



**red
nose**

Annual Report

2024-25

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

Red Nose in brief	4
Message from the Chair	6
Message from the CEO	8
Red Nose by the numbers	10
Bereavement Support	12
Community Events and Activities	14
Saving Little Lives	16
Clothing Collections	18
Our Wonderful Volunteers	20
From Supported to Supporter	21
Red Nose Day	22
Your Support	24
Our People	26
Working in Partnership	28



Over
3,000
babies & young
children die suddenly
& unexpectedly
each year

Last year
2,709
babies under
1 died

Of these
1,751
were stillbirths

322
children aged 1-9
died of other causes
including preventable
accidents & SUDC

Of these
958
were infant
deaths

117
were classified as
SIDS & SUDI

Of these
738
were neonatal*
deaths

*In loving
memory*

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 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 Limited 2023
RA1031a

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 I reflect on the past year, I am filled with immense pride and gratitude for all that has been achieved across the Red Nose community. It has been a year of transformation, growth, and a deepened commitment to the values that underpin everything Red Nose stands for.

Several significant projects came to fruition this year, strengthening services and expanding reach. At the same time, new initiatives were launched to improve safety, quality, and accessibility for the diverse communities we serve. These milestones are a testament to the extraordinary dedication of our staff, volunteers, partners, and supporters—each of whom plays a vital role in our shared mission.

On behalf of the Board, I extend heartfelt thanks to long-serving volunteer Board members Andrew Kennedy and Professor Paul Colditz, who retired in September 2024. Both began their involvement with Red Nose more than 20 years ago—Andrew, following the heartbreaking loss of his daughter, Saoirse, and Paul, through his commitment as a researcher. I also offer sincere thanks to Associate Professor Jane Freemantle, who retired from the National Scientific Advisory Group (NSAG) during the year after more than 15 years of service. Jane has been a passionate advocate for Red Nose’s reconciliation journey.

I am pleased to say their connection to Red Nose continues: Andrew remains a member of the Audit and Risk Committee, while Paul and Jane have been awarded Emeritus membership of NSAG in recognition of their enduring contributions.

I also want to express my deep appreciation to Keren Ludski, who concluded her six-year tenure as CEO. Keren led Red Nose with resilience, warmth, and unwavering dedication. Her legacy of leadership, advocacy, and compassion will continue to shape Red Nose’s work for many years to come.

I offer heartfelt thanks to the families, volunteers, and staff who walk with Red Nose every day, and to the wider community for standing beside them. Your support ensures no family walks the path of loss alone and that all families have access to the education and resources they need during pregnancy and early parenting.

In January 2025, the Board was proud to welcome Amy Cooper as Red Nose’s new CEO. Amy brings a wealth of experience from the not-for-profit and charity sectors, along with a deep passion for the cause. Her leadership and vision will guide the organisation into its next chapter with strength, care, and clarity.

“I offer heartfelt thanks to the families, volunteers, and staff who walk with Red Nose every day, and to the wider community for standing beside them.”

As Chair, I remain committed; alongside my fellow Board members—to work in partnership with the community to deliver sustainable, high-quality programs, and services. I am especially grateful to our staff, volunteers, and stakeholders for their continued generosity, passion, and commitment.

Looking ahead, a major milestone will be when we achieve accreditation to the Digital Mental Health Standards, an important requirement for ongoing government funding. Work is also underway to progress formal recognition as a child-safe organisation; critical affirmations of Red Nose’s commitment to safety, quality, and cultural responsiveness.

Thank you for standing with us. Together, we are building a future where every family feels supported, heard, and cared for.

Nick Xerakias
Red Nose Board Chair



Message from Red Nose CEO Amy Cooper

It is a privilege to join Red Nose as the new Chief Executive Officer. I am deeply honoured to lead an organisation that holds such a special place in the hearts of so many; delivering vital research, grief support, and education to families and communities right across Australia. This mission resonates with me both professionally and personally, and I'm proud to walk alongside a team so dedicated to making a difference.

Red Nose's proud legacy as a trusted support service, and its unwavering commitment to caring for a broad, diverse, and inclusive community, is both powerful and inspiring. The compassion and strength that underpins this organisation is truly something special.

