

A large, solid red circle occupies the right half of the page, serving as a background for the Red Nose logo.

**red  
nose**  
saving little lives

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With thanks to outgoing Chairman Graham Henderson, who resigned in November 2017, following 13 years' service to Red Nose (SIDS & Kids). Craig Heatley was elected Chairman in November 2017.

**2017 was an extraordinary year of transition and change for Red Nose. Following the momentous events of 2016 which saw six, formerly separate SIDS & Kids entities come together as a single organisation unified under the Red Nose name, the 2016-17 financial year saw unprecedented levels of organisational development.**



One cannot underestimate the enormous and at times overwhelming amount of work undertaken in this first year, as each entity dedicated themselves to establishing an efficient and effective national organisational structure with best practice governance. This year-long period of consolidation across all facets of the organisation included consolidation of entity finances, infrastructure, assets, government contracts and legal agreements.

I applaud the previous management for taking such a giant step forward, creating the change needed to strengthen Red Nose into the future as a national organisation which represents 89 per cent of Australians. A leading cause-related charity lead by a single Board and management structure, who had the foresight to come together and drive our new national entity to fruition. In particular the achievements of outgoing CEO Leanne Raven and outgoing Board Chair Graham Henderson, whose years of involvement in various projects and initiatives over many years have led us to where we are today.

Leanne, who was CEO of National SIDS Council of Australia from 2007-2016, then CEO of Red Nose from 2016-2017, was instrumental in engaging with Government to help fund services and advocate for our cause. Graham was involved with Red Nose for 13 years, commencing on the Victorian SIDS & Kids Board in 2004, and the National SIDS Council of Australia Board from 2006.

This brings us to 2017: one year on from establishing our bold and courageous new vision.

2017 has seen Red Nose take significant and solid steps toward securing our future. Steps that will ultimately ensure we are able to achieve our long term vision of a future where no child dies suddenly and unexpectedly during pregnancy, infancy or in childhood. Key achievements from this year included:

- Roll-out of our national Red Nose – Saving Little Lives brand, launched in October 2016, raising awareness for this new consumer facing brand name, messaging, and actions informing the public of our new national vision and purpose.
- Creation of strong and deliberate frameworks to support development of sustainable, targeted, and long term income streams and models including commencement of shifting organisational structures to sustainable cost models.
- Development of new assets and revenue streams that are brand and audience aligned, to support future commercialisation.

Through all of this we say thank you. Thank you to our families, our local communities, our partners, and our founders for standing with us and supporting us through this change.

Thank you for continuing to stand with us as we tackle the next phase of our development. we are confident the transforming steps undertaken this year will propel Red Nose toward an exciting future.

**Theron Vassiliou**  
Chief Executive Officer

## Introducing our pledge to Australian families

There are unborn babies and children in our community dying suddenly and unexpectedly every day – and for many we still don't know why. Each year in Australia, 3,200 children under the age of four die suddenly and unexpectedly – that's more than double the national road death toll. Break this down, and that's nine children each day who will never get to reach their full potential, and nine new families in Australia each and every day who have their world turned upside down forever.

SIDS and Kids was established 40 years ago so that no other family would experience the grief and loss of our founder Kaarene Fitzgerald and her family did, when their son and brother Glenn, aged 8 months, died from SIDS (Sudden Infant Death Syndrome).

SIDS was considered a medical mystery back then but through funding vital research and education, we've successfully reduced SIDS by 80% in Australia, saving over 9,000 little lives in the process. But our work cannot stop here.

We now have a new and bigger challenge – to tackle all sudden and unexpected deaths in babies from 20 weeks' gestation to four years of age. This means understanding why late term stillbirth and other sudden, accidental deaths such as drownings, poisonings and road accidents occur as well as continuing to explore the root cause of SIDS.

But, how do you fight something you don't understand? You fight to understand it.

That's why we pledge to find a solution to eliminate all preventable deaths in babies and small children.

**Our target is zero.**

From today we pledge to continue funding research and education into the causes of all sudden, unexplained and preventable childhood deaths in Australia, doing everything in our power to find the answers that will keep your child safe.

And with this new mission, we've decided to change our name. We are no longer SIDS and Kids. From today, we are Red Nose and our mission is to create a future where no baby or child dies suddenly and unexpectedly.

**That's our pledge to you.**

zero

# saving little lives

## Our Vision

A future where no child dies suddenly and unexpectedly during pregnancy, infancy and their pre-school years.

## Our Mission

Saving the lives of babies and children during pregnancy, infancy, and childhood and supporting bereaved families.

## What we do

Through our evidence-based education programs, Red Nose provides safe sleeping resources and education to new and expectant parents, health care professionals, child care centres and carers. Since 1990, this education has successfully reduced SIDS and fatal sleeping accidents in Australia by 80%, saving 9,450 little lives.

We fund research into the possible causes of stillbirth and sudden and unexpected death in infancy (SUDI), including SIDS and fatal sleeping accidents. Outcomes from our research inform our public health campaigns.

In advocacy, we work with baby and infant product manufacturers and retailers to ensure products are safe and consistent with our evidence-based safe sleeping recommendations. We also work with health professionals who care for new and expectant parents and their babies, ensuring evidence-based recommendations are in line with national and industry standards. We also work with media outlets nationally to ensure content is consistent with our messaging.

Our Red Nose Grief and Loss services provide a range of support options for any person impacted by the death of a child. These options include counselling, support groups, a 24-hour bereavement support line, dedicated resources and a website. Health professionals can refer individuals or families to us for ongoing support and counselling.

