



Annual Report

2019/20

Contents

- 3** Vision, Mission, Philosophies, Values
- 4** Message from the Chair & CEO
- 6** About Kookaburra Kids
- 8** Key Highlights
- 9** COVID-19
- 10** Our Program
- 12** Our Kids
- 13** Key Highlights and Achievements
- 14** Family Story
- 16** Clinical Services



- 18** Research
- 20** Volunteering
- 22** Community Engagement
- 24** Fundraising
- 26** Major Corporate Partners
- 28** Supporters & Partners
- 30** Our Ambassadors and Patrons
- 31** Our Board
- 32** Financials
- 33** How You Can Help

Vision, Mission, Philosophies, Values

VISION

We aspire to be recognised as national experts in empowering young people to grow beyond the impacts of familial mental illness.

MISSION

We deliver our services to young people experiencing familial mental illness with the aim of empowering them to build resilience, lifelong knowledge and abilities so they can reach their potential.

VALUES

CONNECTION

We are passionate about building genuine connections and creating fun experiences for the young people we support.

INTEGRITY

We live and work with integrity, trust and transparency in everything we do.

PHILOSOPHIES

We provide evidence based, age appropriate prevention and early intervention mental health services embedded within a peer based social and activity based Format.

We drive thought leadership and best practice in mental health through research and advocacy for young people and their families across Australia.

COMMITMENT

We are committed to making a positive difference in the lives of all young people.

COLLABORATION

We work together, united as one team, organisation and community.

Message from the Chair and CEO

The Board's vision is for the Australian Kookaburra Kids Foundation to become recognised as national experts in empowering young people to grow beyond the impacts of family mental illness.



The key to achieving this is to:

- build on our experience and local expertise and extend that nationally;
- develop the building blocks to ensure a strong, viable and stable national organisation;
- grow the organisation's profile; and
- advocate for the importance of pre-early intervention, and position AKKF as a preeminent provider in this space.

Aiming to achieve this vision across three Horizons, the Board's adoption of the new strategic framework in July 2019 established a robust platform in Horizon 1, firstly focusing on maintaining and optimising the organisation's core business. This will see a concerted effort to enhance policies, systems, operating protocols and revenue streams to build a robust and sustainable national operation that is set up to scale. It will see AKKF grow geographically into Australian capitals and large regions.

Horizon 2 will focus on nurturing emerging business. New product offerings will be established that reach new markets without losing the core essence of the Kookaburra Kids program response (Peer and Leader relationship-based interaction integrated within a recreational, fun and challenging program).

Horizon 3 will focus on consolidating recognition as Australian experts and leveraging for international licensing expansion. The Board undertook a review of the strategy in January 2020 and it was agreed that Horizon 1 deliverables are to be extended out by 12 months, to conclude in June 2022. And while COVID-19 has disrupted the operations of this plan, it remains a solid blueprint to guide the organisation strategically into the future.

Plans were in place for expansion into other states and in December 2019, Kookaburra Kids launched

into South Australia. Our planned launch into Western Australia was organised for April 2020 but was postponed due to COVID-19. Staff located in Perth continue to work with local communities and prepare for when the launch can take place. When COVID-19's impacts became Australia wide, immediate action had to be taken to ensure the safety of our staff, volunteers and the financial health of the organisation. Delivery of all traditional programs paused for a period of initially three months.

As we moved into 2020, the emergence of COVID-19 turned the world on its head and had a serious impact on AKKF operations. Many of our fundraising initiatives and events had to be cancelled, philanthropic funding was more difficult to come by and we had to make the difficult decision to suspend our face-to-face services. However, COVID-19's disruption to the business also presented opportunities to offer alternative products. One example is the development and launch of Kookaburra Kids Connect, delivered digitally, and we continue to explore how we can refresh our programs to ensure their relevance and effectiveness into the future. Kookaburra Connect was deployed in three phases and is designed to enhance both the breadth and depth of our program offering, with a delivery mode that is more accessible to some families and will allow Kookaburra Kids to reach a broader geographic area.

In November 2019, prior to COVID-19, our families were surveyed regarding the current programs available at that time and their feedback helped inform some program updates. We know our face-to-face programs are an important part of our service offerings; highlights from our 2019 end-of-year Progress Report advise that 76 percent of children surveyed after Camps said the Camp was either "good" or "great". Ninety percent would recommend Camp to another person.

We will continue to involve our families in program design and, moving forwards, we will be exploring options for program co-design with the children and young people who attend our programs. We are sure this will be incredibly exciting and insightful for us all. Our Research and Evaluation plan continues to evolve and we engage with a number of independent research entities including the University of Wollongong, University of WA and James Cook University. We look forward to sharing with you some progress around our research findings throughout 2021.

The Board appreciates that people are central to the success of Kookaburra Kids. A Culture Survey undertaken by staff in October 2019 and presented in December 2019, reminded us how passionate our staff are about Kookaburra Kids. The survey told us what we were doing well and how we could improve, and it's great to advise that many of the recommendations have been implemented during 2020, including a refresh of our Values, a Culture Roadmap and multiple opportunities for staff and volunteers to become involved in all initiatives.

A review of the Senior Management structure was undertaken to streamline operations. Recruitment included the appointment of a new Head of People & Culture, Head of Clinical Services and a new Head of Finance. Staff support during COVID-19 then became a crucial management focus. We acknowledge and thank the staff for their ongoing support as the Board and Senior Leadership Team made some very difficult decisions in a challenging operating environment. The Sydney, Brisbane, Melbourne and Canberra teams vacated their offices to move to a work-from-home model and all full-time staff moved to a four-day working week until the end of October 2020, as part of tighter expense management. Informal staff 'check-ins' and social gatherings such as online Coffee Catch-ups were instituted to maintain staff morale and engagement. Access to an Employee Assistance Program continues to be available for all staff, to help manage potential stress and anxiety, particularly for those working from home and managing children.

A Learning Management System has been established and resources are already available for staff and volunteers to access. Staff also attended a Privacy Presentation delivered by Thomson Geer Lawyers and more learning opportunities are in the pipeline. We also provided online resources

and other support to our families, giving them opportunities to learn; for example, how to navigate through COVID-19 when you have a young person in your life. Even though we were not able to deliver face-to-face programs for some months, connections with families were maintained and strengthened by making these resources, based on clinical recommendations easily available.

