# ANNUAL 2006-17 REPORT



Australian Kookaburral Kids Foundation



### OUR MISSION - SUPPORTING KIDS TO BE KIDS

### **OUR PROGRAM**

Provides intervention and education via respite camps, mental health education, activity days and mental health education programs.

### **OUR PHILOSOPHY**

We believe all children who are affected by parents or other family members with a mental illness deserve to be supported, to be valued and to reach their potential.

### THE PRESENT

Kookaburra Kids has been supporting our children living in families affected by mental illness for 15 years.

Over the past year the organisation has experienced tremendous growth in client numbers. Currently over 1,300 children in NSW and ACT access our program with new referrals coming in each week.

Currently we have three offices across NSW and ACT, with strong presences in the Sydney, Sutherland Shire, Western Sydney, Illawarra and Canberra regions.

To sum up; we are supporting more children, in more locations, and more effectively and efficiently, than ever before.

### THE FUTURE

Expansion of Kookaburra Kids' reach and impact is the key strategy over the next five years.

Kookaburra Kids has an implementation plan to launch the program nationally, including state-based offices in NT, OLD in 2017-2018 and VIC, SA and WA in 2018-2020.



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## MESSAGE FROM OUR CHAIR and CEO

his year, Kookaburra Kids celebrates 15 years of supporting children living in families affected by mental illness. From the beginning in 2002, Kookaburra Kids has grown year on year into the organisation we are today, with over 1300 children registered to the Kookaburra Kids program.

As the organisation continues to grow we stay committed to our mission of ensuring all children who have a parent or other family member with a mental illness are supported, valued and provided the opportunity to strive toward their potential.

The 2016-2017 year saw some great achievements and successes for Kookaburra Kids and the children we support including:

- The launch of the Kookaburra Kids Program for Serving and Ex-Serving ADF Families
- The opening of our first interstate office in Australian Capital Territory
- The launch of Taking Flight
- Increased revenue up 44.5% on last year
- The strengthening of our partnership program
- The launch of a regular giving campaign the Coffee Cup Challenge
- Three successful fundraising events
- 62% increase in child referrals
- 48% increase in volunteer registrations
- The delivery of 10 camps and a 91% increase to 21 activity days
- 3 new staff members joined the Kookaburra team
- The appointment of Allan Sparkes CV, OAM, VA as a proud Kookaburra Kids Ambassador

A highlight of the year was the launch of our two new and exciting programs.

In 2016, Kookaburra Kids was granted Government funding from the Department of Veterans' Affairs to replicate our renowned program and deliver it to children from serving and ex-serving Australian Defence Force families affected by mental illness.

The Defence-specific program was launched in Canberra at Parliament House in March 2017, receiving Government recognition and bi-partisan support. Since the launch, Kookaburra Kids has commenced with the state-by-state

rollout of the program, opening our first interstate office in Canberra and holding the first Defence Program camp in June. The program will be progressively rolled out across Australia over the next five years.

Launched in April 2017, Taking Flight grew from the pilot Kookaburra Kids program "Girls Taking Flight", making it available for any graduating Kookaburra Kid. Taking Flight extends our support of young adults beyond the existing camp program, focusing on assisting them to navigate the transition from high school to employment or tertiary study.

As ever, we will continue to build our understanding of the unique needs and challenges faced by children who have a parent with a mental illness and develop our programs accordingly.

Over the coming years Kookaburra Kids will continue its journey, transitioning from a NSW based program to a program available nationally. As we embark on this national path, we remain committed to ensuring our programs are delivered with the passion and integrity we are so proud of. A clinical team will be established in 2017 to conduct research and program evaluation to ensure our programs remain appropriate and effective in supporting children who have a family member with a mental illness.

Finally, we would like to take this time to acknowledge the contribution and important role of our tireless community of supporters. Our dedicated staff, Board directors, ambassadors, patrons, volunteers, community supporters and partners continue to work together to ensure we are able to provide this much-needed support to children living in families affected by mental illness.

TOGETHER WE CONTINUE TO MAKE A DIFFERENCE IN THE LIVES OF THE KOOKABURRA KIDS.

