over 700 people attended education sessions conducted by our playground advisory team

Over 1,000 enquiries addressed relating to playgrounds and safe play
Road Safety

Transport for NSW provided funding to conduct sessions for Child and Family Health Nurses on Australian child restraint laws. Stage 2 of the project focused on the Hunter New England and Western Region Health Areas. Sessions were held in Newcastle, Maitland, Bingara and Dubbo with 140 nurses attending these sessions.

The clinics were provided with up-to-date resources on a range of safety issues including driveway safety, button batteries, falls from windows and balconies, blind and cord safety, and quad bike safety.

Funding was also provided to resource agencies working with vulnerable families to ensure that families and caregivers also had accurate information on the correct installation and use of child restraints. These information sessions were conducted for a range of different organisations with over 200 participants attending sessions.

Road safety presentations were also conducted for Family Day Care Schemes.

In February 2015, Kidsafe NSW received approval to conduct an accredited course WAORS1001A Provide information and advice on correct child car restraint use. The course provides information on legislation, correct selection and usage, accessories as well as a practical component where participants may choose to be assessed in correctly fitting a range of child restraints. This is conducted by arrangement with Kidsafe WA, a Registered Training Organisation.

Kidsafe NSW provided training for organisations that work with vulnerable families. To date over 40 participants have received a Statement of Attainment.

NRMA Insurance continued to support our child restraint checking program in 2014-2015. Restraint checking days were held at Jordan Springs, Coffs Harbour, Penrith, Bankstown and Tuggerah. A free child restraint checking service was also offered as part of the You’re Kidding Me Expo which was co-ordinated by Lake Macquarie City Council at Warner’s Bay.

These child restraint checking events provide Kidsafe NSW the opportunity to talk to parents about the selection and use of child restraints and to identify any issues concerning misuse or incorrect fitting. Parents are provided with a range of resources including information on current safety campaigns relating to road and home safety.

Over 450 people attended specialised presentations on child restraints by our road safety team

8 free child restraint checking events were conducted
Community Education

Home Safety

Community groups regularly contact Kidsafe NSW requesting visits to schools, education and care services (long daycare, pre-schools and family daycare), community centres and mother’s groups.

It is not possible to respond to all requests due to limited staff and the fact that Kidsafe NSW does not receive dedicated funds for a Home Safety Officer.

However, as a priority resources are distributed to agencies and community groups that support vulnerable families.

Safety presentations are conducted whenever possible, particularly in the following areas: Hunter, Central Coast, Wollongong, Western and South Western Sydney.

In 2014-2015, 73 safety presentations were conducted which is an increase of 50% on the previous year. Both higher education and vocational education providers seek resources and presentations for their students. The Kidsafe NSW presentations complement their studies ranging from Certificate III to Masters students in the field of Early Childhood Education and Care. Twelve of the 73 presentations were to senior high school, vocational (either TAFE or private RTO) and university students.

Safety information packs were distributed to parents and carers at community expos in Western Sydney, Central Coast and Lake Macquarie as well as the major Sydney event—the Pregnancy, Babies and Children’s Expo held in May each year. This year we also attended the Retirement Expo recognising that grandparents are increasingly involved in the day to day care of young children. Kidsafe NSW was in contact with over 5,000 people at these events.

The Kidsafe NSW website is a well-regarded, highly professional resource that optimises access by the community to a diverse range of safety information. The website is regularly updated to ensure accuracy of information. In the reporting period there were over 146,000 sessions with 118,000 users. Of these users, 21% were new visitors. Kidsafe has also utilised social media to promote safety messages for targeted campaigns such as National Kidsafe Day.

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50% increase in safety presentations

Over 5,000 people engaged with Kidsafe NSW at 8 major expos & community events

118,000 users on our website
Community Education

The newsletter subscription function on the website allows ease of management of the database which has over 4000 recipients. During the year two safety newsletters were issued. Kidsafe News featured:

<table>
<thead>
<tr>
<th>Issue</th>
<th>Newsletter Highlights</th>
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| May 2015| • Global Road Safety Week  
                          • Pregnancy, Babies and Children's Expo  
                          • Hooded Sleeping Bag Warning  
                          • Product Recalls  
                          • Safety Purchases |
| April 2015| • Quad Bike Safety  
                          • Portable Butane Cookers  
                          • New Guidelines for Portable Pools  
                          • Introduction of ISOFIX Compatible Restraint to Australia  
                          • Smoke Alarm Safety  
                          • Choking Hazard – Water Beads  
                          • Children in Cars |

Kidsafe NSW is currently revising the way we provide our information. We are in the process of developing a series of infographics to ensure the safety messages are more accessible to all.

