

# ANNUAL REPORT

2013-14



Australian

Kookaburra Kids®

Foundation Inc.

# SUPPORTING Kids to be Kids



## OUR MISSION

Supporting Kids to be Kids

## OUR ROLE

We support kids living in families affected by mental illness.

## HOW WE WORK

We provide intervention and education in a fun way through our camps and activities program.

We facilitate unforgettable experiences for children, giving them a break from their caring role and a safe environment to share their experiences.

We deliver life-changing outcomes that positively affect the lives of kids in Australia.

## STATEMENT OF OUR PHILOSOPHY

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

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# MESSAGE FROM CHAIRMAN

It was not so long ago that various mental illnesses were known by other names. Bipolar disorder was known as manic-depression; Post traumatic stress disorder was known as shell-shock; and Depression was known as “Mum is too tired to get out of bed today - don't disturb her.”

For many children today, “Mum is too tired,” or “Dad has had a nervous breakdown” is a present reality. At Australian Kookaburra Kids Foundation, we aim to support these young people affected by mental illness in the family.

I am pleased to report that 2013–14 has been an amazing year of delivery. We increased our weekend camps from 4 to 6. We also delivered 8 annual activity days. This means that we have provided multiple contacts with our clients throughout the year and have provided many opportunities for the young people to connect with our program.



We have partnered with organisations such as our major sponsor, SITA, to deliver environmental awareness sessions; Big Sister to deliver girls enrichment programs; Legend Cruises to provide a day on Sydney Harbour; and CF Asia Pacific for a historic steam train day to Thirlmere.

2013–14 has also been a year of consolidation. As AKKF has grown the board have been busy reviewing and improving our governance policies and procedures. The board held 2 training and development days and are working together to deliver our new strategy.

The board welcomed three new directors in 2014. Lee Knight brings a wealth of clinical expertise to the board; Peter Kerr brings legal experience; and Ariel Sivikofsky brings corporate financial experience and has since become our Treasurer. We also farewelled three of the team: Deb Wilson and Greg Bedford retired from their positions on the Board. I thank them for all their service and dedication to AKKF – particularly their many years of service as Chairperson

and Treasurer respectively. Unfortunately, our Secretary of many years and great supporter Ken McMillan passed away. Kens community service was recognised by being a recipient of a 2014 Cook Community Award.

I would like to thank all of our volunteers, staff, supporters, patron and ambassadors. In particular our CEO, Pam Brown who has been tireless in her dedication and is an inspiration for the whole team.

The future for Australian Kookaburra Kids Foundation is bright. We believe we have the right people, strategies and processes in place to grow the business and deliver the Kookaburra service to many thousands of young Australian people impacted by mental illness.

**ANDREW BARRS  
CHAIRMAN**

# CHIEF EXECUTIVE OFFICER REPORT

A great deal has been done over 2013-14 financial years to improve operational efficiency, effectiveness and to improve the variety and experience the children receive through the Kookaburra program including the psycho-educational component.

During the year in review we delivered services to over 800 children with registrations increasing by 39% due to an increase in awareness of the program and effective social media campaigns. Deliverables included 6 weekend camps, 7 activity days and a family picnic day. In addition to the regular program we introduced a healthy eating program and a girls enrichment program.

Our volunteer psychologists developed a new psycho-educational program affectionally known as "Kookabooks". To enhance this program a working party designed and developed a series of interactional activities to encourage learning and provide a clear take home message for the children.

Our passionate and dedicated volunteers continue to provide a professional and reputable structure to the program; they are the existence of the organisation. This year we have increased our volunteer base to over 150, attracting and retaining a quality group of volunteers to assist with camps, day activities and administration. All volunteers were provided with quality training and recognised for their contribution. AKKF also implemented the new working with children requirements well ahead of the industry standards.



Successful fundraising activities coupled with a strong and dedicated team and improved internal processes resulted in a 55% increase in revenue for the year.

The year in review began with a successful sponsors night giving the organisation an opportunity to recognise both our financial and in-kind supporters and encourage their continued support. Our major fundraiser for 2013-14 targeted our corporate supporters. Supported by our Patron John Brogden and ambassadors Chris Bath, Jim Wilson, Peter Overton and Jessica Rowe, the lunch event was hugely successful financially.