PAMELA BROWN CEO ALEXANDRA ZAMMÍT Chair





## KEY HIGHLIGHTS & ACHIEVEMENTS 16/17

### **EXECUTIVE SUMMARY**

#### ITS BEEN A BUSY YEAR!

In keeping with our strategic plan, whilst continuing to support our existing programs and families, Kookaburra Kids launched two new programs, Taking Flight and the Kookaburra Kids Program for Serving and Ex-Serving ADF Families. The new programs complement our existing camp and activity day programs, helping us to continue to work towards supporting all children living in families affected by mental illness.

### **PROGRAM OUTCOMES**

#### SO MANY GREAT THINGS HAVE HAPPENED!

10 Camps were delivered across the year.

21 activity days were delivered.

1 annual Christmas Party was delivered.

We supported 1,031 kids across our programs.

Referrals increased by 62%

#### New programs launched

- Taking Flight, April 2017
- Program for serving and ex-serving ADF families, March 2017

#### **REGION SPECIFIC PROGRAMS**

Kookaburra Kids delivered region specific camp and activity day programs to local kids living in a family affected by mental illness in both the Illawarra / South Coast and Newcastle / Central Coast areas.

### **VOLUNTEERS**

#### THE FORCE BEHIND THE SUCCESS!

Our volunteers continue to be the force behind our organisation. At the end of June 2017, we had over 276 volunteers and only 13 staff members! We did the numbers and our volunteers contributed 9,093 Hours, equally \$271,170 in monetary value. We couldn't operate without them.

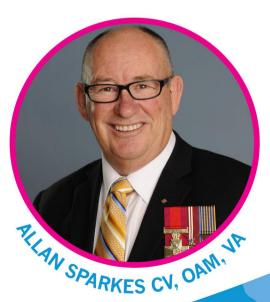
### PATRONS AND AMBASSADORS

#### **ALWAYS WORKING TIRELESSLY!**

Our Patrons and Ambassadors work tirelessly, advocating for Kookaburra Kids. In August we were honoured to welcome a new Ambassador, Allan Sparkes CV, OAM. VA to the team.







## PROGRAM HIGHLIGHTS 16/17

We are committed to delivering a program that builds resilience, gives hope and provides kids with the opportunity to learn about mental illness and reach their potential.

### WE DELIVERED 10 KOOKABURRA KIDS CAMPS

Kookaburra Kids camps are FREE and provide children living in families affected by mental illness with an essential break from their carer role and the challenges they face at home, as well as the chance to participate in a range of fun, confidence-building activities, such as canoeing, archery, giant swings, go-karts and much more.

An important component of the Kookaburra Kids camp is Chat Group. Chat Group takes place each day, facilitated by our team of trained volunteer leaders. It provides an opportunity to learn about mental illness and how it affects the person who is ill and their family. Children can share their experiences and are supported to build and improve their coping skills and resilience.

A camp counsellor (Clinical Consultant) oversees the Chat Group program and is responsible for the wellbeing of the children and volunteers.

Kookaburra Kids camp also provides the children with an opportunity to form new friendships with kids who are going through similar situations. Many friendships have been started or strengthened over the past year.

10 CAMPS & 21 ACTIVITY DAYS
1 ANNUAL FAMILY CHRISTMAS PARTY DELIVERED





### **ACTIVITY DAYS**

What a year for activity days! From trampolining, to visits to the wildlife park, watching the latest blockbuster at the movies, ice skating and rock climbing, the Kookaburra Kids activity day program has grown from strength to strength, increasing to 21 activity days plus the annual family picnic delivered over the 12-month period.

Activity days are important to Kookaburra Kids' children, giving them opportunities to reconnect with each other, Kookaburra Kids staff and volunteers in between camps.

THE YEAR - Kookaburra Kids' Parent

I JUST WANTED TO SAY THANK YOU TO YOURSELF AND THE TEAM AT KOOKABURRA KIDS. WE HAD A LOVELY TIME AT THE CHRISTMAS PARTY AND WE HAVE SINCE RECEIVED OUR PHOTOS. MY HUSBAND DAVID WHO HAS SEVERE PTSD WAS EVEN ABLE TO RELAX A LITTLE AS THE DAY WENT ON AND HE WAS MADE FEEL VERY WELCOME BY YOUR STAFF AND VOLUNTEERS. THE CHILDREN ARE LOOKING FORWARD TO ATTENDING OTHER EVENTS THROUGHOUT



### NEW KOOKABURRA KIDS PROGRAMS LAUNCHED

### KOOKABURRA KIDS PROGRAM FOR SERVING AND EX-SERVING ADF FAMILIES

SUPPORTING KIDS WHO HAVE A PARENT LIVING WITH MENTAL ILLNESS AS A RESULT OF THEIR MILITARY SERVICE.