We also acknowledge and sincerely thank our volunteers for their efforts during an extremely challenging year. Volunteer support was paused for some months during COVID-19, but engagement continued via regular updates and it is pleasing to see the many volunteers now coming on board to support the Kookaburra Kids Connect program. National Volunteer Week, celebrated throughout Australia in May, gave us the opportunity to connect with the volunteer community and remind them of the impact they have as Kookaburra Kids volunteers and how much their contribution means to us. The month-long Volunteer Engagement Campaign was a lot of fun and gave us all a chance to connect as a community.

We would like to acknowledge and thank the Board of Kookaburra Kids. All Board Directors undertake their role in a voluntary capacity and we thank them sincerely for their guidance and wisdom during a very challenging year, including attending more frequent Board meetings during the COVID-19 lockdown period. Their time given and work provided as members of the four Board subcommittees is also acknowledged, during a year when the Committees' Terms of Reference were reviewed, meetings restructured, policies reviewed and developed and plans to recruit more Directors formalised.

We will continue to work hard to achieve our mission of empowering young people to build resilience, lifelong knowledge, skills and abilities so they can reach their potential.



Chris Giles
CEO



Patricia Reid
Chair

About Kookaburra Kids



THE PROGRAM

At the Australian Kookaburra Kids Foundation, we proudly support young people aged 8-18 years living in families impacted by mental illness. The program provides evidence-based, age-appropriate prevention and early intervention mental health services embedded within a peer-based social and activity-based format. We also deliver a 'Defence Kids' program for young people from serving and ex-serving Australian Defence Force families. There is no cost to participate in any of the Kookaburra Kids programs.

At the end of June 2020, 1940 children were registered to the program

THE PRESENT

Kookaburra Kids has been supporting children living in families impacted by mental illness for 18 years. Even through monumental challenges to the greater community such as droughts, bushfires and the COVID-19 pandemic, we have maintained a steadfast determination to be there for the young people who need us. We currently have offices in NSW, ACT, NT, S.E. QLD, Townsville, VIC, SA and WA and have also established 'Kookaburra Kids Connect', an online platform to deliver our programs virtually, throughout Australia.

THE FUTURE

Our primary goal for the next five years is to continue expanding Kookaburra Kids' impact and reach, to more young people in more locations. To achieve this, we intend to optimise activities mostly aligned to our current business and to scale it across Australia. We will also work to attract more and new sponsors and volunteers, explore new products and invest in technology that securely and efficiently serves our young clients and their families.



Annual Highlights



JULY '19

- AKKF participates in four major ClubGrant recipient ceremonies
- AKKF films new FY19-20 promotional video with the support of Payce Foundation



JANUARY '20

- New year survey to Kookaburra Families



AUGUST '19

- Launch of AKKF services into Townsville



FEBRUARY '20

- AKKF commences operations in Western Australia



SEPTEMBER '19

- Walloppers Rugby Day in support of AKKF



MARCH '20

- Final pre-COVID face-to-face activity prior to lockdown
- Repositioning of philosophy and entire face-to-face operating model into unique online 'Connect' program



OCTOBER '19

- NSW Golf Day (run by Southside Staffing)



APRIL '20

- Official Launch of Kookaburra Kids 'Connect'



NOVEMBER '19

- A new record of eight family Christmas picnics across all jurisdictions is initiated



MAY '20

- National Volunteering Week engagement campaign



DECEMBER '19

- AKKF launches services into South Australia
- AKKF's first ever fully-online Christmas Appeal with record results



JUNE '20

- Virtual activity days in Victoria
- New partnership announced with NSW Health

COVID-19

Australia's charitable sector has been hit hard by COVID-19. At a time when charities and social services are being relied upon more than ever, the economic downturn has meant that charitable giving has contracted as Australians tighten their purse strings, applying unprecedented financial stress to the sector as a whole.

Australian Kookaburra Kids Foundation is no exception to this rule. But while the global pandemic has certainly presented some challenges that are unprecedented in the almost 20-year history of this organisation, it has also ushered in a new wave of entrepreneurial 'pivoting' in response that has seen the entire AKKF team reinvent itself. We explored new and dynamic ways of diversifying our funding base and devised innovative approaches to managing systems and structures.

We also developed entirely new modes and methods of delivering vital services to young people around the country, particularly in the latter half of FY19-20 as the effects of COVID and a range of other factors began to take their toll on communities worldwide.

In every sense of the expression, "necessity has been the mother of invention".

In the following pages, we have documented example after example of Kookaburra Kids' rapid response to the pandemic and associated pressures, and some of the amazing and indeed life-changing programs that have emerged over the course of the last year. These, along with a renewed vigour from our Board, staff, volunteers and particularly key stakeholders such as government, private and business partners, have paved the way for the organisation to enjoy an exciting future, and more critically, continue to increase the depth, quality and reach of its services to young people across Australia.



Our Program

As we continued to expand our reach across Australia, 1,940 children were supported through our programs in NSW, S.E. QLD, Townsville, ACT, NT, VIC, SA and WA.



THE TEAM

The Kookaburra Kids Programs Team is a growing team of Program Coordinators functioning across the country. They work tirelessly to deliver our increasing calendar of programs and ensure all of our Kookaburra Kids have a seamless and enjoyable experience.

CONNECT

New for 2020, Kookaburra Kids Connect was developed to deliver support to our young people online. The sessions are hosted by Australian Kookaburra Kids Foundation staff and volunteers and, like our face-to-face programs, are designed to be a safe zone where young people can express themselves in a supportive environment. They are not recorded, and they are designed to not feel like a school lesson or therapy appointment. At the end of a session, a fun, structured activity runs for about ten minutes to give participants' brains a rest.

Connect sessions help to form and strengthen bonds between the young people in our programs and increase their sense of belongingness and connectedness. They also help empower young people by improving mental health literacy and promote safe and positive help-seeking behaviours.

CAMPS AND ACTIVITY DAYS

Young people attend one camp annually, in their relevant age group and location. The two-day camps run Friday through to Sunday and consist of recreational and educational activities. They attend a daily 90-minute psycho-education session called 'Chat Group'.

Activity days are held during school holidays in all areas, and monthly in different locations. They feature fun recreational activities such as movies, rock-climbing and workshops as well as a short psycho-education session in which young people learn about mental illness and how to develop resilience.

Young people have reported they now have "new ways of talking about mental illness in their family".

