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Organisation Profile

The Sudden Infant Death Research Foundation Inc., now known as SIDS and Kids Limited, was founded by Kaarene Fitzgerald in 1977, following the death of her son, Glenn to SIDS.

The SIDS Foundation has grown from small volunteer self-help roots into a vital and vibrant organisation that supports bereaved families and educates parents, health professionals and the community throughout Victoria. Since its inception, it has, and continues to, fund scientific research, change policy and practice by educating health professionals and the community, save the lives of thousands of babies through the delivery of evidence-based health promotion to reduce infant and child death and support bereaved families of children who die suddenly and unexpectedly from any cause.

Under Kaarene's leadership, the perception of SIDS changed and there has been a significant shift in how bereaved families are treated during those initial devastating days following the death of their child. In recognition of Kaarene's international leadership in research, the National SIDS Council of Australia established the Kaarene Fitzgerald New Investigator Award that is presented at the bi-annual ISPID/ISA International Conference.

Today our Sleep Safe, My Baby public health program is one of the most successful, non government funded, public health campaigns in Australia. Thousands of Safe Sleeping brochures and other information are provided to new parents, hospitals, health centres, childcare centres and others at no cost. This program has resulted in an 80% reduction in sudden infant deaths.

Over its history, SIDS and Kids has been an innovator in bereavement support and community education on both the national and international stage and this will continue into the future.

To quote a long time employee, *All of this is the monumental outcome from the death of one very small, very loved baby* ~ Judith Rochester.



Kaarene Fitzgerald

Chairman's Report



Graham Henderson, Chairman

The preceding year has been one of the most significant in the whole history of the loose confederation of SIDS organisations since the beginning over thirty years ago. As of 1st April 2016, seven out of the ten formerly separate entities, representing 89% of the population of Australia, have joined together in one combined unit with a single board and management structure.

There were sound reasons for the decision. In 2015 we received the results of the Sustainability and Funding Audit, a nationwide and in depth assessment of strengths and weaknesses. The review provided a compelling statement of what needed to change in order to compete as a leading cause-related charity. The review benchmarked the confederation against high performance, best practice and it was found to be struggling in organisational efficiency, brand and message clarity, balance and consistency of service offering, and finally, audience alignment and capture.

The Audit report recommended 10 significant changes to move the organisation towards optimisation and best practice. These recommendations were adopted unanimously by the NSCA and SIDS and Kids Limited, covering Victoria, NSW and Western Australia. During the year the SIDS organisations in Queensland, ACT and the Hunter valley region also adopted the recommendations. The recommended changes adopted will transform the organisation over the next three years.

1. Establish an efficient and effective national organisational structure with best practice governance.
2. Shift bereavement support to a sustainable cost model.
3. Review current assets that are not brand and audience aligned and determine best case outcomes for each asset.
4. Plan for a potential reduction in fundraising revenue over the next two years to enable the transition to more long term, sustainable and targeted income streams.
5. Establish a bold and courageous vision that inspires hope and brightness of future for all audiences (internal and external).
6. Rework the consumer facing brand name, messaging and actions to align to the vision.
7. Establish clearly defined and segmented audience priorities within a rebalanced offering, i.e., Research, Advocacy, and Education & Support.
8. Create a communications plan that will inspire and engage key audiences, create passionate advocates and general public interest.
9. Make the Red Nose special again. Transition it from a commodity to a symbol of purpose, inspiration and hope.
10. Develop new assets and revenue streams that are brand and audience aligned that can, where desirable and appropriate, be commercialised.

Benefits of Change

The changes will deliver a stronger, more consistent and powerful message to key constituents and has the potential for substantial and sustainable increases in revenue from a variety of sources including Government, business, foundations and the general public. The objective is to double revenues in a 5-10 year timeframe.

Sharpening audience targets and making programs more efficient and effective should build better consumer outcomes, increased profile and attract larger, more loyal supporter groups.

A single organisational structure will bring benefits in communication and efficiency once we have developed the digital platforms to support our work. There will be substantial investment in this area in the coming year. The single structure will help in attracting a Board based on skills and influence to deliver a higher performing and more accountable organisation to all stakeholders.

These improvements should give the organisation an ability to increase investment and funding of research to find answers for families and help focus on our shared purpose.

The Impact of Not Changing

Most, if not all, medium to long term stakeholders will have witnessed firsthand the decline in profile and support for SIDS and Kids in recent years. Overall revenue has been dropping, supporter bases are declining and the media has been harder and harder to engage.

However, the most profound change in the landscape since the inception of SIDS and Kids has been the increase in competition in the cause space. This has put unforgiving pressure on existing and new entrants to perform at a much higher level than was the case a decade or more ago.

Staying as a confederation would only continue to perpetuate the difficulties and inefficiencies currently experienced as these structures are no longer best, or even good, practice. They are costly to run, unwieldy to manage and result in unnecessary double up, slow decision making and fragmented messages in the market place.

Not unifying as one organisation would have meant the perpetuation of misalignment of vision and purpose

across the confederation, lack of clarity in communication, inefficient practices and duplication of effort, a continued decline in fundraising as the media and public question the effectiveness of the organisation's use of funds, an inability to attract and deliver consistent, national partnership agreements, a declining ability to attract high performing staff and Board members and a higher than need be cost structure that limits the funds that can be channelled into research.

The next steps

The rebuilding of the organisation is a long term project but the coming year will see significant and solid steps made in the journey of renewal. A new, exciting brand vision has been approved and will be rolled out by midyear. A new management team is in place, headed by our CEO Leanne Raven. A new digital platform with a truly national

focus is in development. In order to support the investment we are making in the future, the Melbourne property has been sold, not only giving us sufficient cash, but allowing our main office to move to a more cost effective site with better facilities to support our activities.

