

In Brief	4
Our Impact	5
Chair Report	6
CEO Report	7
Our Research	8
Our Community	9
Saving Little Lives	10
Supporting Grieving Families	12
Liz's Story – Case Study	14
Red Nose Day	16
Working in Partnership	18
Clothing Collections	
and Recycling	20
Our People	22
Financial Snapshot	24
Get Involved	26

Red Nose Australia acknowledges the Traditional Custodians of the land in which our staff, Board, committee members 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.



Target ZERO

3,000
babies and
young children
die suddenly and
unexpectedly
each year

2,834
perinatal deaths

2,116
stillbirths

children died from preventable injuries and accidents

deaths from SIDS and other fatal sleeping accidents

718
newborn deaths

In Australia, nine children still die suddenly and unexpectedly every day – that's more than 3,000 babies and young children each year and more than double the national road toll.

We are particularly worried about the 20% increase in SIDS and other fatal sleeping accidents that occurred this year. It highlights just how important it is to continue our efforts to deliver Safe Sleeping information and training across Australia.

Join us, and together, we can stop little lives being cut short once-and-for-all.



Red Nose

w 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 and support 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 death of a baby or child.

Through world-class research, evidence-based education, and vital bereavement support services, our mission is to reduce nine deaths a day to zero, 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.



Our

11,357

babies saved since 1989

\$18M

invested in lifesaving research

85% reduction in SIDS

In the last year, we helped thousands of Australian families keep their babies safe:

We have supported a **20%** increase in calls to our Safe Sleep Advice Line

We have provided lifesaving information on safe sleep to over **100,000** people

We have trained **6,000** healthcare and early learning professionals.

We also supported grief-stricken families through the pain of losing their baby:

- We answered **4,575** calls for help from distressed families via our 24/7 Support Line.
- We engaged with almost **500** bereaved families via our online Ways to be Ok forums.
- We provided over 10,555 occasions of counselling and support.



Message www.theChair

Someone once said that the difference between stumbling blocks and stepping stones is how you use them. For Red Nose, I think that this is an apt description of our past year.

In a challenging time for so many people and organisations across Australia, I am incredibly proud to say that Red Nose has flourished.

COVID-19 has presented us with many challenges, not least was the significant increase in demand for our services. We responded to the challenge and embraced technology solutions to deliver vital Safe Sleep education to new parents and to deliver support to bereaved parents across Australia.

I am incredibly proud of our staff, volunteers, and supporters who have joined with us to deliver services in online formats, create opportunities to connect with those who need our help, and ensure that research, prevention, education, and bereavement support remain topical across our community.

This work is only possible because of the generosity of the Australian community, our peer supporters and volunteers, our corporate partners, foundations, and local, state and federal governments, whose ongoing support enables us to continue to fund research, support families and ultimately save little lives.

The challenges we face can sometimes feel insurmountable, but if we can focus on ensuring that our stumbling blocks become stepping stones towards new solutions, there is a path forward and a way to end the pain of little lives being cut short, once-and-for-all.

We will be here for families, whenever they need us, and for as long as they need us.

Thank you for being there for Australian families. Best wishes,

Craig Heatley Red Nose Chair



We are so pleased to write this message as the co-CEOs of Red Nose. This has certainly been a huge year for the Red Nose team, as well as for the rest of the country.

COVID-19 forced Red Nose to rethink all aspects of our service delivery and to quickly adapt to the changing world we found ourselves in. The demand for support has never been higher, with a 40% increase in requests for bereavement support and a 20% increase in enquiries through our Safe Sleep Line.

The Bereavement Services team wholly altered the ways in which they offered support to bereaved families. Face to face sessions were replaced with phone and video sessions, and face to face groups were replaced with online and closed Facebook Groups.

The staff and volunteers at Red Nose quickly adapted to the challenge, ensuring there was no downtime and no families missed out on support. This new way of providing support opened the door to fantastic additions to the bereavement support program. Our bi-monthly, online Ways to be OK forums, saw hundreds of bereaved families come together on Zoom to discuss all things Grief and Loss. All Safe Sleep education and prevention seminars were also delivered online and updates to the website were made continuously to meet the changing needs of our community

Perhaps one of the more significant challenges facing the organisation was delivering a successful Red Nose Day in amongst the chaos and lockdowns of COVID-19. The team worked incredibly hard to deliver the first-ever digital-first campaign with outstanding results. This included our new online National Remembrance Service.

