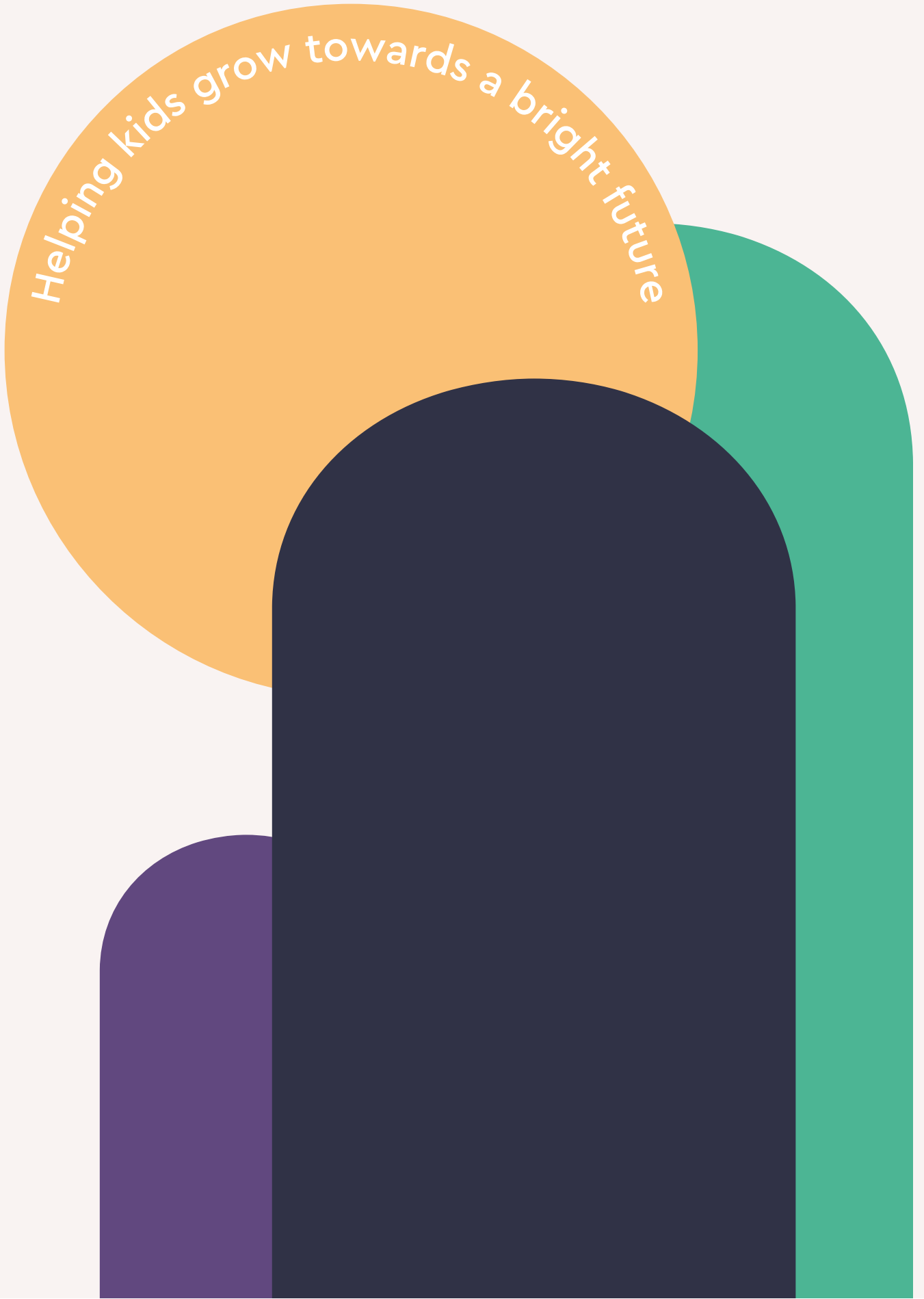


ANNUAL REPORT 2021-2022



Helping kids grow towards a bright future





Kids First Australia would like to acknowledge the Traditional Custodians of the land on which we are gathered and recognise their continuing connection to land, waters and culture.

We pay our respects to their Elders past, present and future.



We celebrate and value diversity.

Kids First has the HEART for providing support to the community in the most inclusive manner.

PRESIDENT & CEO MESSAGE

In navigating yet another challenging year, we would firstly like to thank the Board, staff and volunteers who enabled us to put children, young people and families first despite the frequent disruptions and testing times of the pandemic.

Our passionate and talented staff stepped up again this year, to work through implementing additional COVID-19 responses whilst continuing to support clients through our evidence informed educational, family and support services.

This year more than 21,000 hours of family support services were provided, and 800 little learners were enrolled in our Early Years services, getting the very best start to their education journey. These numbers are an increase on the previous year and in fact higher than pre-pandemic times. This represents growth in the reach and impact of our services and demonstrates the resilience of our Kids First team and their dedication to achieving our purpose to ensure all kids have the bright futures they deserve.

The ways in which we bring our purpose to life were solidified this year with the development of our new strategic plan. The plan provides a clear roadmap to maximise the scale and impact of our services and deftly respond to community need with evidence informed approaches and models of practice to bring about change. Technology is critical to our way forward and we are investing in people and systems that will enhance our ability to enable more programs to be accessed anytime and anywhere.

