



**red  
nose**

# Annual Report

**2023-24**

Thank you for helping to  
save little lives & support  
grieving families





Red Nose Australia acknowledges the Traditional Custodians of the land in which our staff, Board, committee members, families and volunteers work, live and visit. We pay our respects to the Elders of those many nations from past and present, recognising their continuing connection to land, waters and community. Red Nose respects the knowledge and expertise of Aboriginal and Torres Strait Islander people with their strong culture and traditions whose hands have touched many babies birthed and children reared on this land, and acknowledges their experience of loss in many forms.

Red Nose is a not-for-profit company limited by guarantee. We are proud to display the Registered Charity Tick to highlight our charitable status through the Australian Charities and Not-for-profits Commissions' Charity Register and the FIA.



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## Red Nose Australia is so proud of the work we have done to help save little lives. But there is still more to do.

In Australia, nine children die suddenly or unexpectedly every day. That is more than 3,000 babies and young children each year. It is also estimated that one in four pregnancies end in miscarriage.

Red Nose Australia works to save little lives and support anyone affected by the loss of a pregnancy, stillbirth, or the death of a baby or child.

**Thank you to everyone who has joined us to help stop little lives being cut short and support families in need.**

Visit our [website](#) to read our Fast Facts to find out more about this data.

*\* A neonatal death is a death occurring after a live birth up to 28 days post delivery. An Infant death is a death occurring after live birth up to 1 year of age*



# Red Nose *in* brief



## Our vision

A future where no child dies suddenly and unexpectedly during pregnancy, infancy or early childhood.

## Our mission

To save little lives and support anyone affected by the death of a baby or child.

## What we do

Red Nose is a national charity working to save little lives through research and education. Red Nose also supports families whose baby or young child has died.

### Our work focuses on three key areas:

**Advice:** our lifesaving Safe Sleep and Safer Pregnancy advice and education program for parents, carers, health professionals, and infant product manufacturers.

**Research:** funding world-leading research into the causes of sudden deaths during pregnancy, infancy and early childhood.

**Support:** professional and caring bereavement support services for anyone impacted by the loss of a pregnancy, stillbirth, the death of a baby or child.

Through world-class research, evidence-based education, and vital bereavement support services, our mission is to ensure every parent is supported, and to make sure no more families have to endure the pain and heartbreak of losing their baby or child.





# Message from the Chair

As my first year as Chair of the Red Nose Board, I am delighted to share, on behalf of the Board, a few of the highlights and achievements of the 2023-24 Financial Year.

Our gratitude and thanks go out to all our supporters of the 2023 Red Nose Day campaign. The campaign was a resounding success, exceeding our expectations and demonstrating the incredible support and commitment of our community.

Your dedication and passion for making a difference has been truly inspiring. The build-up to and the day itself can be both rewarding and bittersweet, and I want to acknowledge the impact of your efforts.

It is through the support of our incredible donors that we can continue to offer free bereavement counselling services to families who need it. This includes running group support sessions and events for bereaved families to connect with each other to ensure they are not feeling isolated on their grief journey.

Funds raised also allowed Red Nose to continue to provide new parents and families with evidence based safe sleeping information and support vital research initiatives. We are committed to expanding our capacity to reach more families in the coming years.

I am so proud we have been able to invest in initiatives that have enabled us to better understand the needs of our diverse community. This has allowed us to deliver improved accessibility for families to engage with our services, and tailor our programs to meet their unique requirements. These new programs and initiatives are only made possible through the generosity of both Government, our donors and our partners.

In the coming year, we will continue to strengthen our governance processes and prepare for accreditation for the National Safety and Quality Digital Mental Health Standards.

At the beginning of 2024, we were proud to launch a dedicated suite of safe sleep resources for First Nations families - a priority identified in our strategic plan. The resources were developed by First Nations experts in collaboration with First Nations communities. A resource truly developed by Community for Community. We are so grateful to all those involved in bringing the suite of resources and the launch event to fruition.

To the many staff and volunteers whose contribution is at the heart of what we do at Red Nose - a sincere thank you on behalf of the Board. Your care, passion, effort and generous spirit supports the organisation in continuing to move forward. Red Nose would not be the organisation it is without its staff and volunteers, past and present, working together to achieve its mission.

The Board remains committed to Red Nose's mission and strategic plan and continues to ensure the sustainability of Red Nose services through sound financial leadership and decision making and strengthening its relationships with stakeholders.

We look forward to continuing our work with the support of our incredible community. We are excited about what we can achieve together.

**Nick Xerakias**  
Red Nose Chair

I am so proud we have been able to invest in initiatives that have enabled us to better understand the needs of our diverse community. This has allowed us to deliver improved accessibility for families to engage with our services, and tailor our programs to meet their unique requirements.





# Message from our CEO

In her 1921 essay “Optimism,” Helen Keller wrote, “alone we can do so little; together we can do so much.” This sentiment captures the essence of our Red Nose family, where perseverance, hope, and collaboration drive our mission to make a meaningful impact.

I am immensely proud of our achievements in the past financial year. We have set ambitious goals and made significant strides in saving little lives and providing best-practice bereavement support to families affected by the unexpected loss of a baby or child.

