



**Empowering young people  
to thrive beyond the impacts  
of family mental illness**



# Acknowledgement of Country

In the spirit of reconciliation, Australian Kookaburra Kids Foundation acknowledges the Traditional Custodians of Country throughout Australia and their connections to land, sea and community. We pay our respects to their elders past, present and emerging.

We also acknowledge those with a lived experience and their significant others who walk this journey with them.

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# Our purpose, vision and values

From the very beginning, we knew that Kookaburra Kids would grow beyond its initial reach. And in 2020 - 2021 we have done that just - evolving and advancing to empower young people to thrive beyond the impacts of family mental illness nationally.

We are driven by:

## Our Purpose

We empower young people to thrive beyond the impacts of family mental illness

## Our Vision

To expand our services and make them accessible to every young person in Australia who needs our support

## Our Values

Connection  
Commitment  
Collaboration  
Integrity



**"I'm thankful that you can help with all our worries and problems you guys can't completely fix them but you give us the courage to try and fix them ourselves and you guys are great thank you."**

Kookaburra Kid

# Our Kookaburra Kids

"This is the first time I have been able to talk to someone who understands about my mum's bipolar disorder, I have a new friend and I am not alone anymore, thanks Kookaburra Kids"

Kookaburra Kid 

"Camp acted as an escape, leaders were role models and gave me plenty of resources specifically relating to my father's illness and how to deal with it"

Kookaburra Kid 

"This is the best weekend I have ever had in my whole life, I can't wait until the next camp"

Kookaburra Kid 

"KK has given me better understanding of mental illness, a group of friends who are always there to talk to and will understand"

Kookaburra Kid 

# Our year at a glance

Evidence shows our service increases mental health literacy and help seeking behaviours, leading to better long term mental health outcomes.

Total programs:

**420**

Number of participations:

**2,570**

Avg number of sessions attended per participant:

**4**

Kids we support:

**2,115**

# Our year in review

Patricia Reid | Chair



FY21 has provided both continued pandemic challenges and brought opportunities for the Australian Kookaburra Kids Foundation to serve more young people in need of our services, which our team has wholeheartedly embraced. While the pandemic significantly impacted the organisation's plans in FY20, in FY21 we were able to proudly reach a national footprint, strengthen our financial position, and provide support to a record number of young people.

The ongoing impact of COVID-19 called for the organisation to re-prioritise elements of our Strategic Framework. We brought forward strategies that included implementing online programs and more diverse service models to support in person (where possible) and online services. The developments of the past financial year have positioned the organisation to scale effectively as we emerge from the pandemic to meet the needs of more young people across the country.

To support the organisation's mission the board utilises four board committees, in addition to its standard board meetings, to work constructively with management on key areas of focus. These committees help achieve the organisation's goals and strategy for the benefit of all stakeholders, particularly while Kookaburra Kids is growing to broaden its services to more young people.

The Audit and Risk Committee worked lockstep with management to achieve a \$371,825 profit, significantly improving the \$180,979 deficit experienced in FY20. The JobKeeper subsidy ensured that we could continue to support the organisation and cover the shortfall in revenue due to the pandemic, and be well positioned for growth in delivery of future services.

The focus of the Clinical Governance and Operations Committee ensured that programs were delivered safely and achieved positive outcomes from a clinical perspective. The pandemic period also provided the opportunity to document clinical

outcomes, commissioning third party reports on the efficacy of our early intervention programs. It is also encouraging to see the Australian Government's recently issued National Children's Mental Health and Wellbeing Strategy reference early intervention as one of its eight principles used as the foundation of this strategy.

The Governance and Culture Committee worked on strengthening internal operations, further developing our governance systems to ensure effectiveness of Board operations to support the organisation's strategic growth goals.

The Fundraising Committee investigated future fundraising strategies and synergies with partner organisations, with a focus on meaningful partnerships to provide value to our young people and donor organisations.

I am also incredibly proud of our management team's role in embracing financial contingency measures that played out over several months at the beginning of the pandemic. Their dedication and proactivity are reflected in the outcomes that we achieved during FY 2021. I would also like to thank all the important volunteers who regularly support our paid staff delivering services including our supportive Board members who all allow our donors' funds to have greater impact for more young people served by the organisation. Special mention should be made to retiring board members Peter Kerr AM and Andrew Barrs, the organisation's first Chair. They have contributed a significant amount of time and expertise, and we look forward to Andrew's continued involvement as a volunteer on the Clinical Governance and Operations committee.

**The developments of the past financial year have set the organisation up to scale effectively to meet the mental health education needs of young people across the country.**



**Chris Giles** | Chief Executive Officer

The organisation's journey has been one of resilience and innovation throughout the past financial year, as we moved from a most volatile environment to a phase of significant development and growth.

The challenge for our operations was to overcome the impacts of COVID-19, which significantly compromised our focus on delivering face-to-face services. We implemented adjustments with our staff on board, made the business Covid-safe and successfully shaped our ongoing sustainability.

The focus, strength and dedication of the Kookaburra Kids team have been at the core of our achievements.

Throughout FY21, we consolidated our finances and remained productive and relevant by curtailing spending, capping overheads, and pivoting to online delivery. Our new service model and the government's contribution, including JobKeeper, were fundamentally important during this phase of our journey.

FY21 also became a year of sustainable growth and stronger connections. The development of the Kookaburra Kids Connect program enabled connections between young people around Australia. This program has subsequently become an enduring component of our service model. We have proudly created a multilayered service that is flexible to the changing and developing needs of the community.

Significantly, in this financial year, we quadrupled our individual engagements with young people.

As well as expanding our reach across Australia, online delivery made the business more cohesive.

**We have proudly created a multilayered service that is flexible to the changing and developing needs of the community.**



Developing a centralised online platform for staff collaborations also broadened communication channels and strengthened interstate team connections.

The board has been extremely supportive of management through the recent challenging period and has constructively worked with management on key decisions made for the long-term benefit of the organisation. We appreciate its continued governance and support.

Kookaburra Kids received valued support from our corporate sponsors and key partners and the Departments of Defence and Veteran's Affairs to enhance our service delivery. The flexibility of our grant-making bodies boosted our proactive response to Covid-19 and capacity to adapt.

# Our journey and growth

The organisation's evolution is reflected in the Kookaburra Kids stepped care model. This approach facilitates more significant connections and outcomes by allowing young people to access the most appropriate support to suit their circumstances. In addition, clinical design and analysis support the outcomes and direction of programs.