Delivering on our mission takes the combined effort of staff, volunteers, and Board members alike. At the end of November 2021, we farewelled Simon Hutchings, who was an integral part of our Kids First Board for over seven years. Simon was well known for his depth of financial expertise, and we thank him for his incredible contribution. In December 2021 we welcomed new Board Member, Simon Kent. Simon brings a wealth of experience from his vast work across social policy development and advocacy in government - in particular in education and early childhood. In February 2022, we then welcomed Paul McCarthy to our Board of Governance. Paul is a senior executive with broad financial and business experience and is well known to Kids First for his outstanding work on our Finance and Investment Committee.

Looking ahead to the new year we know there is still quite a lot of work to do to repair family relationships, with many children and families experiencing hardship or disadvantage before the pandemic now finding it tougher than ever. The rising cost of living has also put additional strains on already vulnerable families. We will continue to embed our family supports within Early Years services and advocate for more Early Help Hubs to make accessing help easier.

In 2021 our organisation marked 125 years since its formation. While we have operated through various guises since our origin in 1896 and the world is undeniably a very different place. One thing has not changed; the steadfast conviction that all kids deserve bright futures. It is our privilege and our passion to partner with families every day to help bring about bright futures and we intend on doing this for many years to come.



Aileen Ashford, CEO

A handwritten signature in black ink, appearing to read 'Aileen Ashford'.



Sandy Forbes, President

A handwritten signature in black ink, appearing to read 'Sandy Forbes'.

TABLE OF CONTENTS

President & CEO Message	1
Our Service Model	4
Our Impact	5
All kids deserve a bright future	6
Evaluation of our Early Years Education Program (EYEP) TM - Kindergarten Model	6
Delivering our Early Years Model to more young learners	8
Equipping teachers with tools to support Australian kids	10
Improving outcomes for children	10
By young people for young people	11
Building confident and connected families	12
Aadila's Story	12
Helping parents understand the needs of their child	14
Quinn's story	15
Early Help Hubs providing early support services for families	16
Creating strong and safe families	17
Immediate and practical family support - - The Orange Door	17
Emse's story	17
Helping fathers who have used violence	18
Kids First's Child and Family Services Manager awarded the Champion Award for Systems Change	19
Rallying our community	20
Engaging our donors like never before	20
A tee-rific outcome	21
Supporting our people	22
A team effort	22
Continuing to attract the best talent	23
Our values come to life	24
Our inaugural Sue Beecher Memorial Award	25
Leading Kids First	26
Our Board	26
Thank you	27
Patrons	27
Volunteers	27
Philanthropic Trust and Foundations	27
Donors	27
Government	27
Kieser Charity Golf Day	28
Research partners	28
Sector peers	28
Financial performance	30
Income overview	30
Expenditure overview	31

KIDS FIRST AUSTRALIA

Kids First has been at the heart of community care in Victoria since 1896. We are a proudly independent child and family services provider and early education specialist.

Our vision

All children and young people thrive in resilient, strong and safe families and communities.

Our purpose

All kids deserve a bright future.

Our values

Our HEART values encapsulate the way we work together and partner with children and families to bring positive and sustainable outcomes.



Hope



Empowerment



Accountability



Respect



Trust

OUR SERVICE MODEL

Prevention & early help



Universal, targeted sessions for children and parents in facilitated universal services

- Early Years
- Access to Early Learning
- Early Help Hubs
- Connections
- Mentoring Mums
- School Readiness



Resource & strengthen

Targeted and specialist services and programs

- Family Services
- Promoting First Relationships (PFR)
- The Orange Door (TOD)
- Intake and Engagement

Respond & recovery



Intensive therapeutic and case management

- Northern Healing & Recovery Program (N-HARP)
- Caring Dads
- Sexual Abuse Counselling & Prevention Program (SACPP)

Kids First is certified to the ISO 9001 and Human Services Standards.

The 2021 audit identified no non conformances and a number of clients were interviewed and the auditor shared their comments with us.



Amazing people, great support"



They don't hesitate to advocate"



They went beyond my expectations to help me with the support I actually needed"

OUR IMPACT

4,748

ANNUAL SERVICE
USERS

6,021 hours of

SEXUAL ABUSE COUNSELLING
& PREVENTION PROGRAM
SERVICES

17,000+ clients seen

THROUGH THE NEMA
ORANGE DOOR
PARTNERSHIP

21,362 hours of

FAMILY SUPPORT
SERVICES

803

CHILDREN
ENROLLED IN
EARLY YEARS
SERVICES



201

KIDS FIRST
TEAM
MEMBERS



45 AMAZING
VOLUNTEERS



We travelled over
20,000km
to deliver our
programs and
services



We provided
services in
**17 Local
Government
Areas (LGAs)**



Our social
audience
grew by
27%



ALL KIDS DESERVE A **BRIGHT** FUTURE

Evaluation of our Early Years Education Program (EYEP)[™] - Kindergarten Model

Kids First's Early Years Education Program (EYEP)[™] - Kindergarten Model is a trauma informed model of early years education and care. The model features high quality education plus embedded family support services. Early years educators and teachers are trained extensively and skilled to build relationships with children and their families, who in turn are supported to nurture their child's wellbeing and capacity to learn.

Murdoch Children's Research Institute, Australia's pre-eminent child health research institute and a global health leader, continued its partnership with Kids First in year 2 of their evaluation of our Early Years Education Program (EYEP)[™] - Kindergarten Model.