Delivery of our programs across the nation 19/20 FY

The global pandemic halted our face-to-face programs for several months and through our new 'Connect' program, we helped to continue reaching young people over 55 sessions. Outside of the period of restrictions, we held:

- 14 camps
- 49 activity days
- A record 8 Christmas parties



PSYCHO-EDUCATION

A young person registered to the Kookaburra Kids program would be invited to an average of 4-6 activity days throughout the year so they can catch up with friends (enhancing their connection and social inclusion), and participate in positive conversations about mental health and wellbeing.

In March 2019, 'Kooka-Resilience' was introduced to incorporate a 15-minute psycho-education module into the activity days. These modules centre on core mental health promotion topics including help-seeking, stress-coping and resilience.

There is also a focus on early intervention targets such as increased symptom recognition, and reducing stigma, isolation and blame. The individual modules engage young people in mental health early intervention and preventative activities via interactive word searches, 'fact or fiction' group quizzes, mindfulness and opportunities to create coping resources, such as a personal 'worry toolbox'.

Kookaburra Kids Highlights

Number of young people who attended camps, by state

	2018/19	2019/20
NSW	39	53
ACT	33	22
VIC	0	16
SA	0	0
WA	0	0
NT	0	20
QLD	31	27
TOTAL	103	138

Number of young people who attended activity days, by state

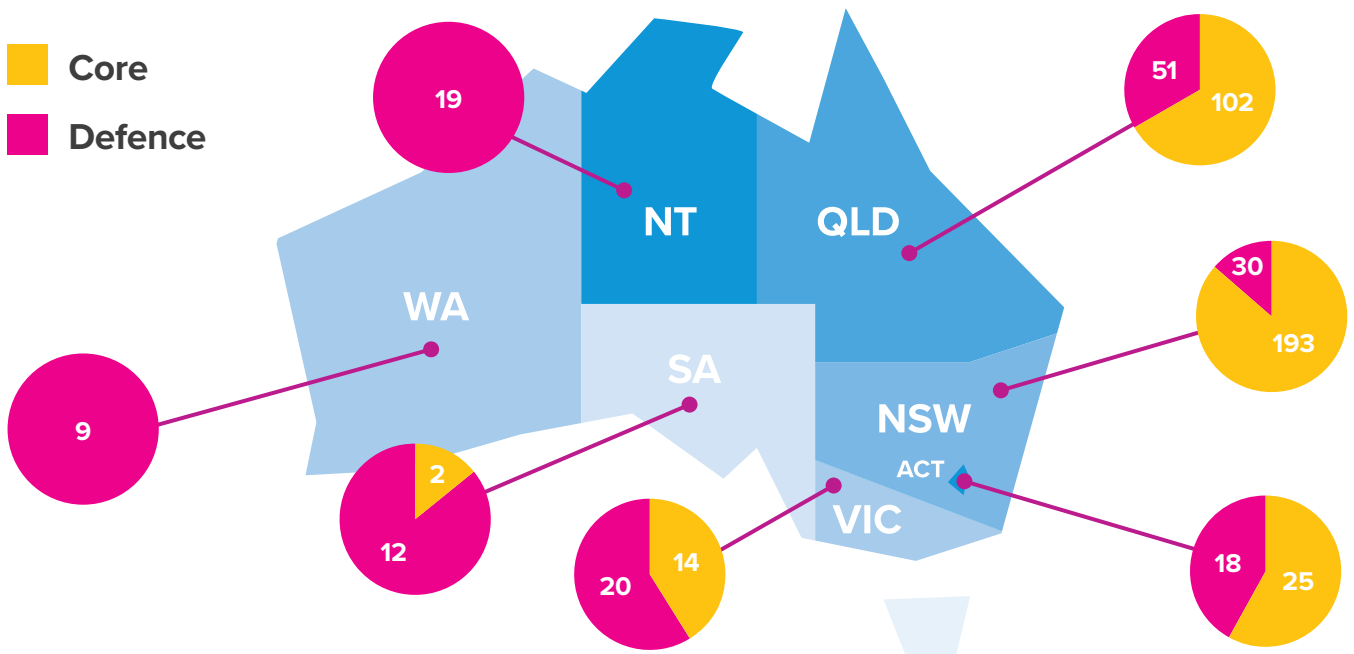
	2018/19	2019/20
NSW	81	121
ACT	68	81
VIC	18	36
SA	11	7
WA	0	0
NT	44	66
QLD	106	114
TOTAL	228	425

Number of kids who attended Connect, by state

	2018/19	2019/20
NSW	0	82
ACT	0	26
VIC	0	18
SA	0	0
WA	0	3
NT	0	4
QLD	0	30
TOTAL	0	163

REFERRALS

Total number of new young people referred in 2019/20 by state – Core and Defence



Number of new young people referred

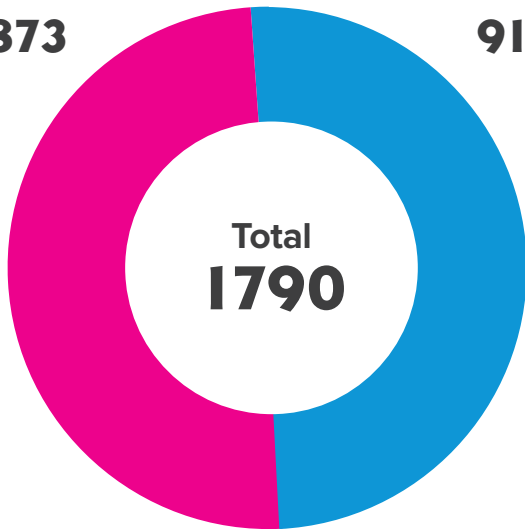
495

Total number of young people

1,790

Female
873

Male
917



GRADES

Number of kids by school year group

Grades 3 & 4	268
Grades 5 & 6	528
Grades 7 & 8	489
Grades 9 & 10	348
Grades 11 & 12	157
Total	1790



390
Registered
volunteers

donated

9,146
hours to our cause

14 camps

49 activity days

8 christmas picnics

55 Connect sessions

Family Story

Young people and their families right across Australia have benefited from Kookaburra Kids over the past year, and never more so than during the period of COVID-19 when issues around social isolation and mental wellness have come into such sharp focus.



With the demand for health services escalating nationwide during the latter half of the past year, and particularly around seeking greater support for our young people living in families impacted by mental illness, the role of Kookaburra Kids in their lives has taken a far higher priority.

By providing opportunities for the kids to learn, to grow, to build confidence and resilience in their personal lives, and to feel far more comfortable in their understanding of what mental illness is and how they can better talk about it and reach out for help when they need to.

Most of all, Kookaburra Kids no longer have the overwhelming feeling of facing these issues alone as they might once have.

