



alannah & madeline
foundation

Annual Report 2020



Our story

On 28 April 1996 at the historical Port Arthur site in Tasmania, 35 people were tragically killed.

Alannah and Madeline Mikac, aged six and three, along with their mother, died that day.

Because of this terrible act of violence, Alannah and Madeline's father, Walter Mikac AM, and a small group of volunteers, worked to set up the Foundation with the belief that all children should have a safe and happy childhood without being subjected to any form of violence.

It was launched on 30 April 1997 by the Prime Minister of Australia, the Hon. John Howard OM AC.

The Alannah & Madeline Foundation was founded on a simple, but powerful notion: the unconditional truth that our children need and deserve a childhood free from violence.

More than 20 years ago, we first took a stand in the face of unspeakable tragedy and made a promise to do everything within our power to protect children from harm. To ensure children touched by violence can heal from it. To serve as a beacon of hope for a better, safer world.

Our purpose took hold, and our impact grew. And now, recognising the dangers children face today are increasingly complex, we continue to adapt and evolve.

We are building a meaningful alliance of like-minded individuals to identify, prevent and respond to the modern challenges children face. We are transforming how society thinks about and responds to barriers to every child's basic right to live free from fear.

We will never stop growing our vision.

We will always work to prevent harm, and where we can't prevent, to heal.

We exist to keep children safe today, and into the future. This is our promise.

The Alannah & Madeline Foundation: safeguarding our children's future together.



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Chair and CEO message

2020. What a year.

It started well enough and in our usual fashion; we commenced with the facilitation of eSmart presentations and workshops in schools, as well as helping thousands of children across our Cubby House, Children Ahead, Early Years Trauma Consultancy Service and Buddy Bags programs.

And then, in March, the world as we knew it dramatically changed.

In an impressive display of collaboration, the Alannah & Madeline Foundation transitioned quickly to the COVID-19 pandemic, with staff packing up and working from home from the middle of March.

Meanwhile – seemingly overnight – we adapted almost all our programs to be delivered in online formats so we could continue helping some of the most vulnerable children in our community.

Our Children Ahead team was busier than ever, delivering our usual face-to-face program via online formats.

I have been so warmly welcomed to the Foundation as incoming CEO and am delighted to join you all in our shared goal of safeguarding our children's futures together.

Sarah Davies AM



Services however halted at our Cubby Houses at Broadmeadows and Melbourne Children's Court, given their temporary closure. We also paused the distribution of our Buddy Bags given we were unable to pack – or even receive goods. It broke our hearts, particularly given the propensity of domestic violence was on the rise with so many people in lockdown.

Events were cancelled and fundraising reduced. It was incredibly tough.

With assistance from JobKeeper, thankfully we were able to retain staff, with some redeployed across the organisation where possible.

The year 2020 was also the year we embarked on year four of our Strategic Plan 2017-2021, continuing to innovate and invest in program development wherever we could. You can read more about these initiatives in this Annual Report.

We introduced schools to the eSmart Media Literacy Lab, empowering young people to think critically, create responsibly, and be effective voices and active citizens online.

Dolly's Dream forged ahead, educating parents about bullying and urging young people to speak, even if their voice shakes.

It was also the time that the Foundation started to say farewell to CEO Lesley Podesta, who had been at the reigns for five years and embarked on the search for a new leader.

Lesley was – and is – such a passionate advocate for our work and we all sincerely thank her for her incredible leadership and guidance during her time at the Foundation.

To close, on behalf of the Board, Patrons and staff of the Alannah & Madeline Foundation, thank you for your help, encouragement and funding – we simply can't do what we do without you.



g. sutherland

Greg Sutherland
Chair



Sarah Davies

Sarah Davies AM
Chief Executive Officer

Our International Patron

It has been inspiring to see how the Alannah & Madeline Foundation adapted their programs during the 2020 pandemic.

With children spending more time online than ever before, there's never been a more pertinent time to help keep our children safe by educating them about the wonders of the online world, advocating for their digital rights, and ensuring they have the capability to understand and safely address any obstacles that they may face.

Through the Alannah & Madeline Foundation's world-leading programs such as eSmart, children can celebrate and embrace the best of the internet, while being informed on how to navigate its challenging components, creating a generation of smart, safe and responsible students.

I am proud to be the International Patron of the Alannah & Madeline Foundation and to help safeguard our children's future.

Her Royal Highness
Crown Princess Mary of Denmark



Our National Patron

Over the past year, our nation has been on a difficult journey in the face of a global pandemic.

It has been an enormous challenge for Australians everywhere – especially our kids.

From disruptions to school and activities to feelings of isolation and an increase in children affected by trauma.

With more time spent on electronic devices, it's never been more important to ensure we keep Australian kids safe online.