## KOOKABURRA KIDS STEPPED CARE MODEL

Young people access one or all levels of support based on their individual circumstances at no cost



### Camps

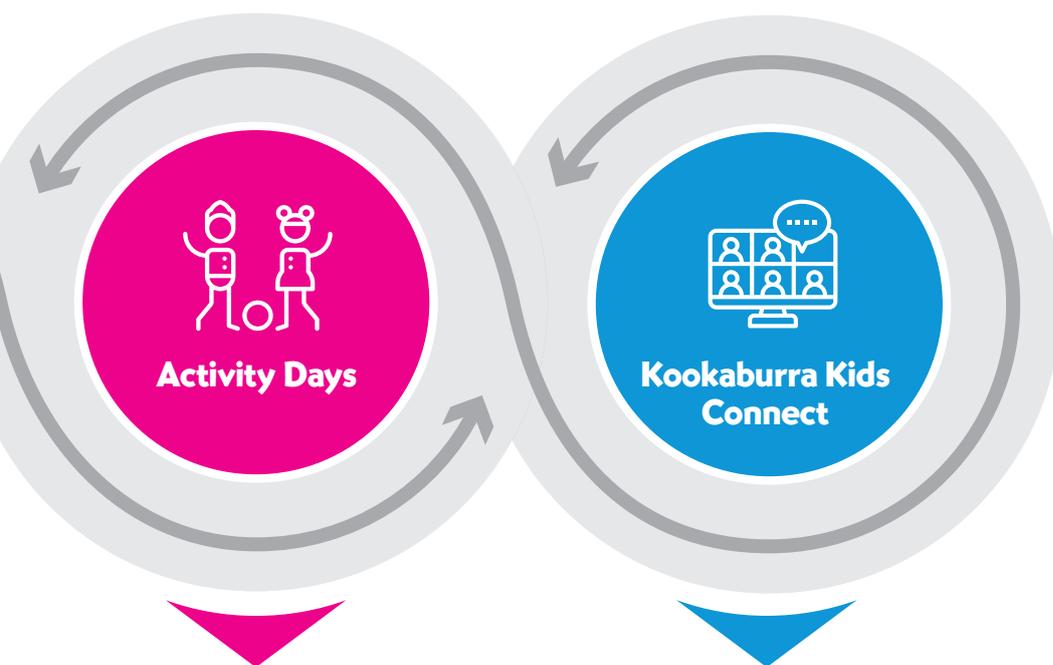
Est. 2002

Camps provide an interactive and stimulating experience where kids participate in discussions and fun activities. Features of our Camp Program include:

- Age-appropriate mental health education
- Resilience and friendship
- Young people of similar ages
- Recreational activities
- Fun and challenging
- Ongoing connections with camp leaders
- Peer support
- Kookabook take-home resource

A key component of the camp is the daily Chat Group – our mental health literacy program where young people build coping skills and resilience, empowering them to better understand the nature of PTSD and mental illness and build a support network of peers in similar circumstances.

## and Input – Clinical Research and Development



### **Activity Days** Est. 2013

Our Activity Day Programs are underpinned by the latest research in mental health literacy. We provide facilitated opportunities during each program for participants to learn more about strategies they can employ in their day to day world. Integrating the learning into a relaxed and supportive environment allows for positive mental health outcomes.

### **Kookaburra Kids Connect** Est. 2020

A virtual semi-structured online chat that strengthens bonds between young people with shared experiences living in families impacted by mental illness.

- Promotes a sense of belongingness and connectedness
- Improves mental health literacy
- Promotes safe, positive help-seeking behaviours.

# Connecting across Australia

Kookaburra Kids was established nearly twenty years ago as a Sydney based community organisation with the core purpose of empowering young people to thrive beyond the impacts of family mental illness.

The organisation's maturity continues to be nourished through our vision "to expand our services and make them accessible to every young person in Australia that needs our support". Our expansion plans are designed to address the growing need in the community. We know that 23% of Australian children live in families where at least one of their parents has or has had a mental illness<sup>1,2</sup>. Based on the last census, this equates to approximately 1 million Australian Children (aged

0-18 years) and 644,000 aged 8-18 years – those eligible for Kookaburra Kids services.

Our national expansion strategy commenced in 2017, and was the first stepping-stone in a significant period of growth. The organisation now has a presence in every mainland capital city of Australia.

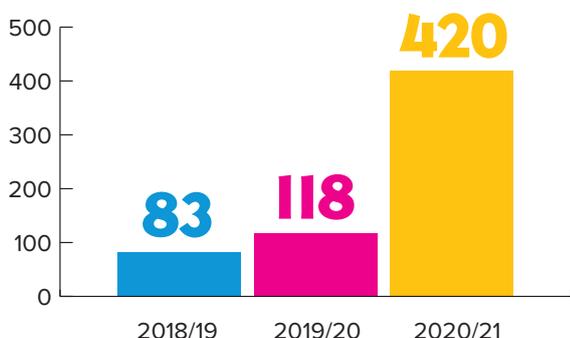
In 2021 we cemented our place as a national mental health support organisation with the launch of our programs in Western Australia in April, and welcoming our first Tasmania Kookaburra kids.

We have renewed our focus to deliver programs in all capital cities and major regional and city centres, including Townsville in Queensland and

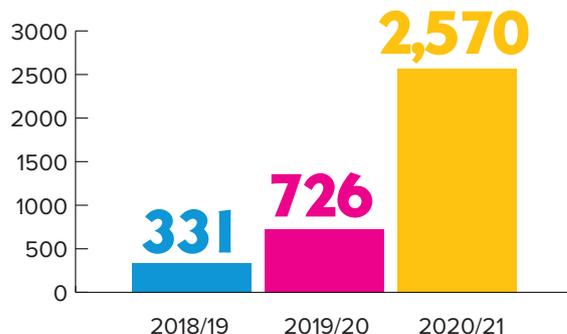
1. Australian Government National Mental Health Commission - The National Children's Mental Health and Wellbeing Strategy;

2. Maybery DJ, Reupert AE, Patrick K, Goodyear M, Crase L. Prevalence of parental mental illness in Australian families. Psychiatric Bulletin. 2009)

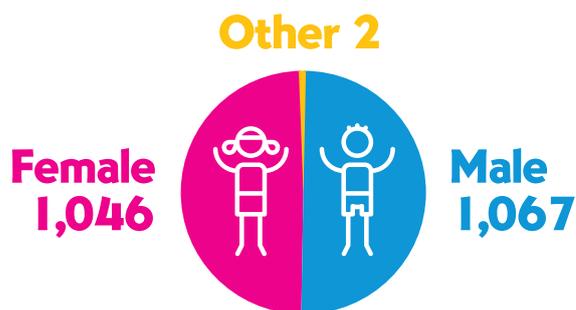
## Total Programs Delivered:



## Number of Participations:



Average repeat attendance rate per participating young person.



the Illawarra and Shoalhaven regions in New South Wales.