We are looking forward with anticipation and confidence in our new vision and direction.

Many thanks to all of the board members in embracing the challenges and necessary change. With the resignations of Peter Kaye and James Atkins from the board, I would like to note the significant contributions made by them as previous chairman of SIDS and Kids Victoria and SIDS and Kids NSW and thank them both.

Graham Henderson
Chairman

Board Attendance

SIDS and Kids April 2015 – March 2016

Board member	Available meetings	Number attended	Apologies received	Notes
Peter Kaye	4	3	1	Resigned at the AGM
James Atkins	4	2	2	Resigned at the AGM
Tracy Meredith	8	4	0	Appointed 21st Nov 2014
Simela Karasavidis	8	3	1	Appointed 16th Feb 2015
David Beatty	8	6	2	
Graham Henderson	4	4	0	
Craig Heatley	4	3	1	
Paul Colditz	4	3	1	
Paul Roderique	4	2	2	
Andrew Kennedy	4	4	0	
Jennie Cameron	3	3	0	Appointed 16th October 2015

Board Members

Chair: Peter Kaye JP, BEc, Grad Dip Ad Ed, FAICD, FIFS, AFAMI, CMAHRI (Resigned August 2015)

Chair: Graham Henderson B.Econ BA MA (Appointed August 2015)

Deputy Chair: James Atkins BA BComm GAICD (Resigned August 2015)

Deputy Chair: Craig Heatley B.Bus, CA, RCA (Appointed August 2015)

Company Secretary: Karen Passey WCLP Grad Dip Mgmt CertFinMgmt RN RM Cert Paed Nursing Cert Emerg Nursing

Treasurer: David Beatty FCA BComm

Members:

Tracy Meredith AICD

Simela Karasavidis B.Com, Hons, Macro Economics, LL.B Master of Laws, Hons

Andrew Kennedy BE CEng (Appointed August 2015)

Jennie Cameron AM BA, FAICD, CFRE, EMFIA, MEFIA (Appointed October 2015)

Paul Colditz MBBS, FRACP, FRCPC, MBiomedEng, DPhil (Oxford), GAICD (Appointed December 2015)

Paul Roderique

Executive Staff

Chief Executive Officer: Leanne Raven Assoc Professor RN BAppSc DipNE MNS FAICD MRCNA

Executive Manager – Services & Corporate

Development: Karen Passey WCLP Grad Dip Mgmt CertFinMgmt RN RM Cert Paed Nursing Cert Emerg Nursing

Executive Manager Strategy and Business

Development: Gerry Walsh BEd MEd MEd Admin

General Manager – Corporate Services:

Sheri Norton BEc (Accounting and Financial Management) MLS (Comm Law) (Appointed February 2016)

General Manager – Fundraising and Marketing:

Janet Grima

General Manager – Red Nose Goes Green:

Sandy Gregory (Resigned July 2015)

Manager – Corporate Services: Meghan Horwood BBus(Acc)

Current Board Members



Graham Henderson

Chairman

Graham Henderson B.Econ BA MA

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 SIDS and Kids 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.



Craig Heatley

Deputy Chairman

Craig Heatley B.Bus, CA, RCA

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.

Craig leads client focussed teams in the provision of services to clients and has had considerable experience reporting to Boards and Audit Committees.

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



David Beatty

Treasurer

David J Beatty FCA, Bcom

David Beatty joined FTI Consulting as a Senior Advisor in November 2013.

David was a founding Director of Hindal Corporate which specialised in Corporate Advisory and Merger and Acquisition services to the Private Company market. Hindal was sold to Credit Suisse in 2008 where he was an Executive Director until his retirement in October 2013. David is a very experienced Corporate Advisor and has advised on assignments within numerous industries including rural, retail, wholesale, manufacturing, health and retirement.

David has a Bachelor of Commerce degree from the University of Queensland and is a Fellow of the Australian Society of Accountants and the Institute of Chartered Accountants.

David holds directorships and advisory roles with a number of privately owned Australian family businesses. David also plays an active role in the community and is involved in a number of not-for-profit Boards. David has been on the SIDS and Kids Board for many years in the capacity of Treasurer.



Tracy Meredith

**Tracy Meredith
AICD**

Tracy moved to the wheat belt 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 and policy development of health service delivery, regional development and Not-For-Profit organisations.

Since moving to regional WA, Tracy has had a passion for regional and rural issues. As a ministerial appointed Director for 9 years of a State Government Board, the Wheatbelt Development Commission, she was able to bring her health sector experience to provide strategic and policy advice to the State Government on regional health planning issues, also chairing and being an active member of various related sub-committees.

Tracy first became involved with SIDS and Kids WA as a Parent and Regional Supporter in 2010 and, the following year, joined the Board. With the merger of the WA organisation with the other States in late 2014, Tracy has joined the merged Board.

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.



Simela Karasavidis

**Simela Karasavidis
B.Com, Hons, Macro Economics, LL.B Master of Laws, Hons**

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 has worked with a number of not for profit organisations including:

- supporting several Beacon Foundation programmes;
- as a Member of the Finance & Legal Committee of the Lullaby Trust UK;
- as a Board Member of 'Unlock the Cure' Breast Cancer Campaign;
- as an Executive Mentor at Barnardo's;
- as pro bono legal adviser to the Agriculture Development Company Limited (AgDevCo), a social impact investor and project developer working in the African agriculture sector, in Mozambique and Ghana for the development and construction of a number of large community irrigation projects;
- as one of the team that, together with Lawyers without Borders, researched and developed a Global Human Trafficking Country Status Database.