Our initiatives in Safe Sleep and Safer Pregnancy education have expanded, allowing us to reach more parents, caregivers, and professionals across Australia. By promoting safer pregnancy and safe sleep practices, we are actively working to reduce the risks of Stillbirth and Sudden Infant Death Syndrome (SIDS). Part of our expansion is through additional educational programs now available across Australia.

We also enhanced our bereavement services, tailoring support for families who have suffered the loss of a baby or child. Funding from the Department of Health

and Aged Care enabled us to begin introducing co-designed bereavement support services for targeted communities, including First Nations, Refugees, Migrants, Ethnic Minorities, Young Parents and Rural and Remote populations. This initiative, Healing Through Community, aims to improve access to support for some of Australia’s most vulnerable communities.

Red Nose Day 2023 was a highlight, raising vital funds for research, education, and grief support services. Additional fundraising efforts, like the Hike for Hope, further bolstered our resources.

Our research initiatives, particularly our partnership with the University of Queensland, aim to define best practices in bereavement support after the loss of a baby or child. The insights gained will guide our future services.

One of our most significant accomplishments this year has been our work with First Nations families, who are disproportionately affected by the loss of children. We recognised the importance of delivering information and support that resonate within cultural values.

“...alone we can do so little; together we can do so much.”

Helen Keller

Our co-design process enabled us to develop resources that are relatable and easy to understand. This approach ensures our support is not only effective but also culturally sensitive. I am proud of the resources created in partnership with our First Nations communities.

Volunteers are at the heart of Red Nose, playing a crucial role in achieving our strategic goals. Their dedication in fundraising, outreach, and supporting grieving families amplifies our impact. Each volunteer brings unique skills and insights, enriching our organisation and fostering trust within communities.

Thanks to funding from the Queensland Government, we implemented a volunteer management platform that streamlines communication and support for our volunteers. This ensures they receive the resources and training needed to succeed in their roles, aligning their efforts with our strategic outcomes, such as reducing infant mortality and enhancing grief support. We are incredibly grateful for our volunteers, and their commitment is vital to our long-term goals.

The strength of Red Nose lies in its collective efforts. Our dedicated staff and volunteers embody our values daily, and I am honoured to lead such an incredible organisation. Thank you for your continued support as we work together to make a difference in the lives of families across Australia.

With gratitude,

Keren Ludski  
CEO, Red Nose



“I am immensely proud of our achievements in the past financial year. We have set ambitious goals and made significant strides in saving little lives and providing best-practice bereavement support to families affected by the unexpected loss of a baby or child.”

# red nose *by the numbers*

## Our impact over the years



**12,069**

Babies saved since 1989\*



**80%**

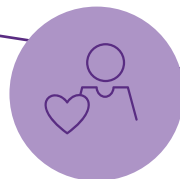
Reduction in SIDS

But  
there is  
still more  
to do

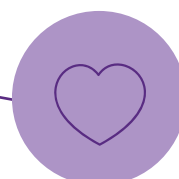
## Our Bereavement support *team*



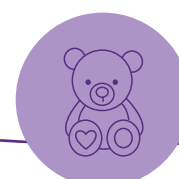
Had  
**1,197**  
referrals this year to  
our bereavement team



Supported  
**671**  
new clients



Supported  
**1,116**  
new Hospital  
to Home clients



Delivered  
**4,374**  
Treasured  
Babies packs



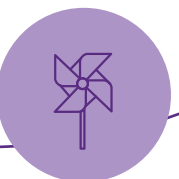
Reached  
**1.9 Million**  
people on our  
bereavement social  
channels.



Provided  
**27,696**  
of support sessions/  
interactions with  
bereaved families



Answered  
**3,658**  
calls to our 24/7  
Support Line



Hosted  
**16**  
Walks to  
Remember  
hosted

Your support helped us care for families who have experienced the loss of a pregnancy, stillbirth, the death of a baby or child.

## Our Education *team*



Answered  
**1,562**  
calls to our Safe  
Sleep Advice Line



Provided training for  
**12,560**  
health care & early  
learning professionals



Talked to  
**Thousands**  
of new or soon to be  
parents at 12 Parenting  
and Pregnancy Expos  
across Australia.



**2.5 million**  
people on our  
education social  
media channel



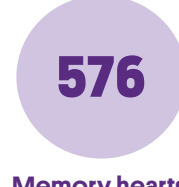
Educated  
**122**  
individuals via  
our bereavement  
eLearning course



Red Nose Day  
has a combined  
reach of over  
**10 million**  
people



Tribute pages  
created



Memory hearts  
created



Number of  
registrations

## Our Clothing collections program



Had  
**12,361**  
Bookings made  
for pickups



Saved  
**1.2 million**  
Tonnes of items  
from landfill

## Our wonderful *volunteers*



**107**  
Peer support  
volunteers

**271**  
Treasured  
Babies  
Volunteers

**57**  
Footprints  
Volunteers

**14**  
Heart  
Strings Card  
Volunteers

**150**  
Fundraising  
Volunteers

**219**  
Other  
Volunteers



\* Estimate uses ABS Causes of Death 2022 data to determine the difference in expected and actual deaths due to Sudden and Unexpected deaths in Infants (SUDI) if the death rate had remained the same as when the campaign was introduced in 1989

\*\* For references visit [https://rednose.org.au/downloads/Red\\_Nose\\_Fastfacts\\_2024.pdf](https://rednose.org.au/downloads/Red_Nose_Fastfacts_2024.pdf)



# Education



## Saving little lives

### Highlights

In September, the the ACECQA National Quality Framework was released. Red Nose provided training to hundreds of Early Childhood Educators who were keen to upskill and ensure they were across the latest research-backed Safe Sleep guidelines

This year we were proud to release accessible safe sleep resources for families who speak Vietnamese, Spanish, Dinka, Simplified and Traditional Chinese.