These examples and many others have only been made possible by the hard work and commitment of our staff, volunteers and supporters. We know that COVID-19 has personally impacted us all, so these efforts to continue delivering services has been humbling to see. We have truly been inspired by what we have been able to achieve together.

December 2020 also saw the official merger with Sands come into effect. We are so excited about the plethora of opportunities available to us as a merged family. We know that together we can continue to provide a broad range of bereavement support options to families impacted by the death of a baby or child. The merge has bought together new colleagues, new volunteers, new friends, new supporters and new partners, and we are so excited to enter into this new chapter together.

Red Nose truly is like a family. We are passionate about saving little lives and being there for bereaved parents. We strive to create a space for our families, supporters and partners to truly belong, a space they can trust and a space they know will be there for them... always.

Together we say thank you from the bottom of our hearts to all our supporters for helping us not only survive 2020 but to grow and flourish. We could not do what we do without your generous support.

Best wishes,

Keren Ludski and Jackie Mead Red Nose co-CEOs

Our research

Red Nose funds research into the possible causes of pregnancy loss, including stillbirth and sudden unexplained death in infancy (SUDI) including SIDS and fatal sleeping accidents.

Outcomes from our research inform our public health campaigns and education programs for parents, carers and health professionals – helping to save little lives.

Our National Scientific Advisory Group (NSAG) continued providing expert advice to the board and organisation. This helped ensure our information and advice for parents, carers and health professionals remains at the forefront of the latest evidence to help keep babies safe.

NSAG also welcomed two new members this year: Indigenous Midwife Melanie Robinson and Bereavement Care Researcher Associate Professor Fran Boyle.

We are proud of our new Aboriginal and Torres Strait Islander Initiatives Working Group which will focus on reducing the rates of stillbirth, SIDS and fatal sleeping accidents in indigenous communities.

For information about the work of NSAG, visit our website rednose.org.au/research



Research Spotlight

Tragically in Australia, over 2,000 babies are stillborn each year – that's six families devastated by the loss of their baby every single day.

And while not every stillbirth is preventable, many are.

One key area of interest is the factors that pregnant women can control themselves to help reduce the risks of stillbirth.

Studies indicate that going to sleep on your back has a significant impact on rates of stillbirth. Public Health campaigns to raise awareness of this and to encourage sleeping on your side in the last trimester of pregnancy are already rolling out, including through Red Nose.

It is important to determine if advice alone is sufficient to prevent pregnant women sleeping on their backs in late pregnancy, or whether additional assistance is required

Red Nose is supporting – The SliPP Trial – Sleep in Pregnancy Pilot Trial

Although the start of the trial was delayed by Covid-19, great progress has been made and the trial aims to complete by the end of 2022.

This trial will focus on:

- A randomised patient trial to determine the amount of time spent sleeping on the back following maternity care provider advice versus maternity care provider advice plus a pillow device.
- To collect objective information on sleep position and duration in late pregnancy using the nightshift therapy device.
- To assess acceptability and feasibility of both advice and device trial arms.
- To assess adherence to both interventions.

Research projects like this one are incredibly exciting. They help to build a future where we can help prevent stillbirths from happening.

Our community



The Red Nose community is spread far and wide across all corners of Australia. Individuals and families are bound together by their collective desire to stop little lives being cut short and making sure every grieving family receives the support they need.

Our community of supporters drive our work, making everything we do possible.

Highlights for the year

- More than 15,000 kind and generous Australians donated to Red Nose
- Volunteers contributed over \$766,000 worth of work to the organisation
- Hundreds of Aussie families came together for a National Remembrance Service
- 155 fundraising events were held to raise money to fund research, support families, and save little lives

Remembrance Services

The effects of COVID-19 inspired us to create new ways of connecting when place-based activities weren't possible. Our first ever national Red Nose Day Eve Remembrance Service brought together almost 400 bereaved families from around the country to remember and honour their little ones who have died.

We are also very proud to have hosted special in-person Remembrance Services for bereaved families in many major cities including Melbourne, Sydney, Newcastle, Brisbane, Geelong and Perth.

These events provide the opportunity for bereaved families to connect with each other, reflect on their loss, and talk about their babies and children in a supportive and non-judgmental environment with people who understand.

Connecting our Community

Despite lock-downs and physical-distancing restrictions, we were proud to bring our community together again online. New community connections were forged across state lines via online journalling workshops, book clubs, community coffee mornings and community play dates for siblings.

Hearing from our community

Hearing the voices of families who use our services is critical in ensuring we continue to meet their changing needs. The Red Nose Board is very proud to have established a Community Advisory Committee in February 2021.

