

For their right to be safe



alannah &
madeline
foundation

Report to the Community

Highlights and reflections from 2022



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The Alannah & Madeline Foundation acknowledges the Traditional Owners of the land and waterways throughout Australia, and their continuous connections to land, waters and community. We pay our respects to all Elders past and present, and with their guidance, we are committed to working to ensure all children and young people are safe and inspired with the freedom to flourish.



The stories used throughout this report are true accounts. However, the names of all children, young people, parents, practitioners and educators have been changed to protect their privacy and safety.

We strive to create a respectful and inclusive space for people of all cultures and identities.



We are proudly Child Safe.



Message from our Chair and CEO



Welcome to our 2022 *Report to the Community* – a snapshot of our activities over the last year and our report to you on progress towards our goal of supporting children and young people to be safe and inspired with the freedom to flourish.

2022 was a milestone year, as we marked 25 years of helping children and young people to be safe. We gathered with our closest friends and supporters to remember the victims, survivors, families, first responders and the community at the centre of the tragedy that led to our formation.

It was also a time to honour the work of Walter Mikac AM who, along with a small group of volunteers, established the Alannah & Madeline Foundation in the name of his daughters with the vision that “all children should have a safe and happy childhood without being subjected to any form of violence.”

Twenty-five years on, the form of violence and its effects may have changed, but our founding belief has not: we uphold the rights of children and young people to be safe.

Our purpose is to create a safer world for and with children and young people – online and offline – and to ensure our youngest citizens can grow up free from violence and trauma, so they can thrive. In 2022 we continued to do this through our **Care, Prevention and Advocacy** programs.

2022 Highlights

Last year, our Trauma Consultancy Service, *TraCS*, supported 9,740 children and 1,484 early years educators across Victoria.

Our digital and media literacy products also saw a boost, through the launch of our new eSmart Digital Licence+, reaching schools across Australia, New Zealand and the Philippines. Another key highlight was seeing our Dolly’s Dream Support Line extended its hours of operation to provide the country’s first 24/7 regional, rural and remote support line for children and young people dealing with bullying.

We also continued to advocate for children’s rights in the digital world through government submissions and engagement with the technology industry. This included making a submission for the development of online safety codes under the Online Safety Act 2021, with recommendations to reform digital spaces to better uphold children’s rights.

Through the Australian Gun Safety Alliance, we continued to advocate for all jurisdictions to comply with the National Firearms Agreement developed in the wake of the Port Arthur tragedy some 26 years ago – something which is still yet to happen. In November, we were pleased to launch the bipartisan Parliamentary Friends of Firearm Safety in Canberra with the aim of strengthening our firearm laws.

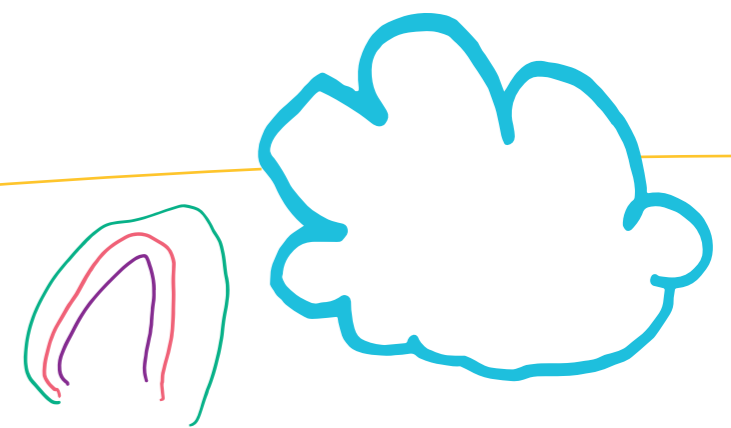
In everything we do at the Alannah & Madeline Foundation, we take a rights-based and strengths-based approach – and live and breathe the mantra of “nothing about us without us”, which ensures the experiences and perspectives of children and young people are front and centre in the development of our work. Just one example from 2022 is *Crushed But Okay*, designed by and for young people to start a dialogue about rejection and healthy relationships. You can read more about this award-winning project on page 5.

We know there is still so much more to do. And we know that, with your help, we can continue to fulfil Walter Mikac’s vision and our promise for the next generation.

Only when children and young people are safe can they also be happy, hopeful and strong. It’s their right. It’s our reason. And it’s why we will continue supporting and empowering children and young people to be safe for as long as it takes.

Thank you.

Greg Sutherland Chair
Sarah Davies AM Chief Executive Officer



2022 highlights



2022 was a formative year for the Foundation – we developed and launched our new Strategic Plan and Big Gets, made significant improvements to our existing program and service offerings, and continued to support children, young people and their families and communities to be safe and strong – at school, online and beyond.

Year 1 Report Card

2022-2025 Goals	2022 Actions	2022 Progress
Big Get 1 We will support children to recover and heal from trauma		
2022-2025 goals: <ul style="list-style-type: none"> expand TraCS to more kindergartens and schools in Victoria and beyond support more children through Children Ahead and Cubby House continue to provide Buddy Bags to children most in need. 	<ul style="list-style-type: none"> TraCS continued its expansion, with 182 services engaged in 2022. We also developed a new school offering to be launched in 2023. We supported 59 children through Children Ahead. Between June and December when the Court reopened after Covid, 94 children were supported through Cubby House. 8118 Buddy Bags were packed and distributed to children doing it tough. 	
Big Get 2 We will empower positive digital citizens		
2022-2025 goals: <ul style="list-style-type: none"> roll out Digital Licence+ nationally to all students aged 10 to 14 support schools to deliver a meaningful digital intelligence curriculum to all students enhance our eSmart learning products to empower young people to be safe and responsible online. 	<ul style="list-style-type: none"> Digital Licence+ launched, with 20,000 students aged 10 to 14 already engaged. We further developed our Media Literacy Lab program, adding new modules covering problem gambling and harmful advertising tactics. The Federal Government committed \$6 million to rollout our Digital Licence+ and Media Literacy Lab programs to all Australian schools. 	