I pay tribute to the Alannah & Madeline Foundation for adapting their programs to continue to reach our youngest and most vulnerable: protecting children from fear, bullying and violence.

In times of uncertainty, we must redouble our efforts to safeguard our children's future.

By remaining vigilant, listening and providing hope.

By working together – governments, communities, families, individuals, support groups and charities – to defend, encourage and celebrate every Australian child.

Thank you to the Alannah & Madeline Foundation for your courageous and compassionate advocacy across almost a quarter of a century. You continue to make a difference every day.

The Hon. Scott Morrison MP
Prime Minister of Australia



Walter Mikac's message

I'd like to start this message by recognising the staff of the Alannah & Madeline Foundation who did an amazing job adapting our programs during the year of COVID-19.

It was heartening to know that we were still helping those children affected by violence and trauma who needed us, and helping address and prevent bullying at a time when it was needed most, particularly online.

Children Ahead, the Early Years Trauma Consultancy Service and the eSmart suite of programs all still made sure children were supported, no matter where they were. Unfortunately we had to stop the distribution of Buddy Bags for most of the time, but we were back in planning mode again by the end of the year.

I'd also like to recognise the unassuming heroes of the Foundation: our volunteers. We have some incredibly dedicated volunteers who have been with us for years. Whether it's been a decade or just a one-off event, we thank you from the bottom of our hearts.

And to you all, for your continued support, we can't thank you enough.



Walter Mikac

Walter Mikac AM
Founding Patron



Kate and Tick Everett's message

Like the rest of the world, 2020 affected us in the Northern Territory in ways we'd never experienced before, with border closures and strict quarantines. Some people felt more isolated than ever.

With that isolation came more time online for both kids and parents, and families needed help to deal with it.

We created Dolly's Dream as a legacy to our daughter Dolly, who took her own life after she was bullied throughout school and online.

We decided that what we wanted to do was to make people aware of the impact of bullying, to improve school cultures and hopefully prevent other parents from experiencing what we did.

Despite the difficulties and challenges that arose in 2020, the Dolly's Dream team was able to support communities through online webinars, helping families through this difficult period. It also enabled us to start developing our new service, the Dolly's Dream Support Line.

We're so proud of our achievements during a particularly tough year, and you can read more about our activities and programs in this Annual Report.



A handwritten signature in black ink that reads 'Kate and Tick Everett'.

Kate and Tick Everett
Parents of Dolly Everett



Board of the Alannah & Madeline Foundation

Thanks to all of our Board members for their time and dedication to the Foundation.

Greg Sutherland	(Chair and Alternate Director for Caroline Walker until 28 June 2020)
Caroline Walker	(resigned 28 June 2020, was on approved leave of absence prior to this date)
Eamonn Fitzpatrick	(resigned 2 July 2020)
Hilary Johnston-Croke	
Launa Inman	
Lesley Podesta	(resigned 12 March 2021)
Peter Blunden	(resigned 27 November 2020)
Rebecca Kardos	
Richard Broug	
Robert Speedie	
Russell Yardley	
Terry Hearity OAM	

Lesley Podesta is retiring effective from 12 March 2021 in her capacity as Chief Executive Officer and Director of The Alannah & Madeline Foundation Limited (the Trustee Company). Sarah Davies AM has been appointed as the Foundation's incoming Chief Executive Officer.

Special Advisors

Dean Parkin
Rob Masters

Advisory Board of Dolly's Dream

Dolly's Dream consults a panel of experts to advise on programs and services to invest in.

Troy Setter	(Chair)
Bernadette Burke	
Dr Charlotte Keating	
Lesley Podesta	(resigned 12 March 2021)
Richard Broug	



The impact of your support

Reached **2,700,000+** children

Supporting children dealing with trauma

5,860+ children

The Early Years Trauma Consultancy Service (TraCS) helps early years staff understand and work with children aged 3-5 years who are affected by trauma.

Educating communities

87,875+ attendees

eSmart Connect delivers a range of workshops related to cyber safety, bullying and wellbeing for students, teachers and parents using the expertise from our world-leading programs.

Providing comfort for children

1,855+ children

The Cubby House is a customised safe space at the Broadmeadows and Melbourne Children's Courts to help reduce anxiety for at-risk children in the care of the Department of Health and Human Services.

Reducing bullying in schools

1,800+ schools



Better Buddies creates friendly and caring primary school communities where bullying is reduced by helping to give children the important skills to engage in positive and respectful relationships.

Aiding kids in crisis

Delivered

102,830+ Buddy Bags



Buddy Bags are backpacks of essential items that are given to children on arrival in emergency accommodation.

Building safer communities

2,500+ schools 1,170+ libraries

eSmart helps to build supportive and connected social environments on and offline that reduces bullying and cyber bullying.

Helping children recover

375+ children



Children Ahead provides intensive, therapeutic support for children aged up to 18 that have been affected by violence and trauma.