The “Marsdons” of Victoria are but one such family who continue to access and enjoy enormous benefits from participating in Kookaburra Kids programs on a regular basis.

There are three kids at the family home – Aiden 8, Atticus 11 and Maegan 14. Mum “Bekky” is former defence personnel, having served in the Australian Navy for 14 years, and husband “Brett” is currently serving and away on deployment for many months at a time. Bekky is quite open in her discussions around

"That knowledge is very, very comforting in particular for me as their mum."

both her and her husband having dealt with episodes of PTSD and other service-related mental health challenges, and how she and her husband have often worried about how this might affect their children (and what they could do for them).

Furthermore, being based in semi-rural Victoria meant that their access to support services, especially at times of heightened mental health crisis within the family, was sometimes quite difficult. However throughout the past year their children have been regularly participating in the digital Kookaburra Kids “Connect” Program, and whenever possible they have also attended Activity Days and even a fully-fledged Camp earlier in 2020. And the benefits did not start and end with participation in the Kookaburra Kids programs – the kids also were thrilled to receive early Christmas presents in the form of bicycles donated from generous Victorian donors conducting Corporate Challenge Events earlier in the year!

The family’s first exposure to Kookaburra Kids came via a Defence Community Newsletter, which offered them a snapshot of what Kookaburra Kids was all about and allowed them to follow up with an email seeking more details. There were also a number of other friends and families they were in touch with around the local defence community, many of whom had previously enjoyed positive experiences of our programs in other locations around the country.

Over the course of the year, as her children became more and more involved in Kookaburra Kids, Bekky noticed a number of big changes in Aiden and Atticus, and particularly in Maegan.

Firstly, there was the sense of calm that came in the form of Kookaburra Kids providing a sense of respite for both herself and her kids – a bit of “timeout” for everyone so that they could focus on their own needs



and not be so worried about the others. Moreover, Bekky noticed that her kids were speaking differently about mental issues for the first time ever: learning facts about mental health illness and that it is actually quite common among many families, and that other kids' experiences are exactly the same. Her kids would react less with fear and uncertainty about the whole thing, and instead be far more confident in talking about mental unwellness, how they can get help when they needed to, and who to turn to for such help. "All of a sudden" said Bekky, "my kids realised that they weren't alone."

"This for me was the biggest benefit of the kids being involved. That, and of course the knowledge that when they get older, they'll be okay, they'll have a real sense of self-awareness, and that they can keep an eye out for each other and themselves..."

"That knowledge is very, very comforting in particular for me as their mum".

And what about the things that Aiden, Atticus and Maegan loved most about their Kookaburra Kids experiences? When we asked them directly, much of what they said echoed the words of their mum. Kookaburra Kids activities and online Connect sessions allowed them to "catch up with newly-made friends", to "take timeout from home stuff for a bit" and to "do something different for a change". Doing things that they wouldn't normally get to do, such as visiting places like Scienceworks or participating in activities like Ice-Skating, was high on their approval list. As Maegan noted, "anything with a lot of people or too far away from home is really difficult for mum when she's struggling. So what Kookaburra Kids offers is for her to be able to bring us all somewhere, to drop us off for the day, and to know we are safe so that she can have some 'me' time. This is, I think, really important for mum" We at Kookaburra Kids couldn't agree more!!

Clinical Services



Throughout 2019/20, a key focus of the Clinical Services unit has been to embed clinical thinking across the organisation and to support program offerings that are inclusive and trauma informed.

This year has seen the development of a number of critical policies to underpin our trauma informed service support, namely the 'Least Restrictive Practices Policy' and 'Critical Incident Management Policy'.

The development of a formalised professional suite of training modules was commenced via an online Learning Management System, MoodleCloud. The Kookaburra Learning Management System is currently being trialled. The first module, 'Assist with Medication Administration' has been designed and developed specifically for Australian Kookaburra Kids Foundation staff and volunteers who may be required to assist young people with their prescribed medications at activity days or camps. This module has been mapped against TAFE standards and on successful completion of the module, a certificate of completion is issued which can enable the person to apply for Recognised Prior Learning at TAFE for formal certification of this learning.

There are many other modules in various stages of design and development to be added to the LMS in 2021 to refine AKKF professional development and assist with best practice implementation.

As the COVID-19 challenge continued to evolve, it was important that AKKF maintained a considered response to the crisis. Through this time, a clinically led collaborative development of COVID-19 response documents ensued. It was developed in line with National Health Pandemic Response



Guidelines to deliver informed, best practice communication for all participants and stakeholders whilst maintaining consistent and trauma informed supportive operations. This approach has allowed us to model further medium- and long-term operational guidelines from an established community health response model.

In order to continue to support Kookaburra Kids across Australia throughout the pandemic, the Kookaburra Kids Connect program was developed using a collaborative approach that drew on the expertise of the AKKF team. Kookaburra Kids Connect is designed as a semi-structured online 'chat'. It aims to form and strengthen connections and empower resilience through promoting safe and positive help-seeking behaviours, and social connectedness across demographics and improved mental health literacy.

Kookaburra Kids Connect is:

- an interactive and casual platform to engage program participants in supportive and strengths-based resilience discussions based on the Kookaburra Kids core values;
- a platform to increase belongingness and connectedness amongst young people living in families impacted by mental illness;
- a youth chat session run for youth, by youth; and
- a power-balancing milieu enabling a bond of resilience promotion driven by young people.

This year, AKKF entered into a landmark agreement struck with the NSW Ministry of Health (under the auspices of the Honourable Bronwyn Taylor MLC, Minister for Mental Health, Regional Youth and Women), to support the continued development of the Kookaburra Kids Connect Program. This is a positive move for AKKF as for the first time, departments responsible for the mental health of Australians have acknowledged and recognised the service as a legitimate pre-early intervention service for young people.



Research

Throughout 2020, valuable progress has been made in growing the organisation's evidence base to underpin program efficacy and attention has been given to the continued collection of pre- and post-camp data.

Particular focus has been given to the evolution of the evaluation questionnaires through a process of co-design. The primary aim of the co-design process is to refine and allow for continuous improvement of the evaluation methods and processes that are used to assess the effectiveness of Kookaburra Kids camps. A further aim, with a significant longer-term goal and benefit, is to increase the direct input from program end users to core aspects of AKKF programs and services.

The co-design process has rolled out as a 9-point process, with program participants, volunteer representatives and team staff within AKKF all providing direct input and review during this cycle. The result will see an expansion of the evaluation tools and updating them to better meet the needs of program participants.