2022-2025 Goals	2022 Actions	2022 Progress
Big Get 3 We will realise Dolly's Dream to change the culture of bullying		
2022-2025 goals: <ul style="list-style-type: none"> increase support for regional, rural and remote families, to keep young people safe at school, online and beyond continue the national conversation around bullying through our flagship national campaign, Do It For Dolly Day. 	<ul style="list-style-type: none"> We partnered with Kids Helpline to extend the Dolly's Dream Support Line to 24/7, providing more support for young people and families from regional Australia. We delivered 151 anti-bullying and online safety workshops across regional Australia teaching community members ways to prevent bullying and make spaces for young people safe and supportive. 800 communities across Australia held Do It For Dolly Day events. 	
Big Get 4 We will fight for the right of children and young people to be safe		
2022-2025 goals: <ul style="list-style-type: none"> involve children and young people in all areas of our work work with the technology sector and governments to make online spaces safe ensure children are recognised as Victims of Crime continue our work through the Australian Gun Safety Alliance to ensure no jurisdiction weakens its position on gun safety. 	<ul style="list-style-type: none"> We continued to speak out for children's rights through policy submissions, stakeholder engagement, media, education and awareness raising. Key moments include: <ul style="list-style-type: none"> A policy submission in response to the first draft of Online Safety Codes by tech leaders, as part of our work with industry and government to make online spaces safe for children and young people. Re-formation of the Parliamentary Friends of Firearm Safety, in Canberra in November, renewing the bipartisan commitment to keeping our gun laws responsible, safe and strong. 	
Big Get 5 We will learn, adapt and grow		
2022-2025 goals: <ul style="list-style-type: none"> embed measurement, evaluation and continuous learning into all our work develop and deploy the right systems and tools to enable a sustainable business model, built for impact engage individuals and partners to fund our work, amplify our reach, and increase our impact build a high-performing team that reflects the diversity of our clients, collaborators, and communities. 	<ul style="list-style-type: none"> We made progress towards the development of our organisational measurement, evaluation and learning framework. We developed our Children & Young People Participation Framework, outlining how we will meaningfully embed the voices and perspectives of children and young people into our programs and services. Implementation of our Reconciliation Action Plan continued, and 80% of staff participated in cultural awareness training. We continued to see strong support for our work, with 80% of our revenue coming from the community, enabling us to remain agile to respond to the emerging needs of children – but we did not generate as much revenue as we had forecast, which slowed the pace at which we could progress our ambitious goals and agenda. 	

For their right to be safe

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.

We exist to support and empower children and young people to be safe and inspired with the freedom to flourish.

But we know their futures are threatened when they experience trauma and vulnerability as a result of violence, bullying and other harms in their homes, communities, and online.



By the numbers

- One in six women and one in 16 men **experience violence at the hands of their current or former partner – more than half said their child saw or heard the violence.** ⁽¹⁾
- Each year, 13,000 Australian children **are taken into emergency care** because they're at serious risk of harm or have no safe place to live – many arrive with nothing but the clothes they are wearing. ⁽²⁾
- One in five young Australians aged 15-19 say **they were bullied in the past year** ⁽³⁾, and **half of young Australians say they have been the target of hurtful behaviour online**, nasty comments, rumours, threats or impersonation. ⁽⁴⁾
- The average school-aged child owns three personal screen-based devices, and 80% of 16-17 year-olds use social media almost every day. ⁽⁵⁾

