



alannah &
madeline
foundation

Our Strategy 2026 – 2029

For their right to be *safe*



It's their right. It's our reason.

Three decades ago, Walter Mikac AM established a foundation on the belief that remains just as powerful today: **“that all children should have a safe and happy childhood without being subjected to any form of violence”**. The Foundation was named in honour of his daughters, Alannah and Madeline, who were killed alongside their mother, Nanette, in an unspeakable act of violence at Port Arthur in 1996.

**From tragedy came vision.
From tragedy came hope.
From tragedy came strength.**

Today, we honour that legacy by continuing vital work at the Foundation. The world has changed and so have the challenges facing children and young people, but our founding belief has not.

This strategy is our roadmap to achieve our purpose. We're building on our strengths by deepening our work in online safety, supporting children to heal and recover from trauma, preventing bullying in rural communities, advocating for systems change, and delivering integrated support where it's most needed.

We're also strengthening the quality of our work by ensuring everything we do is trauma-informed, inclusive and guided by the voices of children and young people.

Our strategy for 2026 to 2029 sets out the work ahead of us, but we can't do it alone. If you share our belief in a world where every child and young person is safe, strong and heard, we need your help. Please join us as we continue to honour the legacy of Alannah and Madeline, and protect the right of all children and young people to be safe.



Our vision

All children and young people are safe, strong and heard.

Our purpose

We champion and strengthen the rights of children and young people to be safe wherever they live, learn and play.



Our principles

We uphold children's rights

We are guided by the UN Convention on the Rights of the Child, and we uphold the rights of children to protection, provision and participation.

We focus on strengths

We believe that with the right tools, resources and support, every child, young person and community has the capacity to ensure they are safe, strong and heard.

We work together

We listen, engage and act. We build trust and genuine partnerships with children, young people and each other. Through collaboration and shared understanding, we support safety and wellbeing.

We know that everyone has a story

We recognise the impact of trauma, adversity and vulnerability, including on ourselves. By doing so, we create a safe, supportive and inclusive environment for staff, volunteers, partners and the children and young people we serve.





25% of teens  have seen news stories that are untrue

56% of teens  have seen deepfake content

46%  Young people concerned about emotional abuse

Why we're still here

 53% Young Australians experienced cyberbullying

62%  experience 1 form of mistreatment

92%  want gun laws strengthened

- 62% of Australians have experienced at least one form of maltreatment in childhood – and it is actually more common to have experienced multiple forms of maltreatment than to have experienced none at all. ¹

- Around 30 children per day are taken into emergency care because they're at serious risk of harm or have no safe place to live. ²


- 56% of Australian teens believe they had seen deepfake content. ³

- 25% of Australian teens had recently seen a news story on social media which they later found out was untrue. ⁴

- 46% of young people reported that bullying or emotional abuse was a concern for them in the past year. ⁵

- 53% of young people had experienced cyberbullying. ⁶

- Special interest groups and the gun lobby continue to undermine our firearm safety laws, despite 92% of Australians wanting our gun laws strengthened after the Bondi tragedy. ⁷

 30 children per day are taken into emergency care

1] The prevalence and impact of child maltreatment in Australia: Findings from the Australian Child Maltreatment Study: 2023 Brief Report (Mathews et al.)
 2] Australian Institute of Health and Welfare, Child protection Australia 2023-24
 3] UNICEF, 'A generation online: ensuring children and young people thrive in the digital world,' 2025
 4] 'News and young Australians in 2023: how children and teens access, perceive and are affected by news media,' 2023 (Notley et al.)
 5] Mission Australia, Youth Survey, 2024
 6] eSafety Commission 'Keeping Kids Safe Online' Research Report 2025
 7] YouGov, Australians overwhelmingly support stronger gun laws following Bondi attack, December 2025

Our strategy

Our strategy is a map leading us to **achieve our purpose.**

To make that happen, we work towards three child-facing 'Big Gets':

Delivering integrated therapeutic and practical supports, and enhancing the capacity of others to respond.

Supporting all children and young people to have safe, inclusive, and empowering digital experiences.

Providing bullying prevention programs and response strategies.