Together, with shared purpose and care, we will continue to grow our impact; delivering high-quality, evidence-informed programs and services that create meaningful, lasting change for families and communities.

I look forward to working closely with our supporters, partners, and dedicated team to continue this important work and honour the legacy of those we've lost.

With gratitude,

Amy Cooper
CEO, Red Nose

Acknowledging Keren Ludski's Leadership as CEO 2018-2024

The Board and Red Nose community extend our heartfelt thanks to Keren for her outstanding leadership and unwavering dedication over the past six years. Her tenure was marked by resilience and compassion.

Under Keren's leadership, Red Nose experienced significant growth and transformation. The organisation expanded key programs such as Hospital to Home, broadened its education initiatives, developed culturally safe First Nations resources, and laid the foundations for vital technology upgrades. Just as importantly, Keren fostered a values-driven,

supportive workplace culture and elevated Red Nose's profile on both national and international stages; strengthening networks and stakeholder relationships that will benefit the organisation for years to come.

Keren's passion for Red Nose's mission was deeply personal, inspired by the loss of her son Ben to SIDS in 1998. But her impact extended well beyond her own story. Her tireless advocacy for bereavement care, safe sleep awareness, and prevention messaging has left a lasting legacy.

One that will continue to shape and inspire Red Nose's work into the future.

Former CEO Keren Ludski (left) hands over leadership to new CEO Amy Cooper (right)



“Her tireless advocacy for bereavement care, safe sleep awareness, and prevention messaging has left a lasting legacy.

One that will continue to shape and inspire Red Nose's work into the future.”

red nose *by the numbers*

Our impact over the years



12,069

Babies saved since 1989*



80%

Reduction in SIDS

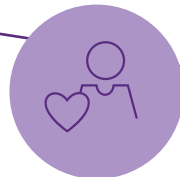
**But
there is
still more
to do**

Our Bereavement support *team*



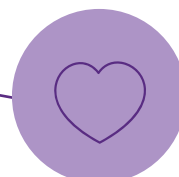
**Had
962**

referrals this year to
our bereavement team



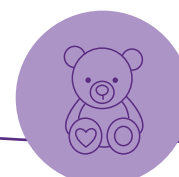
**Supported
638**

new clients



**Supported
1,294**

new Hospital
to Home clients



**Delivered
2,604**

Treasured
Babies packs



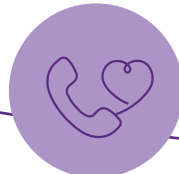
**Reached
1.29 Million**

people on our
bereavement social
channels.



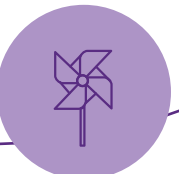
**Had over
165k**

page views on
our Grief and Loss
Website



**Answered
2,190**

calls to our 24/7
Support Line



**Hosted
16**

Walks to
Remember

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



9.95 million
people on our
education social
media channel



**Had over
2.5 million**
visits to our website

**2024
red nose
day**



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

**Say their
name**
25 March 2025

676

New names
added to our
memory wall

119

Tribute pages
created

2,533

Names said
on social media

Our Clothing collections program



**Had
11,958**
Bookings made
for pickups



**Over
1 million**
kilograms saved
from landfill

Our wonderful volunteers

We are proud to have



185
Peer support
volunteers

285
Treasured
Babies
Volunteers

44
Footprints
Volunteers

14
Heart
Strings Card
Volunteers

150
Fundraising
Volunteers

344
Other
Volunteers



Bereavement support

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 Grief and Loss 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 baby or child death.

“I find being a peer supporter extremely rewarding. In some ways, it is a full circle moment. I remember just being an absolute mess when I first attended the group as a participant. It’s lovely to reflect on how far I’ve come in my healing journey, to now be in a position to help others going through their own grief.”

- Kim - Mum to Alby

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.”