 **13,000** children are taken into emergency care

Bullied in past year  Aged 15 to 19

Rumours Threats Nasty online  **1/2** Young Australians

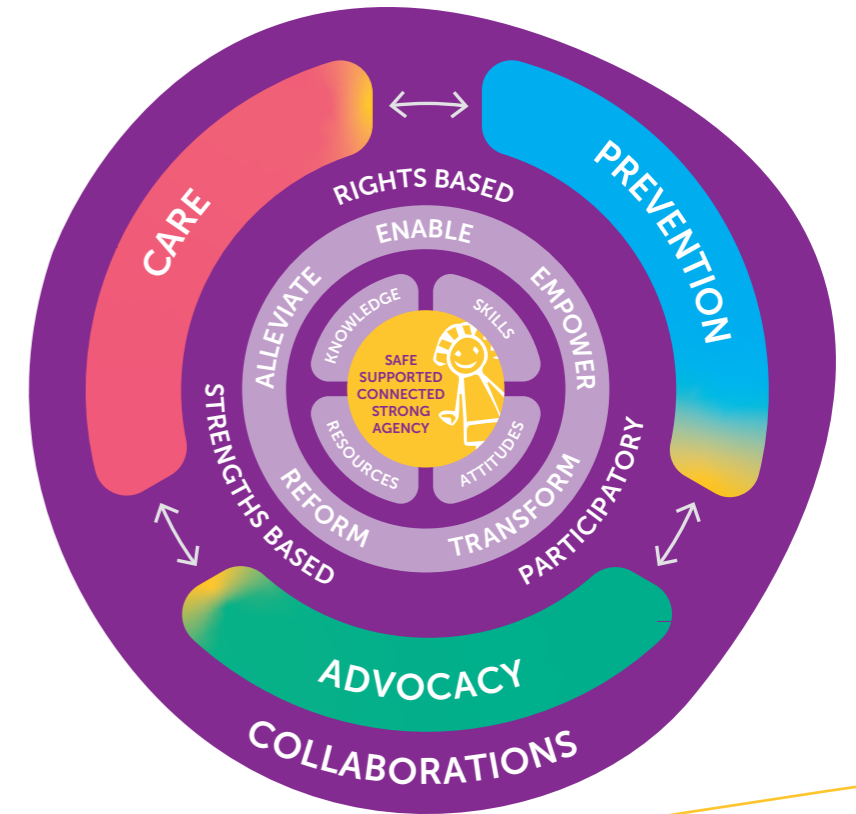
Sources:
 1) Australian Institute of Health and Welfare, Family, domestic and sexual violence data in Australia, Canberra, 2021, <https://www.aihw.gov.au/reports/domestic-violence/family-domestic-sexual-violence-data>
 2) Australian Institute of Health and Welfare, 'Child protection Australia 2019-20', Canberra, 2021, <https://www.aihw.gov.au/reports/child-protection/child-protection-australia-2019-20/summary>
 3) Mission Australia, Youth Survey, 2019, <https://www.missionaustralia.com.au/publications/youth-survey>
 4) Headspace, 'National Youth Mental Health Survey 2020: Experiences of cyberbullying over time', 2020, <https://headspace.org.au/our-impact/evaluation-research-reports/>
 5) Graham, A., & Sahlberg, P. (2021). Growing Up Digital Australia: Phase 2 technical report. Gonski Institute for Education. UNSW, Sydney

Driving change – our approach

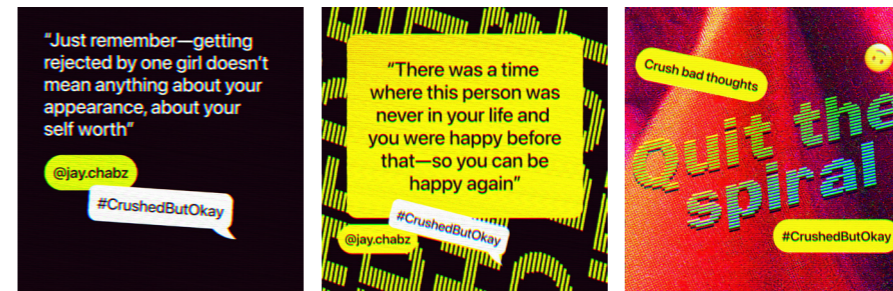
In everything we do, we are led by our three guiding principles – rights-based, strengths-based and participatory approaches.

Our Care, Prevention and Advocacy programs alleviate, enable, empower, transform and reform by building knowledge, skills, attitudes and resources, so children and young people are safe, supported, connected, strong, and have agency.

And we collaborate to achieve reach and scale, so that children and young people are safe and inspired with the freedom to flourish.



CRUSHED BUT OKAY



Nothing about us without us

Central to who are and what we do is our fundamental guiding principle – nothing about us without us. This mantra, along with our rights-based and strengths-based approach, informs all aspects of the way we work. A key example of this principle in practice in the last year is *Crushed But Okay*.

Crushed But Okay is an Australian-first campaign that launched in April aimed at young men aged 15-17 to reduce online harms of a sexualised nature against women. The program role-models how to manage rejection well, by equipping young men with practical strategies to communicate respectfully when online intimate relationships don't go the way they'd hoped – early and before harmful attitudes can develop.

The program was developed in partnership with Swinburne University of Technology, digital agency Today, and eSafety, as well as nine Youth Advisers whose real-life experiences were embedded in the program design and shaped the campaign messages and creative content, making it fun, authentic and relevant to young men and women.

The campaign far surpassed its original target to reach 10,000 young people – reaching over 1.5 million people online and a further 1 million people through the media, and winning numerous industry design awards. Learn more at crushedbutokay.org.au.

Crushed But Okay in their own words...



My opinion was truly valued and heard which is a really nice feeling from people who are much older than you. I think it is also beneficial for the organisation and others in the future, as young people are the experts on young people.

I was honestly surprised by how much our opinions and ideas shaped the final project. Previously in contexts like this at school for example where they ask for students' opinions they rarely actually listen.

– Scarlet, Youth Adviser

Learn, adapt and grow

We are committed through our Strategic Plan to learn, adapt and grow – central to this is our journey to embed measurement, evaluation and continuous learning into all our work, and to collaborate with thought leaders and researchers in Australia and around the world to respond to emerging challenges.

In the past year, we have invested in our people, our systems and our processes, adding rigour and depth to the evidence base which underpins all our work, and building our monitoring and evaluation tools to enable us to assess impact and progress, and feed continual learning and improvement.

As part of keeping ourselves accountable to you – our supporters and community – we monitor and evaluate the reach, impact and efficiency of our programs and services.

Key learnings from the year

eSmart Digital Licence+

Powering the Foundation's commitment to data-driven decision making, 2022 saw the launch of an online portal housing real-time data from the eSmart Digital Licence+.

Built by global leader, the DQ Institute, this portal helps us monitor student learning outcomes after they complete online modules designed to increase digital skills, comparing local results with those from across the globe.

What did we learn?

- 5 modules drove significant improvement in the digital skills of students.
- 3 modules did not drive significant improvement in the digital skills of students.

What did we do?