Simela also chairs the Risk and Governance Committee of SIDS and Kids Ltd. Married with two children, Simela is also a bereaved parent.



Andrew Kennedy

**Andrew Kennedy
BA Eng. Hons**

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's most recent achievement was the construction of the \$107M Brighton Bypass highway project in southern Tasmania. 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 SIDS and Kids 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, and they live in Melbourne.



Jennie Cameron

**Jennie Cameron AM
(BA, FAICD, CFRE, EMFIA, MEFIA)**

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 SIDS and Kids, 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.

She was made a Life Member of Hartley Life Care in 2004 and made a Member Emeritus by FIA – Fundraising Institute Australia in February 2014. Jennie was made a Member of the Order of Australia (AM) in January 2011.



Paul Colditz

**Paul Colditz
MBBS, FRACP, FRCPCH, MBiomedEng, DPhil (Oxford), GAICD**

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 Queensland Health’s Maternal and Perinatal Quality Council and a panel member of the Queensland Child Death Case Review Panel (Department Communities, 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.



Paul Roderique

Paul Roderique

Paul has worked in the customer owned banking sector for the past 24 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 Business Retention Manager for Beyond Bank, one of Australia’s largest customer-owned banks.

Paul joined the Board of SIDS and Kids Hunter Region in 2012 after being a supporter via the Beyond Bank Community Program and was Chair for 18 months, before joining the SIDS and Kids Limited Board.

Chief Executive Officer's Report



Leanne Raven, CEO

This year has been an exciting time of change at SIDS and Kids as we welcomed our colleagues from SIDS and Kids Queensland who have joined us in our endeavours to create a sustainable and purpose-driven Not for Profit organisation. With the structural renewal in progress, the Board felt it was important to remove the geographic representation from the company's name and approved a change in name to SIDS and Kids Ltd. We have reached agreement with SIDS and Kids Hunter Region and SIDS and Kids ACT and they will be joining us from 1 April 2016. We continue to encourage our colleagues in South Australia, NT and Tasmania to join in with us as well.

All the changes have been driven by a vision for SIDS and Kids to create a future where no child dies suddenly and unexpectedly and to ensure families who have experienced the death of a child are well supported. The changes arose out of a sustainability audit and the work of the planning groups in the areas of Research, Structure and Governance, Marketing and Branding, Education and Bereavement Services and Advocacy. Our business model has embraced support for research as central to our operations and an integral part to providing best practice grief and loss services for families and effective public health education programs that are based on the best available research evidence.

In order to implement our business model we have created a new organisational structure which consists of four divisions: Research Advocacy and Change (RAC); Services (Education and Grief and Loss); Marketing, Communication and Income Development (MCID); and Corporate Services. General Managers for each division have been appointed and we welcomed Jill Green as GM RAC; Yvonne Amos as GM MCID; Neil Grun as GM National Services and Sheri Norton as GM Corporate Services to head up these divisions and to work with me as the Executive team.

Through our membership of the International Stillbirth Alliance (ISA) and the International Society for the prevention of Perinatal and Infant Death (ISPID), I am pleased to report that an International Stillbirth Registry has been developed in partnership by ISA and ISPID. This Registry will enable researchers from all countries to post their projects and foster collaboration amongst researchers working in the area of stillbirth prevention.

With the publication of the Lancet series on ending preventable stillbirths in January 2016, we now have much to do in addressing this area at both the international and national levels. The approach to working in this area must be collaborative and build on relationships within the research and health sector; however, for public health programs to achieve the largest impact it is essential for

parent based organisations to drive the execution and delivery of these programs. At SIDS and Kids we have seen the value of this involvement in terms of lives saved with the Sleep Safe My Baby Program in Australia. We are now in a position to work on developing a public health program on stillbirth prevention within Australia in collaboration with key stakeholders.

SIDS and Kids is also a partner in the GAPS (Global Action and Priorities for SUDI) Project which is a global research collaboration led by ISPID, The Lullaby Trust (UK), SIDS and Kids and the American SIDS Institute. Its aim is to identify which gaps in research, if filled, have the most potential to reduce further the number of sudden unexpected infant deaths (SUID, also known as SUDI) around the world in the next ten years. The first and second stages involving an open-ended survey and workshops held in the UK, North America and Australia have been completed and the project findings will be presented to the next ISA /ISPID Baby Survival Conference in September 2016.

These SUDI research priorities will provide an important framework for understanding where SIDS and Kids can invest in research to make a further impact on reducing the number of SUDI deaths.

In December our property in Malvern was put up for auction with a positive result, thanks to Marshall White and Maddocks Lawyers who both provided their services on a pro bono basis. The funds from the sale of the property will be used to support our investment in research, not only to find answers for parents who have experienced the death of a child but also to strengthen the quality of our education and grief and loss services.

At SIDS and Kids we have a committed staff and volunteer network that contributes above and beyond whatever could be expected and we are very proud of the following achievements for this year:

- Our annual Kaarene Fitzgerald Oration was held in December at the Ritchie Baby Centre in Monash Hospital.

Two key speakers addressed the oration – Professor Ed Mitchell spoke about “Left is right: Should we advise pregnant woman to sleep on the left?” and Professor Jeanine Young spoke on “Hot off the press: Recent advances in SUDI Research”.

- The Great Australian Ride and the Harry Parker Golf Day in Queensland raised significant awareness and funds to help our services.
- The Sydney to CAMberra bike Ride supporters have been working hard on their next ride in April 2016.
- Our partnership with Savers in our social enterprise called Red Nose Goes Green continues to provide significant funds to assist us in providing education and bereavement services to the community.
- All of our supporters involved in the Sunshine Beach Run in Perth continue to make this event a valuable family day raising vital funds and awareness of our cause.
- We continue to deliver our RROSIAC program in WA to aboriginal communities providing vital education on sleeping babies safely that has seen a significant reduction in mortality.