Photo: CEO Aileen Ashford meeting McLeans Road kinder kids at centre grand opening.



The evaluation is designed to inform the ongoing implementation and adaptation of the model and establish its effectiveness in enabling children to:

- Have strong, authentic relationships with their classmates, families and educators, and a shared sense of belonging
- Be active, engaged and capable learners who are supported to enter primary school
- Have strong protective factors in their family so that they can moderate risk and adversity and promote healthy childhood development and wellbeing

Key strengths of implementation identified through the second-year evaluation were:

- Most early years team members felt their practice of the model had improved and was strengthened by refresher training
- More than 80% of respondents felt that Kids First has a service culture that puts families first and offers facilities that are safe, welcoming and practical
- **Families reported a highly positive experience with their child's kindergarten**
- Initiatives to engage families with their child's kindergarten have been positively received by both parents and educators
- **Classroom quality has been high across all kindergartens**

The project will continue into a third year which will build on the previous work to measure the impact of the model in a quantitative manner.

Delivering our Early Years Model to more young learners

Kids First is an accredited Early Years Manager, recognised by the Department of Education and Training for our expertise in the delivery of high-quality early childhood education and care services.

In early 2022 we were delighted to welcome families to the brand-new McLeans Road Kindergarten, our sixth early years' service. A beautiful new build, the kinder sits in the Norris Bank Parklands in Bundoora and continues our early years partnership with the City of Whittlesea.

McLeans Road provides 3- and 4-year-old kinder, with our team there delivering quality education programs for children embarking on their education journey.



Photo: Kinder kid at the McLeans Road Kindergarten Grand Opening 2022.



Photo: Kinder kid at the McLeans Road Kindergarten Grand Opening 2022.

All of our Early Years kinders use the Kinder Tick as we are an approved provider of a Victorian Government funded kindergarten program. That means your child is taking part in an evidence-informed, play-based learning program that meets government guidelines.





EQUIPPING TEACHERS WITH TOOLS TO SUPPORT AUSTRALIAN KIDS

Improving outcomes for children

In line with our broader work with vulnerable children and families at Kids First Australia, our School Readiness Program is founded on trauma informed practice approaches. As trauma affects a developing brain in many ways, it is important for early years educators to recognise the signs and symptoms of trauma in children and support them with healing.

Our program is designed to equip early years educators with practical tools and coaching to support the social and emotional needs of children before they transition to school.

This financial year our School Readiness program delivered over 104 training sessions. A total of 251 hours of contact time were delivered – no mean feat, considering Covid lockdowns closed access to kindergartens for much of the year.

We delivered our four key programs:

- Sensory Strategies for Trauma Informed practice
- Supporting Children and Families Experiencing Vulnerability
- Trauma and Attachment theory
- Trauma and Attachment practice

And we added two new options, based on requests from the educators we deliver to:

- Building Relationships with Families
- Self-care for Educators

Our team also provided consultations as a part of this delivery, observing programs in action and working with educators to apply their theoretical learnings into practice. Bookings for the remainder of 2022 and 2023 are very strong, off the back of the groundwork laid this financial year.



By young people for young people

In late 2020 Kids First was successful in receiving a multi-year grant from Westpac's 'Safer Children, Safer Communities' program, enabling our face-to-face prevention program to be scaled up to increase its reach and impact.

With experts from Kids First's sexual abuse counselling and prevention team seeing an increase in young people experiencing sexual exploitation and grooming, and the digital age bringing a new set of challenges for young people - there is a real need to provide our youth with the tools to initiate important conversations on help seeking, healthy relationships and responsible decision-making.

Over the past year our expert team have worked with over one hundred young people to co-design an informed and relevant digital program, which uses relatable, diverse, and teen driven content, to help empower young people in making healthy relationship choices.

Set to launch in early 2023, 'To Future Me' is our new e-learning platform supporting Australia's youth to understand consent, grooming and healthy relationships. Bridging the gap between existing sex education resources and online safety programs, To Future Me supports year 8 students to explore what healthy relationships look like - and what they don't look like.

The program equips young people about help-seeking and how to safeguard themselves and others from being sexually exploited.

To Future Me features accessible and inclusive content delivered through purpose designed videos and quizzes across four self-guided modules.



It covers questions questions me and my friends talk about but weren't really sure how to answer"



BUILDING CONFIDENT & CONNECTED **FAMILIES**

Sometimes an individual might need a combination of programs and services to help them get back on their feet. Kids First offers a range of programs and services that can be brought together to best meet the needs of the individual.

Aadlia's story

Originally from Afghanistan, Aadila* came to Australia with her son, leaving behind family violence. Living at a women's refuge, Aadila re-partnered five years later and had twin girls. She then experienced significant family violence in this relationship and made the decision to separate from the girls' father.

"When I came to Kids First I felt my mental health was suffering. I was overwhelmed and felt that I couldn't manage. I had no family or friends. I felt hopeless," said Aadila.

Child Protection had concerns about Aadila's mental health and the risk of further family violence to her and her three young children.



Identifying the earlier trauma experienced by Aadila and her son, our Infant and Family team worked with Aadila to develop a plan designed to both meet immediate needs but also to help build her parenting and personal capacities.

The plan included:

- Supporting her with access to childcare
- Identifying triggers, and strategies to manage her mental health and linking to a local psychologist
- Working with her son's school in relation to his health, wellbeing and connection to the community
- Access to financial support resources to improve her parenting capacity and provide support with financial and material aid including a referral to a financial counsellor.