With support from the DQ Institute, we investigated possible reasons for less desirable results, finding that question wording and content layout on the screen most likely influenced student answers.

We then asked school students for their feedback through a series of consultations, bringing to life our principle of involving children and young people in participatory design.

2023 will see some changes made to module questions as a result of these learnings.

Read more about our eSmart Digital Licence+ on page 10, or visit [esmart.org.au](https://www.esmart.org.au).



School Support

We commissioned an independent evaluation of the eSmart Schools program, funded by the Victorian Government and conducted by Victoria University.

The evaluation explored school perspectives on how the program supports them to prepare for and respond to online and offline challenges within their school community.

What did we learn?

- Schools feel pressure to adapt to an ever-changing technological landscape which impacts on the social fabric of the school community
- Protracted COVID-19 lockdowns and remote teaching impacted schools' capacity to address student online behaviours
- Schools seek resources and supports for challenges they face and express a desire for a credible suite of companion interventions to support online safety
- Our eSmart Advisors play a pivotal role in supporting schools, with the Advisor model working especially well in secondary schools.

What did we do?

We commenced a review of the eSmart Schools model of service delivery and committed to rolling out a modified model to improve school access to, and engagement with, the full suite of eSmart interventions – including Digital Licence+, Media Literacy Lab and other learning resources – that promote student online safety and positive use of technology.

To ensure we are meeting school communities where they are at in their online safety journey, the success of these changes will be monitored into the future.

eSmart Schools – in their own words...



I think the biggest way it's changed is we've finetuned the way children can report problems. That's been something that's been really interesting in terms of not only getting more information earlier, but it's enabled us to solve some problems before they could have potentially blown up into some bigger issues.

– Primary School Teacher



We first got involved because we had a lot of online bullying going on, which is why I dipped into eSmart in the first place. A lot of nasty stuff happening online, a lot of sexting, and a lot of horrible comments, and things like that. We got really good at that and nearly got it wiped out.

– School Principal

Supporting children to recover and heal from trauma in 2022

Through our Care programs, we support children and young people exposed to violence and trauma to recover, heal and grow.

And we work with their teachers, families, and communities to ensure they have the knowledge and skills to support, educate and care for children impacted by violence and trauma.

59 

children received specialised therapeutic support through Children Ahead.

94 

children and young people were supported in our Cubby Houses at the Melbourne and Broadmeadows Children's Courts.

1484 

kinder teachers were trained and supported through TraCS.

8118 

Buddy Bags were provided to children and young people doing it tough across Australia.

Children Ahead

Exposure to trauma can have lifelong impacts on children and young people – with lasting adverse effects on mental, physical, social, emotional and spiritual wellbeing. The earlier we intervene, the greater the chance of changing a child's life trajectory.

Recognising that a child's trauma recovery journey is not always straightforward, Children Ahead engages children impacted by trauma to prevent deterioration in their wellbeing – and ultimately works to enable children to improve their social and emotional wellbeing over time.

59

Children Ahead supported 59 children impacted by trauma.

A group of parents/carers and educators of children engaged in the program reported:

No deterioration in problems that children experienced within their peer relationships.



Improvement in emotional wellbeing, with reduced impact of psychological symptoms on the home life, friendships, learning and leisure of children.



Improvement in the prosocial behaviour of children impacted by trauma.



TraCS

TraCS – Trauma Consultancy Service – works to increase the capability of early years educators to understand, support, and teach children who have experienced trauma.

In an early years sector under stress, in which just under half of educators engaged in TraCS reported they had considered leaving the profession in the past 6-12 months, TraCS consultants supported 1,484 educators across 182 services in 2022.

How did the program support educators and the children they care for?

Of the educators engaged in TraCS who completed the survey...

60% reported an increase in their overall knowledge, with the greatest improvements in their knowledge of how to identify that a child may have experienced trauma, and how trauma affects a child's development.

49% reported an improvement in their trauma-informed practice overall, with a greater number having strategies for responding to children who have experienced trauma.

42% experienced a reduction in the negative impacts of their work with children.

Healing and recovery in action

Violence disrupted Sandy's childhood, but now she's thriving

Sandy witnessed her grandfather's murder, aged just four years old. After a difficult few years, she's now feeling excited about life and confident to try new things! Sandy's journey of hope and healing is a symbol of everything we represent.

Things got worse before they got better

Sandy was four years old when she was found huddled and terrified, in her grandfather's bedroom after witnessing his murder by a neighbour.

As the deadly assault took place, Sandy hid in her grandfather's bedroom, petrified.

When Sandy was referred to us a year after the incident – she was still deeply sad and distressed...and would hide in a cupboard when her Children Ahead case worker Janis visited the house.

Janis recalls: "Sandy was very traumatised and she was dealing with guilt and shame, as she felt she could have saved her grandfather. She had totally lost trust in the adults in her life to keep her safe."

"Moving at the speed of trust"

The healing journey isn't easy or simple. In fact, Sandy's case worker Janis says that when working with deeply traumatised children, she and her colleagues must "move at the speed of trust."

It took three months for Sandy to come out of the cupboard for her Children Ahead sessions. It took nine months for her to open up to Janis about what happened to her grandfather that day. And it took 18 months of intense therapeutic support for her to play, love and learn without feeling constantly under threat.

A happy, flourishing child!

Eighteen months since she completed Children Ahead, things couldn't be more different for Sandy.

She is now in Grade 1 and just loves school. She especially enjoys show and tell and recently told her class about her guinea pig having babies! Sandy also has a best friend and is part of an art program for talented students. Her teacher says there are still moments when Sandy looks sad... but, importantly, she feels safe to give everything a go in class!