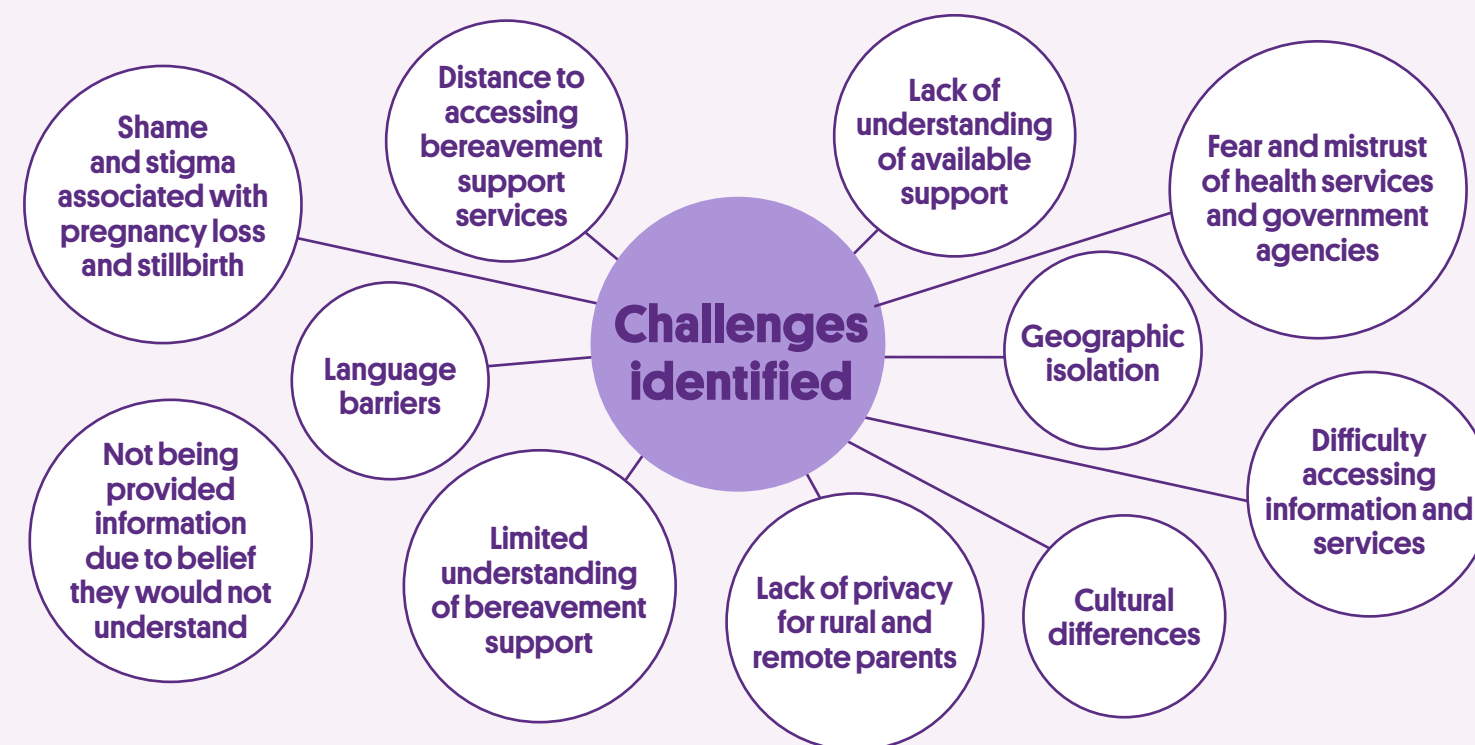


Yasmine, Jason and Talia

Healing through community

The Healing Through Community project is about making sure every family can access compassionate and culturally safe support after pregnancy loss or stillbirth. Funded by the Department of Health and Aged Care, the project focuses on breaking down barriers so families from all walks of life feel supported and understood.

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.



Listening and Learning Together

One of the first steps was to listen to families and communities about their experiences. Many told us they faced barriers such as services feeling too clinical, not culturally safe, or difficult to access, especially for First Nations families, people from migrant and refugee backgrounds, and those living in rural or remote areas. Taking the time to understand these challenges has guided us in shaping services that truly reflect what families need.

The power of co-design

At the heart of the project is co-design, a collaborative space where families with lived experience, communities, and clinical staff come together. By sharing stories, perspectives, and professional insight, they help shape services that are not only practical and accessible, but also grounded in cultural traditions and compassionate care. This way of working ensures that every voice is heard, and that support is created with the people who need it most. Co-design builds trust, respect, and ownership, making services more relevant and meaningful for families.