9,450

9,450 babies'  
lives saved

\$16.7m 1.1m

\$16.7 million invested  
in research to date

1.1 million education  
brochures provided  
to parents annually

3000 80%

3,000 counselling  
sessions annually

80% reduction  
in SUDI deaths in  
Australia since 1989

# Research

Red Nose funds research into the possible causes of stillbirth and sudden and unexpected death in infancy (SUDI), including SIDS and fatal sleeping accidents. Outcomes from our research inform our public health campaigns

## Trans-Tasman Research Grant

With the change of name from SIDS and Kids, Red Nose shifted its research focus to a more proactive approach, establishing a Research Fund and inviting researchers to propose new and ground breaking projects to save babies' lives. In previous years, researchers approached the organisation for support, or it was provided through the National Health and Medical Research Council process. This research-specific fund has now been set up to encourage innovative and ongoing research into the causes of sudden and unexpected infant and child deaths.

In September 2016, an historic collaboration between Red Nose and Cure Kids (New Zealand) resulted in the creation of the Trans-Tasman Research Grant. Invitations to universities and other research institutions called for 1-3 year project proposals relating to the cause(s) and prevention of sudden and unexpected perinatal and infant death. Trans-Tasman research project proposals of up to AUD\$190,000 (NZ\$200,000) and Australian-specific proposals up to AUD\$100,000 were encouraged.

A peer review committee in both Australia and New Zealand shortlisted four Trans-Tasman collaborations, two New Zealand and ten Australian proposals, reviewing criteria such as

- Scientific excellence
- Potential of the proposed research
- Adequacy of experimental design
- Applicant's training and experience
- Originality of project
- Appreciation of methodological problems
- Value for money

An announcement of the successful project(s) was due to be made in the 2017/18 financial year.

Visit [rednose.com.au](http://rednose.com.au) for more information.

## An update on the Kaarene Fitzgerald PhD scholarship: Underlying mechanisms of SIDS – investigation in to the effects of intra-uterine growth restriction on the heart and circulation

Dr Emily Cohen was the recipient of a three-year Kaarene Fitzgerald PhD scholarship to pursue research into the underlying mechanisms of SIDS at The Ritchie Centre, Department of Paediatrics, Monash University in Melbourne. Dr Cohen started her doctoral research in 2014, investigating the effects of intra-uterine growth restriction (IUGR) on the brain and the heart in newborns and infants born preterm.

IUGR is when a baby is born too small for the duration of the pregnancy. It significantly increases the risk of Sudden Unexpected Death in Infancy (SUDI) and has also been linked to poorer neurodevelopmental outcomes in childhood and cardiovascular disease in adulthood. However, the underlying mechanisms for these increased risks have not been elucidated.

IUGR often results from a poorly functioning placenta, which compromises the delivery of oxygen and nutrients to the developing fetus. Under these challenging conditions, the fetus adapts its blood flow to preserve oxygen and nutrient supply to the brain and heart. Although these changes are protective during pregnancy, they may cause permanent changes within the heart, brain and blood vessels, which could potentially explain the increased risk for SUDI and poor long-term outcomes.

Over the three years of her PhD Dr Cohen followed a total of 67 IUGR and appropriately grown infants throughout the first few months of life. She investigated a variety of parameters that define cardiovascular function, such as heart function using echocardiography and heart rate control. She also analysed existing data from the Netherlands on brain oxygenation and brain blood flow in IUGR and appropriately grown newborns.

The results suggest that IUGR newborns display changes in the shape of the heart, which may make them prone to unstable blood pressure, that they have altered brain oxygenation and brain blood flow, and that they seem more vulnerable to unstable brain perfusion. These findings highlight that preterm IUGR newborns are a fragile group within the neonatal intensive care unit. The study highlights that they may benefit from tailored monitoring and management strategies to improve their health outcomes.

Some of the early changes in heart shape and function appeared to persist well into infancy. Alterations in infant brain maturation were also noted. These changes were mainly observed during early infancy, when the risk of SIDS is the greatest. Although an improvement over time was seen, altered early brain and heart development may also contribute to poorer long-term neurodevelopmental and cardiovascular outcomes in infants born preterm and IUGR.

So far this study has produced four research papers for publication and the results have been presented at various national and international conferences. Dr Cohen also presented her results at the 2016 Kaarene Fitzgerald meeting and was invited to discuss her research on Triple R.

In May this year Dr Cohen returned to the Netherlands to pursue a career as a paediatrician. She will defend her PhD entitled "From head to heart: the effects of IUGR and preterm birth on the cerebral and systemic circulation" at Utrecht University on the 12th of October.

**Publications:**  
COHEN E, WONG FY, HORNE RSC, YIALLOUROU SR. Intrauterine growth restriction: impact on cardiovascular development and function throughout infancy. *Pediatric Research* 79(6):821-30, 2016.

COHEN E, WONG FY, WALLACE EM, MOCKLER JC, ODOI A, HOLLIS S, HORNE RSC, YIALLOUROU SR. Fetal growth restriction alters autonomic cardiovascular control in the immediate postnatal period but not during infancy. *Pediatric Research*, May 3. doi: 10.1038/pr.2017.105. [Epub ahead of print] 2017.

COHEN E, WHATLEY C, WONG FY, WALLACE EM, MOCKLER JC, ODOI A, HOLLIS S, HORNE RSC, YIALLOUROU SR. Effect of fetal growth restriction and preterm birth on cardiac structure and function in infancy. Submitted to *Archives Disease in Childhood* April 2017.