Teaching kids to be smart, safe and responsible online

295,560+ registrations

Australia's #1 selling online safety education program, the eSmart Digital Licence teaches school age children how to play, learn and socialise safely in the digital world.

Our financials

Putting 2020 in context

In 2020, the Foundation recorded an audited surplus of \$2.6m against break even budget with pre-COVID-19 assumptions. While this demonstrates that the Foundation was able to navigate the initial economic consequences of COVID-19, it does not reflect a significant increase in unrestricted cash assets and should be put in context as the Foundation embarks on what will no doubt be a challenging period in the for-purpose sector.

The global pandemic caused fundraising events to be cancelled and effected discretionary giving in 2020, significantly decreasing the Foundation's key unrestricted income streams. With assistance from JobKeeper, the reduction in monetary income against 2019 levels was limited to

nine per cent. Excluding Government subsidies, the reduction was 21 per cent.

Despite the challenging environment, the Foundation was still able to attract restricted funding for key programs. This caused a shift in the Foundation's revenue mix, with more revenue being reserved for certain activities and initiatives despite not containing the enforceability required under AASB 15 to defer recognition.

As a result of the pandemic, the delivery timeline for these activities was affected. Most notably, the Foundation's Cubby House and Buddy Bags programs were on hold for most of the year. These restricted funds received but not yet spent are the main reason behind the Foundation's \$2.6m surplus. In 2021, the Foundation remains committed to delivering on these important commitments with more than \$1.5m in expenditure budgeted to carry out activities funded by revenue received and recognised in 2020.

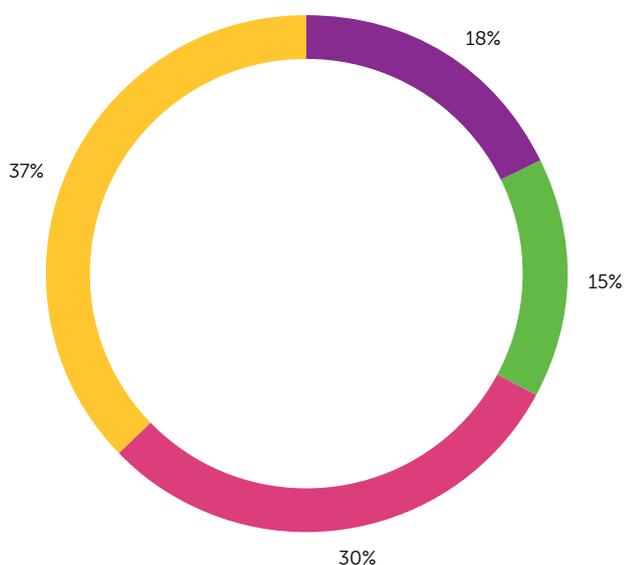
Overall, the Foundation reduced monetary expenditure by 26 per cent in 2020 against prior year levels. In addition to delays in spending restricted funding, the Foundation put a number of cost saving measures in place as part of its COVID-19 Action Plan. This included temporarily reducing FTE by approximately 20 per cent through the most uncertain stages of the pandemic. In 2021, the Foundation plans to invest these savings in key system strengthening measures that will build the scaffolding for high impact returns in the years to come.

Offsetting reductions in monetary income and expenditure was a significant increase in non-monetary income and expenditure from prior year levels as the Foundation worked hard to leverage value-in-kind support to ensure the dollars it did spend went as far as possible.



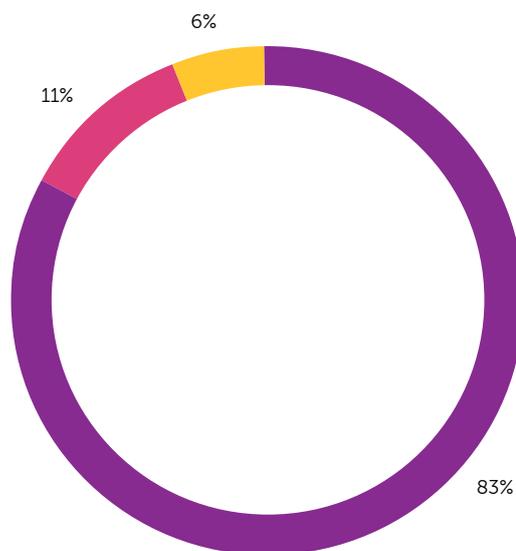
The Alannah & Madeline Foundation is audited annually by Ernst & Young. The full Financial Report 2020 is included as Appendix 1 of this Annual Report. It is also available at amf.org.au.