Impact and Why It Matters

By working in this way, Healing Through Community is helping to rebuild trust with communities that may have felt left out in the past. It creates services that families recognise as their own, making them more likely to reach out when support is needed. This approach strengthens relationships, improves access to care, and ensures bereavement support is relevant, safe, and deeply connected to the people it serves. In turn, it leads to better health, wellbeing, and healing outcomes for bereaved families across Australia.

Community events & activities

We are committed to continuing relationships and providing ongoing support to our families within their local community. Our Community Engagement Team supports local bereaved families by offering opportunities for connection through remembrance and wellbeing activities.

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 14 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

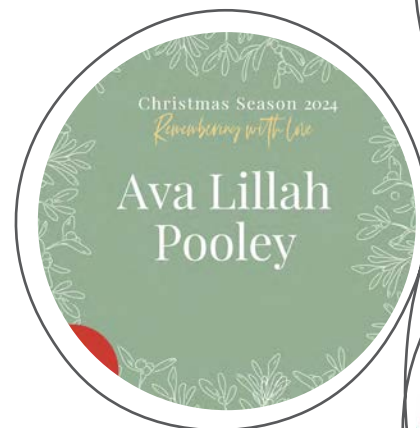
Mother's Day
Remembering with
Love tiles

789

Father's Day
Remembering with
Love tiles

1,788

Holiday Season and
Christmas Remembering
with Love tiles



“The letter I got to celebrate Hazel's birthday was so beautiful thank you so much. I feel so seen & looked after receiving emails & letters from Heart Strings. I really appreciate it

—Brianna, mum of Hazel and Baby Clarke

”



Saving little lives through Education



Our education work delivered evidence-based resources, pioneering research, and built stakeholder partnerships to support safer sleep and bereavement care for families across Australia.

Research and Education Series

A cornerstone of this year's achievements was the successful launch of our Research and Education Series.

These sessions brought together experts in forensic pathology, maternal fetal medicine, bereavement care, and lived experience to strengthen understanding and care standards. These FREE live sessions were recorded and are available to watch by scanning the QR code.

Responding to Challenges

We launched our new Bereavement Care After Pregnancy, Infant & Child Loss eLearning – an essential course to give healthcare professionals the skills and knowledge to provide compassionate care to families navigating the heartbreaking loss of a pregnancy, infant, or child. Endorsed by the Australian College of Midwives, this course offers 3.5 CPD hours of professional development.

Evolving Focus Areas

New initiatives were launched in response to identified needs:

- Discussions with midwives in remote communities about the development of safe sleep resources in language
- Collaboration in the development of an Information Standard for infant products

- A training video for kinship carers equipping carers with safe sleep knowledge
- Review and input on newborn handheld records, early parenting centre guidelines and sleep policy, and maternal child health checklists for safe sleeping.

Stakeholder Engagement

Partnerships remained essential to our impact, with our team engaging across diverse forums:

- ACCC Product Safety Consultative Committee and Standards Australia to advocate for safer infant products
- The National Miscarriage Expert Advisory Group, influencing national data standards
- A Government-led Virtual Roundtable evaluating the Pregnancy, Birth and Baby service
- Participation in Women's Healthcare Australasia's Yarning Circle and the National Rural Maternity Services Consensus Framework, ensuring culturally safe, trauma-informed care is prioritised nationwide

These collaborative efforts advance systemic change in policy and service delivery—crucial to our mission of preventing deaths and improving care.



We are currently funding two studies to ensure our evidence based advice is up to date.

A Groundbreaking Retrospective study

This year, Red Nose's National Scientific Advisory Group (NSAG) received ethics approval for a national retrospective review of SUDI and SIDS cases between 2004 and 2022.

This research aims to bridge a significant gap by analysing Australian coronial data to identify key risk patterns such as co-sleeping, smoking, and socioeconomic factors—offering a clear view of the latest trends behind infant deaths in Australia.

"We hope to create an evidence base that reflects Australian families and systems to guide future public health messaging and policy development that speaks directly to our communities" said Margaret Polacska, Director of Prevention, Education and Research.

The study will also engage with consumer workshops to ensure that future messaging and campaigns are relevant, accessible, and grounded in real-life experiences.