This year has also seen the establishment of relationships with a number of external research entities, namely the University of Wollongong and the Psychology of Active Living Group, a consortium between James Cook University and the University of Western Australia. Both relationships are targeted to produce some research findings and publications during 2021.

Work has commenced on a research publication plan that will target the completion and submission of a series of three academic papers highlighting the impact of early intervention and AKKF services.

The papers will focus on three key areas:

- Conceptual paper with the intent of outlining gaps in research and practice regarding Mental Health Early Intervention for young people and positioning AKKF as a service provider in this space.
- A Best Practice Case Study to provide an example of enhanced Early Intervention practices 'in action' to establish credibility of service delivery and establish research practice presence within the literature.



- A program impact paper that will disseminate evidence of impact for AKKF Early Intervention mental health programs and strengthen voice and credibility within the Early Intervention research and development (strategy) space.

SOME RESEARCH FINDINGS

The Kooka-Resilience modules contained in the Activity Day programs centre on core mental health promotion topics including help-seeking, stress-coping and resilience.

Early intervention targets such as increased symptom recognition and reducing stigma, isolation and blame are also topics in focus. Individual modules engage young people in mental health early intervention and preventative activities via interactive word searches, 'Fact or Fiction' group quizzes, mindfulness and opportunities to create coping resources, such as a personal 'worry toolbox'. These interventions sit within the recreation and socially focused activity days, are facilitated by trained leaders and run for approximately 15 minutes. At the end of each, an 'on the spot' evaluation of impact is administered.

The evidence of impact from the 2019 sample, derived from 100 children across three Australian states, is positive. For example, over 38 percent of participating young people reported they had learned something new about mental illness and wellbeing during Kooka-Resilience. A further 16 percent noted they intended to change the way they handled emotional distress such as worry, sadness or anger following their participation in the Kooka-Resilience program. Furthermore data collected during the delay of Camp programs is beginning to demonstrate the impact we are having in empowering the mental health literacy and help seeking intentions of our young people.

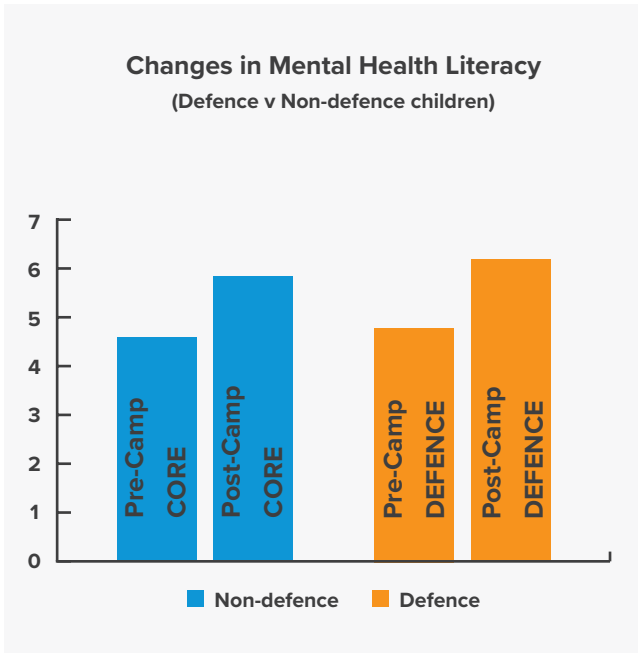


Figure 1: Comparison of pre-post changes in mental health literacy scores for Defence Kids versus non-defence children before and after camp

A perfect score for the mental health literacy questionnaire is 7. The results above are from program participants in 2019.

- As indicated in Figure 1, children within the Defence Kids program have slightly higher levels of mental health literacy before attending camp compared to the non-defence sample.
- These preliminary results after camp indicate children within the Defence Kids cohort had higher overall mental health literacy compared to the non-defence sample.
- Furthermore, the impact of “chat group” interventions during camp was slightly greater for the Defence Kids compared to the non-defence cohort (i.e., change score of 1.4 compared to 1.2).

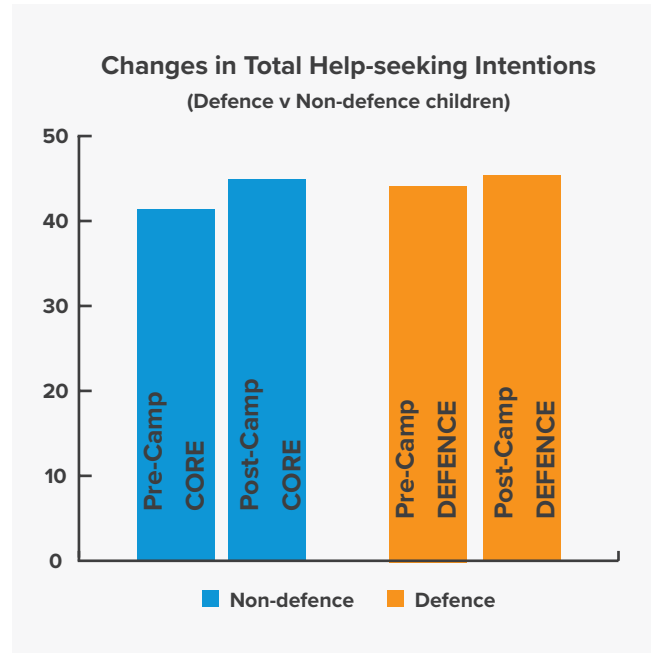


Figure 2: Comparison of pre-post changes in total help-seeking intentions for Defence Kids versus non-defence children before and after camp

- Higher total scores on the help-seeking intentions indicate desirable responding. As depicted in Figure 2, children within the Defence Kids program had higher overall levels of help-seeking than the non-defence group before camp.
- Post-camp data indicates the Defence Kids total help-seeking intentions remain higher than the non-defence cohort.
- However, the amount of positive change in intentions to seek help after program involvement was greater for the non-defence children (Defence 1.25 versus 3.57 non-defence). The specific changes comprised within the total scores that relate to Defence Kids’ intentions to seek help from various sources (e.g., parents, friends, mental health professionals) is an area for further investigation.