During the reporting year four Playground Newsletter were produced and distributed. Playground News features:

<table>
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<tr>
<th>Issue</th>
<th>Newsletter Highlights</th>
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</table>
| May 2015| • Research for Playground Development  
                          • Finger Entrapment and Crush Hazards  
                          • Tunnels  
                          • Comprehensive Playground Inspection Services |
| January 2015| • Sydney Metropolitan Workshop  
                          • Regional Visits 2015  
                          • Playground Tour  
                          • Head and Neck Entrapment |
| October 2014| • Kidsafe National Playspace Design Awards  
                          • Too Hot to Play? Protecting Children from Burns and Scalds in the Playground  
                          • Shade for Play |
| July 2014| • AS4685:2014: Playground Equipment and Surfacing - What You Need to Know  
                          • 2014 Kidsafe National Playspace Design Awards Launch  
                          • Cords, Drawstrings and Toggle Entrapment  
                          • Bamboozled - Different Types of Bamboo |
Kidsafe NSW does not have the resources to undertake academic research directly. However, the organisation has been involved in either social research or focus group activity.

Kidsafe NSW endeavours to contribute to other research through membership of working groups. These include:

- The Children's Hospital Working Groups on Swimming Pool and Portable Pool Safety and the Trauma Committee;
- NSW Statewide Injury Services
- The University of Wollongong Home Safety Project in conjunction with the Illawarra Aboriginal Medical Services;
- The George Institute's research into correct selection and use of child restraints.

Kidsafe NSW values the opportunity to contribute to the significant research work undertaken by leaders in the field of child injury prevention.
As part of its public advocacy work Kidsafe aims to showcase best practice. Kidsafe NSW co-ordinated the 2014 Kidsafe National Playspace Design Awards which recognised excellence and innovation in the provision of safe, creative playspaces across Australia.

Fifty-six entries were received from all over the country and featured innovative use of space and resources in early childhood centres and schools, as well as expansive, well-resourced public playspaces. All the entries showed a strong commitment to creating great places for children to play.

The winners were announced as part of National Kidsafe Day. The event was held at Livvi’s Place, Timbrell Park, Five Dock where Ms Megan Mitchell, National Children’s Commissioner, presented the NSW awards. CAPFA, and the Leycester Meares Bequest, Ryan ‘Fitzy’ Fitzgerald (Nova Broadcaster), The City of Canada Bay and the Wiggles provided support for National Kidsafe Day. The winners included:

**Education and Care Services**

**Winner:** Casino West Little Jarjums Preschool, Casino NSW

**Highly Commended:** Aboriginal Children’s and Family’s Services, Whyalla, Ceduna and Christie’ Beach SA

**Highly Commended:** SDN Beranga Education and Care Centre, Rooty Hill NSW

**Leycester Meares Bequest Award**

**Special Recognition** Balgowlah North Public School, Kulkana Before and After School Care, North Balgowlah NSW

56 entries were received for the 6 categories of the Awards
**Public Policy Advocacy**

**Schools**

**Winner:** Anglican Church Grammar School, East Brisbane QLD

**Highly Commended:** Auburn Public School Inclusive Sensory Garden, Auburn NSW

**Innovative Design Elements**

**Winner:** Bondi Public School, Bondi NSW

**Highly Commended:** Circa 1886 Grotto, Clyde North VIC

**Public Playspaces Category A**

**Winner:** Bendigo Botanic Gardens Heritage Playspace, Bendigo VIC

**Highly Commended:** Merri Park Playground, Northcoate VIC

**Highly Commended:** Yallingup Play Space, Yallingup WA

**Public Playspaces Category B**

**Winner:** Bollygum Adventure Playground, Kinglake VIC

**Highly Commended:** Buluk Park Playspace, Docklands VIC

**Highly Commended:** Plough and Harrow Play Area Renewal, Abbotsbury NSW

**Public Playspaces Category C**

**Winner:** Melbourne Zoo Growing Wild, Parkville VIC

**Highly Commended:** Port Adelaide Renewal Hart’s Mill Surrounds, Pt Adelaide
Kidsafe NSW has been assigned the national co-ordination role of Kidsafe representatives on Australian Standards committees. Kidsafe NSW manages this project on behalf of CAPFA (The Child Accident Prevention Foundation). Kidsafe nationally is represented on the following Australian Standards Committees:

- Playground Equipment and Surfacing
- Toy Safety
- Trampolines
- Prams and Strollers
- Cots for Household Use
- Children’s Nightwear
- Amusement Park Rides and Devices

Kidsafe NSW is recognised as a major advocate for child safety and injury prevention. This is evidenced through:

- membership of peak bodies including the Australian Injury Prevention Network (AIPN) and Australian College of Road Safety;
- contributions to the Australian Competition and Consumer Commission (ACCC) discussion papers;
- collaboration with NSW Fair Trading to promote safer windows with the introduction, through advocacy, of a 'Blind Cord Safety' Kit based on a similar promotion in Victoria;
- collaboration with NSW Health to prevent falls from windows through resources development and distribution including 'safety' rulers and review of the 'Safer Homes for Children Design and Construction Guidelines'; and

Such memberships facilitate Kidsafe NSW's contribution to advocating for injury prevention and safe communities.

Kidsafe NSW optimises its advocacy role by presenting to medical students, vocational education and care students, school students, parent groups and support agencies. The aim of such presentations is to inform communities and to empower participants to pass on consistent safety messages to their families and peer groups.

Over 2,500 blind cord kits distributed
Kidsafe NSW has continued its partnership with NRMA IAG Insurance to promote a number of road safety initiatives including promotion of best practice for selection and fitting child restraints, and driveway safety. This included the opportunity to conduct a number of free child restraint checking days in regional and metropolitan areas.

NRMA Motoring and Services has partnered with Kidsafe NSW again to promote key safety issues such as farm safety, water safety and wheeled toy safety through the production of printed materials. Brochures and signs are also distributed to early education care services, families and carers about the dangers of leaving children unattended in cars. The method of delivery for these key safety messages will be reviewed in 2015-2016.

Kidsafe NSW regularly collaborates with other organisations which promote child injury prevention messages. During 2014-2015 Kidsafe continued its association with the Samuel Morris Foundation to promote pool safety messages and the Georgina Josephine Foundation which promotes safety around driveways to minimise the risk of low speed run overs.

Kidsafe NSW, in partnership with Parks and Leisure Australia (NSW/ACT), Fiona Robbé Landscape Architects and the Australian Institute of Landscape Architects (AILA) conducted playground tours aimed at local government, planners, and design groups. Feedback remains very positive as Kidsafe actively demonstrates the value of developing safe, creative, challenging play opportunities in community settings. Two playground tours were held during 2014-15 with over 70 people participating in these tours.

Other collaborations continue to develop including with:

- Early Childhood Australia
- Child Care NSW
- Community Child Care Cooperative NSW

Four conference and seminar presentations were undertaken during the year.

On behalf of CAPFA Kidsafe NSW participated in the review of Australian Standards applicable to the playground industry through membership of CS-100 Trampolines. AS 4989:2015 Trampolines for domestic use - Safety aspects was released in June 2015.

Kidsafe NSW is also working with Standards Australia on a proposal for the development of an Australian Standard for indoor trampoline parks.
Quality Improvement

Kidsafe NSW achieved accreditation against the Health and Community Services Standards following completion of the review in October 2014. Strengths and areas for improvement were identified with Kidsafe NSW achieving an ‘exceeded’ rating for Standard 2.3 Cultural Safety and Appropriateness and Standard 3.2 Collaboration and Strategic Positioning.

The review looked at organisational systems across many areas, including:

- Governance; and
- Service Delivery

The process involved a whole-of-organisation continuous improvement approach by council members, management and staff. Kidsafe is committed to continuous quality improvement approach and aims to build organisational capacity.

Playground Advisory Unit (PAU) Services

The business arm of the PAU includes comprehensive playground inspections, consultations, review of plans, workshops and presentations. During 2014-2015 the PAU also developed a series of webinars to increase their reach and improve access to services.