Nicole Ireland serves as Chair, having experienced her own loss after son Nicholas was stillborn in 2006. Nicole and her family have been part of the Sands community for 15 years, and she brings both a wealth of knowledge and compassion to her role on the Community Advisory Committee.

The committee has been established to ensure that Red Nose understands the needs and views of the community and that our grassroots grow and flourish.

Nicole Ireland CHAIR, Community Advisory Committee

I feel honoured and privileged to
Chair this Committee as I truly value
the collective support of bereaved
parents and the community we
have created, and will continue
to grow, together. To me, this
Committee provides a strong
link between this community of
bereaved families from both Sands
and Red Nose right across the
country to the broader organisation
and to our external stakeholders.

Saying lives

The key goal of our Education and Advocacy program is to ensure that all parents and carers know how to safely sleep their baby to reduce the risk of sudden infant death and ensure that all infant and nursery products sold in Australia are safe.

In a COVID-19 environment, we have relied heavily on engaging new parents on social media, answering their questions and providing reassurance using digital platforms.

We are also pleased that we have been able to respond to a **20% increase** in calls to our Safe Sleep Advice Line, providing the same evidence based and reassuring advice that we always have, but to so many new parents who have not had access to their usual support networks as a result of the pandemic.

Stillbirth Prevention

Since the conception of Red Nose over 40 years ago, our goal has been to reduce the number of sudden and unexpected deaths of babies and children during pregnancy, infancy and early childhood.

And while significant progress has been made to reduce sudden infant deaths – with an **85% reduction since 1989** – in the same period of time, there has been no meaningful reduction in the number of stillbirths.



Tea*

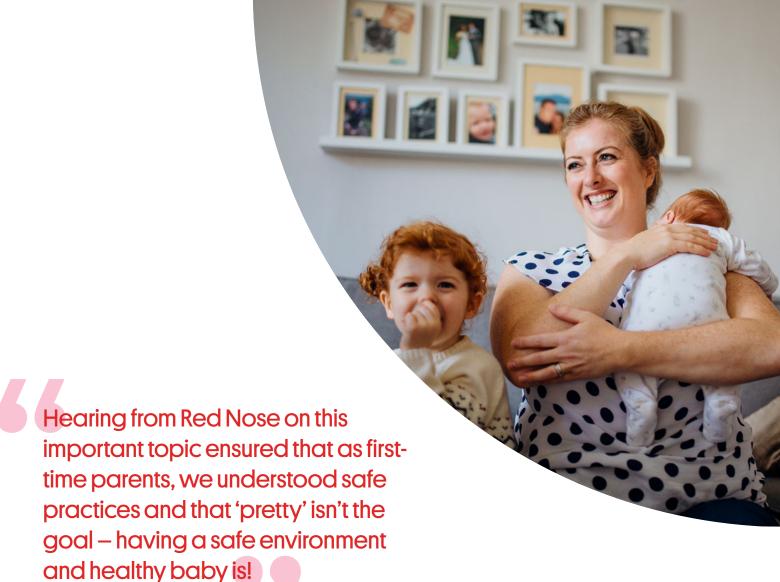
Second time parent *name changed

I called the Safe Sleep Line when I started finding my six-month-old son asleep on his tummy in the cot. I was really concerned about the risk of SIDS, knowing how important back sleeping is.

I spoke to a nurse, it was clear she had a lot of experience with infants and young children, which I found very reassuring. She reassured me that tummy sleeping is a risk for very young babies, but that because my son was now six-months-old and developmentally able to roll himself onto his side and back again, that it was OK to let him find his own sleeping position after I'd put him down.

She gave me some helpful advice on how to ensure his cot was safe from hazards that might affect him when he rolled into this position, so I just made sure the cot was clear, and he was wearing a safe sleepsuit.

I still put him to sleep on his back, but I don't panic if he moves himself now.



Safer choices in a world of online influencers

Thanks to the ever-growing popularity of online shopping and an explosion of social media advertising targeting new parents, we've seen a flood of unsafe baby products landing in Aussie homes.

Because many products are expensive and they're endorsed by online influencers, parents often make the mistake of assuming they're safe, which is simply untrue.

We introduced Facebook Q&A sessions specifically focused on how new parents can cut through online marketing to make safer choices for their baby.

Today parents are bombarded on Facebook and Instagram with beautiful images containing products to make life easier and baby more comfortable, feeding into a new parent's desire to have the perfect life.