Investigating the Microbial Role in SUDI

Red Nose has contributed funding to Associate Professor Matt Payne's innovative research project exploring how microbial infections and immune responses may contribute to Sudden Unexpected Death in Infancy (SUDI). While still in early stages, this research holds promise for identifying biomarkers that could lead to new approaches in diagnosis, prevention, and risk identification.

The project is a collaboration with the University of Western Australia, Perth Children's Hospital, and WA Coronial Services. It investigates the role of bacteria, immune responses, and biomarkers in helping to identify at-risk infants and develop preventative strategies.

One of the researchers, Melanie Andrew-Manning, knows the heartbreak of loss personally. Her beautiful daughter Mylee didn't wake up one morning. Melanie's involvement in this study is driven by a deep personal commitment to finding answers for families like hers.

Thanks to Red Nose's Safe Sleep education, SIDS deaths have been reduced by 80% over the past 30 years—an extraordinary achievement. But the work is far from over. Too many families still face unimaginable loss with no explanation.

Every discovery brings us closer to life-saving solutions.

Together, we can change the future—for Mylee, for your little one, for all Australians.

Clothing collections

A Year of Generosity

This year, the heart of our work at Red Nose Clothing Collections (RNCC) was defined by one remarkable constant: the generosity of you, and other everyday Australians.

From city towers to suburban driveways, from local champions to first-time donors, people across the country opened their hearts, and their wardrobes, to support Red Nose's mission to save little lives and support grieving families.

Celebrating National Support

Across the country, this spirit of generosity was replicated in every region we serve. In total, Australians donated over **1.74 million kilograms** of goods to Red Nose Clothing Collections this year.

Our new online booking system made it even easier for people to schedule home or workplace pickups, and we saw a strong uptick in participation from donors who appreciated the convenience and flexibility. In turn, this helped us collect more items more efficiently and provide a better experience for everyone involved.

We are so excited to have re-launched our Sydney-based collection services in early FY24/25 after a trial in the previous year. Residents embraced the new service with enthusiasm, flooding our collection vans with pre-loved clothing, shoes, and household goods. It was exciting to see the volume, quality, and consistency of donations.

We also saw a powerful surge of support in high-density urban areas. Through partnerships with building managers and accommodation providers like Scape, Switch, Dwell & Yugo (Student Housing Providers): we installed dedicated donation bins in multi-occupant buildings. These high-traffic locations became mini donation hubs, generating frequent, high-volume contributions.

We were especially thrilled to see international students and city residents getting involved—many sharing their stories of connection to our cause. **These hubs help save us transportation costs, and make it easy for people to donate.**

Meeting Challenges with Community Strength

In South Australia, volunteerism helped us weather staffing gaps. Dozens of locals stepped up to re-pack, lift, load, unload, drive, distribute, and support the RNCC team.

Thank you, to everyone who stepped up.

And when we turned to disability employment providers like APM to support inclusive hiring, we found team members who brought passion, reliability, and kindness to our daily work. These partnerships are a proud part of our values-driven approach and would not be possible without the strong foundation that donor contributions provide.

Highlights of the Year

- Collected 1.74 million kilograms of stock
- 10,300 CO2 emissions saved by repurposing items
- Sydney Expansion - resulted in 2,169 bookings
- 23 Urban Collection Points were set up
- 12 APM employees
- 18 dedicated volunteers stepped up to help us out
- Repeat donations soared with 28 percent of bookings from repeat donors

“Organising a bin was easy

Red Nose provided everything we needed,

including posters & info for our families.”

- Gabrielle,
Sustainability Officer

Kindy Kids Take Action for Good

In the lead-up to World Environment Day, children at Summerhill Park Kindergarten learned about sustainability and giving back through a clothing drive led by Sustainability Officer Gabrielle.

“Organising a bin was easy,” Gabrielle said. “Red Nose provided everything we needed, including posters and family info.”

The result? Over 140kg of items were saved from landfill—supporting both the environment and Red Nose’s mission to save little lives and support grieving families.

The response from families was so positive that the kindergarten says they’ll definitely do it again next year. A simple, hands-on way to show little ones how small actions can make a big difference.



Our wonderful volunteers

We continue to be inspired by the compassion, resilience, and generosity of our volunteers. Their commitment to Red Nose's mission, to save little lives and support grieving families, is extraordinary. Whether offering peer support, coordinating events, or contributing to strategic planning, our volunteers make it all possible. We are deeply thankful for every hour, every conversation, and every moment they give to our cause.