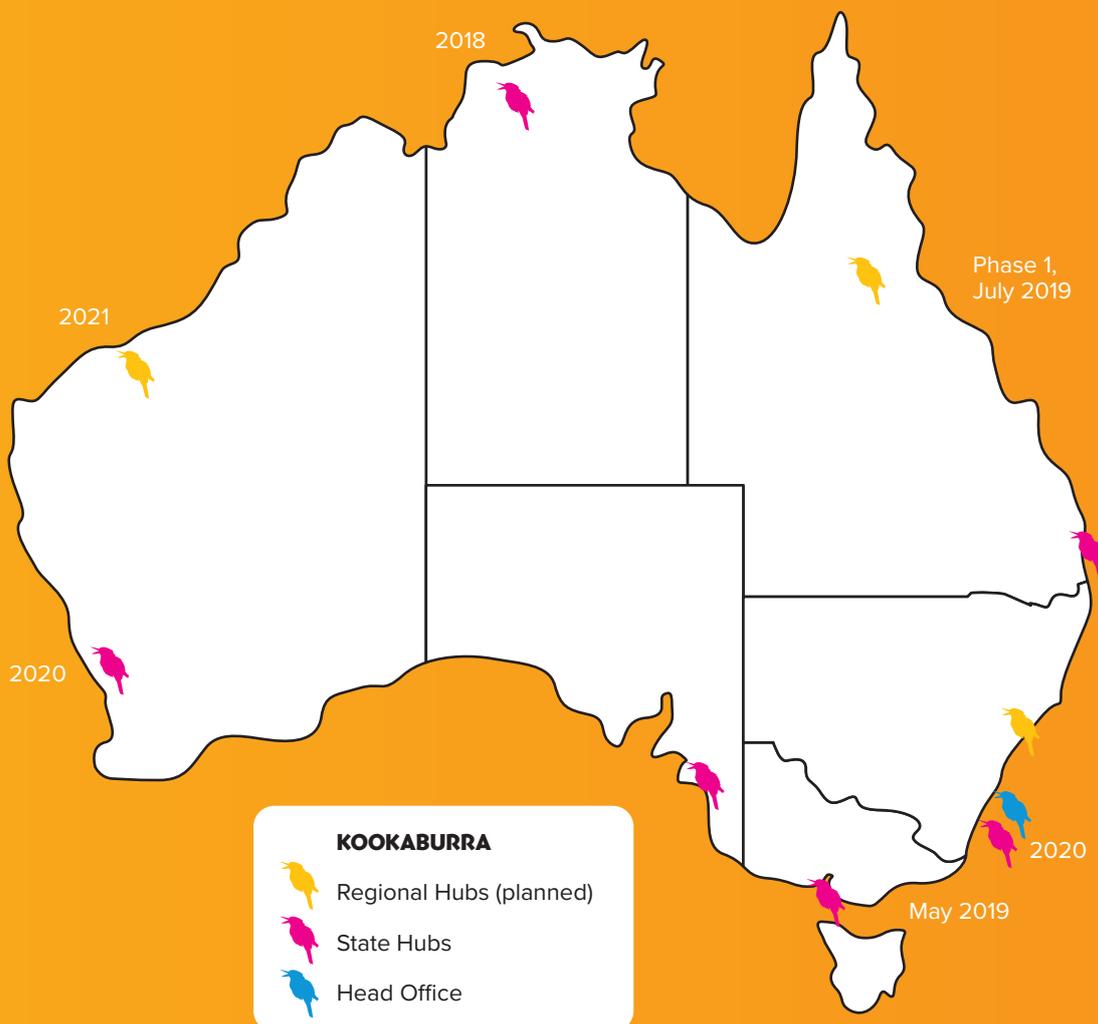
As well as growing our physical presence, the introduction and expansion of the Kookaburra Kids Connect online program offered greater access to a more significant number of young people, wherever they were located.

Kookaburra Kids moved quickly to address the restrictions and uncertainty imposed by COVID-19. We paused camps, and then developed and launched a mixed-mode model for face-to-face program delivery, where this was possible, with a mix of long and short activity days to allow a modified version of our Chat Group activity that would generally occur at camps.

Following Health and Safety guidelines, we capped program numbers to maintain social distancing for our activity days. We also created a new whole-day activity, embedding our chat group function that is usually part of our camp program.

The development of multiple service delivery methods accelerated engagement and client numbers throughout the financial year. Our ability to create this new form of multilayered service sets us up well for the year ahead and into the future.

Our stepped care model now empowers young people to engage and connect when and where they need – on their turf and on their terms.



# Connecting with families and young people in new ways

The global COVID-19 pandemic heightened isolation and changed how society communicated and engaged with one another. As an organisation, we were acutely aware that our services have never been more critical.

Developed by Kookaburra Kids' Head of Clinical Services Amanda Smith, our online Kookaburra Kids Connect program expanded and developed as a geographically agnostic virtual response to providing support during COVID-19, forming and strengthening bonds between young people living in families impacted by mental illness.

Using an online format, Connect broke down border barriers and increased accessibility and opportunities for young people all over Australia to take part in Kookaburra Kids programs. This was particularly relevant, as the impacts of the pandemic continued to be felt across Australia.

The virtual program provided an ongoing and trusted connection; for example, we were able to continue to support young people who relocated overseas due to deployment. It also allowed us to support young people in states and regional locations where we did not have a physical presence.

One of the most significant outcomes of the Connect program this year has been the publication of an interim report, part of the independent evaluation conducted by James Cook University and the University of Western Australia. This independent report demonstrates that participants in our program experience positive emotional reward and improved help-seeking behaviour leading to potentially improved health outcomes.

Aligned with our other programs, Connect proved a valuable resource which will continue to be developed and refined further in the future under the guidance of our clinical team.



Some key findings of the independent Interim Report about the Kookaburra Kids Connect program include:

A positive, socially supportive environment with like-minded others

Reassurance that helped allay doubts or fears

Increased accessibility to an important peer support group

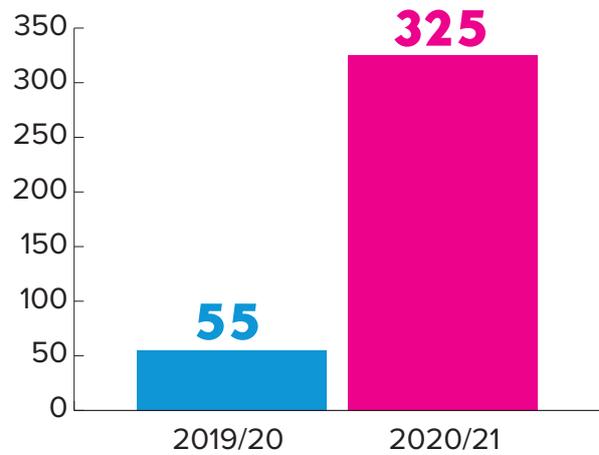
Positive help-seeking behaviours through shared lived experience

Authentic, transparent and respectful facilitators

Effective online peer support



Connect Sessions:



# Research and clinical outcomes

Our impact, journey and growth are grounded by our commitment to continual improvement. Our focus on clinical analysis enhances outcomes and program development. Throughout FY21, the Clinical Services team supplied clinical oversight to our organisation on trauma informed, recovery oriented, person-centred best practice principles in line with global, national, and state directives, legislative requirements and obligations.