So many of these products are marketed for 'better sleep' but have had no safety testing or even go directly against evidence-based Safe Sleeping advice.

Instagram Influencer and Red Nose Ambassador Amie Rohan and I were privileged to reach over 16,000 parents in our recent online Q&A. We debunked unsafe products and urged parents to think critically about an influencer's credibility.

When in doubt ask Red Nose!

By Jane WiggillChief Midwife

Supporting grieving amilies

Red Nose Grief and Loss Support Services are available for anyone impacted by the death of a baby or child.

We support families and communities during the toughest and most unforgiving time of their lives – the death of their baby or child during pregnancy, infancy and early childhood.

We provide professional counselling services and a range of informal support activities, helping families to rebuild their lives and move forward again when all hope feels lost.

When Red Nose and Sands joined together, we were excited to offer bereaved families an enhanced suite of support services. To ensure that service integration was seamless, we began by integrating our two support lines and improving internal referral pathways across our 1300 line, the Hospital to Home Program and our counselling services.

The involvement of peer support volunteers in this process has been crucial to its success, whether by sharing the benefit of their experiences to help

shape what the service should look like through to continuing their availability in answering the phone in our busiest times of the day.

We were also thrilled to continue delivery of the innovative pilot program, Hospital to Home. Whilst the program was originally designed to support newly bereaved parents from a first meeting in the hospital and then back into their home environment, COVID called for us to make swift changes. The program was moved to accept community referrals, and digital platforms were used to ensure that we remained connected with families despite COVID restrictions.

This year has also seen us embed robust evaluation methods into service delivery to ensure that the bereavement services provide a high quality of care. Through the use of the Your Experience of Service (YES) survey, families involved with the counselling team, for the first time in many years, were given the opportunity to provide feedback on the services they were receiving.



Highlights



378 active individual clients per month



76 groups with over...

900 participants



OVER

10,555

counselling and support sessions provided



Edwina, one of our wonderful peer support volunteers, joined Red Nose shortly after the birth of her third child, Elodie.

On the day Elodie was born, a midwife asked for a huge favour. In the same hospital, a family had lost their baby at 37 weeks a few days before. The midwife at the hospital knew that Edwina had lost her first son Sebby and instinctively understood that if anyone were willing to help this family, it would be Edwina.

After spending time with their still baby, the family had asked if they could hold another baby, a living one. Edwina and her husband Ant were more than happy to allow them some time with Elodie.

Edwina says it is the tone change of a phone call that she loves the most about being a peer support worker. The caller will often be floundering, almost hyperventilating and sobbing when they first call, but by the end of the conversation, they know they just have to get through one day, a few more hours, then they can sleep.

Jayden was perfect in every way

Jayden was so beautiful and so tiny, only 660 grams and perfect in every way. But he was born still.

The hospital connected me with Red Nose straight away and tried their best to help me prepare for the overwhelming grief I would experience.

But I still wish I'd used Red Nose more in those early days – I think I would have struggled less.

After Jayden was born, I was diagnosed with a rare disease. I felt so much guilt, knowing that it was my body that betrayed both him and me. I fell into a deep depression.

My husband and I had to work hard to support one another as we both grieve so differently. At times it was a sense of real discord.

Thankfully, Red Nose's grief resources helped us be more aware of each other's mental states, and to acknowledge when we need help.

Jayden is buried near one of my favourite spots in the hills and we now have some lovely family rituals to ensure he is never forgotten.

We always speak openly about Jayden. That's our way of carrying his name on and letting our children know they have a beautiful big brother in heaven.

We celebrate his birthday every year with a cake and we sing and have a nice dinner – we imagine what his favourite dinner would have been.

No matter how uncomfortable it can make people, we have to talk about the death of babies.

It's important to break down the stigma surrounding stillbirth and grief, and help parents find the support they need to keep moving forward.

by Liz ClementsMother of Four

Red Nose Grief and Loss 24/7 Support Line 1300 308 307 rednosegriefandloss.org.au



I'm so very grateful for Red Nose's bereavement support services and I want to thank you for making it all possible, and for being there for me and my family.

Red Nose Day

In August, we celebrated our 32nd Red Nose Day. While Red Nose Day may have looked a little different because of COVID-19 restrictions, the support of the Australian community was stronger than ever.

Together we raised over **\$625 000** to fund research, support Aussie families, and save little lives!

Over **1** million Aussies got involved in Red Nose Day this year by buying merchandise, making donations, volunteering, sharing their story, supporting each other, and raising funds to help end the devastation that is nine little lives lost every single day.