- Red Nose Day continues to be our key community fundraiser for the year with many schools, childcare centres and corporates supporting our endeavours.
- Our financial result for the company resulted in a year end surplus of \$2,730,006 which is increased from last year’s surplus of \$72,114. Our assets to liabilities ratio sits at 3.28:1 and our total equity has increased from \$981,556 to \$3,873,170 at year end.

It has been a busy year of operations at SIDS and Kids and I would like to thank our board members, our supporters, our funders and our staff for their commitment and their willingness to make changes which are in the interests of SIDS and Kids and will help us achieve our purpose in a way which honours our legacy.

Associate Professor Leanne Raven
Chief Executive Officer

Finance & Risk Committee

Two meetings of the Finance, Audit and Risk Committee were held between 1 April 2015 and 16 October 2015.

On 16 October 2015, the Finance, Audit and Risk Committee was dissolved and replaced by three separate Committees, the Audit and Finance Committee and the Risk and Governance Committee, the Marketing, Communication and Income Development Committee.

Two meetings of the Audit and Finance Committee were held between 16 October 2015 and 31 March 2016.

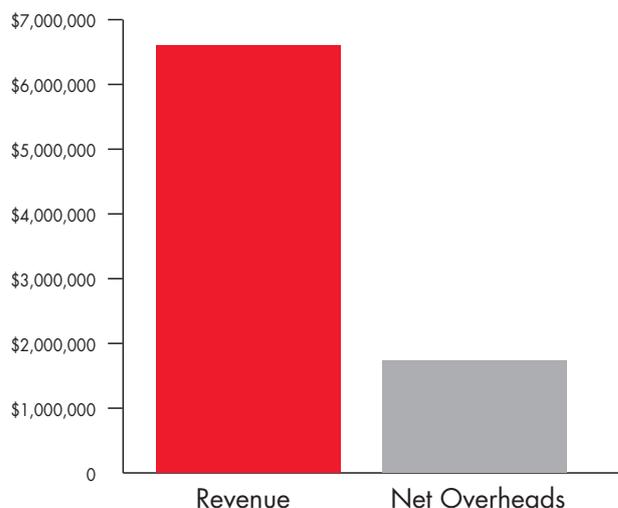
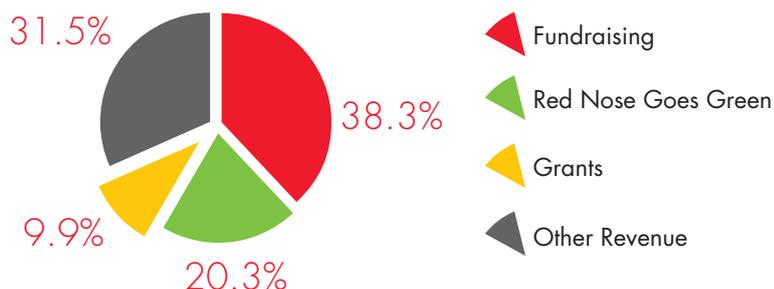
The members were Chair, David Beatty, Craig Heatley, Andrew Kennedy, Drew Forbes and Mark Jones.

SIDS continued to engage in its principal activity during the financial period.

The comprehensive income of SIDS for the year ended 31 March 2016 was \$1,210,006. The comprehensive income includes \$1,810,000 profit on sale of the Victorian property. The operating loss for the year was \$599,994 as a result of the merging of the operations of the SIDS organisations in Queensland, NSW, Victoria and WA.

For detailed financial information, please refer to our audited financial report for year ended 31 March, 2016.

Revenue 2015–2016



WA Scientific Advisory Committee –

Annual Report April 2015– March 2016



Tracy Meredith, Chair

The WA Scientific Advisory Committee (WASAC) meets quarterly to provide advice to the SIDS and Kids Board on matters of medical research and clinical significance to the organization.

During the year WASAC retained close ties with the National Scientific Advisory Group (NSAG) through our representative on the NSAG, Monnia Volpi-Wise. Through this link we have been able to have direct input into the national review that is currently being undertaken to ensure that consistent data is used across all State and Territorial coronial databases. The importance of this consistent data feeds into quality and accurate research in the areas of infant and childhood deaths.

WASAC continues to enjoy a close partnership with the Telethon Kids Institute and the research project, "Pathways to Preventable and Unexplained Deaths in Childhood and Young Adulthood in Western Australia". During the year Dr Shepherd provided WASAC with the background to the project, incorporating the overarching translational aims. Results of the research to date are focusing on epidemiological trends in mortality and four research papers have resulted from the project to date on stillbirth and neonatal deaths. Dr Shepherd advised that the next stage of the research would focus on the perinatal period to early life and include a spotlight on SUDI and unexplained deaths. We look forward to hearing some early results from the next stage of this research soon.

Several clinical presentations were made to WASAC during the year. Dr Paula Holmes presented on the PMH Infant Monitoring Clinic where infants or siblings of an infant who have experienced an Apparent Life Threatening Event are studied. A demonstration was given of the current monitoring equipment for these infants. Dr Jean De Plessis also apprised WASAC up to date with his important ongoing research into the area of monitoring healthy neonates in the first 24 hours post-partum.

I would like to take this opportunity to thank all the valued members of WASAC for their valuable time and breadth of clinical experience and knowledge that they provide to our organisation.

Tracy Meredith
Chair
March 2016.