We continued to attend the PBC (Pregnancy, Baby and Children) Expos all around Australia, and introduced a new hands-on swaddling activation. This proved popular with the 85,000 expectant parents at the expos through the year.

### It takes a village

We know that it takes a village to help keep little ones safe. Our Education team routinely work with other organisations to ensure all new parents have the Safe Sleep information they need to keep their babies safe. Here are just a few of the programs we've worked on in partnership with other organisations:

- Stillbirth CRE – Our Special Projects Officer contributed elements of cultural safety to the CASaND – Care Around Stillbirth and Neonatal Death Clinical Practice Guidelines.
- We continued our working relationship with SMS4Dads and our Special Projects Officer Skye visited families in 7 different services in Far North Queensland.
- Our Director of Prevention and Education, Margaret Polacska joined the Standards Australia Technical Committee – Childcare Articles and the Information Standard working group.
- Red Nose continued to provide its expert advice to the ACCC for a range of campaigns including their Safety Standards for Children's Toys and a campaign about inclined baby products.

### Keep it Simple, Keep them Safe - Safe Sleep Week

This year Safe Sleep Week was from 4th – 10th March, and the theme was 'Keep it Simple, Keep Them Safe'. This year there were two parent sessions including one focusing on how partners and dads can help. During the campaign, the six safe sleep guidelines were shared across the Red Nose website and social channels. Over 150k users were reached via our digital channels.

The team also worked with ACECQA (The Australian Children's Education & Care Quality Authority) to develop a video on the new Rest and Legislation laws and how these are applicable to Early Child Care Workers. Whilst presenting, the team ensured all Safe Sleep information was top of mind and let workers know where they could access further information.

### Indigenous Resources Launch

The official launch event for our First Nations resources was held on 21 February at the Koori Heritage Trust in Melbourne. These resources are an important step to help us close the gap and reduce the rate of SIDS and SUDI in First Nations families. They were co-designed with community to ensure our safe sleep messages are being communicated in the right way.

In January 2024, we were awarded a \$40,000 grant with the auDA Foundation to develop a Safe Sleep for Bubs E Learning for First Nations families. This program continues our work in closing the gap and ensuring First Nations families have the information they need to keep their little ones safe.

### Special thanks

The Board would like to extend a special thank you for the development and launch of Red Nose First Nations Resources to;

- Skye Stewart, Red Nose First Nations Initiatives Project Officer.
- Emma Stenhouse, volunteer and Chair of the Red Nose RAP Committee, and member of the NSAG Aboriginal and Torres Strait Islander Initiatives Working Group.
- The many staff, families, champions and supporters who contributed to this important initiative.



# Research

## Informing best practice bereavement support services at Red Nose

To continue informing our programs and ensure we provide world-class research-based bereavement care, Red Nose commissioned a study into bereavement support service at Red Nose and beyond for anyone who had experienced the loss of a pregnancy, stillbirth, or the death of a baby or child. We wanted to discover any service gaps to help us to continue to support families with the right type of support, when they need us the most.

The team at the Institute for Social Science Research shared their interim report in November. The team was headed up by Associate Professor Fran Boyle with the following team members from the Institute for Social Science Research also participating:

- Dr Aditi Lohan
- Dr Julie Dean
- Ms Tamina Islam
- Dr Siobhan Loughnan
- Ms Noor Yousef
- Associate Professor Caroline Salom

The study undertook a range of research methodologies including:

- Online Surveys
- Discussion Groups, and Interviews.

At the time of the interim report 401 parents and other family members have completed the survey so far.

### Some patterns the research has shown so far

The progress report indicated that:

- **Unfortunately there are support gaps:** Less than half of participants received all the support they needed, indicating a support gap in Australia
- **Effectiveness:** While many families accessed various supports, these were often not perceived as helpful, highlighting the need for services to be more aligned with families’ actual needs
- **Barriers:** Participants faced obstacles such as lack of knowledge about options, difficulties in seeking help, and issues with accessibility. This emphasises the necessity for tailored support

### In positive news, several strengths were identified with Red Nose’s bereavement support:

- The range of different services and supports offered
- Continuity of care for parents
- The ability for parents to ‘dip in and out’ of services depending on their needs

## Opportunity

Many participants expressed a desire for proactive outreach, suggesting that direct engagement from support services could alleviate challenges in accessing help. Red Nose will continue to work on improving our services to provide not only the best bereavement support for bereaved parents, but also the extended family and community.