Volunteers Bring Red Nose to Communities

Thanks to our volunteers, Red Nose support reaches far beyond our office locations. From Dubbo to the Sunshine Coast, and Karratha to Ballarat, local volunteers host Walks to Remember, easing the isolation of grief and bringing connection to communities. These events couldn't happen without them. Volunteers in Brisbane, Perth, and Adelaide also make city events possible. Their presence ensures every grieving family knows they are not alone. We are so grateful.

Our Community Advisory Committee

Made up of families who have experienced a loss from all over the country our Community Advisory Committee provides advice to our board. These volunteers bring invaluable lived experience and insight and come from diverse backgrounds. Their leadership helps us better understand and support all families. We thank them for stepping up and ensuring Red Nose reflects the true diversity of the communities we serve.

“Whether in-person or online, volunteering with Red Nose is a way of parenting my daughters who died and helping others going through pain I wouldn't wish on anyone.”

Red Nose Volunteer - Clare

| Julia & Georgia



From supported to supporter

At Red Nose, we often speak with deep appreciation for our dedicated Peer Support volunteers—those compassionate individuals who answer calls on our 24/7 Grief and Loss Support Line, every day of the year. But we also recognise that not everyone is ready to support others in this way, especially in the early days after their own loss.

In loving memory of Georgia

Julia's beautiful daughter, Georgia, sadly died shortly after being born at 30 weeks. Georgia had been diagnosed the day before she was born with a severe case of hydrops which couldn't be treated. Julia and her family were introduced to Red Nose soon after, receiving support through our Hospital to Home program.

“I wanted to give back to an organisation that had helped me and my family so much. The Hospital to Home programme really did help me reintegrate into 'normal life' after losing Georgia. I wanted to help other women, but I wasn't quite ready to provide peer support—at least not yet. Contributing to the corporate side of the organisation made a lot of sense to me.”

Julia generously shared her expertise in crisis management, delivering training to Red Nose's senior staff. Even co-opting one of her colleagues to assist. The training was tailored to Red Nose to ensure we are well prepared in the event of a major crisis.

That's why Red Nose offers a range of meaningful volunteering opportunities—because giving back looks different for everyone.

One such volunteer, Julia, brought her professional skills to Red Nose, helping to train members of our leadership team in crisis preparedness.

“As the new CEO, this training was invaluable. It's something we hope never to need, but the opportunity to practise and hone our skills was incredibly important.”

— Amy Cooper, Red Nose CEO

Volunteers like Julia remind us that there are many ways to make a difference—and that every contribution, big or small, helps us support more families when they need us most.



Volunteer with us

rednose.org.au/volunteer

Join our wonderful volunteers and peer supporters who are instrumental to our success. Join the team who support families through our 24/7 Support Line, educate 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 Day

This year we held our 36th Red Nose Day. A wonderful group of families shared their stories via our social media, website and to the media. We welcomed new ambassadors on board, Children's book writer Rory H Mathers and longtime Playschool favourite Teo Gebert.

But we couldn't raise funds without our wonderful community behind us.

- This year we had **1,415** workplaces, individuals, schools create their own fundraisers to help us save little lives and support grieving families.
- We also had **318** pieces of media coverage with an estimated reach of **21.5** million people.
- Thank you to all these wonderful people and thank you to everyone who donated. You helped us raise over **\$800,000**.
- Of these were **145** were tribute pages and all of our top five top fundraisers were in loving memory of little ones forever held in the parent's heart and not in their arms. One was held in honour of what should have been an 18th birthday party.

Thank you to our Top 5 Fundraisers for Red Nose Day In August 2024



Peter (Ride for SIDS)

This year's ride was in loving memory of Georgia



Victor & Amy

In loving memory of Maeve



Carlie & Stephen

In loving memory of Sailor



Jessica & Tom

In loving memory of Mae



Fahim & Mary-Ann

In loving memory of Sammy's 18th birthday

In loving memory of Mae Frances

“

After losing our daughter Mae Frances, born sleeping at 33 weeks on 29 March 2024, we found comfort and connection through Red Nose. Their support groups, remembrance events, and resources helped us feel less alone. Red Nose Day gave us something we didn't know we needed: permission to talk openly about Mae, to say her name, and to honour her existence. We raised nearly \$10,000 in her honour.