Bereavement Support

Overview

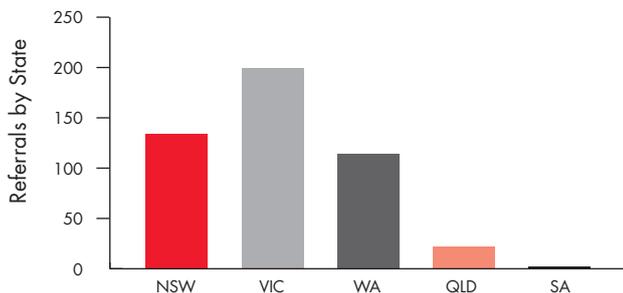
The Services team has continued to evolve with the Intake and Assessment model of service now consolidated and another sister organisation, that of Queensland, joining our ranks in November.

Although the addition of new staff has presented some challenges with the statistical collection system, the centralising of this activity in our Lilyfield office is providing the consistency of data required to identify any gaps existing in our service delivery as well as underpin sourcing funding to strengthen our support to families.

Bereavement Support

The impact of a child's death has far reaching effects, not only on immediate family and friends, but on the wider community. With the Intake and Assessment team located in Lilyfield and all contacts now recorded centrally, this is brought starkly into focus with the number of referrals (471) received (see Graph) and the resulting occasions of services provided (14,584). Referrals were highest from Victoria (199) with NSW and WA also recording well over 100 each. Queensland contributed 22 of those as from November and two were transferred to South Australia. The Intake team referred 286 of these to our counsellors who offer families a range of support options.

Total Referrals by State



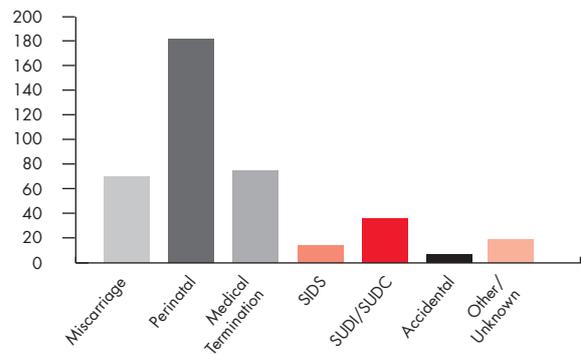
Following the initial contact with our Intake team, some families require further support and these are then given to our counselling team. As highlighted in the graph below, the Victorian counsellors have slightly more families seeking counselling. This may be a reflection of the work done in the past to promote our service to hospitals and other referral agencies or a factor which needs further analysis.

Referrals to Counselling



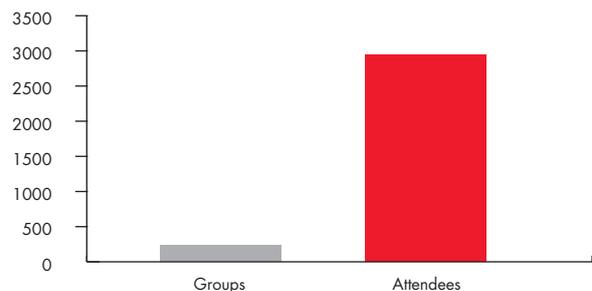
The majority of deaths (327) referred occur before or shortly after birth with most being within the perinatal period (20 weeks' gestation to the first 28 days after birth). This provides a very strong impetus to uncover the causes and develop a health promotion campaign to rival the success of the Sleep Safe, My Baby and its earlier models, a goal we are working diligently towards.

Cause of Death



An important facet of the bereavement support we offer is support through groups. Although each death and its circumstances are unique, there are many commonalities and families find great comfort in knowing they are not alone. Support groups provide a safe and secure environment where they can express their feelings and gain understanding. Some groups have been meeting for many years (e.g. the Grandparents or Subsequent Children groups) while others come together for as long as there is a need or for a specific timeframe. These groups have seen many strong and lifelong friendships grow over the years.

Support Groups



We are immensely proud of the prodigious amount of support our small but dedicated team of Intake and Counselling staff give to our families.

Peer Supporter Program

An integral pillar of bereavement support has been our Peer Support Program (previously Parent Support Program). For bereaved families to have the experiential support of other bereaved parents has proved to be of immense benefit in their grief journey.

Before a volunteer undertakes Peer Support training, they undergo the Personal Enrichment Program (PEP) which assists in their understanding of where they are in their own grief process and whether they are, indeed, in a position to support other families. Our Peer Support Coordinator, Lisa Gelbart, supported by other Services staff, runs these intensive weekend residential workshops annually and this year's saw 10 bereaved parents participate.

For those who have decided to proceed with Peer Supporter training, this was held in Malvern in October and December with six (6) new Parent Supporters completing the program. Training was also held in Perth in March with 9 participants.

This program continues to be an option for families to access and with more member organisations joining SIDS and Kids will grow to incorporate families from other states.



Malvern PST; WA PST

Treasured Babies' Program

The Treasured Babies' Program (TBP) provides families whose child has died pre-term with gift packages containing appropriately sized clothing, blankets and other items that have been lovingly made by our many volunteers. Currently we have 360 volunteers who knit, sew, paint boxes and contribute in other ways.

The TBP Centre in Mooroolbark, from which packs are distributed, is run by a dedicated Committee of Management and volunteers, many of whom have been involved since TBP's establishment.

TBP is accessed by more than 50 hospitals and funeral directors throughout Victoria and, as SIDS and Kids embraces other member organisations, continues to expand interstate.

During the year, 991 packs, 163 Angel boxes (for burial), 294 Memory boxes (for keepsakes) and 232 Remembrance boxes (for early losses) were given to families.

A highlight of the year was the TBP Sewing day in December when 15 people came together for a whole day of sewing these special little garments.