The board secured 3 new directors who bring with them a wealth of knowledge with expertise in legal, financial and mental health areas. Our board held 2 training and development days covering governance and strategic planning, going forward the board are working towards developing a one-vision approach to guide Kookaburra Kids through our future growth and expansion. I would like to acknowledge and thank the board of directors for their continued support and commitment to our cause.

We have had many highlights during the year in review, the most inspiring and rewarding was the involvement of a number of Kookaburra Kids who have told their stories at our functions and carers forums, each of them acknowledging the positive impact that Kookaburra Kids has had on their lives. Hearing these stories gives me the inspiration to continue advocating for Kookaburra Kids and ensuring that their voices are heard.

AKKF have continued to attract corporate sponsorship, which is reflected in our substantial increase in revenue, and provide the opportunity to increase the number of activities we can offer the children.

The achievement of the past year could not have been possible without the support of many corporate, community and individual sponsors and the dedicated staff who are committed to the success of the program.

*Together we continue to make a difference in the lives of the Kookaburra Kids.*

**PAMELA BROWN**  
CEO

# BOARD OF DIRECTORS

## ANDREW BARRS

Chairman

Appointed to Board – 2009

Appointed as Chairman July 2012

Andrew has worked in the IT industry for 25 years as an IT service management specialist. Andrew has been passionately involved as a volunteer with AKKF since 2006. Andrew is a puppeteer and storyteller and enjoys making young people smile.

He continues to bring his enthusiasm and dedication to the cause.



## JARAD STIRLING

Appointed to the Board August 2012



Jarad Stirling has been working in the financial services industry for over 15 years in roles spanning from advice to marketing and sales. Jarad is currently the Principal Financial

Consultant at Stirling Financial Consulting, a Wealth Management firm located in Sydney. Jarad is a Certified Financial Planner™ with a Master of Applied Finance and holds the specialist adviser designation with the SMSF Professionals Association of Australia (SPAA).

Jarad was appointed to the Board of the Australian Kookaburra Kids Foundation Inc. in August 2012. In July 2013, Jarad was appointed Deputy Chair.

### Other Memberships:

- Fellow of Financial Services Institute of Australasia (FINSIA)
- CFP Member of Financial Planning Association of Australia (FPA)

## DEBBIE WILSON

Currently a serving NSW Police Officer, stationed at Miranda as a Youth Liason Officer, Debbie was instrumental in the inception of AKKF (previously known as Camp Kookaburra). Debbie has been a key member of the organising committee and subsequent board, also volunteering as a camp leader. Debbie has two children and continues to dedicate her time to ensuring her original vision for the Foundation is fulfilled.



## GREG BEDFORD

Appointed to the board in 2012

Greg is married with three children and has 28 years experience in the accounting profession. He has a Bachelor of Business degree from the University of Technology Sydney and has operated a successful consultancy business over the past 18 years specialising in corporate finance, financial modelling and business planning.



## LEE KNIGHT

Appointed to the Board February 2014

Lee has worked in mental health for 19 years, holding qualifications of Clinical Nurse Consultant (Forensic Mental Health), Master of Nursing in Clinical Practice (Majoring in Mental Health), Master of Forensic Mental Health

Lee is currently working as a clinical coordinator of a large randomised control trial at the Kirby Institute - UNSW. Conjoint lecturer on the Master of Forensic Mental Health program at UNSW. He also works in private practice writing comprehensive psychiatric reports for the court and judicial system.

Lee became involved in AKKF through his wife, Crosbi, who has been a qualified psychologist at camp since 2008. Lee has been a regular leader at AKKF since 2011 and taken on additional roles of camp counsellor, camp nurse and board member.





**ARIEL SIVIKOFSKY**  
Appointed to the Board  
February 2014

Mr. Sivikofsky is highly experienced Chartered Accountant, with broad international

experience in the Financial Services, Corporate Finance and Infrastructure sectors. Beginning his career at KPMG, following which he worked for several world-respected financial organisations both in London and Sydney, including Rabo Bank, Credit Suisse, CBA, Macquarie Bank and Babcock & Brown. He most recently completed a finance transformation project for ASX listed Australian Ethical Investment Ltd.

- Graduate of Australian Institute of Company Directors (GAICD)
- Fellow member of the Australian Institute of Chartered Accountants (FCA)
- Graduate member of Financial Services Institute of Australasia (FINSIA)
- Bachelor of Commerce, University of Wollongong (BCom)

**Other Memberships:**

- Panel Member - "CA's in Business", Institute of Chartered Accountants in Australia (ICAA)

**PETER KERR**  
Appointed to the Board February 2014

With over 30 years' experience, Peter has acted for many of Australia's largest and most well-known banks and financial institutions.