Care that goes the distance

The support Sandy received through Children Ahead didn't end with her last session with Janis.

Children Ahead empowers others – parents, teachers, and the wider community – with support and advice to help children feel safe where they live, learn and play.

Sandy's mother Elise knows her little girl is still recovering... but the confidence Janis gave their family motivates her to keep supporting Sandy, so she can thrive.

"Sandy would not be where she is today without Janis. She helped her heal – and gave her back her childhood," says Sandy's mother Elise.

Visit alannahandmadeline.org.au/care to learn about Care programs.



Empowering positive digital citizens in 2022

Through our Prevention programs, we are empowering a generation of positive digital citizens to be safe and responsible online.

We want all Australian school students to develop the digital intelligence to navigate the challenges of the digital world, while also harnessing the opportunities to thrive.

64
schools participated in Media Literacy Lab.

66%
of DL+ students improved their digital skills.

63
educators participated in our Playing It Safe Community of Practice pilot.

20,771
school students in Australia, New Zealand and the Philippines completed at least 1 DL+ module.

Being eSmart

In 2022, we launched our new eSmart DL+, an interactive online learning tool that helps build digital intelligence in middle-year students, giving them the knowledge and skills to safely and effectively connect, learn, create, and play online.

DL+ was developed in partnership with the DQ Institute with funding from Accenture. So far, 20,771 students aged 9 to 16 across Australia, New Zealand, and the Philippines have completed at least one module, including 15,913 in Australia.

DL+ uses the DQ Standard – a rigorous global benchmark and standardised measurement system.

What did the data tell us?

66%
of students who completed at least one module improved their digital skills.

3500
students committed to adopting a strategy to balance their technology use.

86%
of Australian students who completed Module 6 acquired a digital skill and 64% improved their digital skills – Module 6 is about network cyber security through an exploration of the Internet of Things and how to be vigilant in practising good network online security.

60%
of students in Australia who completed at least one module said they intend to positively change their online behaviour.

Addressing the dilemma of mis and disinformation

The increased daily use and time spent online has created the unintended consequence of exposure to a plethora of mis and disinformation, making it often incredibly difficult to navigate what information is true and correct and what is untrustworthy.



2 new modules developed with VicHealth – covering harmful marketing tactics and online gaming.

617

students and 64 schools participated in the eSmart Media Literacy Lab in 2022.



Our eSmart Media Literacy Lab helps young people build their media literacy skills through an innovative learning tool. Students learn how to engage with news and online information and how to identify and critically examine information shared on social media and other digital channels.



During the year, we collaborated with VicHealth to create two new modules for our eSmart Media Literacy Lab. The newest modules extend the media literacy learnings to teach young people how to recognise harmful marketing tactics used to target them and empower them to exercise their rights online.

Balancing tech use and time spent online

Grade 9 students at a secondary school in Australia recently completed the eSmart DL+ Module 2, after their teacher recognised the need.

Their teacher, Marie, chose Module 2 to help her students develop healthy habits for the use of technology by learning strategies to maintain a good balance in their use of tech, after students in her class told her they sometimes felt overwhelmed with social media.

“When we looked as a class at some of the case scenarios in Module 2, the students opened up about how they found it hard to manage their social media use and could really relate,” said Marie.”

“Social media is an increasingly important part of young people’s lives, but even some teens are worried they spend too much time on their phones on social media platforms.”

“Students shared that while they use technology for learning and for socialising too, many had difficulty managing their use of social media – saying they are ‘staying up too late on their phone and they can’t stop checking it’ or being told by their parent ‘you’re spending too much time online.’”

“We also had a situation where while most kids in the class understood how to use social media, they didn’t understand the intricacies of how it works.”

Students also reported a positive experience of undertaking the DL+ modules. In their own words, they said:

“I can recognise the ways that companies and brands use social media to influence us.”

“We learnt to not spend a lot of time online and to check if a website is secure.”

“At school we did the [eSmart program] and we learned a lot of things, we learned not to trust everyone... even if you think someone is your friend online, it doesn’t mean they actually are, sometimes they can just be using you for stuff, and we learned not to spend a lot of time online.”

“The main thing for me is safety – you don’t want a scammer to come and grab all your information! But I also want it to be fun so I can enjoy it without having to worry about anything.”



In our job as educators and preparing kids for the ‘real world’ Module 2 in DL+ was a critical part of teaching kids how social media works and how to balance their technology use overall.
– Marie, Grade 9 Teacher

Playing IT Safe

Technology is undoubtedly now a key part of life. Starting online safety education at a young age sets up a foundation for safer experiences and interactions as children learn and grow.

Developed in partnership with the Australian Federal Police and eSafety, and funded in-part by the Gandel Foundation, Playing IT Safe upsills early years educators to teach pre-school age children how to stay safe online in ways that are appropriate to the child's age and stage of development.

In 2022 with funding from the Telstra Foundation, we piloted a Playing It Safe Community of Practice, whereby 63 educators participated in three facilitated workshops. The workshops enabled the educators to deepen their knowledge and share their in-practice insights with each other.

What did we learn through the Pilot?

63

educators took part.



Participants also reported low to moderate increases in children's understanding of what digital networks are, how people use digital networks, and how to stay safe online.



There was a moderate to significant shift in educator confidence, particularly in delivering education that:

- Builds children's understanding of what digital networks are
- Builds children's understanding of how people use digital networks
- Helps children to establish patterns of behaviour that assist them to stay safe online.