Lisa Gelbart, TBP Coordinator and volunteer, Tamara, at Sewing Day

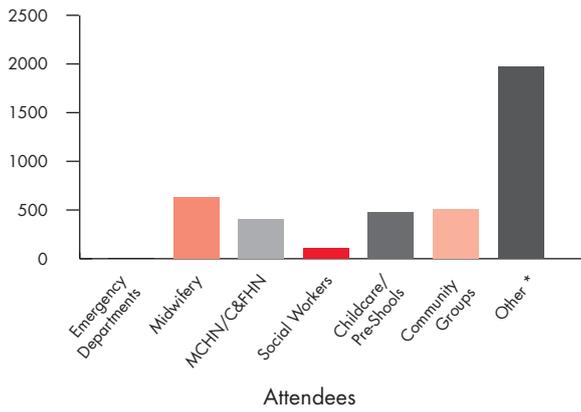
Community Education

Ensuring that all parents of infants are provided with the most current safe sleeping information is a core function of SIDS and Kids. Maintaining the momentum of that education is key to keeping the incidence of SIDS and sleeping accidents as low as possible.

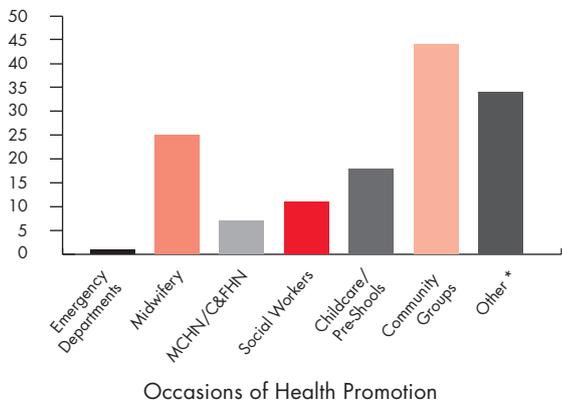
Throughout the past year, over NSW, WA and Victoria with Queensland coming on board in September, in the Health Promotion area, safe sleeping education was given on 140 occasions to 4096 attendees. As indicated in the graph, reaching midwives, maternal child health nurses and childcare workers has been a high priority as these professionals are influential in how our recommendations, particularly with new parents, are practised in the community.

Spreading Safe Sleeping recommendations to the general community is another area in which we have been particularly active. Presenting at 44 community groups demonstrates our commitment to continuous community education. The Other category shows how effective presenting our Safe Sleeping message at events, such as the Pregnancy, Babies & Children's Expos around the country, have been in gaining maximum exposure over a short period.

Health Promotion

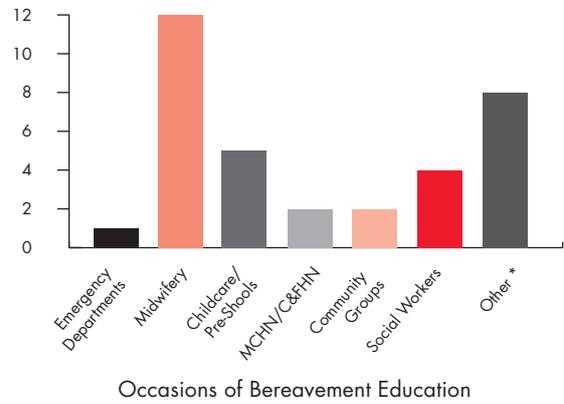


Health Promotion

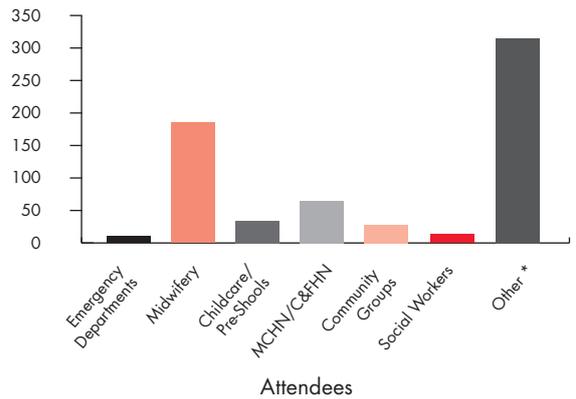


Another facet of our Education program is providing support and insight to first responders and others who are at the frontline when a child dies. This past year, we gave 34 bereavement education presentations to 650 attendees, with four of these directly relating to the death of a child (60 participants).

Bereavement Education



Bereavement Education



WA Education – Albany

Fundraising and Marketing



Working together

The generosity of our volunteers and donors

Sunshine Beach Run

Critical to ensuring the services for which SIDS and Kids is best known – bereavement support, safe sleeping education and supporting research – is the generation of revenue to bring these important goals to fruition.

This is achieved first and foremost by the efforts of our communities whose involvement has been pivotal to the success we enjoy. We employ a number of avenues to engage the public through public relations, social media, Ambassadors, volunteers and online to connect with people and build our profile.

The Fundraising and Marketing team does this through opportunities for community participation via a range of ethical, innovative and cost-effective fundraising programs and initiatives. With Queensland coming on board, this year has seen growth in our team to include fundraising and marketing staff on the ground in each of our sites.

We are grateful to those who raise funds towards our work. This support is vital to the delivery of our education, bereavement support and research programs. Individuals, organisations and companies choose to support us in a number of ways, as highlighted below.

Key activities in the past year included our iconic Red Nose Day, the Raffle Program, and the Direct Mail Program and we supported many Community Fundraisers across Victoria, New South Wales, Queensland and Western Australia.