The contemporary design, development and delivery of policies, training and induction of relevant health knowledge and skills supported the operations team, providing transferable knowledge into the programs.

Throughout the past financial year, the organisation:

- ▶ Resourced a new purpose-built health management system integrating telehealth and inter-relational health communication options.
- ▶ Developed the Moodle Learning Management System supporting clinical research and theory, the management of clinical risk and quality control, general profile awareness and education of staff into the broader community and health sector.
- ▶ Conducted a pilot evaluation of mixed-mode delivery held in the ACT to critically evaluate and analyse face-to-face delivery options and how to best align with National Health Priorities<sup>1,2</sup>, requirements, and implement evidence.

The organisation's commitment to aligning service outcomes with evidence has also continued. Young people living in families impacted by

mental illness are three times more likely to experience their own mental health challenges compared to the broader population. 1 in 5 (20%) Australians are living with a mental illness (AIHW, 2020) compared to '60% of children from families affected by parental mental illness [who] are at greater risk of experiencing mental health struggles compared to other children' (Maybery DJ, Reupert AE, Goodyear M, 2006).

It is for these reasons, that Kookaburra Kids remains committed to its unique model of service that delivers mental health literacy to young people living in families impacted by mental illness integrated with recreation – 'on the kids turf and on the kids terms'. There is a growing body of evidence which supports that increased mental health literacy leads to better long term mental health outcomes (Kelly CM, Jorm AF, Wright A, 2007). At our Kookaburra Kids programs, whether a short Connect session, or in Chat Group at camp, our young people are supported to improve their mental health literacy and help seeking behaviours. Through pre and post evaluation, using validated questionnaire measures, the Kookaburra Kids research team has demonstrated the effectiveness of this approach. Comparison of the pre and post intervention results indicates both mental health literacy and total help-seeking intentions significantly increased for the young people (Williams, Giles MHS Conference 2021).

1. Australian Government Department of Health; Australia's Long Term National Health Plan.

2. Australian Government Australian Institute of Health and Welfare; First report on the National Health Priority Areas.



**Kookaburra Kids has been fantastic for my kids; when their best mates moved, and we went into lockdown Kookaburra Connect allowed them to catch up online.**

**The care and compassion showed by all the volunteers is amazing.**

**The things my kids have learnt and the friendships they have developed across states will last a lifetime.**

**Kookaburra Kid**



# Connecting with our people

Our organisation survived and grew throughout this extraordinary year, largely due to our strong connections with our people. The agility and efforts of our team, especially our staff members and volunteers, have enabled us to expand our reach despite the most challenging conditions.

All staff members upheld the organisation's mission throughout the pandemic. They committed to ensuring the viability of the business even though financial sacrifices were involved. They maintained a values-based focus that has produced a significant impact.

Our inaugural National Conference "Celebrate, Communicate, Collaborate!", with guest speaker Dr Leanne Beagley, was held over two days in January, empowering our team and their efforts in expanding our services to even more kids across Australia and beyond.

We are also indebted to our wonderful volunteers, who are passionate about our mission and the young people we support. We have remained focused on supporting and engaging our volunteer team through this challenging period.

Although our organisation's volunteer numbers have not been immune to the impact of the pandemic, we maintained a core volunteer team. This was particularly relevant when border closures impacted the delivery of programs, minimising cancellations.

We have been working to rebuild and grow our volunteer numbers to our current base of 168 as of 30 June 2021.

Wherever we have been able to return to face-to-face programs, our volunteers have been involved in rock climbing, laser tag, bowling, surfing, bouldering, paintball, ice skating, movies, art and craft, social escape rooms, Dreamworld, Ray n Shark encounter, Lego brick building, arcade games, ceramic making, super cars, museums, zoos and movies – and more.

45 volunteers have also undertaken training to facilitate Kids Connect sessions. We aim to have a pool of at least 20 active volunteers in each jurisdiction where face-to-face programs are operating.

Our Volunteer Manager and People and Culture Administrator have enabled the People and Culture team to grow, engage and support our volunteers.

In addition to our focus on supporting programs, our team participated in the Wollongong Volunteer Expo. It was a fantastic event with lots of people enquiring about volunteering and wanting to know more about what we do.

We celebrated Volunteer Week with our CEO sharing a video message to thank our volunteers, spotlighting some of our long-term volunteers and sharing thank you messages from the staff during May. This was a fantastic way to say thank you to our volunteers for their valuable contribution.

Our staff members, and the volunteers who are a vital part of the AKKF team, have made an outstanding contribution throughout this challenging financial year. We thank our people for what they do to support the organisation and to change the lives of others.



**Everybody is  
going through something  
– whether you know about it or not.**

**The same is true for children, especially during  
their formative years. Knowing that you can make  
a difference simply by turning up and getting involved  
shows them that life isn't just home, school and chores –  
but also friends, fun, activities and good times. And seeing  
the kids get excited when you do something goofy (I fall  
over regularly while bowling or doing just about anything,  
really) really is the icing on the cake.**

Volunteer Matt



# Connecting with our communities

**Our organisation's ongoing growth and resilience is supported by individuals and organisations who share our commitment to actionable change.**

## Partnerships

In July 2020, a new Community and Partnerships group absorbed the Community Engagement team to consolidate all elements of outbound engagement activities across fundraising, marketing, digital and state-based community connection into a single team. This opened up many opportunities for cross-promotional activities and engaging all manner of stakeholders in the work of Kookaburra Kids.

For the first time, a dedicated Defence Liaison Officer was placed in Townsville to service the needs of Australia's largest cluster of defence-affiliated families. Defence community engagement activities and online and offline programs were assisted by community engagement personnel located in Darwin and Adelaide. Coupled with this, the West Australian Minister for Mental Health and West Australian Deputy Commissioner for Defence Veterans Australia (DVA) officially launched Kookaburra Kids services in Western Australia in April 2020.

As the organisation navigated through FY21, there was a burgeoning appreciation that future services would rely on dedicated partnerships, bringing into being a range of business, government and community alliances.

As an essential first step in this direction, in the final months of FY21 we engaged a Senior Business Development and Community Engagement expert with relationship building experience in the police sector to launch a dedicated Police Kids program across Australia in 2022.

Increased engagement with other stakeholders was also facilitated when our CEO presented to the Child and Adolescent Mental Health Conference in Brisbane.