COHEN E, WONG FY, WALLACE EM, MOCKLER JC, ODOI A, HOLLIS S, HORNE RSC, YIALLOUROU SR. EEG power spectrum maturation in preterm fetal growth restricted infants. Submitted to *Brain Research* May 2017.

# Services

Encompassing our education and bereavement support services, Red Nose provides evidence-based safe sleeping resources and education nationally. Our Grief and Loss services provide a range of free bereavement support services and counselling to anybody impacted by the death of a child.

### Education

A key focus of Red Nose is its education provision, which is designed to ensure all parents, carers and health professionals have access to, and are trained in, our key recommendations to reduce their risks associated with SUDI.

The amalgamation of state and territory offices into a national structure and the rebrand to Red Nose has brought with it challenges and new opportunities. The past year has seen the focus on consolidating our service provision across our education programs, education resources, and workforce structure. This has brought the service together as a national team functioning as one department across the country with a new national data sharing repository and reporting framework.

Red Nose education provides nationally:

- Education sessions to parents, families, child care centres and health professionals
- Evidence-based resources including safe sleeping brochures and posters
- Safe sleeping workshops, advice and information at parenting expos

Red Nose education has two government contracts: Reducing the Risk of SUDI in Aboriginal Communities (RROSIAC) in WA and the ACT Health Program. Under the RROSIAC program, educators undertake regional visits, train the trainer sessions, hosting an Aboriginal Men's Focus Group, and taking part in an Aboriginal Advisory Group.

### Red Nose Grief & Loss

Bereavement counselling and support offered by Red Nose Grief and Loss combines face-to-face and phone counselling with several other forms of support including provision of information and resources, connection to support groups, peer support volunteers, and community events. Red Nose Grief and Loss also provides information, resources and education to health service providers who are often the initial point of contact for families.

Our national Intake and Assessment team connects with new referrals, offering brief contact, assessment of needs and meaningful support. New referrals then move into more focused and ongoing counselling and support.

### Treasured Babies Program

The Treasured Babies Program is designed to offer comfort and support to families who have had a baby die during pregnancy or around the time of birth.

Volunteers make carefully designed clothing packs that allow each baby to be treated with dignity. The program also provides naming certificates and burial (Angel) boxes for babies who are too young to be eligible for a birth certificate or usual burial practices.

The Treasured Babies program received an award on Australia Day for "Outstanding Contribution to the Yarra Ranges (Victoria) Community."

### Peer / Parent Supporters

A unique feature of our bereavement support services is the combination of professional support, and the support offered by trained peer supporters. Peer supporters are bereaved parents who have completed special training to provide support, through the sharing of lived experiences, to more recently bereaved families.

Our Personal Enrichment Program (known as Grief and Beyond in NSW) is a key step for those parents wanting to become peer supporters. The next step is to complete Parent Supporter Training.

### Grief & Loss Website

A new website focusing on grief and bereavement support was launched in October 2016. The website acts as an important resource for families, health professionals, and anyone impacted by the death of a baby or child. The website also includes a video library, where those impacted by a death share their stories for other families.

### Grief & Bereavement Education Sessions

The Red Nose Grief and Loss team has delivered a range of education sessions to health professionals and other service providers. These sessions are designed to educate professionals about how to best support individuals and families following the death of a baby or child. Education sessions have been provided to nursing staff, midwives, social workers and support staff in major hospitals across Australia.



# red nose day

## Thanks to our Red Nose Day Superstars Big and Small

Red Nose Day 2016 was held on Friday 24 June. Thousand's of supporters from around the country put up their hand to support us by holding fundraising events, selling products or giving up some of their free time to volunteer. Without these people we would not be able to continue the work we do saving babies' lives.

## Red Nose Day Retail Partners

Thank you again to our wonderful Red Nose Day National Retail Partners: Target, Big W, Soul Pattinson, Pharmacist Advice, Best Buys, Terry White, Spotlight, CUA, NewsXpress, News Extra, Nexta, Anaconda, Savers and Clark Rubber. With your help, supporters from across the country were able to purchase their favourite Red Nose Day products in store.

## Community Fundraisers

Aynur Turker raised \$1,300 by holding a morning tea in memory of her son Jet at her workplace, the City of Moonee Valley.

The annual Richmond High School Flyover was held on 10 June and was accompanied by other fundraising efforts including a talent show, BBQ, product sales and a teacher vs student football match. The school amazed us yet again with their formation of 'ZERO' – a goal the students would like to see achieved in their lifetime - ZERO preventable baby deaths.

Corporate partner Hutchinson Builders again supported us across six of their construction sites in Sydney. They held morning breakfast BBQs, sold products and displayed a giant red nose at their Bondi Junction site. Hutchinson Builders raised \$8,921.

Daniel Ink supported us again this year by selling Red Nose Day t-shirts and, for the first time, a Red Nose Day cap. The t-shirts and caps were sold through the Red Nose Day website and Daniel and his father Ivan joined the team at Denman Public School in NSW to sell the products in person.

Every Red Nose Day, bereaved parent Felisha Nebauer sets up a stall in the main street of Denman and Denman Public School in NSW to sell Red Nose Day products. This year Felisha raised \$827.

For the second consecutive year the ACT and Rural Firefighters chipped in to support Red Nose Day. Red noses were placed on all fire trucks and the crew helped out at local shopping centres. We are grateful for the support of ACT and Rural Firefighters.

The Cairns Northern Beaches' Mudcrabs Rugby Union Club held a Red Nose Fundraising Day, which coincided with their annual Ladies Day. Parents Michael and Pip Hutchinson, whose son Jimmy died of SIDS, really appreciated the gesture and effort everyone put in to make the day a huge success. The club raised \$3,000 for Red Nose Day – a fantastic result!