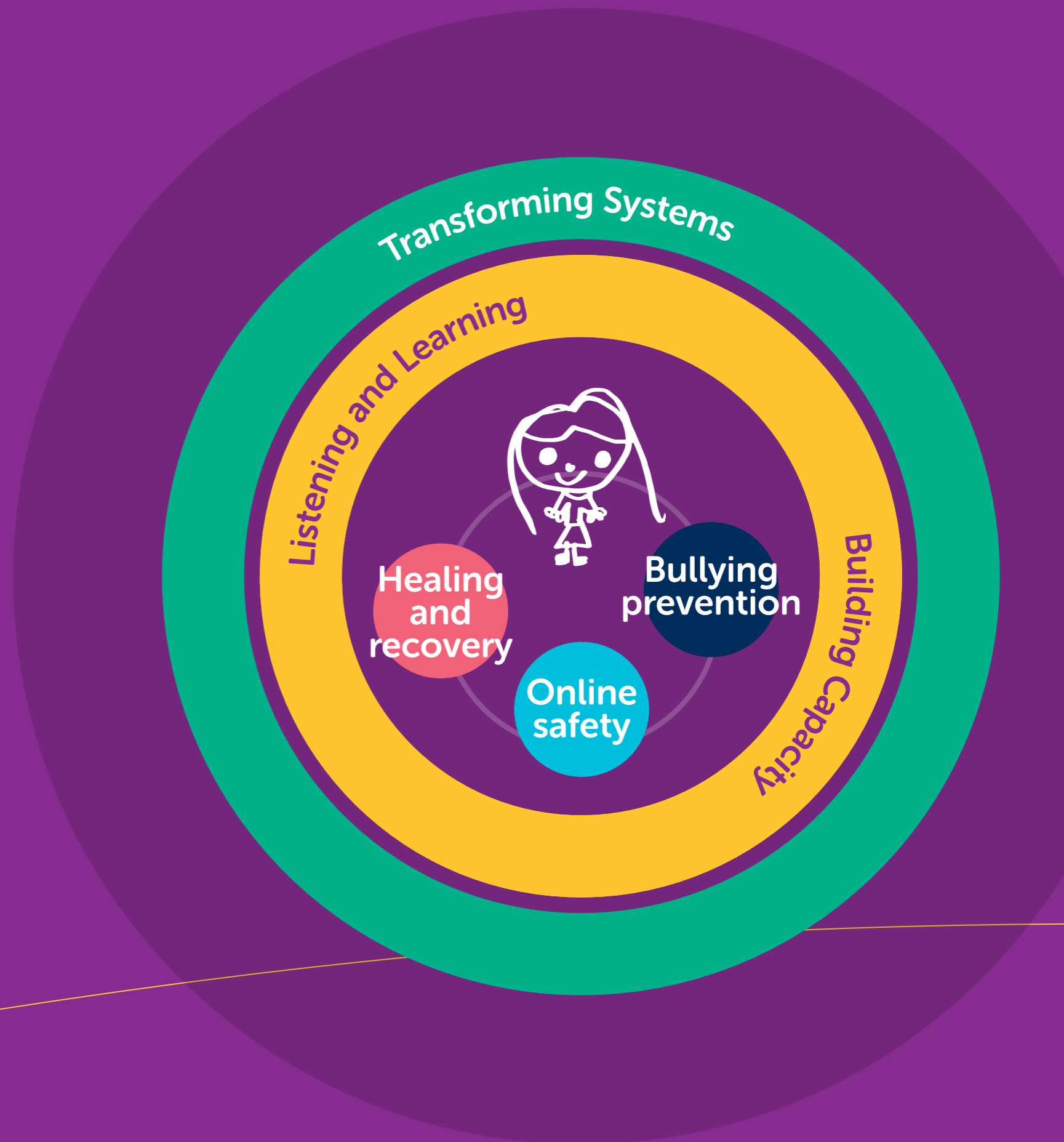
Wrapping around our work, we also continue to build two internal-facing 'Big Gets':

Listening to and learning from children and young people and being trauma-informed in everything we do.

Building our own collective capacity to deliver on our vision.

Our final 'Big Get' steps back and looks at the big picture:

Transforming systems, so that children's rights are realised.



Big 
Get 1



Healing and recovery

We will improve outcomes for children and young people experiencing trauma by delivering integrated therapeutic and practical supports, and by strengthening the capacity of others to respond.

Goals for 2030

All children will have access to the tools, supports and services they need for their wellbeing.

Parents, carers, educators and communities will have the knowledge and skills to ensure children are safe, strong and heard.

The needs of children experiencing significant vulnerability will be recognised and responded to by the systems that support them.