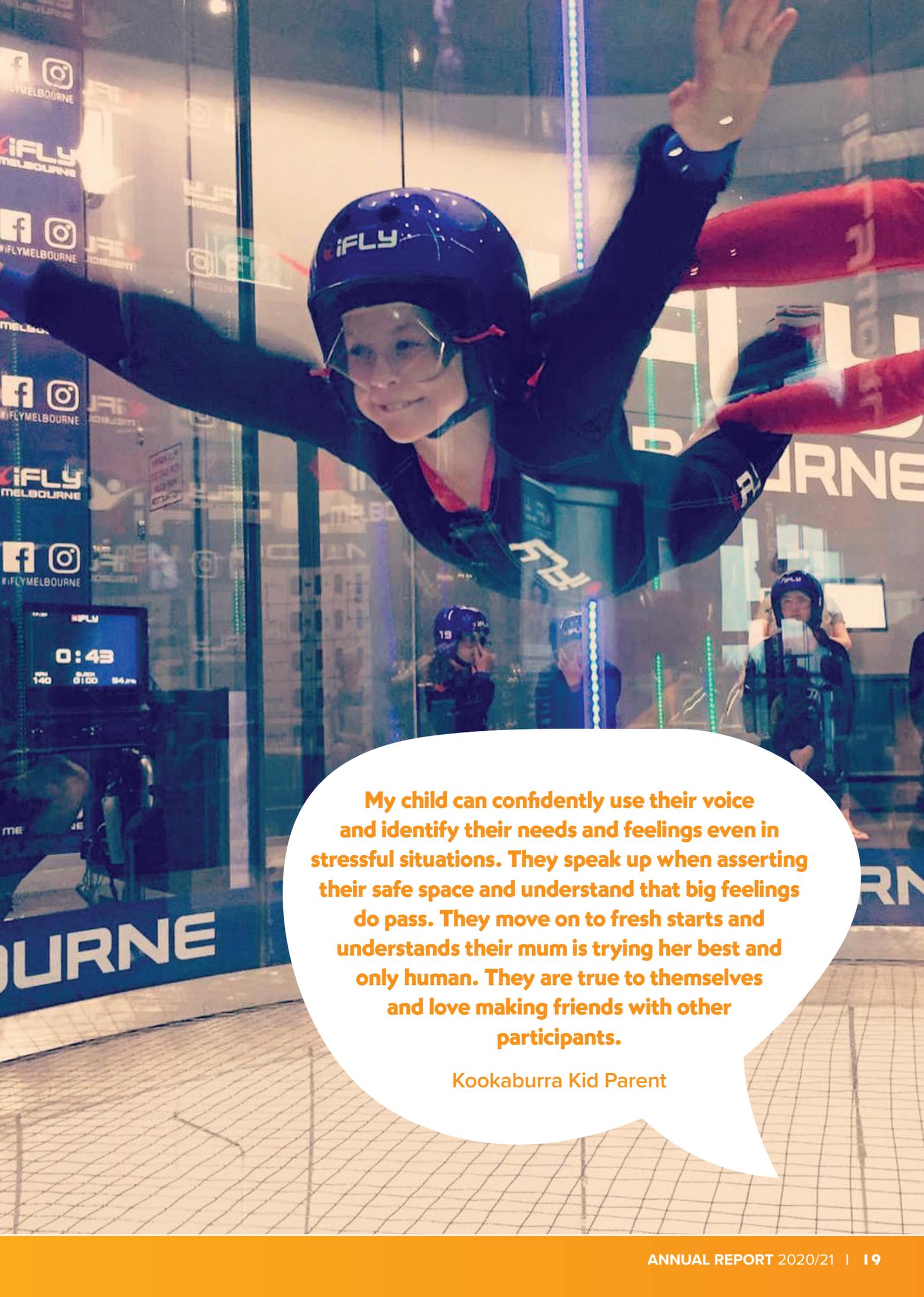
Revenue from government partners (both state and federal) and corporate sponsors continued to show great resilience despite the social/health challenges experienced throughout the year.

The Department of Veterans Affairs, Defence Member and Family Support (formerly Defence Community Organisation or DCO) and Thales were stalwarts in their continued contributions to the Defence Kids programs. Long-term supporters such as Deicorp, Big Sister Foundation, Energy Queensland (Energex/ Ergon Energy) and Count Charitable joined finance sector newcomers NAOS Asset Management, Moelis and Stanford Brown ensuring that the activities of the Core Kids programs remained well supported.

DVA and smaller grant bodies were very open to adapting deliverables that allowed us to be agile during challenging times.

Special mention should also be given to the advent of two other new and highly significant partners, the NSW Department of Health (Mental Health), which funded a trial of the hugely popular and highly successful Kids Connect program in late 2020; and Defence Housing Australia, which committed to a major partnership with our organisation from July 2020.

We are thankful and delighted that our sponsors and partners have renewed their support for Kookaburra Kids for FY22.



**My child can confidently use their voice and identify their needs and feelings even in stressful situations. They speak up when asserting their safe space and understand that big feelings do pass. They move on to fresh starts and understands their mum is trying her best and only human. They are true to themselves and love making friends with other participants.**

**Kookaburra Kid Parent**

## Fundraising

By the latter half of the financial year, the pandemic crisis had negatively impacted all our fundraising initiatives and impeded the growth of some newer revenue streams, causing us to recalibrate our fundraising expectations and work on additional sources of revenue.

Our community events-based fundraising was particularly impacted, as many events had to be deferred or cancelled following health advice relating to the rapidly changing situation and lockdowns in parts of Australia.

Reticence to give to charitable causes in general also increased as economic uncertainty disrupted the lives of the general public, and this trend served to reduce our revenue from public donations and support.

This impact was also felt in community grants and, in particular, the NSW Club Grants program, which relies upon strong public patronage to create resources that can fund community activities. Marked downturns in normally reliable funding streams provided by community-based philanthropic grant bodies presented a significant challenge to our organisation.

Our expectations of fundraising revenue had to be downgraded as a result of these factors. However, we could host some key events and initiatives that made the most of our team's fundraising talents.

During Mental Health Month, we launched a national community fundraising event, Skip 4 Kids, in October 2020. It was great to have NSW Police Commissioner Michael Fuller deliver a video encouraging all police, and others, to participate.

As well as our Skip4Kids Mental Health Month Challenge, we were also able to host the Annual Corporate Lunch in May 2021, after it had been postponed the previous year due to COVID-19 restrictions.

A capacity crowd of more than 300 senior business, community and government leaders gathered together at Doltone House, Jones Bay Wharf, Sydney, to hear from media personalities and ardent Kookaburra Kids advocates Osher Günsberg and Peter Overton, and equally passionate political supporters such as Attorney General Mark Speakman MP.



They offered lived experience examples of how impactful the work of the Foundation was and the difference it made to the lives of thousands of young people.

More than \$100,000 was raised from the participants at this event alone covering all associated costs.

Our corporate supporters and partners have generously provided funding whilst experiencing their own financial constraints as a result of downturn due to the pandemic.



## Digital engagement

The ongoing impact of the pandemic provided the opportunity for Kookaburra Kids to re-examine our communication and engagement channels. By investing in broadening the digital outreach and capacity of the organisation throughout FY21 we have strengthened our capabilities and reach in very positive ways.