After being part of Playing It Safe, we intend to build the activities into our plans for next year – training all our educators in it and using multiple activities across the age groups who access the centre. We want to build on the IT literacy within the service in 2023, based around the activities, ideas and training of Playing It Safe.

– Julie, educator who participated in the pilot program



Robot BeeBop

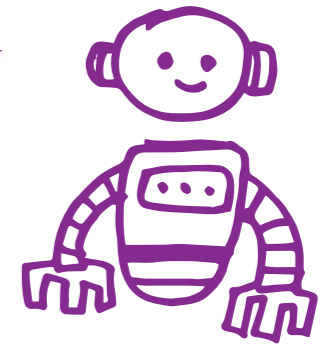
As part of a pilot extension of Playing It Safe, non-profit early education provider Gowrie Victoria developed a project to explore how children and educators could communicate their learnings from Playing It Safe back to parents, carers and guardians.

Children aged between 12 months to five years old were encouraged to speak about their understanding of technology, with both centre staff and artists from Kids Own Publishing working with them to explore the idea of robots and technology.



This was a great way to open up the dialogue with the young children about how the technology that they encounter every day works and how they engage with it. It showed us that we didn't need a complex fully blown project to get these conversations happening – simple storytelling opened up so many doors.

– Michelle, Director at Gowrie in Broadmeadows



The outcome was a book titled *Robot BeeBop*, created for children, by children.

Students from Gowrie Victoria were involved in creating art and participating in engaging activities to deepen their understanding of online safety.

Changing the culture of bullying in 2022

In 2022, we expanded our reach to support more young people from regional Australia and their families to change the culture of bullying.

By empowering young people, parents and educators, we are creating safer and kinder spaces where all children thrive.

Through Dolly’s Dream, we are changing the culture of bullying through education and direct support to young people and families from regional, rural and remote locations.



Reaching further

In 2022, we expanded our reach to support more young people from regional Australia and their families to change the culture of bullying.

Dolly’s Dream Support Line

Feedback from the community helped us recognise the need to extend the Dolly’s Dream Support Line operating hours beyond the 10 pm close-off time, so in 2022, we partnered with Kids Helpline to extend the service time to enable the service to be available 24/7.

The expanded hours of operation mean more support for children and young people from regional, rural and remote locations, which is especially important as the average wait-time for local mental health services can be up to 8 months.

Kindness Workshops

We ran workshops in communities right across Australia, extending from Cairns and Mackay in Queensland, Bass Coast and Bairnsdale in Victoria, Perth and Geraldton in Western Australia, Darwin and Katherine in the Northern Territory, and Broken Hill and Culcairn in NSW, visiting 40 schools and delivering 200 Kindness workshops to thousands of children, teachers, and parents.

Dolly’s Dream Kindness workshops are designed for children and young people from regional rural and remote communities to help them build the skills and help-seeking behaviour to support their mental health and wellbeing, and ultimately to prevent bullying at school, online and beyond.

Do It For Dolly Day

Do It For Dolly Day is a day dedicated to bringing the community together, spreading kindness and uniting to take a stand against bullying.

Thanks to our community, over 800 community events helped raised over \$615,000, vital funding that made of our work in 2022 and beyond possible.

24/7
Support via the Dolly’s Dream Support Line.

151
workshops in regional and remote towns across Australia.

800
community events held on Do It For Dolly Day.



This year marked the fourth anniversary of Dolly’s passing. At times it has gone so slowly, and other times it seems like only yesterday. We’ll never recover from losing Dolly, but we strive daily to make her proud of what we’re doing – and what’s already been done – in her memory.

Thank you for being a part of this and for helping to make Dolly’s own dream of a kinder world a reality.

– Kate and Tick Everett, Dolly’s parents and Founders of Dolly’s Dream

Dolly’s Dream Support Line helps families cope with bullying

Support from a mental health professional is not always accessible, especially for children and young people in regional, rural and remote communities.

That’s why the Dolly’s Dream Support Line was created to provide free, 24/7 support for young people from regional Australia dealing with bullying, anxiety and depression.

Tracey had been trying to support her son James who has gone through years of ongoing bullying in the school playground.

Feeling frustrated with the response from the school and concerned about James’ mental health, Tracey looked into finding a psychologist for him. She reached out for help locally, however they were put on an 8-month wait list for a psychologist appointment.

After seeing an ad for the Dolly’s Dream Support Line, Tracey gave them a call. The Dolly’s Dream counsellor had two sessions with both Tracey and James, and then set up individual sessions with them as well.

Due to feeling more comfortable communicating over text, James initially had a session via text

message. This is one of the ways that our counsellors can conduct their counselling sessions, especially initially.

James then felt comfortable to have a session over the phone. His counsellor worked with him to talk through some of his fears, his feelings about protection, and his reaction of being overly cautious and hyperaware at school.

The counsellor used a solution-focused therapeutic approach to help James describe the energy of his feelings. The counsellor re-affirmed his strengths with a goal to learn self-defence, and his resilience by persevering and facing problems head-on to meet goals.

The Dolly’s Dream counselling sessions are ongoing to help James with his insight into his own resilience. He has already said that he is looking forward to his next session.

Tracey told the counsellor after the second session, “It is a relief to not be worrying about the bullying and knowing that things are okay. I was feeling so frustrated before, especially because James was so far away at school, but I am starting to get better.”