As part of Aadila's son's recovery from the trauma he had experienced, he was engaged in play therapy and linked in with our Northern Healing and Recovery Program family violence recovery worker, who undertook some work to help his recovery.

We arranged access to financial support via Family Violence flexible packages as well as material aid. This has supported the family to stabilise and increase safety.

Our worker described the outcomes for Aadila:

“ Aadila's self-confidence has grown remarkably and has provided her with the opportunity to advocate for the children and their best interests. She has a better understanding of child development enabling her to tune into their individual needs and provide more stability, structure and routine.

Aadila now understands family violence which has enabled her to act protectively and keep the children safe despite ongoing risk. Her insight into her own trauma has enabled her to connect with her eldest son and work on their relationship.

And importantly, she has been able to develop strategies to manage her own mental health and actively seeks out help as required; she is much more aware of her limitations and resources.”

Helping parents understand the needs of their child

Promoting First Relationships is an evidence-based home visiting program for parents or caregivers and children birth to 5 years, soon to be extended to birth to 12 years. It is strongly grounded in attachment theory which encourages a safe and secure base for children with a caregiver as a foundational basis for social emotional and behavioural development.

The program uses recordings of the parent and their child engaged in play and provides the opportunity to give positive observational feedback to the parent on their engagement with their child. This allows a reflective space for parents to be heard, to reflect on their own upbringing and supports parents to discover their own learnings.

Kids First established Promoting First Relationships in partnership with the University of Washington, following the strong evidence of the program based on several Randomised Control Trials (RCT) in the US. The program has continued with five more RCT trials delivering strong positive results in 2022. The results show statistically significant improvement in parent-child sensitivity, parental knowledge of child social and emotional needs, improvement in child behaviour, sleep patterns, improvements in stress physiology, and social attention. In vulnerable populations, Promoting First Relationships also showed improvements in foster care permanency, reduction in foster care placements and good outcomes with parents with high mental health needs.

During 2021-2022 period, Promoting First Relationships program was provided to 42 families, and we have invested in our staff training and development so that the program will be offered to all families who access our broader family services program.

A close-up photograph of a woman with long brown hair, smiling warmly and hugging a child from behind. The child's head is visible on the left, and the woman's face is on the right, looking down at the child. The background is softly blurred.

Quinn's story

Quinn* recently came to Kids First after experiencing family violence. The experience had diminished her confidence, and after years of having her parenting skills undermined, she was at a low point. Her five-year-old son Ezra* was showing signs of aggression towards her and particularly after visits with his father.



"(PFR) has been a fantastic support especially in my confidence as a parent. Before the program I doubted myself a lot, thinking I must be doing something wrong or could be doing something better. You helped me see all the little things I was doing well and reflect on what I also needed.

You always made me feel comfortable to share and I felt you very quickly picked up on our needs and went out of your way to accommodate these. I never felt judged and the way you delivered feedback was encouraging and motivating. A huge thank you, you have made a huge difference in my life and hopefully a flow on effect to Ezra's life," said Quinn.

**For privacy, names have been changed in this client story*



Early Help Hubs providing early support services for families

Early Help Hubs provide place based integrated services to support families early - when they need it. They give families one easy access point for support and facilitate a safe connection to universal services and were designed by Kids First after we undertook a research project in the Wallan community to understand how best to support families in accessing services.

In June 2022, Kids First, Mitchell Shire Council, FamilyCare and Wellways partnered to launch 'The Hub 3756'. Funded by the Victorian Government and the Brian M Davis Foundation, a team of specialist family coaches, social workers and mental health practitioners assembled under the one roof at Wallan Community Services Hub to establish a trial of Hub 3756.

One of the fastest growing areas in Australia, Mitchell Shire has a predicted growth rate of 341% over the next 20 years. With rapid growth areas experiencing high levels of stress and additional factors negatively impacting outcomes for children and families, Hub 3756 provides much needed support pathways to families in Mitchell Shire.

The Early Help Hub model cuts red tape and connects families to appropriate services before things begin to snowball, whether that be supporting families with young children and their changing needs, managing finances, or building stronger relationships.

With funding confirmed for an additional Hub to service the City of Whittlesea, we will again partner with City of Whittlesea Council, Bubup Wilam, DPV Health and Whittlesea Community Connections come September 2022, to deliver the Early Help Epping Hub 3753.

CREATING STRONG AND SAFE FAMILIES

We support women, men and families within our local community to nurture and improve parent-child relationships. We give children and parents belief, as well as the practical tools to overcome the little, and big bumps they face on their journey as a family. And we are there to work with children, young people and adults to assist in their recovery from trauma, including family violence and sexual abuse.

Immediate and practical family support - The Orange Door

The North Eastern Melbourne Area (NEMA) Orange Door is a service for adults, children and young people who are experiencing or have experienced family violence and families who need extra support with the care of children. The Orange Door provides immediate practical support, including accessing safe interim accommodation as well as counselling, accessing legal and financial services, finding long term housing options and referrals to family service support.

Emse's story

Esme was an older woman who had been in a very long-term and abusive relationship since she was young. She had never managed her own money. So it was a huge first step for her to do something many of us would take for granted and did when we were young - she got her own bank account. It took months of engagement and work, but she was so happy when she was able to do this and deposit her own money.