Finally, a huge thanks to the individuals and teams of volunteers who supported us on Red Nose Day by getting out into the streets and shopping centres to sell Red Nose Day products. Across the country we raised a massive \$93,000.

## Dare to Care

Thanks to all our supporters who registered to fundraise through Dare to Care this Red Nose Day. Our passionate and dedicated supporters together raised over \$65,000. Notable mention goes out to Clare Field who has participated in Dare to Care for the past six years and to date has raised over \$40,000 to support the work of Red Nose. Also to Chandni who, for every donation she received between 24 May and 24 June, folded one origami heart. We cannot thank our Dare to Care participants enough for taking on a challenge and spreading the word this Red Nose Day.

## Little Rockers Red Nose Disco

On Thursday 16 June, pre-schools rocked out at the iHeartRadio Little Rockers Red Nose Disco at Luna Park Melbourne, Luna Park Sydney and Bounce Tingalpa to celebrate Red Nose Day. Each event was hosted by an Australian Radio Network personality and saw pre-schoolers rocking out to The Wiggles, Justine Clarke, Play School and Sesame Street.

A huge thank you to our official media partner Australian Radio Network for making these free public events possible. These events raised awareness and funds to support the work of Red Nose. Thanks to all the 700 child care centres across the country that registered and participated in this year's Little Rockers Red Nose Disco.







# Community Fundraising

## Sydney 2 CAMberra 2016

The Sydney 2 CAMberra Charity Ride was created after a young Sydney couple, Graham and Nadine Belfield, lost their son Cameron through stillbirth. The tragic event heavily impacted their life and touched many of their family members and friends.

In memory of Cameron, the Ride aims to raise significant funds, awareness and support of families affected by stillbirth and SIDS, with all funds raised donated to Red Nose and the Stillbirth Foundation Australia.

The 2016 event was held from 8-9 April and raised \$237,744.62. Thank you to Lee and Bec Helehurst for leading the planning of the ride.

## The Great Australian Ride 2016

Entrants in the 2016 Great Australian Ride set off from Cape Byron on 6 August on an epic motorcycle journey across the country to the Australian mainland's most westerly point, Steep Point in Western Australia.

The Ride has continued to grow as a fundraising event, with this year's riders raising more than \$70,000 for Red Nose. This brought the total raised since 2011 to well over \$200,000.

Red Nose thanks event founder Stuart Ball for his hard work and his dedication to making the event a success every year.

## Rhapsody in Red 2016

On 15 October 2016 the Hunter region's annual ball was held at Wests Leagues Club in New Lambton, with 385 guests attending and helping raise a total of \$88,954.

Funds were raised through ticket sales, monster balloon raffle, photobooth fun, as well as silent and live auctions.

As the Ball was held on International Pregnancy and Infant Loss Day, a candle lighting ceremony was held to acknowledge all of the babies and children that had passed.

Thanks to support from Wacky Snaps, Towers Cinemas Newcastle, Gen-R-8, all the volunteers, those who donated items to be auctioned, and Auctioneer Barry Price from Ray White Real Estate Newcastle.

## Harry Parker Golf Day 2016

On 11 November 2016, 140 players hit the green at Links Hope Island to take part in the Harry Parker Golf Day and help raise over \$22,000 for Red Nose.

In its fourth consecutive year, this one day four ball Ambrose event is held in memory of Harry Parker, who died just a week shy of five months old.

Thank you to everyone who was involved, including Platinum Sponsor Telstra and hole sponsors MCD Australia, Dimension Data, R&R Machinery, Oil Field Piking Systems, Andrew McKerr and Links Hope Island for hosting the event. A huge thank you to the organisers, including Chris Parker and Ben Footer, and the wonderful team of volunteers for making the day possible.



## Christmas in the City 2016

The Canberra fundraising team was tasked to help bring the Canberra Christmas tree to the city's centre in a bid to raise funds to support local families. Featuring its own integrated sound and light show, the 22-metre Christmas tree returned as the focal point for the eight-day festive celebration.

The event kicked off on Friday 16 December with a free Christmas concert featuring Red Nose Ambassador and ABC Television's Lah-Lah's Big Live Band, local father-son duo Battlebird and the headline act, Australian singer-songwriter Shannon Noll.

Funds were raised in a variety of ways including through sponsorship, merchandise sales, Santa photos and gate-takings at the entrance to the CBD's market event. More than \$75,000 was raised for Red Nose.

Christmas in the City would not be possible without the generous support of the ACT Government, the Canberra business community and Red Nose volunteers. The 2016 event saw 25 local businesses donate cash and in-kind goods and services, while 75 volunteers filled more than 100 shifts.

## Cabbage Court Christmas Lights 2016

The award winning Cabbage Court Christmas Lights in the northern Sydney suburb of Davidson lit up again in December 2016 and raised more than \$11,000, shared between three charities including Red Nose.

## Sunshine Beach Run 2017

The sixth annual Sunshine Beach Run, held at Perth's beautiful City Beach on 19 February 2017, was bigger and better than ever with more than 1,100 participants raising more than \$100,000 for Red Nose.

Founded in 2012 by West Coast Eagles physiotherapist Chris Perkin after the loss of his son Jake and wife Cindy, the Sunshine Beach Run is a great day out where bereaved families and friends come together to remember their loved ones and raise some much-appreciated funds.