Australian Government

Department of Veterans' Affairs

In 2016, Kookaburra Kids was granted Government funding to replicate its successful program and deliver it to serving and ex-serving Australian Defence Force families.

The program, which has now commenced with its first camp in NSW, will roll out nationally over the next five years. An office has been open in the ACT and staff have been employed to work directly with this target group.

This recognition of our program within Government, along with bi-partisan support, has significantly raised Kookaburra Kids' profile, allowing us to continue to work towards our mission of supporting all children living in families affected by mental illness.

This program has been funded by the Australian Government.

### TAKING FLIGHT

The Taking Flight program supports Kookaburra Kids youth in their final years of, or who have recently finished high school, supporting them to enter tertiary education or the workforce. We recognise that not all of our clients have the necessary family support or role models, access to resources or knowledge, exposure to a range of industries/workplaces, or the confidence to make informed educational and employment choices. The program aims to bridge the employability gap, alleviate barriers to employment or tertiary education, build skill capabilities and empower the young people to achieve job success and satisfaction.





### OUR MAJOR STRATEGIC **PARTNERS**

We are proud to have continued our relationships with our four Major Strategic Corporate Partners. Together our partners provide vital funding to our programs and infrastructure, so we can continue to support kids living in families affected by mental illness, create better lives and providing them with a brighter future.

### **SUEZ**

#### PARTNERSHIP COMMITMENT: 3 YEARS, 2013 - 2016



In 2013, SUEZ partnered with the Australian Kookaburra Kids Foundation as a major corporate partner, committing \$150,000 over three years to aid in the delivery of much-needed respite camps and activity days for children living in families affected by mental illness.



AT SUEZ, WE MAKE THE BEST USE OF WATER AND WASTE BY PROVIDING SMART AND RELIABLE RESOURCE MANAGEMENT SOLUTIONS FOR TOWNS, CITIES, BUSINESS AND INDUSTRY. WE COLLECT, RECOVER AND RECYCLE WASTE INTO VALUABLE NEW PRODUCTS AND RESOURCES.

WE BELIEVE WE CAN PLAY AN IMPORTANT ROLE IN SHAPING THE COMMUNITIES OF TOMORROW. THAT'S WHY SUEZ IS ACTIVELY ENGAGED IN THE COMMUNITIES IN WHICH WE LIVE, WORK AND DELIVER OUR SERVICES AND OPERATE OUR

OUR CONTRIBUTION TO KOOKABURRA KIDS EXTENDS EVEN FURTHER THAN JUST FINANCIAL SUPPORT, OVER THE PAST THREE YEARS, WE HAVE HOSTED SCHOOL HOLIDAY ACTIVITIES FOR THE KIDS WITH A FOCUS ON ENVIRONMENTAL SUSTAINABILITY AND CONSERVATION, AND OUR EMPLOYEES HAVE VOLUNTEERED THEIR TIME TO ACCOMPANY KOOKABURRA KIDS ON OUTINGS.

### **BIG SISTER FOUNDATION**

#### PARTNERSHIP COMMITMENT: 3 YEARS, 2015 - 2017



With a proud history of supporting women since 1928, the Big Sister Foundation supports women and families in need in the St George and Sutherland Shire areas. Since 2005 the Big Sister Foundation has made donations of over \$3.0 M into the local community via its annual grants and donations programs. Financial support is provided to local community organisations across sectors such as disability and mental health, domestic violence, families in crisis, plus much more.

In 2016 Big Sister Foundation has partnered with Australian Kookaburra Kids Foundation announcing Kookaburra Kids as a sustainability partner with a three-year funding program to assist in their strategic and growth plans. The funding will provide Kookaburra Kids the opportunity to grow vital resources, extend geographically and build additional capacity in business systems.