**For privacy, names have been changed in this client story*

Professional Statement



The Orange Door offers a unique approach where both the emotional and practical needs of victim survivors can be explored. Esme had never had control of her own finances. And for her, this was a big step. Every day, team members at NEMA Orange Door empower women as victim survivors of family violence.

Often, as with Esme, this begins with the act of listening. To hear and believe a woman's story and to acknowledge her bravery in keeping herself and her children safe. She has survived. We can partner with her to build on this strength."

**17,000+ CLIENTS
SEEN THROUGH
THE NEMA
ORANGE DOOR
PARTNERSHIP**

Helping fathers who have used violence

Working with fathers to assist them to realize the impact their violence is having on their kids is a powerful catalyst for change.

Caring Dads is Australia's first evidence based program supporting fathers who have used violence to improve the relationships with their children. The program recognises the importance of making fathers equally accountable for their behaviour and for their children's wellbeing – a role that is often assigned to women as protectors of their children.

Kids First brought the program to Victoria in 2017 in a partnership with the founders, University of Toronto and Changing Ways, and engaged Melbourne University to evaluate the program over a three year period. We are the accredited program provider and lead agency for the delivery of the program in Victoria.

The success of the program has been positive, with an expansion of the program to work with fathers on community correction and parole orders in a collaborative partnership with the Victorian Department of Justice and Community Safety.

In 2021 an Australian Research Council (ARC) grant was awarded to University of Melbourne in partnership with Kids First, Victorian Government and Odyssey House to research the intersections between family violence and alcohol and other drug use. The evaluation is focused on the adaptation of the Caring Dads program which we have developed to include an Alcohol and Other Drug (AOD) lens.



I just wanted to thank you for your care and professionalism while I worked through some pretty important issues. Changes have been made and maintained, especially in my relationship with my son. I'm more consistent, and honest, and respectful. Generally speaking, I'm more mature and compassionate, having let go of the baggage of the past.

Thanks again, and good luck with the next blokes who come knocking on your door."

Caring Dads client



Kids First's Child and Family Services Manager awarded the Champion Award for Systems Change

The Safe & Together™ Model is an internationally recognised suite of tools and interventions designed to help child welfare professionals become domestic violence-informed.

The goal of the Safe & Together™ Model is to create systems and practice change that is child-centred - keeping children safe and together with the protective parent.

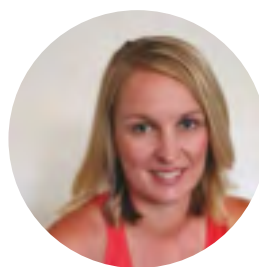
Safe & Together™ is one of a range of tools that Kids First uses to support our staff in their work with children and families at risk of, or who are experiencing family violence.

In March 2022, Kids First's Child and Family Services Manager, Monique Yeoman, was awarded the Champion Award for Systems Change at the 5th Asia Pacific Safe & Together Conference.

The award is designed for those trained in the Safe & Together Model who have gone the extra mile in applying the Models concepts and tools and making efforts to implement it across multiple agencies and sectors.

An extremely knowledgeable and highly valued member of our Kids First team, Monique has applied and implemented the Model across a range of Kids First programs for families experiencing family violence.

As someone who is dedicated to improving systems and outcomes for all members who are impacted by family violence, we are delighted that Monique was recognised for her outstanding achievements in this space.



Monique Yeoman

Child and Family Services Manager

RALLYING OUR COMMUNITY

Engaging our donors like never before

When our 2021 annual Lunchtime Rumours Feast was cancelled due to COVID for the second year in a row, we jumped into action to find a way to bring our Kids First supporters together. In its place, we planned and implemented an online Giving Day to engage our Kids First community, reach new donors and increase awareness of the important work we do.

Having originally set a donation target of \$10,000 for the 24-hour period, we were blown away by the generosity of our community, helping us achieve a total of \$40,592.

Our patron Ross Stevenson was instrumental to the day's success, promoting Kids First throughout his 3AW Breakfast program with Russel Howcroft. This included an interview with Kids First and further discussion throughout the program about why our services are so sorely needed. It's clear this was impactful, with many donations appearing during 3AW Breakfast and much support shown from listeners.

Through the support of our generous volunteers who give their time, our regular fundraising donors, corporate partners and event attendees, we are able to strengthen and enhance our programs to ensure every child gets the bright future they deserve. To find out how to offer your support, visit kidsfirstaustralia.org.au/support-us



A tee-rific outcome

Kieser Australia is a long-time supporter of Kids First and in 2022 delivered its eighth Kieser Charity Golf Day for Kids First. Held at Green Acres Golf Club in Kew, the event saw an incredible 14 sponsors and 124 players generously support the day's raffles and promotions. The most successful golf event yet, an incredible \$55,000 was raised.

The Kieser Charity Golf Day would not have been possible without the remarkable organisational skills and event management of Jill and Steph from Kieser, and Leonie McNicol and Jeanette Finegan from the Kids First Marketing & Fundraising Committee.

A special mention must also be made to this year's sponsors:

Gold Sponsors

Alliance Promotions, CBA (Bendigo), TDG Environmental

Silver Sponsors

4Pi, Big Swing Golf, CS&G, Coldflow Heating and Cooling, HESTA, Lakeside Financial, Maurice Blackburn Lawyers

Bronze Sponsors

Imaging Associates, Ittelligent, Tonkin Law, Vision

The outcome of the Golf Day was testament to the strong relationship and shared values between Kids First and Kieser Australia. Conversations are already underway to further extend the nature of the partnership to enable more Kieser employees to connect with our cause.