## Research – Watch this Space

In November we signed a contract to fund an exciting research project focused on a SIDS biomarker, with the University of Western Australia. We look forward to sharing the progress of this study in the future.



## The Need for Answers in Grief

The search for answers after the loss of a child is often an integral part of the grieving process. While finding a cause for a baby or child’s death cannot take away the pain, it can provide some relief by alleviating the distress of bereaved parents. In Australia, the rates of Sudden Infant Death Syndrome (SIDS) and Sudden Unexpected Death in Childhood (SUDC) has decreased, but many families with historical losses still seek answers. Even when a designation of SIDS or SUDC is given, bereaved parents continue to wonder “why.” Many are motivated by a fierce desire to ensure that no other family suffers the same loss.

### Mylee’s Story

In 2012, Mylee was just 15 months old, the second child of devoted parents Melanie and Sean, and the little sister to Chase. One morning, Mylee did not wake up. For a long time, it was believed she died from Sudden Unexpected Death in Childhood (SUDC), and Melanie and Sean navigated their grief like many other families affected by SIDS.

However, after receiving updated information from the coroner, the cause of Mylee’s death was identified as Hib—Haemophilus influenzae type b, a bacterial infection that can affect the airways and brain, complicated by an undiagnosed immune condition. Despite Mylee being immunised for this illness, the immune condition prevented her from mounting an immune response to the vaccine.

### A New Path: Advocacy and Research

Today, Melanie is a passionate advocate for families who have lost children to undetermined causes, helping them navigate the difficult coronial process. She is also committed to advancing research into childhood sudden death cases. After a successful career as a Senior Public Relations Manager, Melanie underwent a career change and is now a PhD candidate in microbiology, focused on preventing similar tragedies.



# Supporting bereaved families

## Peer Support

Our specially trained Peer Support Volunteers have continued to give their time and support generously to all the bereaved families that need them. To provide our 24/7 1300 308 307 Support Line and online chat, face to face and online support groups, we rely on a mixture of professional paid support and our amazing Peer Support Volunteers. This year, 185 Peer Support Volunteers supported families who have experienced the loss of a pregnancy, stillbirth, or the death of a baby or child.

“Dads across the country meet via Zoom and we support each other through the death of a baby or child. I am proud to be able to give blokes a safe place to grieve, weep and share their story without judgement.”

–Vaughan  
Dad's Group Facilitator  
and Dad to Nathan

## The right support at the right time

We are proud of the range of support we offer, as the type of support required is unique to each family. Some families will benefit the most from face to face, others want phone support, professional counselling or peer support. At Red Nose we work to tailor our support to the individual's needs.

“In July 2022, beautiful Talia passed away at 22-months. At the time, she was our only child, and it was horrible to lose her, but also our sense of identity as parents – as a mother and father.

Thankfully we had Red Nose. We called the help line in those early days of shock and grief. To have someone on the other line who understood really helped. Both my husband and I have wonderful Red Nose counsellors who have helped us navigate this past year, with all the emotions that have come with it.”



Yasmine, Jason and Talia

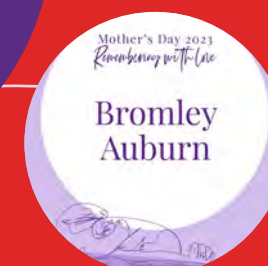


## Community events and activities

We are committed to continuing relationships and providing ongoing support to our families after they have moved through the acute stage of their grief. Our Community Engagement team is made up of local team members who develop a range of remembrance events, activities and touch points for people to build community.

Our Heart Strings program was launched in 2021 and continues to grow. One of the highlights of this program is the handwritten cards. We now have a team of 11 wonderful volunteers who write cards for our families.

Our Heart Strings members love receiving and sharing personalised social media tiles for special occasions. This year we created:



**1,025**  
Mother's Day  
Remembering with  
Love tiles



**789**  
Father's Day  
Remembering  
with Love tiles



**1,788**  
Holiday Season and  
Christmas Remembering  
with Love tiles

“It is wonderful to be part of the Heart Strings by Red Nose program.

Being a member keeps special connection with the wonderful support Red Nose provides and a more personal way to learn of happenings to honour little lives lost, share stories, and remember.”