Kim Brown, Big Sister Chair



### PAYCE CONSOLIDATED LIMITED

#### PARTNERSHIP COMMITMENT: 5 YEARS, 2015 - 2020

### PAYCE° FOUNDATION

PAYCE is a leading Australian property investment and development group who for nearly four decades has combined talent, creativity and passion to transform places and deliver inspirational, landmark developments with community at their heart.

In 2015 PAYCE was proud to announce a five year, \$250,000 corporate partnership with the Australian Kookaburra Kids Foundation to enable them to grow their outstanding work with families and their children living in difficult and challenging circumstances.

THE CORPORATE SECTOR HAS AN IMPORTANT ROLE TO PLAY THROUGH INVESTING GENEROUSLY IN COMMUNITY WELFARE. AT PAYCE, CORPORATE SOCIAL RESPONSIBILITY AND COMMUNITY INVESTMENT IS STRONGLY ALIGNED TO THE COMPANY'S CULTURE AND PAYCE IS PLEASED TO HAVE THE OPPORTUNITY TO CONTRIBUTE TO THE AUSTRALIAN KOOKABURRA KIDS FOUNDATION'S RANGE OF ACTIVITIES THAT PUT "FUN" INTO THE LIVES OF KIDS, WHICH IS SO VITAL TO EASING THE STRAIN ON FAMILIES AFFECTED BY MENTAL ILLNESS.







### **THALES**

#### PARTNERSHIP COMMITMENT: 3 YEARS, 2015 - 2017

Thales is a global technology leader for the Aerospace, Transport, Defence and Security markets. With 61,000 employees in 56 countries and over 20,000 engineers and researchers, Thales innovates with its customers and partners to build and deliver smarter solutions because we believe technology can make the world safer and more sustainable.

Thales is one of the Australian Defence Force's most trusted partners and is one of the Australia's leaders in research and development. We have strong affiliations with the DSSTO and the CSIRO as well as leading tertiary institutions in Australia.



### THALES

"RESEARCH AND DEVELOPMENT IS OUR COMPANY'S LIFEBLOOD, AND WE BUILD ON THAT TO CREATE, MANUFACTURE AND SUPPORT A WIDE RANGE OF TRULY INNOVATIVE PRODUCTS.

WITH THE STRONG COMMITMENT THALES AUSTRALIA HAS TO RESPONSIBLE CORPORATE CITIZENSHIP, AND PLAYING A ROLE WHERE OUR INFLUENCE AND SUPPORT CAN HELP DELIVER BENEFITS WITH OUR CORE MISSION OF MAKING THE WORLD A SAFER PLACE VIA INNOVATION AND NEW TECHNOLOGY, WE ARE PROUD TO BE SUPPORTING KOOKABURRA KIDS IN THEIR QUEST TO SUPPORT CHILDREN LIVING IN FAMILIES AFFECTED BY MENTAL ILLNESS."

### **OUR SUPPORTERS**























































































Rider Levett Bucknall





















































Taronga Zoo | Sutherland Womens Bowling Club | 542 Partners | Charelaine Quliters Incorporated | Gymea Spiritual Sanctuary
Kogarah Seniors Evening Branch | Lions Club of Caringbah | HDI Global | Hilti | Club Bega | Figtree Lions Club
Bargo Sports Club | Featherdale Wildlife Park | Illawarra Fly | Sydney Olympic Park | Strike Bowling | Dolans Bay Probus
Southside Staffing Solutions | Southern Quilters Finishing School | Bresnahan's Fine Foods | Deloitte | PP Atkins & Co
Vision Personal Training Engadine | Zonta Club of Botany Bay | Royal Easter Show | Activision Blizzard | Cook Community Classic

Kookaburra Kids receives no ongoing government funding for our core Kookaburra Kids program.

Over the past year Kookaburra Kids has invested in growing our individual donation program. Going forward we will implement a strong retention program to ensure our growing number of individual donors know they are appreciated and understand the impact their giving is having.

Individual donors can choose to make a one off donation or give on a regular basis.



### **OUR VOLUNTEERS**

### WE COULDN'T DO IT WITHOUT THEM

WE WOULD NOT BE ABLE TO DELIVER OUR CAMP PROGRAMS AT SUCH A LOW COST, WITHOUT OUR VOLUNTEERS!