We say a big THANK YOU to everyone who got involved in Red Nose Day and for helping to make it a giant success





17 million

people reached via news stories and advertising

2.52 million

people saw our social media campaign

\$625,000 raised overall

10,000 red noses and other items sold

1,200 fundraising events held on Red Nose Day

830Little Rockers Discos and Child Care
Centre Fundraisers

Benn CASE STUDY

It has been nearly four years since we last saw our little man James, and not a day goes by that we don't think about him.

Red Nose do amazing work to support parents and families all across Australia during what I believe is one of the hardest things to ever experience.

Losing James has had an enormous impact on our lives, and we wouldn't be carrying this weight so well without the continuous support of Red Nose.

Usually we sell chocolates in the lead up to Red Nose Day, but this year we had to postpone due to COVID-19, so we did an online fundraiser instead and our family helped us raise over \$1,700 in James's memory.



Working in parlnership

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.



Major Partners







Supporting Partners



























Ambassadors



Campaign Partners

- Red Dot
- Nextra
- Capital Chemist
- NewsXpress
- Pharmacist Advice
- Soul Pattinson
- Club Premium
- PRD Nationwide
- Shout for Good

Pro Bono Support

- Boston Consulting Group
- Pinsent Masons

Government Partners











Individuals and Families

We would like to especially thank and acknowledge the contribution of the many thousands of individuals and families who give so generously to Red Nose each year, many of whom give anonymously.

Every dollar you donate directly helps to fund research, support families and save little lives – none of our work would be possible without your care and kindness. Thank you from the bottom of our hearts.

Clothing collections and recycling

The Red Nose Clothing Collections & Recycling program is a social enterprise operated by Red Nose operating throughout Victoria and South Australia. Red Nose collects and sorts clothing and goods at our warehouses, and delivers them to Savers locations for re-sale.

At Red Nose, we are very lucky to have the support of an engaged community that is passionate about the work we do. Our clothing and collection service offers thousands of Red Nose families the chance to engage with our organisation.

We partner with retailers, schools, aged care providers and households to collect and recycle pre-loved clothing.

Like you, we are committed to sustainability, which is vital for future generations and protecting the little lives we all care about. We are doing our part in helping divert millions of kilos of clothing and household goods from landfill.

Every dollar we make through the program is invested into our services – supporting grieving families and saving little lives.

Recycling is a great way to care for the environment, while helping to save little lives.



Hive in Adelaide and have only recently found out about Red Nose Clothing Collection. As a long-term supporter of Red Nose, I love that I can donate the stuff I don't want anymore and know that this will bring in money to help Red Nose do the incredible work they do. I've told all my friends and family about this great service. Kudos to the team at Red Nose.

This year has been understandably challenging as a result of the COVID-19 lockdowns, particularly in Victoria. Despite the obstacles, we have grown our network of red bag distributors whilst also developing a new collection model to maximise direct household collections through the implementation of an online booking process. This new model was designed and implemented with the greatly appreciated pro-bono support of Boston Consulting Group.

For the first time, a manager was appointed in South Australia to manage and grow the South Australian arm of the business. This has also allowed for uniformity across both states in operational systems and processes.





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.



- Craig Heatley Chair
- Ian Burgess
 Deputy Chair
- Andrew Kennedy Treasurer
- Simela Karasavidis Company Secretary
- Professor Paul Colditz
- Kammeron Cran (resigned Mar 2021)
- Tracy Meredith
- Paul Roderique (resigned Nov 2020)
- Rachel Green (from Dec 2020)
- Lyndy Bowden (from Dec 2020)
- Nick Xerakias (from Dec 2020)



National Scientific Advisory Group

- Professor Craig Pennell Chair
- Professor Adrienne Gordon Deputy Chair
- Dr Susan Arbuckle
- Ms Cherisse Buzzacot
- Professor Roger Byard PSM AO
- Professor Jane Freemantle OAM
- Ms Nicole Hasseldine
- Professor Heather Jeffrey AO
- Dr Carrington Shepherd
- Professor Jeanine Young AM
- Melanie Robinson
- Associate Professor Fran Boyle



Executive Management Team

- Keren Ludski Co-CEO
- Jackie Mead Co-CEO (from Nov 2020)
- Andrew Hutchins CFO & Head of Corporate Services
- Amy Johnston General Manager, Fundraising & Communications
- Rachel Ficinus
 Director, Bereavement Services
- Bridget Sutherland
 Director, Education & Advocacy (from Nov 2020)
- Kate Cowmeadow
 Director, Community Engagement (from Nov 2020)

Financial

Having a big goal, like saving little lives and supporting bereaved families, can only be achieved through focus, dedication, teamwork and sound financial management.