Community Fundraising

The support of our communities comes in a wide variety of ways – from beach runs, sporting events, cocktail evenings to the humble sausage sizzle, many hands contribute many hours towards helping us reach our goals.

Sportspeople applied a range of abilities to participate in many events, all of which were held to commemorate a much loved child. On Boxing Day, parents Kelly and Jason organised the inaugural Violet Shield Cricket match in memory of their six-week baby daughter, Violet. The Archer Eade Memorial Race, won again this year in March by

Archer's dad, Paul, is a highlight of the Victorian Outboard Club's calendar and their commitment to supporting us each year is highly valued. In Perth, the 5th Annual Sunshine Beach Run saw a record 1,219 runners line up to raise funds in memory of Chris Perkin's stillborn son and Chris' wife who tragically died a week later. Just these events raised over \$200,000 – a tremendous help to supporting our aims.



Archer Eade Race

Dedication is a trademark of many of our supporters and for the past ten years, Karen Phillips has been raising funds for supporting Queensland families through the monthly Early Risers Business Breakfasts. In country Victoria, Morwell has an annual night of fun with the Cocktail Night run by Peter and Cassandra Ellerington in July.

Volunteers

Volunteers are a valuable pillar of helping organisations like SIDS and Kids not only deliver services, such as the incredible work undertaken by our trained Peer Supporters, but support all aspects of our work.

The generosity of our volunteers makes a significant difference to people lives, whether they're sharing the burden of a loss with someone newly bereaved and their family; raising funds and awareness for research, support and education; or helping distribute information to create better awareness of our work at expo's and conferences.

Through the year, volunteers from companies like Exxon Mobil and CUA have helped around our Malvern, Lilyfield and Mount Gravatt offices. The team from Rapid Relief provided catering for our Red Nose Day Remembering Services in Melbourne and Sydney as well as other events. Volunteers who participate in our Red Nose Day activities, especially our Footsquad (thank you Deloitte and the Sydney Boys High School amongst others), who brave early winter mornings, deserve a special mention.

To every SIDS and Kids volunteer we thank you for your contribution, no matter how big or small. It makes a real difference in real lives—every day.



Rapid Relief Memorial Service NSW; SID Bear and Friends

Raffle

This year we celebrated the milestone of our 100th raffle draw in Victoria. This program has been a crucial revenue stream for many years with our 101st raffle winner receiving their prize.



Raffle 101 Winner

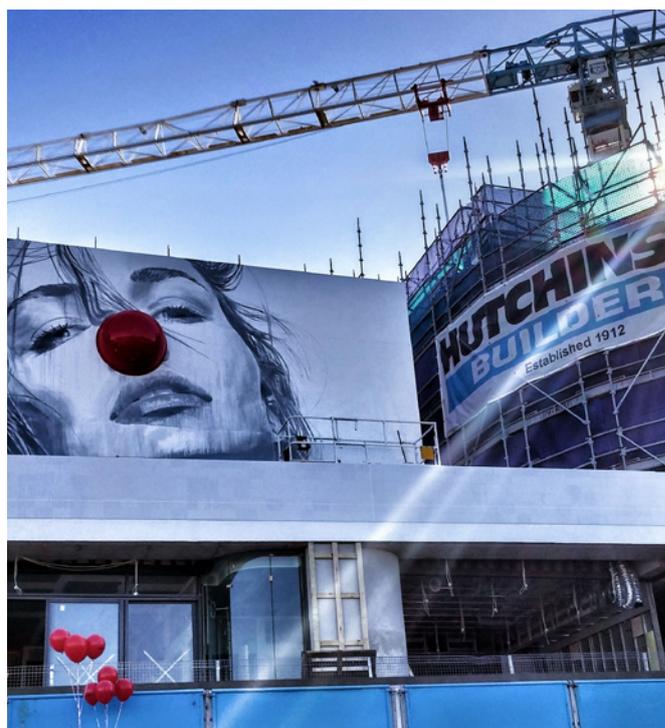
Direct Mail

The lifeblood of organisations such as SIDS and Kids is the generosity of our donors. SIDS and Kids is fortunate to have a solid donor base whose support, year in and year out, contributes to our ability to provide critical services to reduce child death and support grieving families.

The various direct mail campaigns throughout the year have garnered another 1,662 new donors supporting our worthy cause.

Red Nose Day

In addition to our Footsquad, we are grateful to long time Red Nose Day supporters who help raise awareness for SIDS and Kids and the work we do. Hutchinsons lent their building in Bondi to internationally renowned street artist, Rone who delighted Sydneysiders with his larger-than-life rendition of celebrity, Lara Bingle. Richmond High students were on board again – they are such a fixture on Red Nose Day it wouldn't be the same without them. The community were out and about in Western Australia making sure there were as many red noses as possible on noses, big and small.



Lara overlooks Bondi;



WA RND Perth Lord Mayor and Monnia Volpi-Wise
Picture David Baylis. www.communitypix.com.au d421377

Red Nose Goes Green

Red Nose Goes Green, our clothing and general household recycling initiative, has seen several changes. The departure of the General Manager paved the way for a restructure and a new Partnership and Business Development Manager was appointed. Support through the Work for the Dole Scheme has increased activity in our warehouse which relocated from Williamstown to Boronia during the year.