Photo: Kieser Charity Golf Day player group photo for 2022.

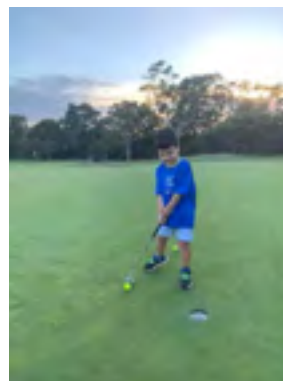


Photo: Kieser's smallest player

SUPPORTING OUR PEOPLE

A team effort

Throughout the challenges presented by the pandemic, our staff remained committed to delivering our mission and we are extremely proud of our dedicated team. As COVID-19 continued to impact on the way we live and work, looking after staff wellbeing and supporting our people has been a top priority.

Kids First robust Agency Continuity Plan was crucial during this time and underwent several variations in line with Government directions, ensuring the safety of our staff, volunteers, and clients.

Our New Ways of Working policy and procedures was developed in consultation with staff with clear principles of:

- Clients needs as a priority
- The agency needs to achieve our purpose and deliver on our funding commitments; and
- Staff preferences based on the role and responsibilities

In consultation with staff, we worked to implement a best practice approach to flexible working arrangements, to help manage health risks and meet family or other commitments.

We also introduced Heartstrings, a monthly all staff team meeting, to bring departments across the organisation together. Hosted by a different area of the organisation each month, Heartstrings gives staff the opportunity to develop a stronger understanding of what is happening across Kids First. It sees Kids First come together as a whole to share, connect and tug on the threads that tie us together; through our work, our values and shared vision.

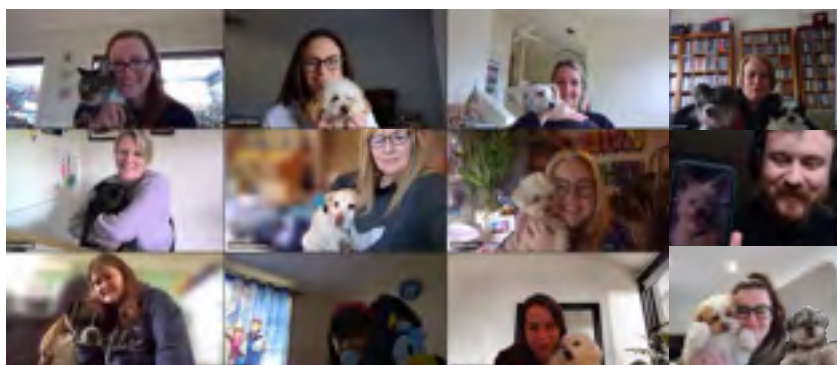


Photo: Microsoft Teams call to celebrate National Dogs Day while working from home.



Continuing to attract the best talent

Recognising that finding and attracting the right staff is critical to our ongoing success, and with recruitment across the sector posing somewhat of a challenge, we focused on a range of recruitment strategies. We were successful in applying for Family Safety Victoria's graduates' program to work across The Orange Door, Sexual Abuse Counselling and Prevention Program, Caring Dads and The Northern Healing and Recovery Program.

Collaborating with the Mitchell Shire, we also explored the option to engage local careers teachers in High Schools to promote Early Childhood Learning to VCAL students. We worked with GOTAFE to facilitate placements at our facilities and with Gowrie Victoria to attract existing level III Educators to upskill in Diploma qualifications.

We also participated in initiatives available to help educators upskill as teachers, through supported training and Early Childhood Teacher placements through Department of Education and Training Victoria workforce initiatives, recognising our existing educators who are actively working on completion of Early Childhood Education degrees.

We were successful in an application with the Department of Families, Fairness and Housing for funding to support traineeships for existing staff within our organisation. This funding will support our retention programs and to up-skill existing staff.

Recruitment was also given an overhaul as we streamlined our application process, providing a 'quick apply' option for candidates. Additional efficiencies are also on the way, as we get set to launch an alternative careers page, where candidates can apply by submitting a video application.

Our values come to life

As an organisation, our HEART values are spoken about daily and are a critical part of our internal identity. HEART represents Hope, Empowerment, Accountability, Respect and Trust. And while the Kids First team is aware of the values, we knew that to advance how we apply and measure them, they would need to be translated into a set of behaviours that brought the values to life. A whole of organisation effort was required.

In late 2021 we ran 16 workshops, and alongside over 45 hours of consultation, our team filled in over 130 worksheets.

We heard things like:

"I like that we'll all be measured in the same ways"

"I'm glad I get to put my two cents in – I've been wanting to do this for ages!"

"I didn't realise how much what we all wanted would line up!"

Each HEART value was looked at through three behaviour-based lenses:

1. I am not (the things that we don't want to see)
2. I am (the core expectations of our teams in demonstrating the value)
3. I strive to be (stretch goals to show what role models might do)

We then crafted some sticky phrases, to make the behaviours memorable for all.

Here are some example behaviours:



HOPE

I am a Code Cracker: I work collaboratively to problem solve, there is always a solution.



EMPOWERMENT

I am a Chief Cheerleader: I support and guide others to excel, helping to identify and support their strengths.



ACCOUNTABILITY

I am a Self-Aware Bear: I accept responsibility for my own actions and am transparent about my successes and failures.