During 2014-2015:

- 6 workshops conducted across NSW on playground safety and inspection.
- 6 presentations delivered to Family Day Care educators on safe and creative backyards with over 140 participants.
- 2 presentations on safe gardening for children with over 50 participants.
- 103 comprehensive playground inspections were conducted across NSW
  - 38 in Sydney metropolitan area
  - 65 in regional NSW.
- 4 schools received a subsidy for design information as part of the comprehensive inspection service.
- 14 reviews of plans were completed. These services assist groups with playground safety and design prior to the construction of the playspace.

In addition, the checklist and report format for comprehensive playground inspection is under development as part of an electronic centralised management system (CMS). This will improve overall efficiency and service delivery.
Road Safety

Kidsafe NSW has become accredited to deliver WAORS1001A Provide information and advice on correct child restraint use.

This course provides participants with the knowledge and skills to fit child restraints and up-to-date information on legislative requirements and best practice.

This year we focused on delivering the course to those working with vulnerable families. This will be expanded next year with the possible introduction of regular monthly workshops.

Webinars on a number of road safety topics will also be developed and conducted.

The way in which our safety messages are delivered is currently being reviewed to ensure broad access to information which is also cost effective.

We will continue to explore additional funding opportunities for specialised road safety programs.

40 participants received Statements of Attainment
<table>
<thead>
<tr>
<th>Date</th>
<th>Media</th>
<th>Topic</th>
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<tbody>
<tr>
<td>06/08/14</td>
<td>ABC Radio</td>
<td>Blind Cords</td>
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<tr>
<td>19/08/14</td>
<td>Mother &amp; Baby Interview</td>
<td>Bringing Baby Home</td>
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<tr>
<td>28/08/14</td>
<td>Daily Telegraph</td>
<td>Driveway Incident</td>
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<td>10/09/14</td>
<td>Practical Parenting</td>
<td>Pedestrian Safety</td>
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<td>17/09/14</td>
<td>Sydney Morning Herald</td>
<td>Indoor trampoline parks</td>
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<tr>
<td>24/09/14</td>
<td>Media Kidspot</td>
<td>Chopstick Injury</td>
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<td>22/10/14</td>
<td>Australian Leisure Management</td>
<td>Playspace Design Awards</td>
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<td>23/10/14</td>
<td>Sydney Morning Herald</td>
<td>Comment on Statistics from Child Death Review Team Report</td>
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<td>24/10/14</td>
<td>Catalyst</td>
<td>Family Safety</td>
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<td>26/10/15</td>
<td>Various</td>
<td>National Kidsafe Day—Playspace Design Awards</td>
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<td>30/10/14</td>
<td>Community Childcare Co-operative</td>
<td>Playspace Design Awards</td>
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<td>30/10/14</td>
<td>The Play Times, Playgroup NSW e-news</td>
<td>Playspace Design Awards</td>
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<td>30/10/14</td>
<td>Outdoor Design Source</td>
<td>Playspace Design Awards</td>
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<td>ECA Web Watch</td>
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<td>30/10/14</td>
<td>AILDM</td>
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<td>Kidsafe Facebook Page</td>
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<td>30/10/14</td>
<td>P &amp; C Federation NSW</td>
<td>Playspace Design Awards</td>
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<td>30/10/14</td>
<td>Every Child Magazine</td>
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<td>30/10/14</td>
<td>Reflections Magazine</td>
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<td>30/10/14</td>
<td>Channel 9</td>
<td>Slide on Bunk Bed</td>
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<td>27/11/14</td>
<td>2GB Radio</td>
<td>Comment on Child Injured on Merry-go-round</td>
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<td>03/12/14</td>
<td>Kidspot</td>
<td>Toy Safety</td>
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<tr>
<td>12/12/14</td>
<td>Daily Telegraph</td>
<td>Information on Summer Injuries</td>
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<td>30/01/15</td>
<td>Essential Baby</td>
<td>ISOFIX for Child Restraints</td>
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<td>30/01/15</td>
<td>Daily Telegraph</td>
<td>Burn Injuries</td>
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<td>02/02/15</td>
<td>Kinderling Radio</td>
<td>General Safety Information</td>
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<td>Kinderling Radio</td>
<td>Child Safety</td>
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<td>16/02/15</td>
<td>Kidspot</td>
<td>Button Batteries Injury</td>
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<td>06/03/15</td>
<td>Sunday Telegraph</td>
<td>Indoor Trampoline Parks</td>
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<td>12/03/15</td>
<td>A Current Affair—Ch 9 News</td>
<td>Household Poisons- Laundry Pods</td>
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<td>13/03/15</td>
<td>Kinderling Radio</td>
<td>Playground Equipment &amp; Toy Safety</td>
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<td>22/05/15</td>
<td>Daily Mail</td>
<td>Injury from Flat Screen TV</td>
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<td>09/06/15</td>
<td>Fatal Distraction Story</td>
<td>Hot Cars, Comment for NRMA</td>
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<td>16/06/15</td>
<td>Kinderling Radio</td>
<td>Home and Backyard Safety</td>
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<tr>
<td>18/06/15</td>
<td>Kidspot Article</td>
<td>Child Restraints</td>
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<td>22/06/15</td>
<td>Media - 2UE</td>
<td>Dog Bites</td>
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<td>23/06/15</td>
<td>Media - iVillage</td>
<td>Child Restraint Injury</td>
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<tr>
<td>24/06/15</td>
<td>Media - 2GB</td>
<td>Laundry Pods</td>
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Kidsafe NSW is a charitable, not-for-profit organisation and funding is provided through sponsorships, grants and donations. We would like to thank the following organisations for their generous support of Kidsafe NSW during 2014-2015:

- NSW Ministry of Health
- Office of Communities: Sport and Recreation
- NSW Department of Education and Communities
- Transport for NSW
- The Wiggles
- IAG Insurance
- NRMA Motoring and Services
- The Children’s Hospital, Westmead
- Sydney Children’s Hospital, Randwick
- Ernst & Young
- The Leycester Meares Bequest
- Prime Television
- Fire and Rescue NSW
- Samuel Morris Foundation
- Georgina Josephine Foundation
- Lend Lease
- Vintage FM
- Campbell Consulting
- Cancer Institute
- Herbert Smith Freehills
- Infasecure
Chair
Dr Julie Brown
Senior Research Fellow, Neuroscience Research Australia
NHMRC Career Development Fellow
Conjoint Senior Lecturer, School of Medicine UNSW

Deputy Chairperson
Dr Nicholas Cheng MB BS BSc(MED) DCH FRACP
Staff Specialist Paediatric Emergency Medicine
The Children's Hospital Westmead

Treasurer
Ms Lynn Kraus US CPA
Sydney Office Managing Partner
Member of Australian Institute Chartered Accountants
Ernst & Young

Members

Ms Kristy Abbott
MHealthSc, BA (Psych)
Consultant

Mr David Howarth
Assistant Director, Australian Competition and Consumer Commission NSW
Adjunct Lecturer, University of Sydney Law School
Kidsafe NSW Council

Mr David Wilson
Chief Executive Officer
Child Care Services of NSW Pty Ltd

Dr Susan Adams MBBS FRACS
Staff Specialist, Head of Department, Paediatric Surgery
Sydney Children’s Hospital, Randwick

Dr Gael Walker
FPRIA, Phd MAdmin, GradDipCommMgt, DipEd, BA
Consultant, Retired Associate Dean
Faculty of Humanities & Social Sciences, UTS
(Resigned 11/12/14)

Professor Kathleen Clapham
PhD BA (Honours) Professor (Indigenous Health)
Australian Health Services Research Institute
University of Wollongong

Professor Rebecca Ivers PhD, MPH
Director, Injury Division
The George Institute for Global Health
Professor of Public Health, University of Sydney
Kidsafe NSW Council

**Dr Elizabeth Cotterell**
Associate Professor, Paediatrics
School of Rural Medicine
University of New England

**Dr Nick Pigott**
MBBS FRCPI FRCPCH FRACP FCICM
Medical Director, Intensive Care
The Children’s Hospital Westmead

**Ms Sarah Adams**
MN (Ed), BHlthSci (Nurs), DipAppSCI (Nurs), GC Neonatal
Intensive Care, Cert Paediatric Cardiothoracic Nursing
Clinical Nurse Consultant & Trauma Co-ordinator
Sydney Children’s Hospital

**Ms Foonghar Chong**
MAadult Ed, BA, Dip A&T, AssocDip NurseEd
Director Education, Health, Community & Personal Services
Western Sydney Institute of TAFE (Resigned 11/12/14)

**Associate Professor David Eager**
PhD BE(Hons) GradCertDispRes FIEAust CPEng
Faculty & Engineering and Information Technology
University of Technology, Sydney (Resigned 3/6/15)
## Participation in Meetings