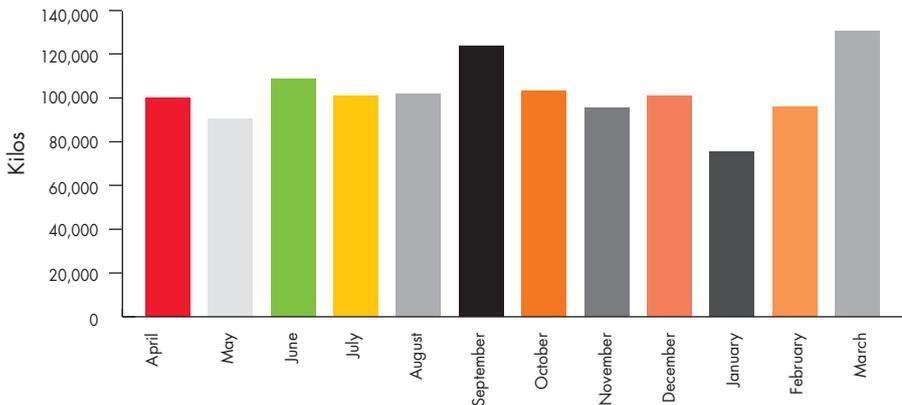
Our continuing close relationship with Savers provides a firm base on which to grow the business. With the Manager's extensive background in this area of revenue raising, the program has seen an increase in our bric-a-brac and clothing collection. Another exciting initiative we have undertaken is a joint partnership with Living Fundraiser, Closet Cleanout. This programme is available to schools, preschools/ kindergartens and clubs.

The clothing collection industry continues to be a very challenging one but with our increased presence, Red Nose Goes Green is on track to grow in both name and collections.

Donors can call 1300 473 366 or drop off donations at any of the following sites:

Chirnside Park Shopping Centre,
Parkmore Shopping Centre,
Savers, 33 Albert Street, Footscray,
Head Office – 1227 Malvern Rd, Malvern
and now 1E, 981 Mountain Highway, Boronia.

Kilos delivered: April 2015 to March 2016



Total delivered = 1,227,010 Kgs

Red Nose Goes Green
Meeting industry challenges



History

1977-present

Innovation and resolve have always been our key strengths and the following milestones highlight these achievements.

The first 21 years ...

1977 – 1998

- Victorian organisation founded in 1977 by Kaarene Fitzgerald following the death of Glenn Nelson Fitzgerald on Sunday 10 July, one of 18 Victorian babies to die that July.
- SIDA (Sudden Infant Death Association) NSW founded in 1977 by a group of parents who experienced the death of a baby from SIDS.
- Western Australian SIDS organisation founded by a group of parents who experienced the death of a baby from SIDS in 1977
- Queensland SIDS organisation founded by parent, Michelle Freemantle following the death of her son, Todd
- First Red Nose Day in 1997 – first signature day in Australia with 1 million red noses sold in the first year
- After Hours Telephone Support Service established
- First Emergency Responders' Manual launched
- *Reducing the Risks* health promotion campaign begins and over 200,000 Reducing the Risk brochures distributed with translations into other languages
- Global Strategy Task Force commences
- Regional bereavement support established with Barwon Paediatric Bereavement Program at Geelong
- Expansion of service to include other sudden and unexpected causes of death
- Event Scene Investigations for all sudden infant deaths in Victoria and paediatric pathologist funded by SIDRF
- Bereavement support booklets by families for families developed
- Support groups and Parent Supporter training established

1999 – 2010

- Perinatal death becomes the major source of notifications to the bereavement support service
- Regional bereavement support established in Grampians based at Ballarat
- Treasured Babies' Program established in 2002
- The Kaarene Fitzgerald Lectures and Research Fellowship established in 2005 through the Monash Institute for Medical Research
- Walk to Remember annual event launched in 2009
- Collaboration with Victorian Maternal Child Health Nurses on Safe Sleeping policy and training
- SOS (SIDS focussing On Stillbirth) Forum hosted by NSW in 2001
- Joint venture Environmental Tobacco Smoke Consortium established 2001 in NSW
- SIDSwa incorporated with SANDS in 2000; SIDAnsw merges with SANDS (NSW) (Stillborn and Neonatal Death Support) to become SIDSnsw and later SIDS and Kids NSW in 2002
- SIDSwa Annual Red Nose Day Ball rated in top 10 social events in 2002
- Collaboration with SOS and Perinatal Society of Australia and New Zealand (PSANZ) on national guidelines and standards for care and management of families experiencing stillbirth.
- Representation in the activities of Perinatal Society of Australia and New Zealand (PSANZ), Perinatal Mortality Special Interest Group and International Stillbirth Alliance (ISA).
- Development of resources for the CALD (Culturally and Linguistically Diverse) communities
- Reducing the Risk of SIDS in Aboriginal Communities (RROSIAC) program established in 2005
- Red Nose Goes Green clothing collection program established in Victoria in 2008

2011 and beyond

- SIDS and Kids Victoria and SIDS and Kids NSW merge in August, 2012 to become SIDS and Kids NSW and Victoria and Peter Kaye becomes first Chair of the merged entity
- Representation on ISA (International Stillbirth Alliance) Board
- SIDS and Kids WA merged with SIDS and Kids Limited in November 2014
- SIDS and Kids NSW and Victoria changes name to SIDS and Kids Limited in 2015
- SIDS and Kids Queensland merged with SIDS and Kids Limited in September, 2015

Registered Office: SIDS and Kids, 1227 Malvern Road, Malvern, VIC 3144 ABN 81 462 345 159

NSW	Phone: (02) 8585 8700	Fax: (02) 8585 8791	Email: sydney@sidsandkids.org
VIC	Phone: (03) 8888 1600	Fax: (03) 8888 1691	Email: melbourne@sidsandkids.org
WA	Phone: (08) 9474 3544	Fax: (08) 9474 3636	Email: perth@sidsandkids.org
QLD	Phone: (07) 3849 7122	Fax: (07) 3849 7121	Email: queensland@sidsandkids.org

Bereavement Support Line: 1300 308 307

Website: www.sidsandkids.org



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