The Dolly’s Dream Support Line is a free 24/7 support line for young people and families dealing with bullying, anxiety and depression. No referral is needed, and the line is open to anyone who needs support. **Call or text 0488 881 033 to connect with a trained counsellor.**

The Dolly’s Dream Support Line is funded by the generosity of the Dolly’s Dream community. Learn more at dollysdream.org.au

Fighting for their right to be safe in 2022

The safety of children and young people is why we're here.

It drives everything we do, including our advocacy work speaking out for and with children and young people to help reform the systems that limit their ability to grow up safe and strong.

Our key advocacy areas include: gun safety, digital rights, and children as victims of crime.



Moments of influence

Advocating for deep system change is a long-game, sometimes taking years or even decades to come to fruition. Along the way, we track key moments that signal our work, while slow, is making inroads.

In 2022, there were several key moments.

Children's right to be safe from gun violence

- The re-formation of the Parliamentary Friends of Firearm Safety in November, renewing the bipartisan Federal-level commitment to keeping our gun laws responsible, safe and strong, and that our politicians and the community don't become complacent.
- All jurisdictions have committed to a review – and hopefully implementation – of a National Firearms Register. The National

Firearms Register was a key action of the National Firearms Agreement created in the wake of the Port Arthur tragedy, but sadly one that has never been actioned. A national register would enable law enforcement to better track firearms across borders and ultimately prevent devastating gun violence. Police Ministers are set to report back to National Cabinet in mid-2023 on their recommendations.

Children's rights in digital spaces

- Our advocacy was cited in the report of the Inquiry into Social Media and Online Safety, and several welcome changes were made to the final version of the Online Safety (Basic Online Safety Expectations) Determination 2022.
- There were also several observations about the importance of supporting vulnerable young people in the

eSafety Commissioner's report on the consultation on the development of a roadmap toward age verification regarding online pornography.

Children's rights as victims of crime

- Our advocacy was cited in the final report on stalking by the Victorian Law Reform Commission.
- A new Financial Assistance Scheme for victims of crime was announced by the Victorian Government, which strengthens recognition and support for children as victims of crime.
- The importance of recognising and supporting the needs of children and young people was highlighted in the new National Plan to End Violence Against Women and Children.



Standing up for rights

A safer world where children thrive online is achievable

You may be shocked to learn that when children in Australia go online to learn and play, they have fewer built-in protections against sexual exploitation than those in the US and Ireland.

While we know the internet is a great place for children to learn and play, we also hear stories every day about its pitfalls – from children being sexually exploited and exposed to inappropriate content, to fraud and scams, and being bullied.

Being safe online is something young people care about deeply. They tell us they want their time gaming, chatting, and learning to be safe and fun – they don't want to worry about the risk of being exploited or scammed. They dream of a digital world that is secure, where they can trust someone is who they say they are, and where people are kind to each other. One student told us simply, yet poignantly, "I would like to be respected online and know that others are respected as well."

We believe that we should all be doing everything possible to create a world that is safe for children, both offline and online. We know that with appropriate safeguards to reduce the availability of seriously harmful online content, young people have the best chance to thrive. But we can't do it alone.

Tech companies like Meta, Tik Tok and Google have a crucial role to play in helping to prevent, report and address online child exploitation, working with other stakeholders towards ending this vile practice. Those in the business of social media services, websites, search engines, messaging apps and gaming sites urgently need to raise the bar on current safety practices.

This is why we support the eSafety Commissioner's work to require tech industry leaders to urgently improve industry standards to address Class 1A and 1B harmful content, which includes child abuse and terror material.

Online safety matters immeasurably for today's children, as virtual experiences are just as valid and meaningful as offline ones. That means the potential for devastating harm – or extraordinary good – is just as real in both.

Our children have a right to live happy, safe and strong whether they are playing in their bedroom, learning in the classroom or gaming online. In the midst of unprecedented technological change, the tech industry, government – and all adults – must have the clarity, courage and accountability to stand firm on these as non-negotiables.

And that's what we're fighting for every day through our advocacy work. For more visit alannahandmadeline.org.au/advocacy.



I would like to be respected online and know that others are respected as well.
– young person



The Foundation will continue to advocate for the importance of safety by design in digital products and services, so that young people can seize on exciting digital opportunities, without fear or hesitation.
– Sarah Davies, CEO



Stronger together

We truly believe we can achieve more by working in partnership, which is why we are so proud to have the support of our partners, donors, volunteers, community groups, and businesses – many thousands of people driven by the shared goal of helping children and young people live free from violence and trauma.

Our Founders and Patrons

- Founding Patron, Walter Mikac AM
- International Patron, HRH Crown Princess Mary of Denmark
- National Patron, The Hon Anthony Albanese MP, Prime Minister of Australia
- Tasmanian Patron, Her Excellency the Honourable Barbara Baker AC, Governor of Tasmania
- Kate & Tick Everett, Founders of Dolly's Dream and Dolly's parents

Thank you to our Government Partners

- Australian Centre to Counter Child Exploitation, Australian Federal Police
- Court Services Victoria
- Department of Education, Victoria
- Department of Education, Queensland
- Department of Education, Northern Territory
- eSafety Commissioner

For a full list of acknowledgements, visit alannahandmadeline.org.au/thank-you

Financial snapshot



In 2022, our progress against strategy and the work documented in this report was made possible by \$14.5 million of recorded cash income, with an additional \$9.2 million in gifts in kind. Only 4 per cent of this revenue mix came from government, meaning we rely on the generosity of the Australian community to continue to make our increasingly relevant work possible. We sincerely thank our partners and supporters for their ongoing support – we simply could not do it without you!