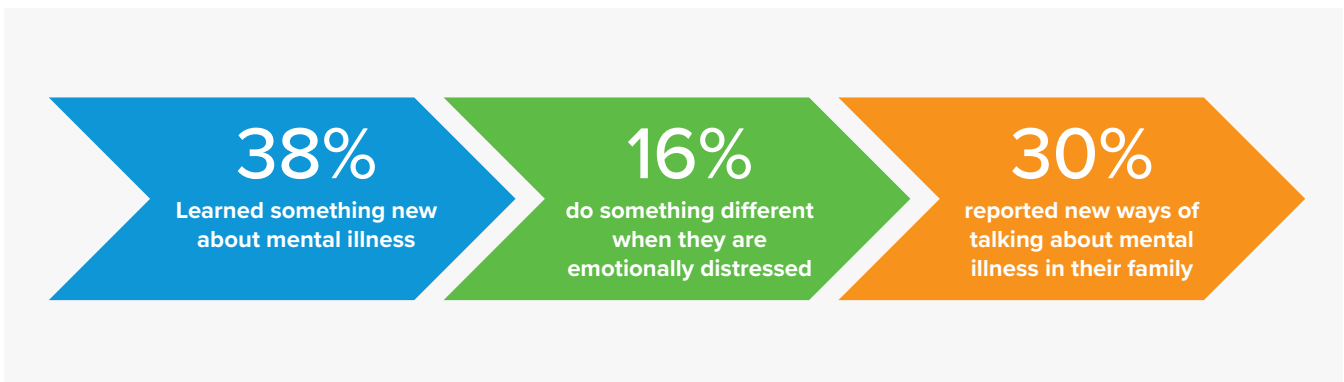


Figure 3: Summary of positive impacts being reported by youth participating in the 15-minute Activity Day mental health early-intervention

Volunteering

In 2020, more than ever, we've been humbled by the incredible generosity shown by our Leaders and Volunteers. The Australian Kookaburra Kids Foundation counts on volunteers for 85% of the program. Their support around awareness, advocacy, fundraising and program delivery is invaluable.

Any organisation is only as good as the people behind it and our volunteers are some of the most dedicated and passionate you could meet. They come from a variety of backgrounds and experience and bring a great breadth of knowledge and experience, which further enhances our offering.



2020 has been a challenging year for volunteering. We acknowledge and appreciate ours staying engaged, connected and supportive of Kookaburra Kids. Aligning with National Volunteer Week in May, we ran a campaign to acknowledge the wonderful contribution made by our volunteers. A series of events that we held over four weeks resulted in increased volunteer engagement throughout our social media network.

Like many other organisations, Kookaburra Kids was compelled to find new ways to support the children referred to our program. In response to COVID-19, we introduced 'Connect', which facilitates virtual delivery. It enables our volunteers to participate from wherever they are in Australia, thereby removing any geographical boundaries. Connect sessions run for one hour and this provides a more flexible volunteer option for those who are unable to attend an activity day or commit to a weekend camp.

Whilst we did experience a reduction in face-to-face volunteer hours due to COVID-19, the enthusiasm from our volunteers when we were able to recommence face-to-face, in addition to Connect, was absolutely brilliant.

As always, the safety of the young people we support is paramount, so we have invested in rigorous screening processes for volunteers and we are continually evolving our onboarding processes.



We look forward to a bigger, brighter, safer 2021 and welcoming more wonderful volunteers

VOLUNTEER STORY

MEET JENNI AND JOEY!



All Kookaburra Kids volunteers have their own stories that have shaped them into who they are today. Through their own life experiences, they are able to share what they've learned and impart their own wisdom and compassion.

For Jenni and Joey, volunteering is not just their full-time vocation but their great joy. The young people they meet during their times with Kookaburra Kids think the world of them and the feelings are mutual. We asked the couple why it means so much to them to volunteer and what it brings to their lives.

What do you do when you aren't volunteering for Kookaburra Kids?

We volunteer for 11 other organisations around Australia and the world. We look after veterans and their dogs, help out the elderly and neighbours in our community, volunteer at the Mission to Seafarers at the Port of Brisbane, train and coach in our chosen sport and volunteer at Barbershop Harmony and Sweet Adeline's singing choruses and quartets.

What was it about the Kookaburra Kids program that motivated you to join as a volunteer?

We joined to be with the children so they could have lots of fun in a safe environment with trust and one hundred percent respect. As we're both ex-military members, we found it a wonderful opportunity to give back to the families and the wider community.

Kookaburra Kids is a time and place for children to be kids, have fun and be with other children going through similar situations. This tells them they're not alone and gives them a break from day-to-day life and from supporting their parents.

Do you have an example of when you've had to be resilient?

[JENNI] In 1998, I was medically discharged from the Army in 1998 after 15 years of service, carrying 29 injuries from my time as a soldier. I had to rediscover what I could and couldn't do and I was only 38. I got myself fitter and happier within my capabilities and my level of injuries. I knew I wouldn't be able to work full-time again and when my injuries worsened, I had to stop work and was forced to retire for a second time. Volunteering was my forte, so I focused completely on that. It's wonderful to wake up each morning and plan for the week in all my volunteering roles. It makes us smile every time as we can both do it together and come home with great feelings in our soul, that we have benefited our community.

[JOEY] During a routine scuba diving trip with a group of friends to the sunken Russian cruise ship Mikael Lermontov in the Marlborough Sounds of NZ, one of the divers, Martin, went missing. I was still underwater with a novice diver and about to head to the surface. Martin's buddy diver swam over and told me via my underwater slate that he couldn't find him. I immediately switched from recreational diver to rescue diver mode. Sadly, I and several other divers searched for Martin over the next two days, but we were unable to find him.

You guys volunteer as a team, has that impacted your relationship and would you recommend it to other couples considering signing up?

We would absolutely recommend it for all couples. It's fantastic to volunteer together then bounce off each other's experiences.

Community Engagement

Thanks to support primarily from DVA and DCO, the Australian Kookaburra Kids Foundation was able to rapidly expand our footprint across Australia in the first half of FY19-20.

It also meant we were able to seed fund new community engagement positions where large clusters of Defence families existed. Community Engagement Officers were placed in Townsville, Adelaide and Perth to create opportunities for direct and face-to-face dialogue with communities around Kookaburra Kids providing services.

When the crushing effects of the global pandemic bore down, it became impossible for a while to maintain our face-to-face camps and activity days. Restrictions also impacted upon opportunities to create and/or participate in direct community engagement activities across schools, community organisations, Defence facilities and other forums where child and family services could potentially learn about Kookaburra Kids and refer young people to our programs.

We quickly identified the need to pivot our methods of community engagement, at a time when our programs were needed by more young people than ever. We established a safe, secure online delivery system and relied heavily on our digital networks to attract new referrals through the second half of FY19-20.