Event ambassadors included West Coast Eagles Marc LeCras and Matt Priddis, professional boxer Renae Wauhop, 96FM's Carmen and Fitzi and our community ambassadors Lauren and Rob Movick, Suzanne Kuuse and Jane Sutherland who all donated their time to help make this year's event a great success.

The event received coverage in the evening news on all three major stations, Channels 7, 9 and 10.

Thank you to everyone who ran, walked, or just came to watch and be a part of this wonderful event. We'd like to say a massive thank you to all our sponsors and supporters for helping us make the day happen. Another big thank you to all our amazing fundraisers who raised more than \$20,000. A very special thank you to all of our hardworking volunteers who kept everything running smoothly!

# Shop Red Nose



For more than ten years Shop Red Nose has been providing families with a range of baby and children's products while generating income to support our safe sleeping public health campaign.

Products currently available include safe baby sleep bags, Red Nose Baby Wipes, Protect-a-Bed mattress protectors, the My Bub nursery range, VTech baby monitors and Bonds clothing for mother and baby.

The shop also has the important function of allowing Child Care Centres, Hospitals and Health Care Professionals to order Red Nose education materials, including brochures, posters and the Child Care Kit.

Thank you to our Shop Red Nose partners for their continued support:

Visit Shop Red Nose at [www.shoprednose.com.au](http://www.shoprednose.com.au).



# Clothing & Collection

The Red Nose Clothing and Collection recycling initiative and social enterprise has been in operation in Victoria for the past seven years in partnership with Savers.

Through Red Nose Clothing and Collection the public can donate unwanted and preloved clothing and household items in good condition, to give items a second life at Savers stores.

These donations also significantly help the environment by reducing landfill.

The income generated for Red Nose is vital as it supports our safe sleeping and grief and loss services across Australia.

In October last year, Red Nose Goes Green rebranded to Red Nose Clothing and Collection as part of Red Nose's move to a national organisation.

Key achievements for Red Nose Clothing and Collection in the past year were:

- Rebranding to Red Nose Clothing and Collection in October 2016
- The launch of Red Nose and Living Fundraisers schools initiative
- Introduction of website bookings for home and business collections.

**Visit [rednose.com.au](http://rednose.com.au) or call 1300 473 366:**

- For further information about Red Nose Clothing and Collection
- To book a home or business collection
- To locate one of our donation drop-off points.

# Grants & Funding

Red Nose thanks the governments and organisations that have provided funding this year to allow us to deliver our services to the community.

The Department of Education and Training Victoria provided a grant for the translation of the Red Nose Safe Sleeping Brochure into Burmese, Chin (Hakha), Dari, Farsi (Persian), Karen, Khmer, and Punjabi.

The Commonwealth Bank provided a grant for filming of Red Nose education videos for the Red Nose website.

The Australian Government continued to fund the Reducing the Risk of SUDI in Aboriginal Communities Program, which is delivered by Red Nose in Western Australia.

ACT Health provided funding for Red Nose to provide a Peer Support Program, Bereavement Support Services and Safe Sleeping Education in the ACT.

The Australian Government Department of Health continued to provide funding to Red Nose to provide a national telephone based intake and brief intervention service and a national digital support (online chat) service for bereaved parents and families experiencing grief and loss, as well as contemporary evidence-based bereavement support resources for professionals, parents and families through the Red Nose Grief and Loss website.

Google provided Red Nose with US\$10,000 per month in AdWords advertising through its Google Ad Grants programme.

# Thank You to Our Partners

**Mission Partner**  
CUA

**Ambassadors**  
The Wiggles  
Eamon Sullivan  
Nay Nay

**Fundraising Partners**  
Sheridan  
VTech  
Dunlop Living  
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Dentsu Mitchell  
The Comms Department



# Volunteering

Volunteers are an integral part of the Red Nose team and give their time to support us in many ways. We thank all of all the volunteers who helped us in 2016/17.

## Volunteer profile: Kaitlyn Barry

Red Nose was delighted to nominate volunteer Kaitlyn Barry for the 2017 WA Volunteer of The Year Awards People's Choice 'Spirit of Volunteering' Award, which recognises those who have enhanced the lives of others and the community through volunteering.

Kaitlyn has volunteered in Red Nose's Perth office for more than a year and has been a vital part of several events, including the Red Nose rebranding launch at the Bell Tower, the Sunshine Beach Run and many other small tasks.

"I really love all the sorts of people I get to connect with through volunteering with Red Nose," Kaitlyn said. "It's quite humbling to see how many people are touched and come together for this awesome cause."



## Volunteer profile: Angela & Duncan Essery

After their one-year-old daughter Mia died suddenly in 2010, Angela and Duncan Essery decided they needed to seek counselling and so they reached out to Red Nose. Following 12 months of group counselling and home visits from a Red Nose counsellor, they made the decision to volunteer for Red Nose.

"The care shown and the support provided was nothing short of amazing and we wanted to support them back," they explained.

This year was Angela and Duncan's fourth year volunteering on Red Nose Day in Melbourne.

"Being able to meet other volunteers on the day and share in the fun gives you a buzz and a real sense of personal pride and satisfaction to help such a wonderful organisation on this important day of the year."



For more information on volunteering at Red Nose visit [rednose.com.au/page/volunteer](http://rednose.com.au/page/volunteer) or call 1300 998 698.

# CUA

In February 2014, Red Nose formed an important partnership with CUA, Australia's largest member-owned financial services provider.

CUA's financial support has assisted the vital research undertaken around stillbirth, SIDS and safe sleeping practices. Each year, the CUA team enthusiastically embraces our organisation and our mission, devoting thousands of hours to volunteering, holding fundraisers and selling merchandise for Red Nose Day.