Cara – Jonty's Mum

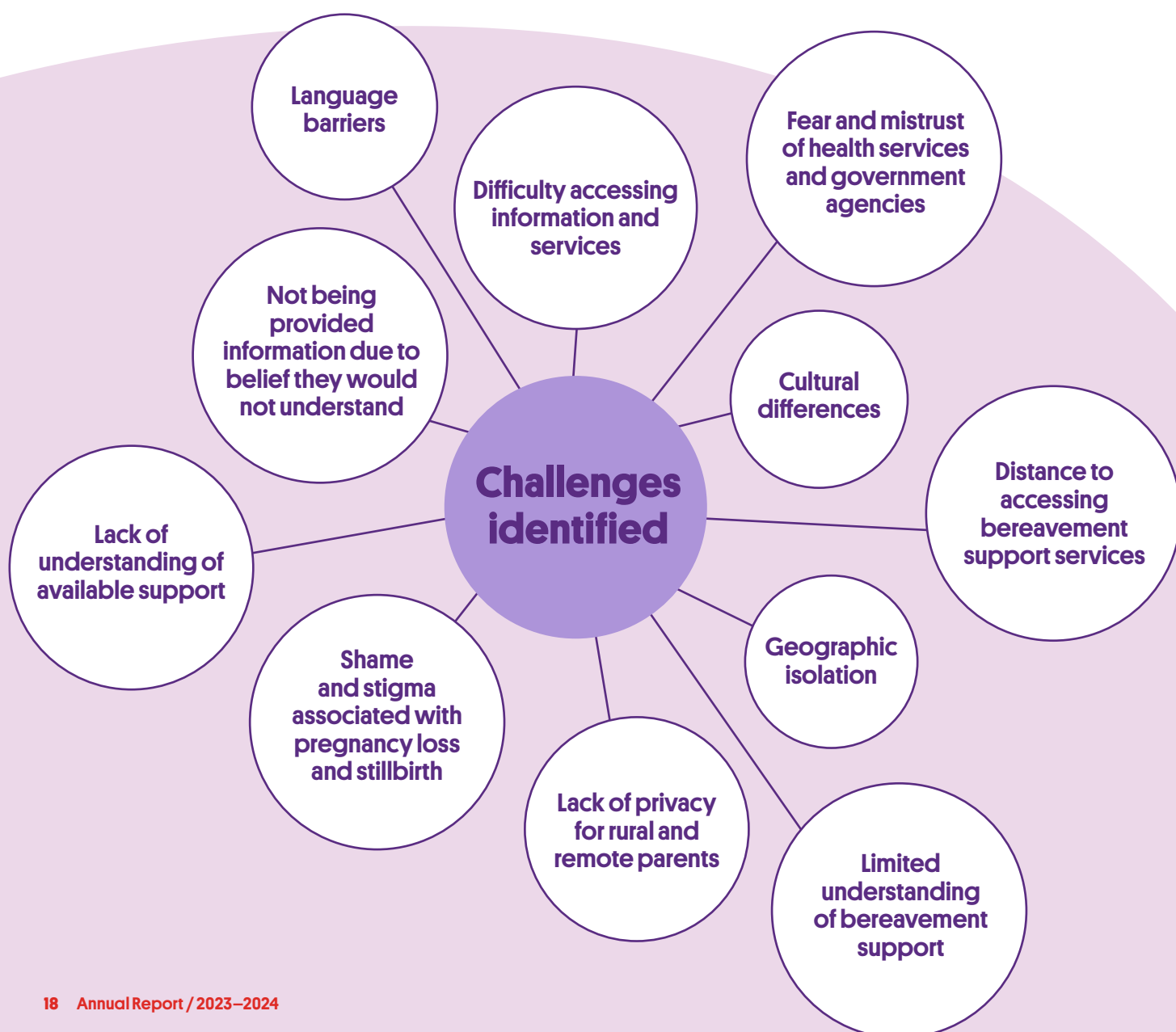


# Healing through community

The Healing Through Community project is an exciting initiative, designed to ensure culturally sensitive bereavement support can be accessed by all families from all walks of life, who have been affected by pregnancy loss or stillbirth. Funded by the Department of Health and Aged Care, this project aims to deliver tailored, accessible, and culturally sensitive support services to those who have historically faced significant barriers.

This project recognises that there are profound disparities in bereavement support access among First Nations communities, rural and remote residents, young mums under 20, culturally and linguistically diverse (CALD) families, and refugee and migrant communities. These population groups often encounter unique challenges when seeking help after pregnancy loss or stillbirth.

One of the the most important steps of the project was to discover exactly what we need to overcome. Below are some of the challenges identified.



## The power of co-design

The Healing Through Community project works to bridge these gaps by employing a co-design methodology. This innovative approach involves actively partnering with the target communities to develop and refine support services. By working directly with these groups, Red Nose seeks to understand their specific needs and barriers, ensuring that the solutions crafted are both relevant and effective.

Through a collaborative process, community members from each target group are engaging with Red Nose to share their experiences and perspectives. This input is instrumental in shaping services that are not only culturally appropriate but also accessible and practical. The codesign methodology ensures that the development of bereavement support services is guided by those who are most affected, allowing for a more empathetic and accurate response to their needs.

## Impact and Practical Implications

By involving the communities in the design and testing of bereavement services, Red Nose will uncover and address existing gaps in support structures. This approach will lead to the creation of services that are equitable and tailored to the specific needs of each population group.

The project will help build trust and strengthen relationships with communities that may have felt underserved by traditional services. The active involvement of community members in the development process fosters a sense of ownership and ensures that the services provided are genuinely responsive to their needs. This engagement not only improves the relevance and accessibility of support but also contributes to better overall health and wellbeing outcomes for bereaved families.





# Clothing collections

Our Clothing Collections social enterprise went from strength to strength this year. We collected thousands of kilos of pre-loved clothes and household goods – saving 1.2 million tonnes from landfill. Over 12,361 bookings were made across South Australia and Victoria.

In exciting news, the recent trial in New South Wales proved successful, and we will be rolling out clothing collections in the state in 2024.

We are so grateful to all the Australians who so generously donate their pre-loved goods. Not only is it great for the environment, donating in this way delivers funding to Red Nose, allowing us to continue our vital mission of saving little lives and supporting bereaved families.