Measures of success

Children and young people have improved wellbeing.

Parents are better equipped with knowledge and skills to meet children's needs.

Educators are better equipped to meet the needs of children in their care.

We have positive collaborative relationships that improve support for children experiencing vulnerability.





Online safety

We will support all children and young people to have safe, inclusive and empowering digital experiences.

Goals for 2030

All children and young people can use digital spaces safely and respectfully, with the knowledge and skills they need to make good choices online.

Children and young people, along with their families, educators, communities and governments, work together to protect their digital rights.



Measures of success

Children and young people have the skills to be safe online, use digital spaces responsibly and protect themselves and others from harm.

Educators, families and communities have the knowledge and confidence to support safe digital use.

Schools are equipped to teach children to use digital technologies in safe, positive and responsible ways.

Young people are part of decisions that affect their digital lives and help shape how their online safety is protected.



Bullying prevention

We will address bullying and its impacts by providing prevention programs and response strategies that support and educate children and young people, families, schools and communities.

Goals for 2030

Dolly's Dream is a nationally trusted, evidence-led anti-bullying organisation with a focus on rural Australia.

Children, young people and their families, especially in rural communities, have better access to the support they need

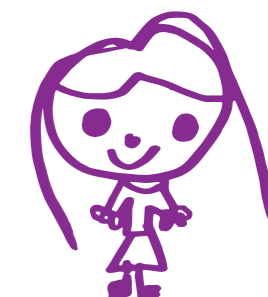
Measures of success

Students and their families successfully transition from distance education to boarding school.

Families in rural Australia are supported and connected.

Children, young people, parents, carers and educators work together to prevent bullying and mental health challenges.





Listening and learning

We are a safe, respectful and inclusive place for everyone, guided by the voices of children and young people, by strong evidence, and by lived experience.

Goals for 2030

We are trauma-informed in everything we do.

We meet the evolving needs of the children, young people and communities we serve.

We listen to the voices and perspectives of children and young people.

Our work is informed by evidence.

Measures of success

All programs are shaped by lived experiences, with children at the centre.

The Child Safe Standards guide everyday practice.

Big
Get 5



Building capacity

We are an adaptive organisation with empowered people and strong governance, fuelled by sustainable funding and efficient operations.

Goals for 2030

Our work is supported by flexible business models grounded in clear and sustainable value.

We have the right people in our teams, with the freedom to think and act so they can do their best work.

Measures of success

Our people are supported and motivated to do their best work to achieve our purpose.

Our income channels grow in a planned and balanced way, with a focus on funding that is regular and reliable.

We create value for key stakeholders, as demonstrated by their increased engagement.

Our governance frameworks and practices are working well to support our purpose.

Emerging technology and artificial intelligence are used responsibly to reduce risk and improve efficiency.





Transforming systems

We will positively transform systems, so children's rights are realised.

Goals for 2030

Children's rights are upheld in digital environments.

The National Firearms Agreement is fully implemented across Australia.

Rural communities have a strong voice in shaping solutions that prevent bullying.

Trauma-informed approaches are part of everyday practice across education systems, strengthening support for children, young people, families and educators.

Measures of success

Children and young people's voices and experiences shape our advocacy.

Legislation and regulation prioritise the wellbeing of children and young people online.

No jurisdiction weakens its laws or position on gun safety.

The voices of rural communities drive action on bullying and youth mental health.

Trauma-informed approaches inform all national policy discussions on reforms to the Early Years sector.

Our theory of change

Why we exist

Childhood is a terrible thing to lose.
We exist because too many children and young people lose theirs to violence and trauma.

Our purpose

We champion and strengthen the rights of children and young people to be safe wherever they live, learn and play.

How we work

- We work:
- with children and young people, listening and learning from their experiences
 - to deliberately seek out the gaps where systems are not serving them
 - in partnership with others to create collective impact.

What we do and why

- We respond to the immediate needs of children, so they are supported and safe.
- We develop individual capabilities across the community, so they are strong.
- We build collective capacity within the community, so they are heard.
- We monitor, evaluate and learn.
- We leverage lived experience and evidence.
- We advocate for transformed systems.

Our impact

The change we fight for is that all children and young people's rights are realised so that

all children and young people are safe, strong and heard.





The Alannah & Madeline Foundation is a national not-for-profit organisation dedicated to keeping children and young people free from violence and trauma wherever they live, learn and play. **We fight for their right to be safe**, so their future is strong.



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