Now, as Red Nose, CUA will continue working with us as Mission Partner to explore new ways of increasing awareness and education around the prevention of sudden and unexpected death of babies and children within our communities. CUA will assist Red Nose with its strategic vision of being the trusted voice and leading authority on educating parents on the safety of new born and young children.



As mission partner, CUA has worked with Red Nose to:

- Publish education materials in print and online, capturing 30 years of evidence-based research, knowledge and practical advice to help parents with new born care and safe sleeping
- Support education delivery across Australia, including brochures, posters, and face-to-face workshops
- Supported education resources and staffing at national education exhibition events targeting parents and families
- Support brand transition from SIDS & Kids to Red Nose
- Provide volunteers to support Red Nose across a range of operational activities and strategic initiatives
- Participate in major events such as Red Nose Day and other major fundraising events and activities.

Red Nose thanks CUA for their continued support and we look forward to working with them on the journey to ZERO.

# Media

## Red Nose Day 2016 summary:

- 578 pieces of media coverage secured across TV, print, radio and online
- Combined audience reach of 17.8 million Australians with the majority of this audience being reached at least twice
- 20 million+ people reached on social media
- With a media PR value of \$3,159,892
- More than 3,000 social media posts (not including personal Facebook posts)

## Highlights

Red Nose Day secured fantastic national TV coverage with Australia's highest rating and widest reaching breakfast show, Channel 7's Sunrise, on Red Nose Day, with a live cross to volunteers in Martin Place. Television coverage also ran on Channel 7, 9 and 10 news in Melbourne, plus Channel 10 National online, as well as social media shares across Channel 7's The Morning Show and Channel 10's The Project.

Radio coverage via news bulletins on Red Nose Day was substantial, thanks largely to our media relationship with ARN.

We also had a lot of success with online media, including parenting media, reaching our core target demographic: mums and parents with young children. Stories ran in key outlets including the Australian Women's Weekly website, Mamamia, Essential Baby and Kidspot. These outlets all shared their stories on their social media resulting in multiple shares and engagement to an even wider audience.

## Australian Radio Network

Our Australian Radio Network partnership resulted in incredible exposure for Red Nose Day across the KIIS FM, Pure Gold FM, The Edge and iHeartRadio networks in Sydney, Melbourne, Brisbane, Perth and Adelaide. Three versions of liners recorded by ARN on-air hosts ran in late May and the entire month of June promoting the child care centre and school discos, Luna Park and BOUNCE discos and general Red Nose Day activities.

Support also included an extensive social media schedule on all of ARN's stations' social media channels across Facebook, Twitter and Instagram, promoting the three key elements to our Red Nose Day campaign. ARN on-air talent and celebrities who were in-studio across the campaign period were encouraged to take photos with red noses on and were shared on social media. Sharing photos of themselves with a red nose were ARN's individual station hosts, including Kyle and Jackie O, all Red Nose Day ambassadors, Greta Bradman, and even Miranda Kerr, which meant that more than 15 million people were reached with the Red Nose Day key messages by our celebrity supporters on social media alone.

Our Sydney, Melbourne and Brisbane iHeartRadio Little Rockers Red Nose Discos were a good opportunity to garner local coverage in each market ahead of Red Nose Day. All mainstream, entertainment and parenting media were invited to each of the three events, and follow up calls made to each key target.

We had strong print and online stories run in each market from these discos, and Channel 7 Melbourne also ran a piece on the Luna Park event.

The child care centre and school fundraising discos were incredibly valuable in setting up regional coverage in each market, and a large number of print pieces focused on local discos ran across each state.

## Celebrity ambassadors

This year's ambassadors included: The Wiggles, Lynette and Jude Bolton, Amber Lawrence, Brothers 3, Channel 9's Sarah Stewart, Amber Sherlock, and Amelia Adams, Channel 7's Adene Cassidy, Channel Ten's Barry Du Bois and Ranger Stacey, Roxy Jacenko and Pixie Curtis, ABC Kids artists Nay Nay and Splashdance, Paulini and all Australian Radio Network Breakfast and Drive announcers nationally.

Most of these ambassadors attended the Red Nose Day photoshoot and filming morning at The Wiggles HQ in February 2016 where Red Nose Day promotional photos were taken and audio and video were recorded to be used throughout the campaign by Red Nose, iHeartRadio and the ambassadors.



# Governance

## The Red Nose Board



### 1. Graham Henderson Chairman

Graham has many years' experience in business in the IT and financial services industry. Since 2004 he has operated a management consultancy business.

Graham joined the board of Red Nose Victoria in 2004 and the board of the National SIDS Council of Australia Limited in 2006. For the three years prior to becoming Chairman he served as Treasurer. He lives outside Melbourne with his wife Dianne.

### 2. Craig Heatley Deputy Chairman

Craig is an Assurance Partner with PricewaterhouseCoopers (PwC) and has been with the firm for over 17 years both in USA and Australia. Craig is experienced in external and internal audit services, accounting and broader business advice across a broad spectrum of industries covering resources, services and construction and engineering.

Married with three children, Craig strives to maintain a healthy work life balance and serves on several other not for profit boards.

### 3. Drew Forbes Treasurer

Drew is a Senior Director in the Corporate Finance/Restructuring practice of FTI Consulting and is based in Melbourne, Australia.

Prior to joining FTI Consulting, Drew held an internal accounting role with one of Australia's largest sporting franchises. Drew was responsible for the financial accounting, reporting and management of both sporting and commercial operations within the franchise.