Donate your pre-loved clothes  
or household items

By donating your pre-loved  
items in SA, VIC and NSW –  
you can help save little lives

[rednose.org.au/recycle](https://rednose.org.au/recycle)



## A Hub for Recycling

Auburn, SA, local legend Judy, saw a need for her community to donate preloved clothes and household items.

Owning her very own hub, The Cogwebs Hub Cafe, she reached out to Red Nose and offered to host a bin!

Now a well-known drop off point, Judy says “The Red Nose Clothing Collection team has been a joy to work with.”

“They’re enthusiastic, and the community loves having a visible and convenient place to contribute. It feels good to help reduce landfill and support such a meaningful cause.”

Judy encourages others to get involved, saying, “Whether hosting a bin or donating items, every bit helps and makes a difference.”

One bin from a local community  
has saved 4,000 kg from landfill

It has been emptied 14 times

You can get involved: [rednose.org.au/recycle](https://rednose.org.au/recycle)

or email [rncc@rednose.org.au](mailto:rncc@rednose.org.au)



# Thank you to all our wonderful volunteers

Our volunteers touch every area at Red Nose and are vital to support our mission of saving little lives and supporting grieving families. This year, the introduction of our new volunteering management platform has ensured the team has been able to better engage with our over 1,000 volunteers.

## Volunteers touch every part of Red Nose, including:

- ♥ Directing the organisation through Board and Sub-Committee involvement
- ♥ Helping our bereaved families through providing Peer Support services
- ♥ Engaging our communities and sharing education on Safe Sleep practices
- ♥ Crafting intricate memorial clothing for our Treasured Babies initiative
- ♥ Supporting clothing collections for our social enterprise
- ♥ Raising funds for or helping out on a stall on Red Nose Day
- ♥ Promoting our services to front line workers as a Footprints volunteer
- ♥ Sharing our bereavement support resources and information with front line services across Australia
- ♥ Organising one of our many remembrance events held across the country
- ♥ We invited families to yoga, walking sessions, wellbeing weekends, journaling sessions and more

We were excited to celebrate our volunteers at two different times this year. Our special National Volunteer Appreciation Evening was held online during National Volunteer Week in May. The theme was The Change Makers. This gave us an opportunity to acknowledge our early long-term volunteers who helped change the way hospitals, and the wider community support bereaved parents. And to thank all the wonderful current volunteers who continue to support our vital work of saving little lives and supporting grieving families.

Volunteer and Chair of the Red Nose Board, Nick Xerakias, shared his journey, and personally thanked volunteers in attendance.

**Giving my time to help others who will unfortunately go through the death of a baby or child in the future is my way of being able to give back. Not just in memory of our son, but in memory of all those babies and children whose lives have been lost, or who due to things like miscarriage were never even born.**

**Nick Xerakias – Red Nose Volunteer, Chair of the Red Nose Board and bereaved Dad of Angelo**

Our wonderful volunteers were also acknowledged on International Volunteer Day, which is held every year on 5 December. Volunteers received a special gift from our team to show them how much their work is appreciated.

This year, our volunteers have been pivotal to the success of our **Healing Through Community project**. Volunteers from different walks of life have been essential to ensure this project meets its co-design objectives. Plus, the project has enabled many community connections to form, which has been rewarding for the volunteers involved.

## From supported to supporter

In 2012 Annabelle was born sleeping at 31 weeks to devastated parents Emalynne and Joe. It wasn't long after this they received support from Red Nose Counsellors. The support they received from Red Nose has led both Emalynne and Joe to be long term supporters, with Emalynne sharing her skills and experience to ensure other families receive the same love and care they did.

Attending the counselling sessions gave me a safe space to speak to someone – it helped me validate how I was feeling and what I was feeling was normal. It helped me understand that as a bereaved parent, we grieve because we love.

Jema, our rainbow baby, also attended some of the sibling groups, when she was younger and prior to the pandemic – we created candles as well as artwork for prayer flags in honour of her sister, Annabelle. We also read books together to help us through our grief journey as a family.

As a volunteer with Red Nose, I am honoured to write cards for the Heart Strings program. And as a Peer Supporter, I am privileged to hear the stories of other bereaved parents. This not only allows me to give back to Red Nose but, it has helped me through my grief journey. It's my dedicated time for Annabelle and honouring her memory.

- Emalynne



**Our love for Annabelle never ends and so we continue to speak of her life**

- Emalynne

## Volunteer with us

[rednose.org.au/volunteer](https://rednose.org.au/volunteer)

Join our wonderful volunteers and peer supporters who are instrumental to our mission. Be part of the team who support families through our 24/7 Support Line, educate parents and carers about safe sleeping, come out in force on Red Nose Day, or providing administration and event support. Please consider becoming a volunteer today to help Aussie families in need.





# Support from the Community

## Red Nose Day

This year we held our 35th Red Nose Day. With thousands of Australians, donning the signature Red Nose, with our long standing Ambassadors the Wiggles.