Peter is the relationship partner for several of Kemp Strang's major banking clients and other financial institutions. He has vast experience across banking and finance, property and construction. Peter is well known for his work in Australian and international sport, formerly chair of Water Polo Australia Limited, and a member of the FINA Doping Panel and a number of other sporting appeals tribunals. He was honoured to give the Judges' Oath at the opening ceremony of the Sydney 2000 Olympic Games. He is a Community Board Member of the Physiotherapy Board of Australia and a Board Member of Australian Kookaburra Kids Foundation Inc. He is the recipient of the Australian Sports Medal (2000).

**ALEXANDRA ZAMMIT**

Alexandra has been the CEO of Thomas Holt for the past 2 years and has worked in the aged care industry as a Director of Care for the past 5 years. Previously, Alexandra worked in the public health system for 25 years holding senior management roles which included a broad range of positions in the areas of clinical care, teaching, research and corporate services.



Alexandra has a strong passion for ensuring the provision of quality services and easy access of information for families and children living with mental illness. She is also committed to lobbying for programs that focus on prevention and early intervention, and social inclusion that ensures our community has a better understanding of the importance and role of mental health and wellbeing, and recognises the impact of mental illness on families.

**Qualifications:**

- Bachelor of Nursing
- Diploma of Management
- Graduate and member of the Australian Institute of Company Directors.
- Currently sits on 3 community not for profit boards and was recently elected to the Board of the peak industry body Aged and Community Services NSW.

**Since commencing the CEO role in 2011 Alexandra has been the recipient of 3 industry awards:**

- Property Council of Australia's NSW / ACT Manager of the Year for Outstanding Leadership - Retirement Living 2013
- The Aged & Community Services Association NSW "Exceptional Human Resources Management" Award 2013
- The National Information Technology in Aged Care Award 2012



**KEN MCMILLIAN**  
Appointed to Board in 2008

Ken was a retired police officer, his initial involvement with Kookaburra Kids was in the capacity of a volunteer leader. Ken remained a member of the board until May 2014 when he sadly passed away after a short

battle with brain cancer. Ken will be remembered as a dedicated and passionate member of our organisation, he is sorely missed.

# PROGRAMS DELIVERED IN 2013-14



## WEEKEND CAMPS

**September 2013**

Grades 3 & 4 – Teen Ranch Cobbitty

**September 2013**

Country Kids – Grades 7 - 12 - Collaroy

**November 2013**

Grades 9 to 12 – Wollongong Surf and Leisure Resort

**March 2014**

Grades 5 & 6 – Teen Ranch Cobbitty

**May 2014**

Grades 7 & 8 – Fitzroy Falls





## HEALTHY EATING PROGRAM

Delivered at all camps for this reporting period

## GIRLS ENRICHMENT PROGRAM

Delivered at Teen camps



## DAY Activities

July 2013

September 2013

December 2014 – Family

Christmas Party

April 2014



# PATRON AND AMBASSADORS



**JOHN BROGDEN** *Patron*



**CHRIS BATH**



**JESSICA ROWE**



**PETER OVERTON**



**JIM WILSON**

# FUNDRAISING AND EVENTS

## KOOKABURRA KIDS CORPORATE CHARITY LUNCH

2013 saw the launch of the inaugural Kookaburra Kids Corporate Charity Lunch held in August at Doltone House, Jones Bay Wharf. The gamble to move our event to a more centralised venue paid off as over 300 guests came together in Sydney's CBD for an entertaining lunch. The Premier Barry O'Farrell and our tireless Patron John Brogden were in attendance as ambassador Chris Bath entertained the room as Master of Ceremonies.

Our ambassadors' contribution did not stop there Peter Overton and Jessica Rowe interviewed our Kookaburra Kids, Rose and Crystal in a moving insight into the world of a Kookaburra Kid. Ambassador Jim Wilson entertained guests with a funny question and answer session with sporting panel Laurie Daley, Steve Edge, Paul Roos and Mathew Dunn.

The event was a huge success raising over \$50,000 for Kookaburra Kids programs.



## KOOKABURRA KIDS CHRISTMAS IN JULY

Thanks to a generous donation from St George Leagues Club, Kookaburra Kids was able to host their valued sponsors, supporters and volunteers to a wonderful Christmas dinner in July to say thank you for their support.