Drew also currently serves on the Audit and Finance Committee, having been appointed in October 2015.

Drew is married and recently welcomed his first child, and is passionate about issues surrounding the health and well-being of infants and young children.

Outside of the office, Drew is an avid AFL supporter, however with the arrival of his daughter Aria in May 2015, Drew now finds he has little time to pursue his passion.

### 4. Tracy Meredith

Tracy moved to the Wheatbelt of WA from Sydney in 1996 where she was involved in the establishment and operation of The Fred Hollows Foundation Inc. Tracy has a broad background and experience in providing health services (nursing, psychology and blindness prevention), strategic planning & policy development of health service delivery, regional development and Not-For-Profit organisations.

Currently, she is also a Non-Executive Director with Hale School and has completed the Australian Institute of Company Directors course. Tracy has established strong professional, government and community links and has well established networks in the health and regional development sectors. Along with her husband and son, Tracy assists in running a mixed agricultural enterprise in rural WA.

### 5. Simela Karasavidis

Simela is a Partner at Pinsent Masons in Australia. She is a commercial / transactional lawyer with 23 years' experience in the infrastructure sector. She has advised on many different social and economic projects in Australia, the United Kingdom, Europe, the Middle East and Africa, including in the healthcare, education, custodial and accommodation sectors. She has acted for charitable institutions, governments and state-owned entities, public and privately held commercial businesses and financial institutions.

Simela also chairs the Risk and Governance Committee of Red Nose. Married with two children, Simela is also a bereaved parent.

### 6. Prof Paul Colditz

Professor Paul Colditz is the foundation Professor of Perinatal Medicine at the University of Queensland and Director of the Perinatal Research Centre. He is a practicing clinician in neonatology as well as holding a Masters in Biomedical Engineering from the University of NSW and a Doctor of Philosophy from the University of Oxford, UK.

Paul leads a multidisciplinary research team from diverse backgrounds including medicine, science, nursing, psychology, physiotherapy, other allied health, signal processing and biomedical engineering to focus on improving health outcomes for mothers and babies through clinical and translational research. He is a member of the Qld Health Maternal and Perinatal Quality Council and a panel member of the Qld Child Death Case Review Panel (DeptCommunities, Child Safety and Disability Services).

Paul is a Board member of the Royal Australasian College of Physicians and Chair, College Research Committee. He is President-elect of the Paediatrics and Child Health Division, RACP.

### 7. Andrew Kennedy

Andrew is a civil engineer currently working as a Project Manager for construction company Thiess. Since completing his bachelor degree with honours in 1997, Andrew has worked as an engineering consultant, construction contractor and in government in various roles in Australia and overseas. Andrew has also gained valuable experience being a Board Member for both SIDS and Kids Victoria and the Civil Contractors Federation in Tasmania.

Andrew's first involvement with Red Nose was through the bereavement support he and his family received following the death of his first daughter, Saoirse during delivery in 2004. Andrew is passionate about the potential for reducing the incidence of perinatal death just as the SIDS campaign brought about a dramatic reduction of SIDS deaths in the 1980s and 90s. Andrew and his wife Karyn have since had two more children, Asha and Daniel.

# Governance

## The Red Nose Board



### 1. Paul Roderique

Paul worked in the customer-owned banking sector for 25 years both in New Zealand and Australia. He was the youngest credit union CEO in Australasian history and was rewarded with nomination as world young credit union person of the year in 2003.

He currently works as the Member Engagement Manager for Australian Wine Selectors; one of the largest independently owned wine retailers in the country.

Paul joined the board of SIDS and Kids Hunter Region in 2012 after being a supporter via a community program and has been chair for the past 24 months, joining the national council at that time.

### 2. Jennie Cameron

An alumnus of ANU, graduating as a mature student in 1999, Jennie Cameron has had what she calls a “serendipitous” career spanning 40 years, creating and developing community focused social enterprises primarily in the third sector.

A former National Chair of Red Nose, Jennie sits on a number of boards. Her key outcomes and leadership experience is in strategic change management and communications, with specific areas being rebranding, enterprise development, marketing, donor and system development to meet demands for income, balancing this imperative with the need to ensure that organisational ethos and integrity is maintained. At board level she has taken responsibility for driving change in areas focused on high level strategy and governance.

### 3. Ian Burgess

Ian is an experienced director and CEO, with a varied career in both not-for-profit and commercial organisations. Ian is currently CEO of a not-for-profit membership organisation representing dentists and promoting oral health. Ian’s previous roles have included Managing Director/CEO of a private equity backed health business with more than 350 staff and CEO of the Australian Orthopaedic Association.

Ian has a strong background in governance, having held senior executive positions with the Governance Institute of Australia, and has been a director on the boards of health businesses, an EFT payments gateway, a transport business and an educational institute in the finance sector.









# National Scientific Advisory Group



Now in its 12th year, the National Scientific Advisory Group (NSAG) has been instrumental during this time in ensuring Red Nose facilitates the translation of scientific evidence into practice through providing advice and working with our education team to disseminate consistent, accurate and current evidence-based information.