Kookaburra Kids Community Engagement teams around the country made excellent use of Zoom and Microsoft Teams to participate in and, in many cases, organise and host a range of in-service community gatherings, local and state-run mental health forums and special event days/weeks. They were able to reach communities and families from the Defence, Police and other First Responders sectors and identify other potential users of our early intervention programs.

As at the end of June 2020, the team was looking to reposition itself towards 2021 and a post-COVID world. They continue to explore newer, more effective and more balanced combinations of online and offline community engagement techniques which will better serve the needs, expectations and capabilities of our families right across Australia.





Fundraising

Kookaburra Kids relies on a variety of different sources of support to conduct our programs successfully.

We receive direct financial assistance in the form of specific government funding agreements and benefit from corporate partnerships, philanthropic foundations, community grants, fundraising events and private individual donations. A substantial amount of support comes from non-financial sources as well. This includes donated goods and services and pro-bono volunteerism and industry expertise provided by our corporate partners. A growing number of small business and community group contributors also recognise the great work that Kookaburra Kids does and offer to help us achieve our goals.

We are very grateful that the combined DVA/DCO funding we receive provides Defence families Australia-wide with access to Kookaburra Kids programs. But it also means that we have to continually find private sources of revenue to fund the 'core' activities for non-Defence families.



Much of the work of this group in the first half of FY19-20 was devoted to identifying ways the core group could diversify its funding base by exploring non-traditional sources of revenue. Full-service agency Emroy Creative Group implemented a new series of aggressive campaign strategies to raise AKKF's visibility and refreshed our marketing assets, including the website.

A new position of 'Community Fundraising & Events' was created within the Community Engagement group and we had high hopes for a great outcome around raising greater revenue, profile and volunteer numbers.

Unfortunately, the combined effects of an economic downturn, a summer of environmental disasters and restrictions around the worsening COVID-19 pandemic had sudden and devastating effects on these plans.

All major fundraising events scheduled for the second half of FY19-20 were postponed or cancelled. Traditionally reliable sources of income such as the NSW ClubGrants scheme were suspended, at least until normal club activities could resume. Demands on other philanthropic sources, such as larger corporate sponsorships and philanthropic grants, skyrocketed in response to a sector under siege. The small to medium enterprise sector, usually a reliable source of income support for us, evaporated almost overnight.

AKKF's fundraising predicament would have been far worse had it not been for the continued support of long-term corporate partners such as Deicorp, Payce Foundation, Medibank and Thales, and established government partnerships such as with DVA and DCO. We are incredibly grateful to these staunch partners



Some standout new partnerships were established during the last quarter of FY19-20



who have supported our mission throughout various crises over the years and we look forward to renewing those bonds of support well into the future.

On a more positive note, some standout new partnerships were established during the last quarter of FY19-20. Defence Housing Australia supported our traditional face-to-face programs and provided funding to support the development of 'Connect', a response to COVID-19 restrictions. Also, a landmark agreement was struck with the NSW Ministry of Health (under the auspices of the Honourable Bronwyn Taylor MLC, Minister for Mental Health, Regional Youth and Women), which provided seed funding to research, develop and initiate our digital 'Connect'

service across NSW in a series of tests. This allowed us to refine and further develop Connect. Plans are in motion to expand it nationwide and secure similar funding in FY20-21 from the Mental Health Departments in other states.

The full extent of the aggressive social media campaigns remains to be seen and the growth recorded across individual donor numbers has been slow but steady. This, combined with a heightened brand presence across a number of key social platforms and outstanding results in the area of digital appeals (Christmas 2019 and EOFY 2020), gives us great optimism for the future of this newer channel of fundraising development at AKKF.

Major Corporate Partners

MEDIBANK

Kookaburra Kids is very excited to have welcomed Medibank as a major strategic partner in July 2018, committing to a \$300,000 three-year partnership. Medibank is proud to support the work of Kookaburra Kids and is committed to helping all Australians through every stage of life, recognising the critical role mental health plays in overall wellbeing.

This year, Medibank played an integral part in the launch of Kookaburra Kids into Victoria, including hosting the launch event at their premises. Medibank's partnership has also assisted with the expansion of programs into the greater Brisbane region, including providing a much-needed vehicle for transport to camps, funding for activity days and engagement events.



Medibank is proud to support the work of Kookaburra Kids to assist with their expansion and are committed to supporting better mental health for all Australians

PAYCE FOUNDATION

In 2015, Payce announced a five-year \$250,000 corporate partnership, to enable Kookaburra Kids to grow its outstanding work with families and their children living in difficult and challenging circumstances.

PAYCE has a long history of supporting charities, working with vulnerable individuals and communities. In 2016, this work was formalised with the establishment of the PAYCE Foundation.

Its charter is to empower charities to help more people live a fulfilling life. PAYCE Foundation supports charities working to find solutions to some of society's most pressing social problems, including addiction, domestic and family violence, mental health and disability, homelessness and social isolation.

Payce Foundation has also supported Kookaburra Kids through staff volunteering and other engagement activities, including donating the services of their innovative Kick-Start Café for the NSW Kookaburra Kids annual family Christmas picnic. They regularly attend Kookaburra Kids events and generously provide additional funding on top of their partnership agreement for our programs.



THALES

Thales connected with Kookaburra Kids in 2016, committing \$150,000 to a three year partnership. We are pleased to now be continuing this partnership for a further three years.

Thales is one of the Australian Defence Force's most trusted partners and is one of the Australia's leaders in research and development.

Thales look at innovative ways to engage staff with the organisations they support. In addition to many of their staff members volunteering at Kookaburra Kids camps in, Thales have also been involved in hosting lunch and learns plus tours of their sites; Christmas giving, attending events and further funding over and above their committed partnership.

THALES

With the strong commitment Thales Australia has to responsible corporate citizenship, we are proud to be supporting Kookaburra Kids in their quest to support children living in families affected by mental illness

BIG SISTER FOUNDATION

Big Sister Foundation is a long-term supporter of Kookaburra Kids, having supported the foundation since 2012 on a number of different projects. Most recently, in January 2019 Kookaburra Kids and Big Sister Foundation have embarked on a new partnership which focuses on formally evaluating the effectiveness and social impact of our core program. Big Sister has committed to supporting this initiative over a five-year period, which will enable Kookaburra Kids to contribute to the limited scientific-research available for measuring the impacts of early intervention programs on at-risk young people in Australia.