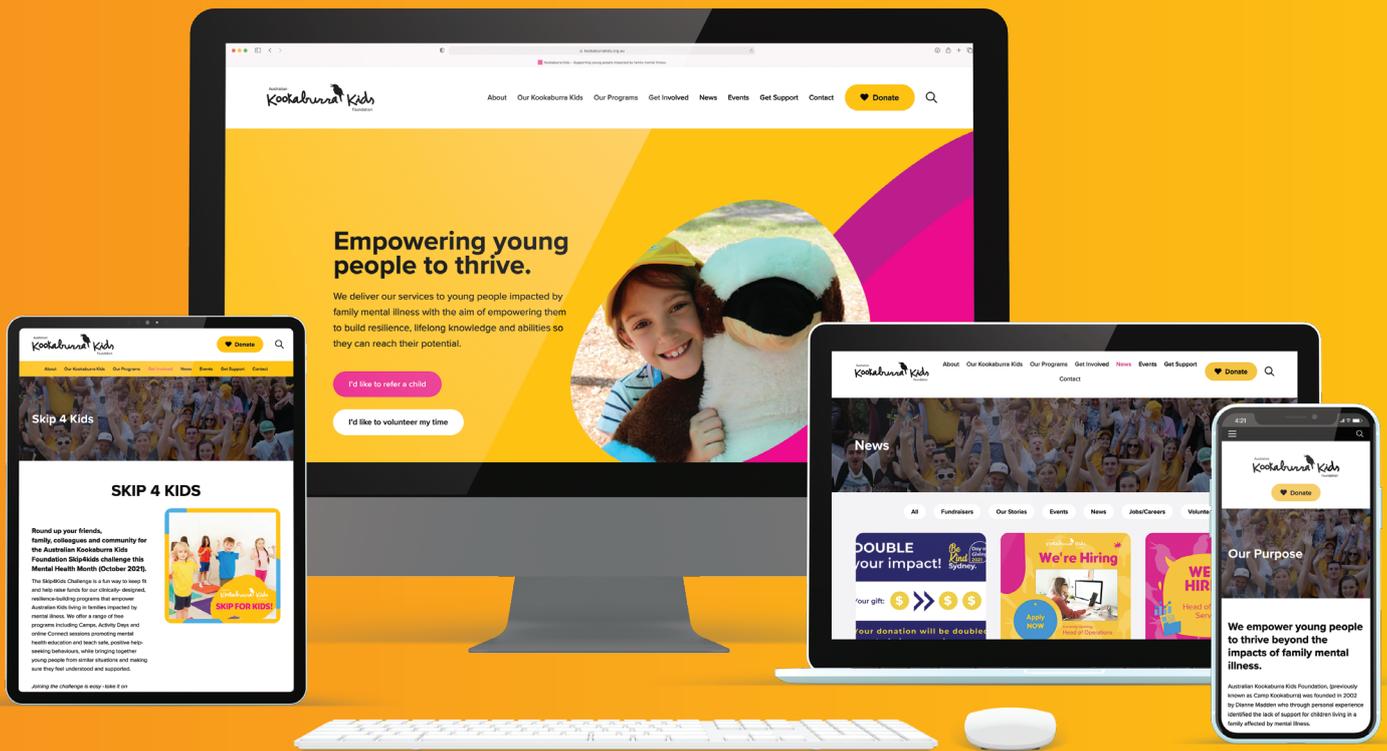
As part of the realignment of the Marketing Communications unit, two new positions were established to create closer alignment and greater synergy with fundraising activities. A National Digital Fundraising Coordinator was engaged to oversee a major redevelopment for our website and all marketing collateral for the organisation. A National Relationship and Communications Specialist was also engaged with the split role to serve the communication needs of established corporate partners and SME supporters and coordinate the organic social media presence across all external engagement channels.

Of note was the migration of our Christmas Appeal and the end-of-financial year Appeal to pure online formats commencing in December 2020, with outstanding results showing growth of over 150% improvement over the results from previous mail-based appeals.

A completely refreshed website was commissioned with user-friendly navigation and a robust e-commerce platform. In addition to greater functional capabilities, the visual identity and branding of the organisation's online and offline collateral were refreshed, resulting in an increased use by key stakeholder groups and wider distribution uptake beyond traditional user audiences.

We launched a series of promotional social media campaigns across a range of previously under-utilised platforms, including Facebook, Instagram, Twitter and YouTube. Throughout the year, a new wave of dynamic content postings achieved significant growth in audience and engagement.






**Facebook likes**

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Top demographic  
**35-54 year olds**



**Instagram likes**

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Top demographic  
**25-54 year olds**



Audience increased  
by **33%**



# FY 2 | Major Strategic Partners

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Australian Government  
Department of Veterans' Affairs

Kookaburra Kids is grateful for the continued support of the Australian Government for their commitment to the Defence Kids Program that continues to make a significant impact on the lives of young people.



Australian Government  
Department of Defence



Thales is a global technology leader for the Aerospace, Transport, Defence and Security markets. With the strong commitment to corporate social responsibility, Thales Australia is proud to be supporting Kookaburra Kids in their quest to support young people living in families impacted by mental illness.



Defence Housing Australia (DHA) supplies housing and related services to Australian Defence Force members and their families in line with Defence operational requirements. DHA partnered with Kookaburra Kids in July 2020 to support our delivery of programs to young people living in Australian Defence Force families impacted by mental illness through funding.



Big Sister Foundation is a long-term supporter of Kookaburra Kids. In January 2019, Kookaburra Kids and Big Sister Foundation commenced a new partnership that formally evaluates the core program's effectiveness. Big Sister has committed to supporting this initiative over a five-year period. This partnership will allow Kookaburra Kids to contribute to scientific research regarding the measurable impacts of early intervention on at-risk young people in Australia and Worldwide.



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. Medibank played an integral part in the launch of Kookaburra Kids into Victoria and 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.

# Supporting partners

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- ▶ Chief Ministers Charitable Fund ACT
- ▶ Brisbane Lord Mayor's Charitable Trust
- ▶ Coca Cola Australia Foundation
- ▶ Unity Water
- ▶ Snow Foundation
- ▶ Australian Communities Foundation - Lane Family Fund (General charitable purpose funds)
- ▶ Lendlease Foundation Australia
- ▶ Perpetual Impact Fund
- ▶ John James Foundation
- ▶ Commonwealth Bank Grassroots Grant
- ▶ Earlwood-Bardwell Park RSL
- ▶ Magpies Waitara Club Ltd
- ▶ Hornsby RSL
- ▶ Moorebank Sports Club
- ▶ Diggers at the Entrance
- ▶ Club Ryde
- ▶ West Pennant Hills Sports Club
- ▶ Halekulani Bowling Club
- ▶ Police Bank
- ▶ Southside Staffing Solutions
- ▶ Ray White Sutherland Shire

# Ambassadors and patrons

We are so proud and thankful for our Ambassadors and Patrons who support the Australian Kookaburra Kids Foundation. Their profile, mental health leadership and lived experience give depth and soundness to their ongoing commitment and contribution to our organisation.