But more support is required if we are going to continue to fight for the right of children and young people to be safe. While this revenue result represents a modest increase in cash revenue from prior year pandemic levels (\$13.4m) against the backdrop of continued economic uncertainty, the Foundation still fell short of budgeted revenues meaning that the speed at which we could carry out our ambitious agenda was affected.

To ensure we were able to finish the year in a strong financial position with greater than budgeted cash (\$4.9m), we continued to closely monitor resource allocation and tightly control operational expenditure including ensuring less than 1 per cent of cash expenditure was spent on our new office space, Buddy Bags HQ.

Our end-of-year deficit position of \$450,000 reflects planned unmatched spending on key programs that was required to fully utilise and deliver impact on funding that was awarded for specific purposes. Creating impact with and delivering on the commitments we make to the funders and supporters that sustain us remains at the core of who we are.

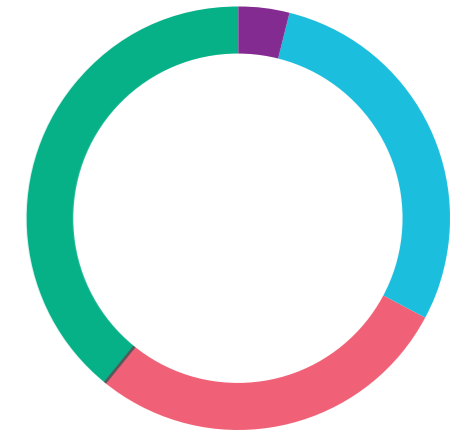
We are committed to maintaining a sound and transparent financial position, this year and into the future. On this basis, we are pleased to share our audited financial results for the year ended 31 December 2022.

For our full 2022 audited financial statements visit alannahandmadeline.org.au/reports

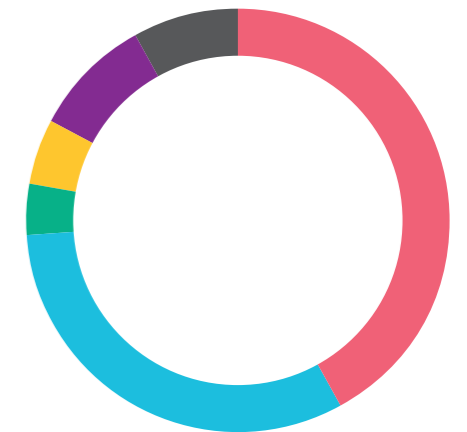
Thank you to our Major Partners



Where our money comes from



Where your dollar goes



The year ahead

As you have read in the pages of this Report to the Community, 2022 was a critical year for the ongoing development of the Alannah & Madeline Foundation, with continuous learning and positive progress towards attainment of our five Big Gets.

In the year ahead, we will continue to be a powerful force for children and young people championing their right to be safe – in their classrooms, online and beyond.

With the ongoing support of our people, our partners and our collaborations, in 2023 we will:

- Embed our measurement, evaluation, and learning framework to bring more rigour and a deeper understanding of the impact of our interventions and continual learning and improvement.
- Rollout our refreshed eSmart suite of products including DL+ and Media Literacy Lab to all Australian school students, with new funding committed by the Federal Government.
- Continue to support children and young people experiencing significant violence and trauma to recover, heal and grow, and help schools and kinders embed trauma-informed practices and teaching methodologies to better support children to grow up safe and strong.
- Expand our support services for children and young people living in regional, rural and remote locations and continue the national conversation around bullying through Dolly's Dream.
- Advocate for the establishment of a National Firearms Register, for children to be formally recognised as victims of crime, and for better safety regulations on social media and online space for children.
- Strengthen our financial position with increased investment in partnerships, collaboration, and income generation activities.
- Deepen our engagement with First Nations communities through the ongoing implementation of our Reconciliation Action Plan.

Only when children and young people are safe is their best future possible. It's their right. It's our reason. But we can't do it alone. We need your help, as we continue on our journey. Together, we can create a future where all children and young people have an equal chance to live happy, safe and strong, so they can thrive.

Thank you.



Ways to get involved

How you can make an impact

Only when young people are safe can they also be happy, hopeful and strong. It's been our mission to protect their right to be safe for 25 years. You can help us do more.

Make a donation

Your donation today can help children and young people live free from violence and trauma – from supporting children experiencing family violence to online bullying and fighting for the right to be safe wherever they live and learn and play, every donation makes a big difference. Donate today at alannahandmadeline.org.au/donate

Leave a gift in your Will

After taking care of your loved ones, a gift in your Will is a direct way of helping children and young people to be happy, safe and strong, now and in the future. Learn more at alannahandmadeline.org.au/bequests

Fundraise

You can get involved in one of our many fundraising events, big and small, or host your own event to raise money to fund more Buddy Bags and other programs. Sign up at alannahandmadeline.org.au/fundraise

Volunteer

Our wonderful volunteers are instrumental to our success. They help children and young people in so many ways, from packing Buddy Bags to providing administration and event support. Become a volunteer – learn more at alannahandmadeline.org.au/volunteer

Partner with us

We believe we are stronger together. Our partnerships with businesses and community organisations help to maximise the reach, scale and impact of our care, prevention, and advocacy programs. Learn how your business or organisation can partner with us at alannahandmadeline.org.au/partnerships



We would like to sincerely thank all of our supporters, partners and collaborators, without whom none of this work would have been possible. This Report to the Community is just a snapshot of our work for and with children and young people in 2022.

Please visit alannahandmadeline.org.au or get in touch to learn more about our work and how you can get involved.



Phone 1300 720 474 **Email** info@amf.org.au

Website • alannahandmadeline.org.au

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