<table>
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<tr>
<th>Name</th>
<th>06/08/14</th>
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<tr>
<td>Julie Brown</td>
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<td>Nicholas Cheng</td>
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<td>Lynn Kraus</td>
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<td>David Wilson</td>
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<td>Gael Walker</td>
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<td>Susan Adams</td>
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<td>Kathleen Clapham</td>
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<td>Rebecca Ivers</td>
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<td>David Howarth</td>
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<td>Elizabeth Cotterell</td>
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<td>Sarah Adams</td>
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<td>May Ann Bravo-Civil</td>
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<td>New member</td>
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### Key
- **Attendance**: ✓
- **Apology**: ✗
- **Non attendance**: ✗
- **Non member**:
Kidsafe NSW Staff

Christine Erskine  
Executive Officer

Vicki Milne  
Manager  
Road Safety

Catherine Ho  
Project Officer  
Road Safety

Kay Lockhart  
Manager  
Playground Advisory Unit

Angela Marton  
Project Officer  
Playground Advisory Unit

Beverley Boland  
Project Officer  
Playground Advisory Unit

Swati Mukherjee  
Administration Assistant

Vicky Paronomos  
Volunteer
Bequests and Scholarships

Lorrie Fay Memorial Kidsafe NSW Scholarship

The Lorrie Fay Memorial Scholarship was established by the family of Lorrie Fay in recognition of her lengthy and devoted service to Kidsafe. Their aim is to continue her dream of a safe, caring and healthy environment for children.

The bequest fund is managed through the University of NSW (UNSW) and provides a Scholarship to UNSW medical students undertaking Honours Program or an Independent Learning Project (ILP).

The first scholarship was awarded in 2011 to Jodie Wheatley who examined the risk factors associated with serious injury following a motor vehicle accident in children aged <3 years, over a 10-year period. The study identified the associations of restraint status, seating position, urbanisation, impact direction, estimated vehicle speed and occupant ejection, with injury severity, based on the hypothesis that these risk factors will affect the severity of injuries sustained by young children.

The second scholarship was awarded in 2012 to Jasmine Rosewarne. The goal of this research was to assess the feasibility of conducting an in-depth case control study of falls among children from windows and balconies to test the hypothesis that there are environmental and family/child differences among families and dwellings where children fall from building and where they do not.

During 2015, Amanda Zhou was successful. Her study is a retrospective study to determine the incidence and epidemiology of serious fall-related paediatric injuries in Australia during 2002-2012, with a particular focus on falls from buildings. The project aims to determine the number and incidence of falls involving children at a national level, the characteristics and sub mechanisms of these falls and the severity of injury sustained.
Bequests and Scholarships

Leycester Meares Bequest

By A Deed of Trust dated 7th July 1995 the Child Accident Prevention Foundation (the Foundation) created a perpetual trust known as The Leycester Meares Bequest (the Bequest). The Bequest was established to acknowledge the contributions made by The Honourable Mr Justice Leycester Meares (1909-1994) in establishing the Child Accident Prevention Foundation of Australia (CAPFA) in 1979.

Funding has been provided to the Child Accident Prevention Foundation by the Trust for a number of years to assist in promoting National Kidsafe Day which is held annually.

The support of the Leycester Meares Trustees has assisted in increasing the profile of Kidsafe, and developing a national Kidsafe website.

In 2014-2015 the Bequest provided funds to promote National Kidsafe Day which is held in October each year. National Kidsafe Day aims to increase the profile of both Kidsafe and child injury prevention. This year National Kidsafe Day was focused around the National Playspace Design Awards which created a special opportunity to focus on fun and creativity as a way to promote safe play.

This year Kidsafe had the support of Australia’s first National Children’s Commissioner, Ms Megan Mitchell. We were also privileged, at the NSW event, to have the company of Mr Peter Meares, nephew, and Ms Ruth Kerr, Associate, of the late The Honourable Mr Justice Leycester Meares.

Fifty six nominations from around the country were received for the National Playspace Awards with the Kulkana Before and After School Care Project designed by Urban Landscape Projects & Balgowlah North Public School, receiving the Leycester Meares Bequest Special Recognition Award.

Ms Ruth Kerr, Commissioner Megan Mitchell, Mr Peter Meares, Mr Ryan Fitzgerald