Red Nose Day is our major annual fundraiser. We are grateful to all those who support us. This year we had 1211 workplaces, individuals, schools. Of these were 208 were tribute pages and four of our five top fundraisers were in loving memory of little ones forever held in the parent's heart and not in their arms.

## Thank you to our Top 5 Fundraisers for Red Nose Day In August 2023

- 
**Tenille**  
 In loving memory of Andie
- 
**Peter (Ride for SIDS)**  
 This year's ride was in loving memory of Charlotte
- 
**Sarah**  
 In loving memory of Will
- 
**Lauren**  
 In loving memory of Gisele Maria
- 
**Rhiannon**  
 In loving memory of Theodore James



## One family who created a fundraiser in Memorial were Julianna and Marc

“Red Nose is the organisation that you almost don't want to know about, until you need them – at that point, you don't know what you would have done without them.

Beautiful Odette was stillborn at 32 weeks. Julianna and Marc, her loving parents lives were turned upside down and were completely devastated. This was the last thing they expected to hear when visiting the obstetrician.

Julianna and Marc were paired with one of Red Nose's Hospital to Home Bereavement Outreach Workers who helped them navigate the grief of losing Odette.

Their worker's care made them want to give back, and when Red Nose Day came around they set up a fundraiser aiming to raise \$300. They were overwhelmed by the support to people in their community and ended up raising \$9000.

## Our wonderful community

Another first for us in 2023 was partnering with Inspired Adventures. One of our families that signed up do the walk, that Red Nose CEO Keren Ludski also joined, Jason and Serene walked in memory of Savannah, who died on unexpectedly on Boxing Day in 2024.

Joined by Red Nose's CEO Keren Ludski, many of the walkers on the trek were also bereaved parents or family members with the names of those they were walking for shared on the banner – “Taking big steps for little lives.”

Our fourth National Remembrance Service brought together families from all over Australia, including some beautiful expats, dialling in from afar. The theme this year was Precious Hearts: Together We Remember.

“Thank you all for generously supporting Red Nose and honouring the life of my very dear child Savannah.”





# Your support ensures we can continue our vital work.

## Thank you

### Our work is funded by:



**44%**

#### Government Grants

Funding from local councils to support grass roots activities, plus state and federal funding to help save little lives and support grieving families



**32%**

#### Commercial activities

Revenue from our clothing's social enterprise, and the sale of merchandise, like our iconic red noses!



**24%**

#### Fundraising & Community Support

Donations from our wonderful community of supporters and corporate partners



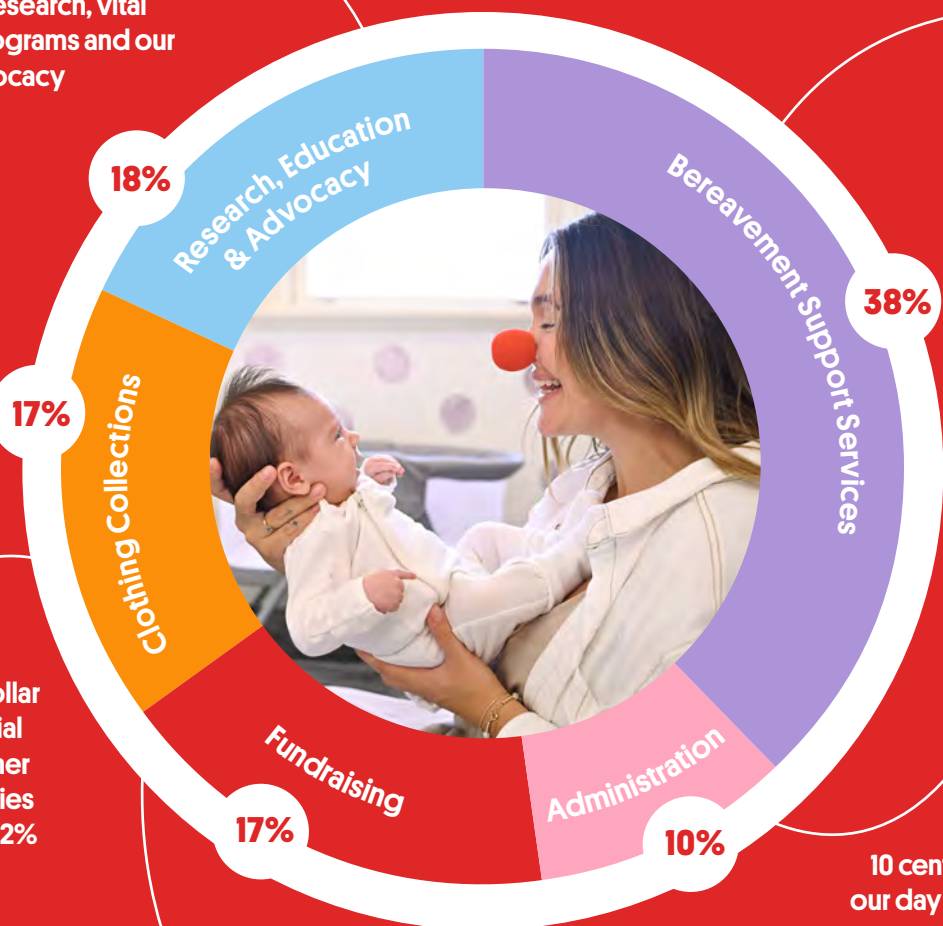
## Making every dollar count...