This new research partnership highlights both agencies' growing focus on the need for measurable evidence of impact.

We are also very thankful that the Big Sister Foundation regularly attend Kookaburra Kids events and show additional support for our programs.



We are delighted to sponsor this longitudinal research study to enable Kookaburra Kids to improve the outcomes of their programs for all participants

Supporters and Partners

GOVERNMENT PARTNERS



Australian Government
Department of Veterans' Affairs



Australian Government
Department of Defence

Defence Kids Program

Kookaburra Kids is grateful for the continued support of the Australian Government for their commitment to the Defence Kids program. Funded by the Department of Veteran's Affairs, this program was piloted in 2017 and 2018 with support given to children of current and ex-serving Defence Force families in NSW, ACT, S.E. QLD and NT. In October 2018, the Government announced a further three years of funding which saw the program commence in VIC in early 2019, SA in December 2019, and WA in early 2020.

Kookaburra Kids also receives some funding from the Defence Community Organisation (DCO) through their Family Support Funding Program. This saw the Defence Kids program extend into Townsville in August 2019.

CORPORATE PARTNERS



Deicorp

We are very pleased to embark on a new and longer-term sponsorship with Deicorp, this time as a Silver sponsor for two years, alongside their major sponsorship of our 2018 Gala Ball and additional funds contributed towards our annual program at events.



Part of Energy Queensland

Energy Queensland

We are very pleased to continue our ongoing sponsorship with Energy Queensland as a Silver sponsor for Kookaburra Kids. This is their second year supporting children living in families impacted by mental illness.



Count Charitable

The Count Charitable Foundation have been an avid supporter of Kookaburra Kids for many years and in 2018 they approached us regarding a more formal agreement, committing to a three-year sponsorship to get 25 kids to camp each year.



EML

Employers Mutual Limited have committed to assisting children of injured NSW Police officers through an 18-month sponsorship of Kookaburra Kids, which will see an additional 38 children from NSW police families participate in our program.



RayWhite

Ray White Sutherland Shire

Long term supporters of AKKF, hosting the biannual Event where all proceeds from the evening are donated to Kookaburra Kids generally over 50K!



Southside Staffing Solutions

Big supporters of AKKF, were the first of our first supporters to manage our annual golf day held at Woolooware Golf Club raising over 20K!



Corporate Challenge Events

Passionate supporter of AKKF, CCE hold team building activities where AKKF are the recipient of the workshopped products, hundreds of bikes have been donated and legos for all our Kookaburra Kids!

THANK YOU

Kookaburra Kids also receives donations and support from many sources via workplace giving, community fundraising, grants, events, individual donors, product and merchandise donations and much more. We are very thankful to the many supporters who contribute to our programs.

#weloveoursupporters

BIG THANKS TO THE FOLLOWING MAJOR SUPPORTING CLUBS, COUNCILS, FOUNDATIONS AND ORGANISATIONS

Commonwealth Bank Grassroots Grant

Coca Cola Australia Foundation

Perpetual Impact Philanthropy

John James Foundation

Chief Minister's Charitable Fund ACT

Brisbane Lord Mayor's Charitable Fund

Bayside Council

Ipswich Council

Tradies Helensburgh

Gymea Tradies

Burwood RSL

Guildford Leagues Club

Maroubra Seals

Souths Juniors



Our Ambassadors and Patrons

We are so proud, thankful and honoured of the work Ambassadors and Patrons continue to do in support of Kookaburra Kids. Among them, they are Politicians, high profile Government

officials and media personalities. However, all are advocates within the mental health sector, taking every opportunity to further promote and support the work of Kookaburra Kids.



Parliamentary Patron

The Hon. Scott Morrison MP
Prime Minister of Australia



Ambassador

Jessica Rowe
AM



Patron

John Brogden
AM



Ambassador

Peter Overton



Ambassador

Commissioner Michael Fuller
APM



Young Ambassador

Rose Cox



Ambassador

Allan Sparkes
CV, OAM, VA, FRSN



Ambassador

Lucy Brogden
AM

Our Board

In accordance with its constitution, Directors of Kookaburra Kids hold their position in an honorary capacity and receive no remuneration. They are all extremely passionate about supporting young people living in families experiencing family mental illness.

The Board of six directors operates with a formal constitution which states its membership, operating procedures and the appointment of responsibilities between the Board and management. Skills represented on the Board include psychology, law, finance, media, risk, Governance and IT.



Chair

Patricia Reid

Board Member since 2015
Appointed as Chair 2019
Member of Audit and Risk Committee
Chair of Governance Committee
Attendance: 9/9



Director

Lee Knight

Board Member since 2014
ARC Member
Chair of Clinical Governance Committee
Attendance: 9/9



Deputy Chair

Joanne McCafferty

Board Member since 2016
Appointed as Deputy Chair 2019
Member of Governance Committee
Attendance: 6/9



Director

Peter Kerr

Board Member since 2014
Member of Governance Committee
Attendance: 8/9



Chair Audit & Risk Committee (ARC)

Jarad Stirling

Board Member since 2012
Appointed as Chair ARC 2019
Attendance: 9/9



Director

Andrew Barrs

Board Member since 2009
Member of Clinical Governance Committee
Attendance: 9/9

Financials

A breakdown of income and expenses for the financial year 2019/20.

Income

Revenue	\$3,075,735
Other Income	\$1,591
	\$3,077,326

Expenses

Administration	\$319,670
Depreciation	\$27,011
Employee benefits	\$2,300,647
Fundraising & marketing	\$122,341
Occupancy	\$95,745
Motor vehicle & travel	\$103,246
Program	\$288,740
	\$3,257,400

Tax / Deficit

Deficit before income tax	\$180,074
Income tax expense	-
Deficit for the year	\$180,074
Other comprehensive income for the year	-
Total comprehensive income (loss) for the year	(\$180,074)



How You Can Help

With your support, we can reach more children across Australia who are impacted by family mental illness.

PARTNER

Help deserving children by funding our important programs through sponsorship and financial contributions.

FUNDRAISE

Get a team together and host an event or conquer a personal challenge. See our Fundraising Kit for ideas.

VOLUNTEER

Share your skills and time and join our team of passionate volunteers in skilled and general support roles

FUND/DONATE

If you are a trust, foundation or private individual, your regular support will benefit many children in need.



Head Office
PO BOX 69, Miranda NSW 2228

Phone
1300 566 525

Email
fundraise@kookaburrakids.org.au