Fundraising gave us purpose during an incredibly painful time and allowed our wider community to rally around us. Red Nose Day is so important because families like ours need support, and research into stillbirth and SIDS remains critically underfunded. Every donation helps ensure that grieving parents are not left to navigate their loss alone, and that future families have hope. We'll continue to share Mae's story each Red Nose Day and encourage others to get behind this vital cause, so no family walks this path without support.

”



Your support ensures we can continue our vital work.

Thank you

Our work is funded by:



40%

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



34%

Commercial activities

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



26%

Fundraising & Community Support

Donations from our wonderful community of supporters and corporate partners



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



Making every dollar count...



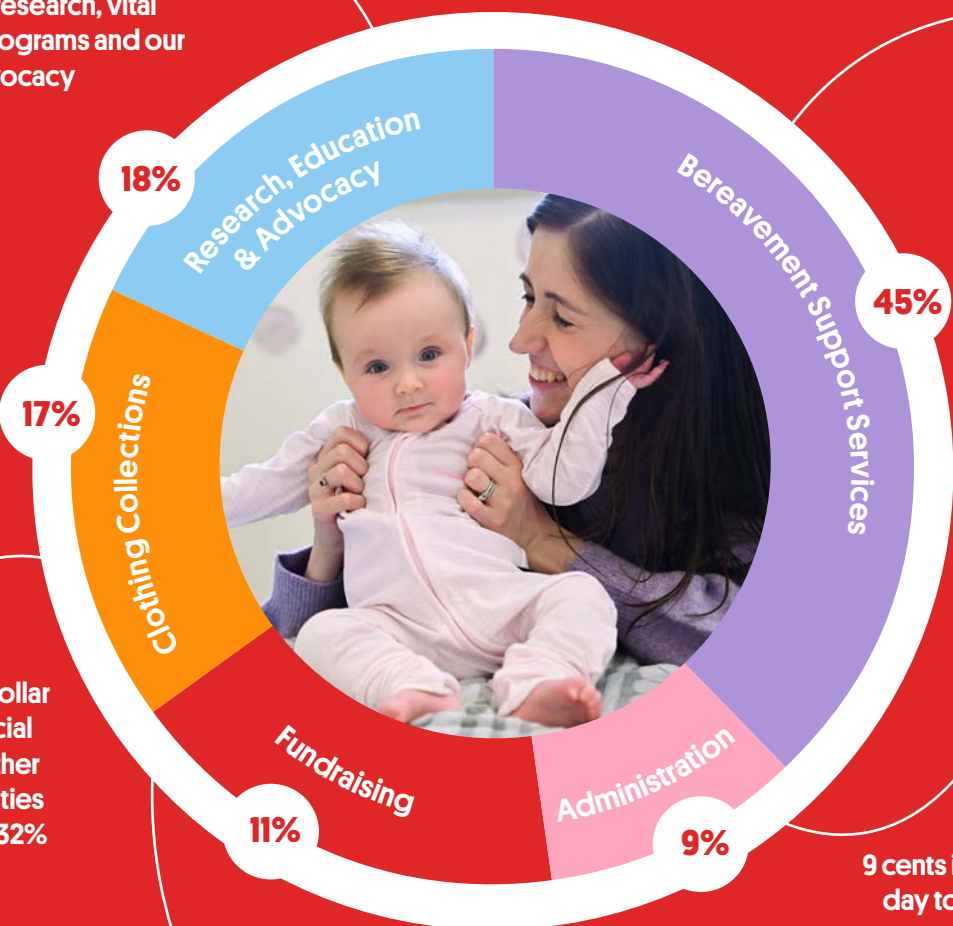
45 cents in every dollar helps bereaved families through our support services, including 24/7 Support Line, counselling and memorial events



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



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



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 Members

- Nick Xerakias – Chair
- Arthur Dimitropoulos – Treasurer (from September)
- Andrew Kennedy – Treasurer (until September)
- Marian Ngo – Deputy Chair (from September)
- Ian Burgess
- Lyndy Bowden
- Andrea Pearman
- Sergio Brodsky
- Paul Colditz (until September)
- Professor Craig Pennell (from December)