The current membership of NSAG is:

- Professor Rosemary Horne (Chair)
- Doctor Adrienne Gordon (Deputy Chair)
- Associate Professor Leanne Raven
- Doctor Bronwyn Gould
- Doctor Susan Arbuckle
- Doctor Catherine Chamberlain
- Professor Gay Edgecombe
- Professor Heather Jeffery
- Associate Professor Jane Freemantle
- Professor Jeanine Young
- Doctor Jhodie Duncan (Maternity Leave)
- Professor Roger Byard
- Associate Professor Craig Pennell

During the year, Mr Christopher Griffin, who served on NSAG, resigned and the Board, NSAG and staff express their appreciation for his contribution over this time. We are pleased to welcome Doctor Bronwyn Gould who, as a GP, offers NSAG a general practitioner's perspective, and Associate Professor Craig Pennell whose clinical work in maternal fetal medicine and genomic and lifecourse research is a valuable contribution to the work of the group.

To comply with their governance responsibilities, NSAG review their Terms of Reference annually and are instituting a more formal commitment to declarations of interest whereby members of the group will review their interests annually, updating their declarations throughout the year as appropriate.

Under the leadership of Professor Rosemary Horne and Doctor Adrienne Gordon, NSAG has throughout the past year been active in a number of areas, including advocating with government bodies to raise standards in the area of infant formula and support for lactation consultants, both issues of concern to parents. This builds on providing advice on gaps in policy as they relate to Red Nose's objectives.

Research into infant mortality is a pivotal component underpinning the work of NSAG. We are pleased to report that, in conjunction with Cure Kids New Zealand, a joint Trans-Tasman initiative saw funding for one Australian/New Zealand research collaboration (An individual participant data meta-analysis of going-to-sleep position and risk of late pregnancy stillbirth) led by Professor Lesley McCowan and Australian projects by Associate Professor Craig Pennell and Doctor Miranda Davies-Tuck.

NSAG provided feedback on a number of documents, which included on an international level to the World Health Organisation's ICD-11 (International Classification of Diseases 11th Revision) and more locally to a hospital wishing to implement the Kangaroo Care method for child care.

Participation in efforts to raise awareness of reducing infant mortality is an integral facet to the work of NSAG. In September, Associate Professor Leanne Raven and other members of NSAG attended the 2016 International Conference on Stillbirth, SIDS and Baby Survival in Montevideo, Uruguay. Information from this conference was relayed to the other NSAG members. An Australian Stillbirth Centre of Research Excellence was funded in 2016 by the National Health and Medical Research Council (NHMRC), and NSAG were included in the launch in November in Brisbane at the UQ Translational Research Institute. Doctor Adrienne Gordon is a chief investigator within the CRE. NSAG plans to collaborate with this team and the other involved parent advocacy organisations, such as the Stillbirth Foundation, Still Aware and SANDS with respect to consistency of evidence-based information for families nationally.

A working party convened by Professor Rosemary Horne is currently developing a proposal for the NHMRC Safe Sleeping Guideline. As a first step, a literature review is being undertaken and this project will continue into next year.

In progress is an initiative to standardise coroners' practices in the jurisdictions around Australia, with the aim of achieving a national consensus. This would ensure all families whose child has died will receive consistent information regarding their child's death, regardless of where they live. Currently, results can vary greatly, depending on where the death occurred.

Key to NSAG's role is ensuring accurate and current evidence-based information is given to the community to reduce infant deaths. To this end, NSAG regularly develops and reviews the Information Statements that underpin the education provided to health professionals and the public. This year the group has undertaken work on Information Statements on:

- Home Monitoring
- Triple Risk Model
- Room Temperature and How Much Bedding
- Sleep Position: Why Back is Safest
- Room Sharing
- Second Hand Mattresses
- Toxic Gas From Mattresses

The members of NSAG serve in a voluntary capacity, which is a substantial commitment given the heavy workloads in their professional lives. The contribution they make in furthering the aim of Red Nose to reduce child death is greatly appreciated by the Board, staff and volunteers of Red Nose.

**Professor Rosemary Horne**  
Chair

The Audit and Finance Committee have met eight times since the start of the financial year under review. The role of the Committee is and has been to provide support and assistance to the Red Nose Ltd Board in fulfilling its corporate governance requirements and overseeing the integrity of financial reporting, internal controls and audit function.

The current members are Drew Forbes (Treasurer), Andrew Kennedy, Craig Heatley and Mark Jones. David Beatty (Treasurer) has resigned since the commencement of the period under review and the committee expresses its sincere gratitude to Mr Beatty for his service.

Crowe Horwath were appointed as new auditors for 2016/17.

The auditors identified during the course of the audit a number of issues relating to prior year financial reporting disclosures which required restating. These restatements revolved around the timing of the sale of a property and the impaired values of assets and liabilities transferred from SIDS and Kids WA and SIDS and Kids Queensland.

Red Nose Ltd achieved an overall comprehensive surplus of \$58,375 for the financial year ended 31 March 2017 (2016 restated - \$1,992,780).

This Comprises	2017 \$	2016 restated \$	2016 original \$
Revenue	8,790,134	5,537,159	8,126,303
Expenses	(8,731,759)	(5,407,504)	(5,396,297)
Surplus/loss	58,375	129,655	2,730,006
Other comprehensive income	-	1,863,125	-
Total comprehensive surplus (loss)	58,375	1,992,780	2,730,006

The result includes the operations deriving from the transfer on 1 April 2016 of the assets, liabilities, staff and obligations of National SIDS Council of Australia Limited, SIDS and Kids ACT Incorporated and Sudden Infant Death Association (Newcastle & District) Incorporated.

The organisation is continuing to identify ways in which its operations and, in particular, its financial performance can be improved, with this effort being led by the recently appointed Chief Executive Officer, Chief Financial Officer and the Treasurer.

saving  
little  
lives

Please email [info@rednose.com.au](mailto:info@rednose.com.au)  
for a copy of our Financial Statements