## Our Ambassadors



**ALLAN SPARKES**  
CV, OAM, VA, FRSN  
Ambassador



**COMMISSIONER**  
**MICHAEL FULLER APM**  
Ambassador



**JESSICA ROWE AM**  
Ambassador



**LUCY BROGDEN AM**  
Ambassador



**PETER OVERTON AM**  
Ambassador



**ROSE COX**  
Young Ambassador

## Our Patrons



**THE HON. SCOTT MORRISON MP,**  
**PRIME MINISTER OF AUSTRALIA**  
Parliamentary Patron



**JOHN BROGDEN AM**  
Patron



# Our board

The honorary Board of the Australian Kookaburra Kids Foundation continues to drive the organisation forward, drawing on their broader experience, qualifications, and skillset. During FY21, the board were active in providing critical guidance and support through the pandemic, ensuring planned growth targets can be met and surpassed in future years.



## PATRICIA REID

Chair | Chair Governance & Culture Committee | Audit & Risk Committee

Patricia is a skilled senior executive with extensive business, finance, corporate governance, strategy and risk management expertise as a prior CEO, CFO and EY Partner. She is a Fellow of the Association of International Accountants, a Member of the Chartered Institute of Tax, and a Graduate of the Australian Institute of Company Directors (GAICD) and INSEAD's Advanced International Directors Program.



## JOANNE MCCAFFERTY

Deputy Chair | Governance & Culture Committee | Fundraising Committee

Joanne has extensive experience across business, government, finance, fundraising, marketing and corporate governance. She holds a Bachelor of Laws and is a member of the Australian Institute of Company Directors (AICD), graduate and member of GIA, a Company Secretary and member of the Asia Pacific Association of Communication Director (APACD)



## JARAD STIRLING

Chair Audit & Risk Committee

Jarad is a Certified Financial Planner™ with experience across the areas of finance, fundraising and corporate governance. He holds a Master of Applied Finance and is a CFP Member of Financial Planning Association of Australia (FPA)





### LEE KNIGHT

Audit & Risk Committee | Chair Clinical Governance Committee

Lee is a Registered Nurse (Clinical Nurse Consultant, Forensic Mental Health) with experience across government, health/mental health, child/youth services and risk management. He holds a Master of Nursing in Clinical Practice (Majoring in Mental Health) and a Master of Forensic Mental Health. He is also a Senior Lecturer in Forensic Mental Health at UNSW and an AICD Member.



### ANDREW BARRS

Retired 10 August 2021 | Clinical Governance Committee

Andrew is a Senior Service Management Consultant and a past chair of AKKF. He has extensive experience in the IT sector and skills across digital services strategies, fundraising, and government. He holds a Bachelor of Ministries.



### PETER KERR, AM

Retired 10 August 2021 | Governance & Culture Committee

Peter is a highly skilled lawyer and relationships manager with extensive experience across banking and financial services, property, and construction. Peter is well known for his work in Australian and international sport and is a member of the FINA Doping Panel and other sporting appeals tribunals. He holds a Bachelor of Laws, MAppFin and is a Member of the Order of Australia (2008).



### CHRIS DOWNY

Chair Fundraising Committee

Chris Downy is a political and issues management professional with wide and varied experience in government and broader stakeholder engagement at senior levels. He has been an elected Member of Parliament and Minister in the NSW Government and a Local Government Councillor. He has experience across business, government, and fundraising and holds a Bachelor of Arts (Hons).

The following were appointed directors of Australian Kookaburra Kids Foundation on 28 July 2021.

JACQUI MARTIN

SEAN O'HALLORAN

MARK PATERSON AO

JIM WINCHESTER

# Financials

The Directors report that without the Government COVID-19 support packages amounting to \$576,700, received via the Cashflow Boost and the JobKeeper Subsidy, Australian Kookaburra Kids Foundation Limited would have incurred a loss of (\$204,875) for FY21.

In addition, management took the proactive decision to control spending during the uncertainty of the COVID-19 operating environment. Controls were placed on employment, administration and rental expenses while focussing on continuous service delivery through the new digital Connect Program and our Activity Days (short and full days).

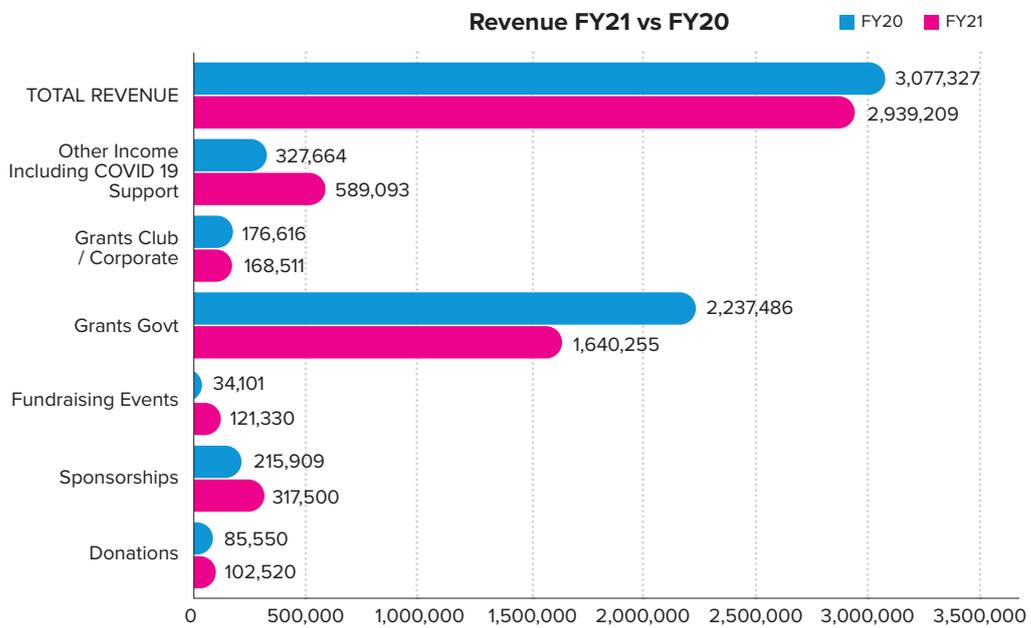
The surplus funds of \$371,825 have been earmarked to cover the (\$180,974) loss incurred in FY20 and for funding sustained future growth.