RESPECT

Reliable Rooster: I value other peoples time - I'm punctual, organised and reliable.



TRUST

Growth Guru: I embrace and learn from diversity and use it to better myself.

As we look to the future we will continue to focus on our people, culture and performance, embedding our values through Kids First's Leadership Training, our Supervision framework, and our internal communication both online and throughout our workplaces.

Our inaugural Sue Beecher Memorial Award

Following the passing of Kids First Board member and long-time friend of our organisation Sue Beecher in 2020, we decided to honour her memory with the establishment of a memorial award.

Sue's passion for people and community saw her drive a social justice agenda across many spheres and her philanthropic work has benefited children and communities Australia wide.

Kids First staff are given the opportunity to nominate their peers for the Sue Beecher Memorial Award, with the award recipient receiving a \$5,000 professional development scholarship to be used in furthering their leadership capacity, linked to their role at Kids First.

To be nominated, the staff member must:

- Have shown a commitment to excellence in shaping bright futures for children
- Have demonstrated leadership qualities that provide inspiration to others at Kids First
- Have demonstrated high-level personal integrity and a commitment to Kids First's HEART values
- Have responsibility for leading a team, or project within Kids First

In late 2021 we announced Kids First Early Years Manager Leanne Rodriguez as the winner of the inaugural Sue Beecher Memorial Award.

In nominating Leanne, her colleagues praised the way she strives for excellence, every day.



Leanne always has the interests of children and families as her priority. This means she continually strives for outcomes that will ensure children have a positive experience in our early years. I have witnessed this in every facet of her work and the way she relates to her colleagues."



Leanne Rodriguez

Early Years Manager

LEADING KIDS FIRST

Our inclusive and diverse team is bound by a common purpose - to ensure all children and young people thrive in resilient, strong and safe families. Our commitment to our people and transformation enables us to continually deliver Australian-first and sector leading programs designed to strengthen family relationships, support healing and recovery from trauma and set children up for brighter futures.



Sandy Forbes

President



Kerry Ryan

Vice President & Secretary



Davin Magee

Treasurer



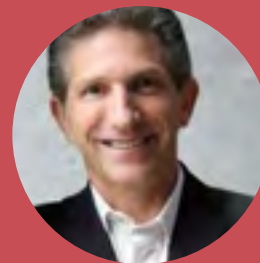
Tony Smith

Board Member



Suyin Ng

Board Member



Stephen Sandler

Board Member



Simon Kent

Board Member



Paul McCarthy

Board Member



Aileen Ashford

Kids First CEO

THANK YOU

Patrons

Patron in Chief, Her Excellency, the Hon. Linda Dessau AC, Governor of Victoria;
Patrons, Elaine Marriner, Neil Mitchell AO, Ross Stevenson.

Volunteers

For the community-minded, generous and dedicated individuals who volunteer their time to work with us. We are so much better for having you on our team!

Philanthropic Trusts and Foundations

Thank you to the philanthropic organisations who believe in our vision and our ability to successfully deliver services. It is your courageous funding that drives innovation within our sector and we are truly grateful for your investment in Kids First.

- AS & C Figuerola Trust
- Brian M Davis Charitable Foundation
- CommBank Foundation
- Flora & Frank Leith Trust
- Gandel Philanthropy
- Ian Potter Foundation
- MF Foundation
- Westpac Safer Children, Safer Communities Fund

Donors

For every individual who has donated in support of our work. More funding means more services, more services mean more families can be resourced through Kids First. Whether \$1 or \$1000 – every donation is received with our gratitude.

Government

We would like to acknowledge the generosity and support from the Victorian Government, the Commonwealth Department of Social Services and Local Government.



Kieser Charity Golf Day

Kieser Australia

Gold Sponsors: Alliance Promotions, CBA (Bendigo), TDG Environmental

Silver Sponsors: 4Pi, Big Swing Golf, CS&G, Coldflow Heating & Cooling, HESTA, Lakeside Financial, Maurice Blackburn Lawyers

Bronze Sponsors: Imaging Associates, Ittelligent, Tonkin Law, Vision

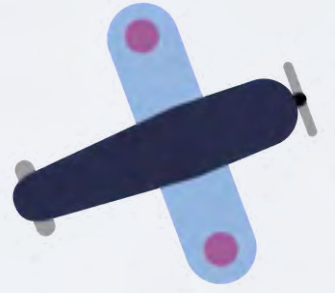
Research partners

- Murdoch Children's Research Institute
- The University of Melbourne
- University of Toronto
- University of Washington

Sector peers

The organisations and community groups we are proud to work alongside in delivering quality services.