Master of Ceremonies Steve Edge was hilarious and the night was filled with laughter, some great stories, food, dancing and mystery Christmas presents!

The event was a great way for the Foundation to return our thanks to the many supporters, both big and small, which have contributed to our increasing growth and success.



# OUR SPONSORS

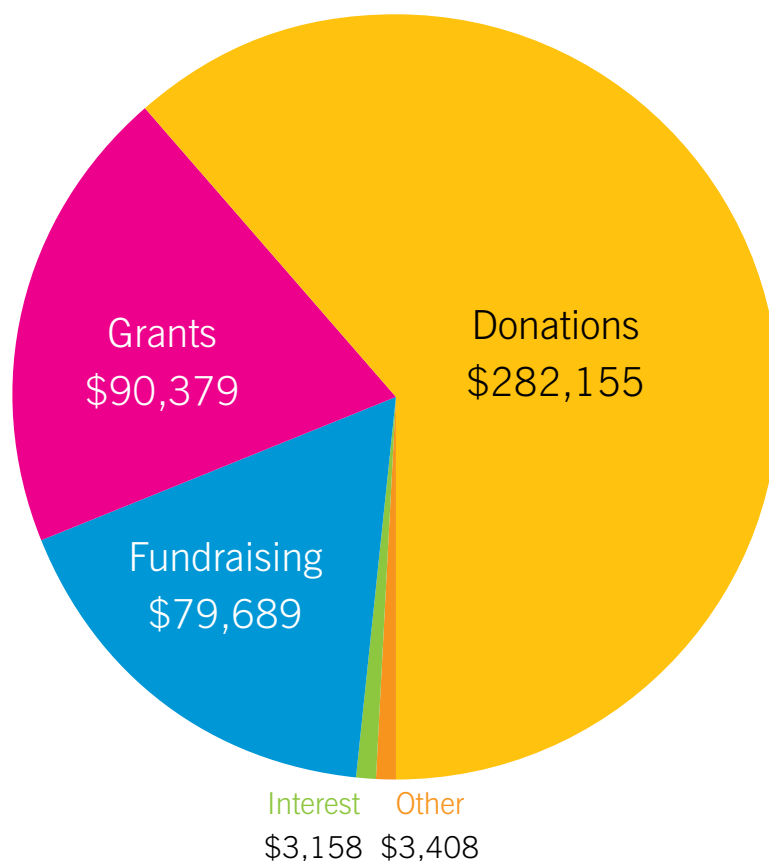


# OUR SUPPORTERS

Fairfield RSL	Earlwood Bardwell Park RSL	ANZ Bank
Marian & EH Flack	Sussex Inlet RSL	Wahu
Illawarra Catholic Club	Auburn RSL	More Than Meat
Mortdale RSL	Ashfield Club	Zonta Club
Penshurst RSL	The Bandy	PCYC
Burwood RSL	Cabra-Vale Diggers	Probus Club of Dolans Bay
Shellharbour Club	Canterbury Leagues Club	Rotary Club of Cronulla
Riverwood Legion and Community Club	Sutherland Shire Council	Rotary Club of Caringbah
Souths Juniors	Google Grants	BDO
St George Masos	Second Chance Opportunity Shop	Olsen's Foundation
Orange Ex Services Club	Rockdale Council	Jennifer Havilah

## FINANCIALS

### OUR REVENUE



# OUR VOLUNTEERS

Bernard

Crystal

Katie

Isaac

Rachel

Anne

Michael

Destiny

Cieruen

Stephen

Bianca

Luke

Tim

Alison

Sandra

Esther

Lee

Tegan

Carrie

Jennifer

Andrew

Bridget

Ranya

Allysha

Ken

Robyn

Mikhala

Stephanie



Sarah Alyssa

Paul

Elizabeth

Shelly

Sannara

Connor

Owen

shelly

Natalie

Emma

Ashley

Dane

Stefanie

Suzzy

Braedon

Mark

Pam

Rebecca

Shanna

Kyle

Trevor

Tristen

Crosbi

James

Pagen

Loretta

Jessica

Katrina

Simon

Sian

Moët

the dog

Andy

Cathal

Marina



Australian  
**Kookaburra Kids**<sup>®</sup>  
Foundation Inc.

[www.kookaburrakids.org.au](http://www.kookaburrakids.org.au)