Executive Management Team

- Amy Cooper – CEO – from January 2025
- Keren Ludski – CEO – until January 2025
- Rachel Bailey - Director of Fundraising, Marketing and Communications
- Rachel Ficus – Director of Bereavement Services
- Andrew Hutchins – Chief Financial Officer
- Margaret Polacska – Director of Prevention, Education and Research
- Company Secretary – Monique Ferguson

Audit and Risk Committee

- Andrew Kennedy – Chair – until September
- Arthur Dimitropoulos – Chair – from September
- Ian Burgess
- Marian Ngo
- Mark Jones
- Aaron Bugal
- Keely O'Dowd
- Nick Xerakias

Community Advisory Committee

- Nicole Ireland – Chairperson
- Ari Magalhaes
- Samantha Jager – until September
- Emma Hain – until January
- Bonnie Carter (OAM)
- Anastasia Auld – from July
- Anna Tassone – from July
- Emalynne So – from July
- Edwina Symonds – from July
- Nick Xerakias – Board Representative

Quality and Practice Governance (QPG) Committee

- Fran Boyle – Chair – from September
- Julie Borninkhof – from September
- Emalynne So – from September
- Greg Roberts – from September
- Lyndy Bowden – from September

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

NSAG First Nations Working Group

- Skye Stewart – Chair
- Emma Stenhouse –
- Kyleigh Brown-Lolohea
- Carolyn Lewis
- Jannine Gliddon
- Gina Bundle
- Patricia Ratajczak
- Cherisse Buzzacott
- Lyndy Bowden

Special thanks to retiring board members

Andrew Kennedy

We thank Andrew for his dedicated service since 2015, including his roles as Treasurer, Deputy Chair, and Chair of the Audit & Risk Committee. His leadership helped guide Red Nose through immense change and growth. We are especially grateful for the passion he brought through his lived experience, honouring Saoirse's legacy. We thank Andrew, and his family, for their unwavering commitment and are pleased Andrew will continue to share his expertise on the Audit & Risk Committee.

Professor Paul Colditz,
MBBS, FRACP, FRCPC, DPhil (Oxford), GAICD

Red Nose thanks Paul, for his outstanding nine years of service on the Red Nose Board and over 30 years of contribution to our mission. His clinical expertise, leadership, and passion for research have shaped our growth, governance, and impact. From nationalisation to strategic planning and research leadership, his legacy is profound. We are deeply grateful for his dedication and lasting influence on safer beginnings for families across Australia.

Special thanks to retiring NSAG member

Associate Professor Jane Freemantle PhD

Red Nose thanks Jane Freemantle for her remarkable 15 years of service on the National Scientific Advisory Group. Her leadership in data integrity, First Nations people advocacy, and inclusion has driven meaningful change. Jane played a key role in supporting Indigenous-led initiatives and culturally safe resources, leaving a strong legacy. We are deeply grateful for her passion, wisdom, and unwavering commitment to safer beginnings for all babies.



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
- Rory H Mathers
- Luke Field

Bereavement Ambassadors

- Paul Field
- Amie Rohan
- Fiona Ellis Jones

Preferred Partners



Supporting Partners



Media Partners



Pro Bono Partners

- Mercato
- Argon & Co
- Minter Ellison
- K&L Gates
- Clayton Utz
- IPN
- PinsetMason
- RSEA Safety
- Landers & Rogers

Campaign Partners

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

Community Partners

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

Government Partners



Individuals and Families

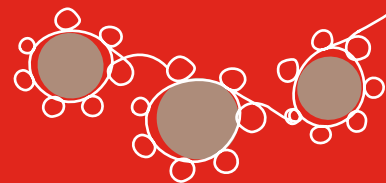
Each year, thousands of individuals, families, and organisations stand beside us - and we are deeply grateful. Your generosity powers everything we do, from funding life-saving research to providing critical support for bereaved families. Every dollar you donate helps save little lives and ensures no family walks the journey of grief alone.

Thank you
for making
our work
possible.





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 First Nations 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**

Red Nose
Suite 2/2 Domville Ave
Hawthorn VIC 3122
rednose.org.au
info@rednose.org.au



© Red Nose Limited 2025 RA1031a

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.



**ORGANISATIONAL
MEMBER**
CODE COMPLIANT