18 cents in every dollar funds lifesaving research, vital education programs and our advocacy



17 cents in every dollar supports this social enterprise and other commercial activities which contribute 32% of our income



17 cents in every dollar is invested into raising vital funds, so we can continue to save little lives & support grieving families



38 cents in every dollar helps bereaved families through our support services, including 24/7 Support Line, counselling and memorial events



10 cents in every dollar covers our day to day activities ensuring we continue to run our services effectively & efficiently





# Our people

The work of Red Nose is supported by the efforts of many dedicated and highly skilled employees and volunteers who give their time and talents to make a lasting difference for Australian families.



## Board of Directors

- Nick Xerakias – Chair
- Andrew Kennedy – Treasurer
- Ian Burgess
- Paul Colditz T
- Tracy Meredith (resigned effective 27 September 2023)
- Lyndy Bowden
- Andrea Pearman
- Sergio Brodsky
- Marian Ngo
- Arthur Dimitropoulos (commenced 27 March 2024)

## Executive Management Team

- Keren Ludski – *Chief Executive Officer*
- Margaret Polacska – *Director of Prevention, Education and Research*
- Rachel Bailey – *Director of Marketing, Communications and Fundraising*
- Andrew Hutchins – *Chief Financial Officer*
- Rachel Ficus – *Director of Bereavement Services*

## Audit and Risk Committee

- Andrew Kennedy (Chair)
- Ian Burgess
- Marian Ngo
- Nick Xerakias

## National Scientific Advisory Group

The National Scientific Advisory Group (NSAG) is made up of experts in the fields of pregnancy, infant and child safety

- Professor Craig Pennell – *Chair Emeritus member of NSAG*
- Professor Heather Jeffery – *AO Emeritus Member of NSAG*
- Professor Adrienne Gordon – *Deputy Chair*
- Professor Roger Byard – *AO PSM FAHMS Emeritus member of NSAG*
- Dr Susan Arbuckle
- Dr Carrington Shepherd
- Cherisse Buzzacott
- Nicole Hasseldine
- Professor Karen Waters
- Associate Professor Fran Boyle
- Melanie Robinson

## Community Advisory Committee

- Nick Xerakias (Board Representative)
- Nicole Ireland (Chairperson)
- Aynur Turker
- David Brown
- Ari Magalhaes
- Samantha Jager
- Emma Hain
- Bonnie Carter (OAM)
- Scott Connolly



## Special thanks

The Board would like to extend their special thanks to retiring Board and Committee members

Tracy Meredith – Board Director - retired 27.09.23

Long time Board member Tracy Meredith retired as a Director in 2023 having served for the maximum term on the Board.

Tracy will continue her connection with Red Nose volunteering as a Red Nose Peer Supporter.

We thank Tracy for her unwavering dedication and invaluable contribution as a member of the Board.



## Special thanks

David Brown resigned 16.01.24

David is a foundation member of the Community Advisory Committee since 2021, a dad, bringing lived experience with strong links to the community of Western Australia.

David's tenure included the Committee's work in the shaping of the Red Nose Heart Strings program that has developed into the unique and special program Red Nose continues to offer today.



# Working in partnership

Red Nose works in partnership with many organisations and businesses each year to achieve our mission and goals. By working in partnership, we can achieve more and extend our reach and impact for Australian families.

## Ambassadors

- The Wiggles

## Red Nose Day

- Dr Golly
- Candice Warner

## Bereavement Ambassadors

- Paul & Luke Field
- Amie Rohan
- Irena Gilbert
- Fiona Ellis Jones

## Preferred Partners



## Supporting Partners



## Media Partners



## Government Partners



## Pro Bono Partners

- K&L Gates
- Argon & Co
- Clayton Utz
- IPN Medical Centres
- Minter Ellison
- Pinset Mason
- RSEA Safety

## Campaign Partners

- BIG W
- Red Dot
- Capital Chemist
- Nextra
- VTech
- Metro
- Shout for Good
- Media Precinct

## Community Partners

- Sydney 2 CAMberra
- Fire Rescue Victoria
- Victorian Outboard Club
- IPN Medical Centres
- Eco Modern Essentials
- Phoebe Joan Foundation

## Individuals and Families

Each year we are supported by thousands of individuals, families and organisations. We cannot thank you enough. Every dollar donated to Red Nose goes directly to help fund research, support families and save little lives. Your support ensures we can continue our vital work. Thank you, Thank you.







Red Nose Australia acknowledges the Traditional Custodians of the land in which our staff, Board, committee members, families and volunteers work, live and visit. We pay our respects to the Elders of those many nations from past and present, recognising their continuing connection to land, waters and community. Red Nose respects the knowledge and expertise of Aboriginal and Torres Strait Islander people with their strong culture and traditions whose hands have touched many babies birthed and children reared on this land, and acknowledges their experience of loss in many forms.

Red Nose is a not-for-profit company limited by guarantee. We are proud to display the Registered Charity Tick to highlight our charitable status through the Australian Charities and Not-for-profits Commissions' Charity Register and the FIA.

**red  
nose**

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