## Overall Financial Position as at 30 June 2021

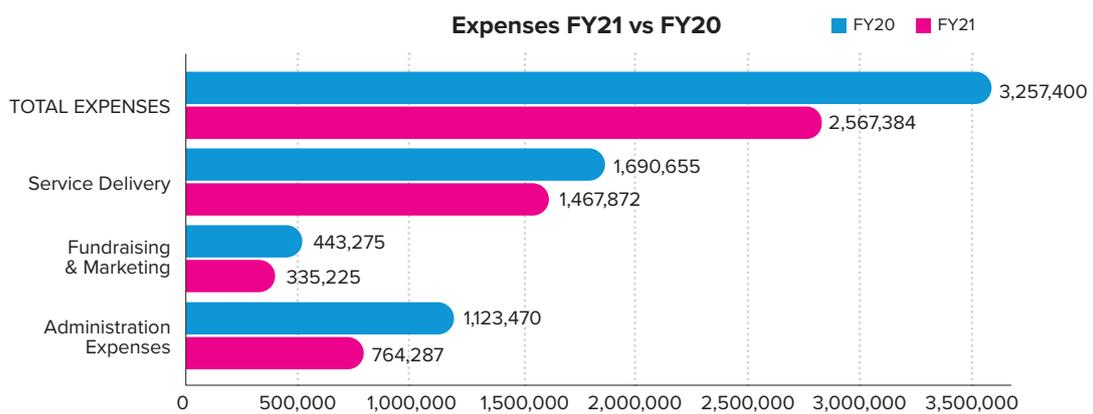
|                          | FY21             | FY20             |
|--------------------------|------------------|------------------|
| Current Assets           | 2,533,488        | 1,166,535        |
| Non Current Assets       | 78,350           | 86,610           |
| <b>Total Assets</b>      | <b>2,611,838</b> | <b>1,253,145</b> |
| Current Liabilities      | 1,882,721        | 914,125          |
| Non Current Liabilities  | 105,119          | 86,848           |
| <b>Total Liabilities</b> | <b>1,987,840</b> | <b>1,000,973</b> |
| <b>Net Assets</b>        | <b>623,998</b>   | <b>252,172</b>   |
| <b>Total Equity</b>      | <b>623,998</b>   | <b>252,172</b>   |



## Funding we received



## Where funds were spent



# The year ahead

The global pandemic has had a profound and long-standing impact on all levels of society. For Kookaburra Kids, the past financial year has been a story of resilience, innovation, growth, and expansion.

Our future focus is to bring greater depth to our services in all areas, in particular the new regions where we have just commenced services. To achieve this our engagement will necessarily involve an increased number of partner organisations, especially in those Australian states where we have a growing active presence.

There is an addressable market where our proven services can support and empower young people to thrive beyond the impacts of family mental illness. The relationships we continue to develop with partner organisations such as the Department of Defence will hopefully extend to others, including first responder groups, on a state and national basis. We will also be taking further action to support vulnerable and disadvantaged families impacted by family mental illness. The support of our Core Kids also continues to be a priority for the organisation, the funding raised from individual, corporate donors and grants will continue to support them and our efforts to fundraise in this area will be a priority into next year.

The Australian Government's recently released first National Children's Mental Health and Wellbeing Strategy provides a framework to guide the development of a comprehensive, integrated system of services, to maintain and support the mental health and wellbeing of children aged 0-12 and their families. Kookaburra Kids is well placed to work with Government and other stakeholders to action the recommendations within that strategy.

As the organisation moves forward, it is strengthened by a dedicated team of volunteers and supporters, with additional staff and volunteers to be added in delivery positions as we grow. We are also pleased to welcome four new board members in early FY 2022, including Mark Patterson, Sean O'Halloran, Jim Winchester, and Jacqui Martin, with the latter being our first

1. Australian Government National Mental Health Commission - The National Children's Mental Health and Wellbeing Strategy; 2. Maybery DJ, Reupert AE, Patrick K, Goodyear M, Crase L. Prevalence of parental mental illness in Australian families. Psychiatric Bulletin. 2009

board member in the organisation's history to be based outside of New South Wales.

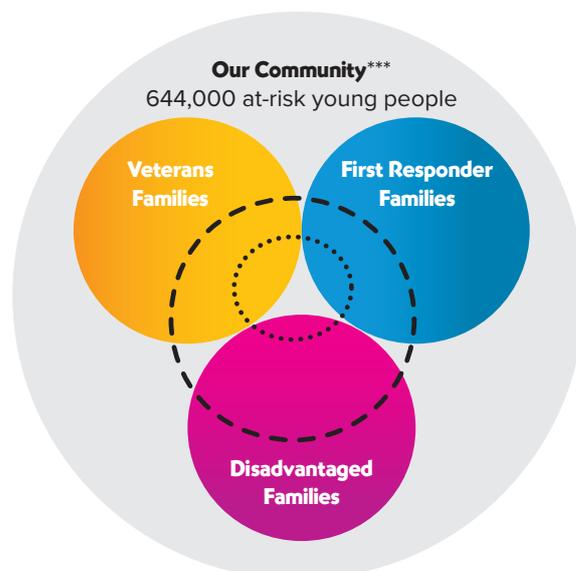
We remain committed to delivering programs that meet young people on their own turf and on their own terms. These programs highlight the significance of preventative early intervention and its capacity to help young people thrive beyond the impacts of family mental illness, with the benefits this brings to the community.

We are dedicated to ensuring that we make a difference in the lives of young people, grounded in the knowledge that our expanded service delivery model strengthens avenues for education, empowerment, partnerships, and a better future for all stakeholders.

Thank you for your interest in our annual report. 2022 is a very special year for Kookaburra Kids as we reach the milestone of our 20th Anniversary of helping young people in Australia. We are planning many events to celebrate this achievement and raise funds to support more young people. We hope that you will take this opportunity to continue to help us support and empower young people living with family mental illness.

The Kookaburra Kids Team

## Growth Areas



..... **Current Kookaburra Kids (~2000)**

- - **Future Target Markets**

\*\*\*23% of Australian children aged 8-18 years living in families impacted by mental illness <sup>(1,2)</sup>





# You can help make a difference

In 2022, our 20th Anniversary Year, your support will help us to reach even more young people across Australia who are impacted by family mental illness.

You can help us in the following ways:



## Partner with us

Partnering with our organisation through sponsorship and financial contributions is a great way to help young people and boost your organisation's capacity for giving and corporate social responsibility.

## Become a volunteer

Volunteering with us is a great way to give back and increase your skills and knowledge.

## Fund or donate

If you are a trust, foundation or private individual, you can be assured you are donating to a trusted organisation with sound corporate governance and positive actionable outcomes.

## Fundraise

Our team can help your organisation to link your fundraising plans to our activities.

## Refer a child

If you are a school counsellor, mental health worker, GP, other health professional, family member or community worker you can refer a child to Kookaburra Kids.

Visit our website to access further details

[www.kookaburrakids.org.au](http://www.kookaburrakids.org.au), or connect with us via social media channels.





Australian  
**Kookaburra Kids**  
Foundation



**Phone:** 1300 566 525



**Email:** [info@kookaburrakids.org.au](mailto:info@kookaburrakids.org.au)

## Current Major Strategic Partners



**Australian Government**  
Department of Veterans' Affairs

**THALES**



**Australian Government**  
Department of Defence