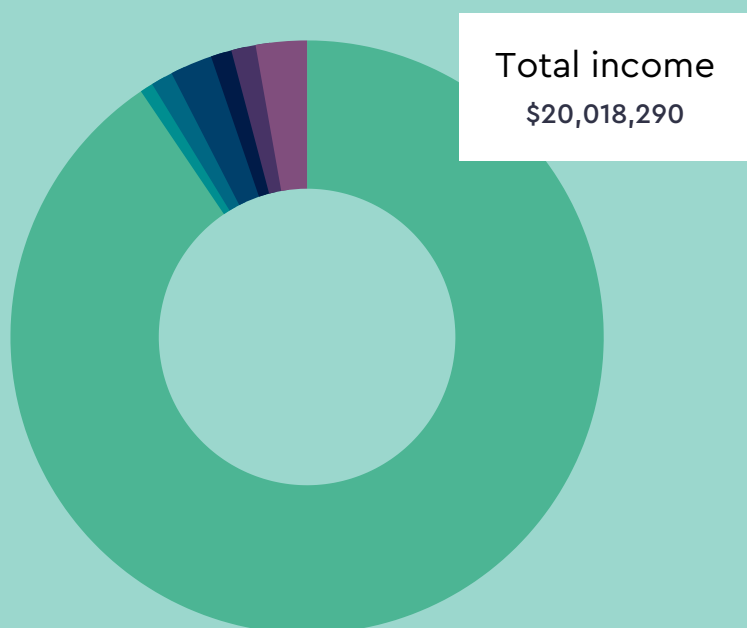
- 3081 Angels
- Anglicare Victoria
- Banyule Community Health
- Banyule Council
- Berry Street
- Big Group Hug
- Brotherhood of St Laurence
- Bubup Wilam Child and Family Centre
- Changing Ways (Canada)
- Child Development Institute Toronto
- City of Whittlesea Council
- Mitchel Shire Council
- Centre for Excellence in Child and Family Welfare
- cohealth
- DPV Health
- Early Learning Association Australia
- Early Learning Association Australia
- FamilyCare Shepparton
- Family Services Australia
- inTouch
- Uniting
- Nappy Collective
- Odyssey House Victoria
- Our Place
- Rotary Club of Preston
- Rubix Support
- St Kilda Mums
- Thorne Harbour Health
- Uniting
- Victorian Aboriginal Child Care Association
- Victorian Council of Social Service
- Wellways
- Whittlesea Community Connections



FINANCIAL PERFORMANCE

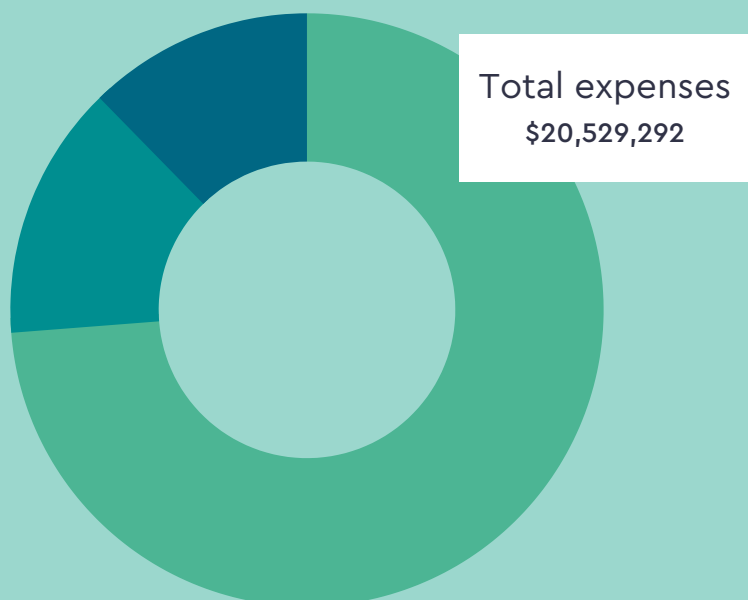
Income overview

Kids First Revenue	%	\$
Government Grants	95.9%	\$ 19,189,490
Donations	0.8%	\$ 151,909
Philanthropic & Trust	1.3%	\$ 252,981
Operating Activities	2.4%	\$ 488,250
Interest Received	0.0%	\$ 1,157
Other Income	1.2%	\$ 241,041
Investment Income	1.4%	\$ 282,189
Net Fair Value Gain of Financial Assets Designated as FVTPL	-2.9%	\$ 588,727
Total Income		\$ 20,018,290



Expenditure overview

Kids First Expenses	%	\$
Employee Benefit Expense	73.8%	\$ 15,143,985
Client Expense	13.9%	\$ 2,855,461
Administration and Operations Expense	12.3%	\$ 2,529,846
Total Expenses		\$ 20,529,292
Total Comprehensive Income/ (Loss) for the year		-\$ 511,002



Kids First Assets & Liabilities	\$
Total Assets	\$ 17,865,492
Total Liabilities	\$ 7,655,989
Net Assets	\$ 10,209,503



Whilst COVID continued to impact Kids First, we have shown remarkable resilience in achieving a strong financial result. Whilst there was downside pressures on our investment returns, we have invested in our Strategy, and defined a growth path for our people and our association. We continue to deliver positive outcomes for children and families, and we are confident in expanding our reach to broaden and deepen our community impact in the coming years."

Davin Magee, Treasurer



Every child deserves a bright future and with Kids First there's a chance to have one."

Connect with us

How to contact us

03 9450 0900

info@kidsfirstaustralia.org.au

kidsfirstaustralia.org.au

Stay up to date



Kids First Australia



@Kidsfirstmedia



Kids First Australia



@Kidsfirstaus

Kids First Australia, trading name of Children's Protection Society Inc is a registered charity with the Australian Charities and Not-for-profit Commission (ACNC) and eligible tax-deductible donations have Deductible Gift Recipient (DGR) status with the Australian Tax Office 2018 Children's Protection Society Inc. All rights reserved. ABN 52 303 567 862



**KIDS FIRST AUSTRALIA
ANNUAL REPORT
2021 - 2022**

kidsfirstaustralia.org.au