This is why we are committed to making sure that we use every dollar wisely and maintaining a sound financial position, now and into the future.

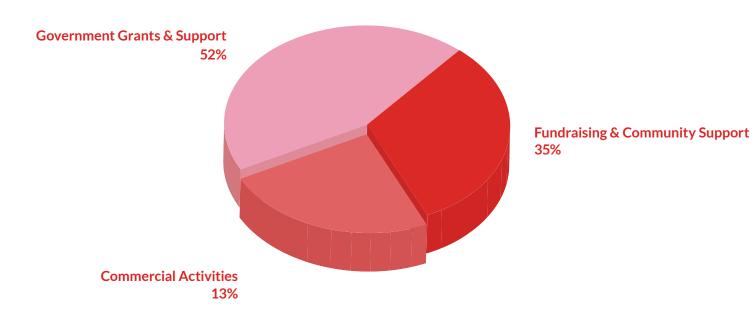
Despite the impact of COVID Red Nose has had a successful financial year, working hard to restrict our expenses wherever possible and by growing community support, increasing engagement with our

corporate partners and working with our funders to ensure we could continue to deliver services. For the year ended 31 March 2021*, Red Nose is proud to have delivered an operating surplus for the second consecutive year. This places us in good stead to meet future challenges in an uncertain environment.

Thank you to our partners and supporters for their ongoing commitment to our work.

To view the full Red Nose Financial Statements, visit **www.rednose.org.au**

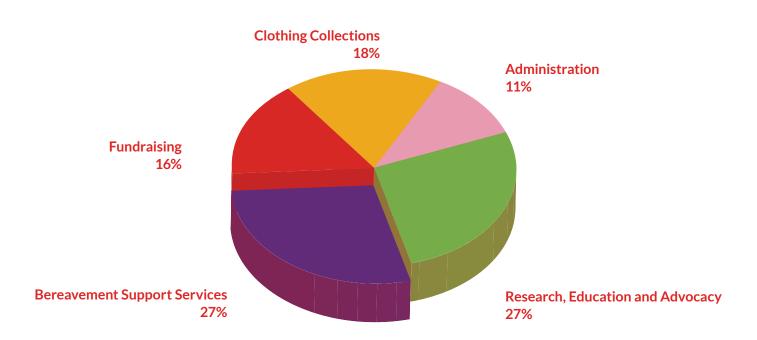
Where our income comes from



*The Red Nose financial year runs from 1 April to 31 March.



Where the money goes



Get involved

Make a donation

Your generous donation today means we can continue our lifesaving research and education programs and support services for grieving families.

Donate your pre-loved clothes or household items

Donate your pre-loved clothes and household items through our red bin and red bag networks in Adelaide and Melbourne – and help save little lives.

Leave a gift in your Will

After taking care of your loved ones, a gift in your Will is a direct and valuable way of helping to realise the vision of a future where no child dies suddenly or unexpectedly during pregnancy, infancy and early childhood.

Fundraise

You can get involved in one of our many fundraising events, big and small, such as Red Nose Day, or host your own event to raise money to fund research, support families and save little lives.

Volunteer

Our wonderful volunteers and peer supporters are instrumental to our success – supporting families through our 24/7 Support Line, educating parents and carers about safe sleeping, coming out in force on Red Nose Day, and providing administration and event support. Become a volunteer today and help Aussie families in need.

Red Nose at work

Rally your colleagues and make a positive impact in your community by joining our Workplace Giving Program today.

Partner with us

There are many ways we can work together to help save little lives and support Aussie families. Find out how your organisation can get involved and create real impact for your customers, your people, and your community.





Contact us

Red Nose Safe Sleep Advice Hub

Red Nose Safe Sleep Advice Line 1300 998 698 (during business hours)

rednose.org.au/advice

education@rednose.org.au

Red Nose Bereavement Support Service

Red Nose 24/7 Support Line 1300 308 307

rednosegriefandloss.org.au

intake@rednose.com.au

Red Nose Supporter Relations Team

Supporter Relations 1300 998 698

fundraising@rednose.org.au

Red Nose Clothing Collections & Recycling Program

Collections Team 1300 473 366

info@rednose.org.au

Get Social









Red Nose

Suite 4, 670 Canterbury Road Surrey Hills Vic 3127

rednose.org.au

info@rednose.org.au