From volunteering at camp, to assisting at our events, to organising and helping run our office, our volunteers outnumber our staff 20:1

Having such a large ratio of volunteers to staff helps us save on costs so we can allocate funds to where it is needed the most – our programs!

#### CHILD PROTECTION

All Kookaburra Kids volunteers complete a Working with Children and National Criminal Check.

#### TRAINING

All Kookaburra Kids camp volunteers are provided with training prior to camp to ensure our programs are delivered to the highest standard, and provide maximum benefit to our program participants.



VOLUNTEER 20:1 Volunteers to Staff 9.093 \$271,170

I'VE BEEN A KOOKABURRA KIDS VOLUNTEER FOR SEVEN YEARS. I DECIDED TO KEEP COMING BACK AS A LEADER BECAUSE I QUICKLY SAW WHAT A GREAT PROGRAM THE CAMPS WERE. IT REALLY MADE ME FEEL LIKE I WAS CONTRIBUTING SOMETHING TO SOCIETY. IN MY LINE OF WORK, I RARELY GET TO WORK WITH YOUNG PEOPLE OR GET AWAY FROM A KEYBOARD.

Simon Brown, Kookaburra Kids Volunteer

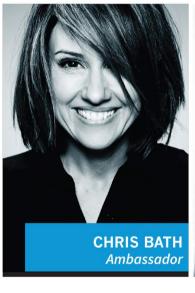
### OUR PATRONS AND AMBASSADORS









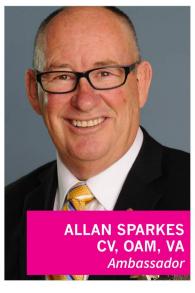














## OUR MAJOR EVENTS AND FUNDRAISING

## PAYCE SUTHERLAND 2 SURF FUN RUN

On July 22, a group of 20 Kookaburra Kids supporters dressed in yellow and, wearing proud smiles, took on the 11km course to raise money for Kookaburra Kids.





### KOOKABURRA KIDS CORPORATE CHARITY LUNCH

Back for its fourth year, the Kookaburra Kids Corporate Charity Lunch took place on Friday 26 August at Doltone House. Over 300 guests attended, all coming together to help raise funds for children living in families affected by mental illness.

### **RAY WHITE FUNDRAISING DINNER**

Ray White Menai selected Kookaburra Kids as the benefiting charity for their annual fundraising dinner.



### KOOKABURRA KIDS COFFEE CUP CHALLENGE

This year, Kookaburra Kids launched its Coffee Cup Challenge regular giving campaign. Supporters took up the challenges committing themselves to donate the cost of one coffee (\$5) a week to Kookaburra Kids.

### **KOOKABURRA KIDS CHARITY GOLF DAY**

A huge success, our third Annual Charity Golf Day was held at The Ridge Golf Course on Friday October 22. This year was our biggest yet, with 21 teams joining together to support Kookaburra Kids. Ray White Menai came on board this year as the golf day's Major Sponsor.

### **SULLIVAN DEWING FUNDRAISING LUNCH**

This is the fourth year Sullivan Dewing has chosen to donate all fundraising revenue from their annual Celebrating Women in Business lunch to Kookaburra Kids, raising an amazing \$22,261 for Kookaburra Kids!

### KOOKABURRA KIDS A NIGHT OF HOPE CHARITY DINNER

In April Kookaburra Kids hosted an exclusive A Night of Hope fundraising dinner at Parliament House NSW. 200 guests,

including Kookaburra Kids supporters and members of Parliament, came together to pledge support to Kookaburra Kids Taking Flight program. Over \$100,000.00 was raised on the night! WINGS OF kirstendelar Australian Kookaburra Kids Foundation Annual R

WEBSITE AND SOCIAL MEDIA

### **WEBSITE**

Kookaburra Kids' new website was launched in June. The new design is more user-friendly with a larger Events and News section that can be filtered by program type and location, social feeds and a fun, happy, colourful design.

### **SOCIAL MEDIA**

We love sharing messages and stories with our supporters on social media as it allows everyone to share in the joy and difference Kookaburra Kids is helping to create.

We use social media to connect with our supporters and donors, promote our events and fundraisers, to tell our story, encourage program participation and for a place for people to experience the impact of our program. We also use social media to connect, thank and recognise our partners, supporters, fundraisers and Ambassadors.

Over the next year we will be implementing a digital marketing strategy allowing us to target communications, tell our story and engage our community. Keep your eyes peeled on our website too.

"OUR AWESOME COMMUNITY OF ONLINE SUPPORTS CONTINUES TO GROW WITH AN INCREASE OF 1280 FOLLOWERS. AT THE END OF THE 16/17 YEAR WE HAD 1761 LIKES ON OUR FACEBOOK PAGE — THAT'S A 40.54% INCREASE FROM LAST YEAR. TWITTER AND INSTAGRAM ALSO SAW A HUGE INCREASE WITH 110.96% ON TWITTER AND







### OUR BOARD MEMBERS









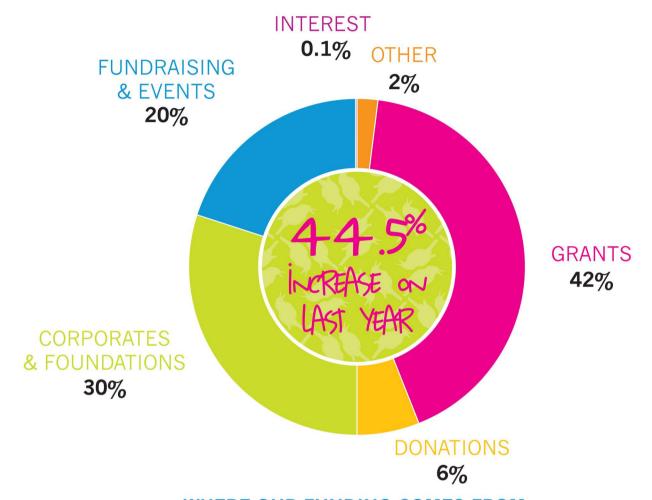








### OUR FINANCIALS



#### WHERE OUR FUNDING COMES FROM

**GRANTS** 

\$568,140

**DONATIONS - INDIVIDUAL & COMMUNITY** 

\$74,528

**CORPORATES & FOUNDATIONS** 

\$404,375

**FUNDRAISING & EVENTS** 

\$273,664

**INTEREST** 

\$2,003

**OTHER** 

\$27,768

**TOTAL REVENUE - \$1,350,478** 

### HOW YOU CAN HELP

### THERE ARE MANY WAYS!

There are many ways you can help and get involved with Kookaburra Kids.

### **GET CONNECTED**

Follow us via our social media channels.

- Like us on Facebook
- · Follow us on Twitter
- Subscribe to our YouTube channel
- · Follow us on Instagram

When you 'like' and 'share' our posts, you are helping to spread the word about Kookaburra Kids.

### SIGN UP TO OUR E-NEWSLETTER

Receive regular updates on our programs, events and more.

### **MAKE A DONATION**

Every cent helps Kookaburra Kids support more children.

You can:

- Become a regular giver how much you give is up to you
- Make a one off donation and / or
- · Leave a bequest

### **COME ALONG TO ONE OF OUR EVENTS**

We hold various fundraising events throughout the year including a charity lunch, gala dinner and charity golf day. Buy a ticket and come along!

## **BECOME** A CORPORATE PARTNER OR MAJOR SUPPORTER

Contact us to see how we can work together to make a difference.

### **FUND A LARGE PROJECT**

If you are a trust / foundation or a major donor, contact us to see what projects and opportunities are available for funding.

### **VOLUNTEER WITH US**

Volunteer for Kookaburra Kids - at our camps or activity days or in the office.

The time commitment is up to you!

### **FUNDRAISE FOR US**

- Go in a fun run or swim? Get your friends to sponsor you
- · Host an event, at home or work
- Host a corporate fundraising event

We are happy to help you with your event. Give us a call to see how we can help.





### THANK YOU



On behalf of the kids and families supported by Kookaburra Kids in 2016-17 we would like to say...



### WE WOULD LOVE TO HEAR FROM YOU

CONTACT US

Australian Kookaburra Kids Foundation Inc.

**HEAD OFFICE** | PO BOX 681 Gymea NSW 2227 **PHONE** (02) 9525 7474

**ACT OFFICE** | PO Box 7326, Kaleen ACT 2617 **PHONE** (02) 6109 0408

WEB | www.kookaburrakids.org.au









Australian
Kookalbura Kids
Foundation

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