Where our money comes from



- Government
- Donations and bequests
- Revenue from providing goods or services
- Non-monetary income

Where your dollar goes



- Programs
- Marketing/fundraising
- Accountability/administration

Our income and expenditure

	2020	2019
Monetary income	14,321,121	15,708,233
Non-monetary income	8,588,406	2,498,484
Total income	22,909,527	18,206,717
Monetary expenditure	11,685,143	15,695,408
Non-monetary expenditure	8,588,406	2,498,484
Total expenditure	20,273,549	18,193,892
Total surplus	2,635,978	12,825



Strategic Plan 2017-2021 progression: a snapshot per pillar

1. Caring for those affected by violence

Priorities

- Further develop, implement and promote programs and response services to support children affected by trauma and violence.

Strategies

- Establish the Alannah & Madeline Foundation's model of care (Children Ahead) as the gold standard in therapeutic support for traumatised children.
- Extend our national reach and impact of Care programs, in partnership with others.
- Undertake effective advocacy on prevention of violence against children.

Progress

- 2020 was about maintaining service delivery under dramatically different circumstances.
- Continued providing service to children and young people impacted by significant trauma, their carers, educators and those supporting them by being flexible in our approach.
- Used the opportunity to build relationships with referring agencies to ensure we meet the needs of their vulnerable clients, putting us in a strong position to continue strengthening relationships and partnerships in 2021.
- Continued refining and improving the Children Ahead delivery model to reach more children and assist them to recover from trauma and violence.
- Worked with peak bodies and local community partners across Victoria to better support children who have experienced significant trauma.
- Deferred the second phase of the evaluation focusing on the impact of the Children Ahead program due to COVID-19.
- Due to the pandemic both the Broadmeadows and Melbourne Children's Courts transitioned to a virtual approach therefore temporarily closing all face-to-face support services for children and young people, including our Cubby House.
- Delivered Buddy Bags in the first quarter to children in crisis across Australia, halting the service when the pandemic hit, resuming delivery in 2021.



2. Building an eSmart population and reducing online harm to children

Priorities

- Develop engaged, vigilant and critical thinking children equipped with eSmart know-how and behaviours to be smart, safe and responsible online.
- Improve children's wellbeing in what is a rapidly changing landscape that already includes The Internet of Things, Augmented Reality, Virtual Reality and potentially in the near future, Artificial Intelligence.

Strategies

- Take the eSmart Digital Licence global as a world-class product that predicts and stays ahead of cyber safety and wellbeing trends.
- Build digital literacy skills across the Australian school curriculum.
- Extend and expand the eSmart culture change program to all parts of our community, particularly reaching families and very young children before they start school.
- Work with partners to identify and pilot new programs to support and deliver digital innovation to keep children engaged and safe online.

Progress

- Updated and strengthened our Primary and Secondary versions of the eSmart Digital Licence (updated software and teaching resources).
- Introduced schools to eSmart Media Literacy Lab to empower middle years students online.
- Delivered eSmart Connect workshops to students, teachers, parents and communities, with almost 88,000 people now having attended.
- Continued working with the Queensland Department of Education to rollout eSmart Schools, eSmart Connect and the eSmart Digital Licence to metropolitan and regional Queensland schools through Dolly's Dream.
- Recorded 7,332 student eSmart Digital Licence registrations.
- Continued supporting Victorian schools to become eSmart and progress onto the eSmart Membership initiative.
- Launched extensive series of eSmart initiatives to assist with remote learning.
- Launched the second iteration of eSmart Membership, a two-year review cycle.
- Completed the final year of a four-year rollout of eSmart Schools in Tasmania.
- Partnered with the Government of the Northern Territory to deliver eSmart programs through Dolly's Dream.
- Continued supporting 80 per cent of public libraries with eSmart Libraries.
- Executed the fifth year of National eSmart Week to celebrate and promote eSmart practices across schools, libraries and community organisations – the first year of fully virtual delivery with more than 800 schools participating nationally.
- Supported thousands of people who participated in the second Do It For Dolly Day by wearing blue and spreading kindness.
- Worked with Aurora Energy in Tasmania to supply the eSmart Digital Licence to Tasmanian schools. During 2020, more than 2,150 students registered.
- Began technical and creative work with new funder, the Accenture Australia Foundation, to build a new version of the eSmart Digital Licence with assistance from DQ Institute, based in Singapore.



Strategic Plan 2017-2021 progression: a snapshot per pillar

3. Influencing society to keep children safe

Priorities

- Shift community and cultural attitudes and behaviours to be child focused, with zero tolerance of bullying and violence.
- Work in collaboration with others to change policies, legal frameworks and practices to eliminate violence against children.
- Tendered six submissions to federal and state governments advocating on behalf of children and young people across online safety, data and privacy, mental health and wellbeing.

Strategies

- Lead public campaigns on issues that are core to our purpose.

Progress

- Worked closely with the Public Health Association of Australia and the Law Council of Australia to maintain our gun safety laws.
- Continued advocating for firearm safety nationally through our involvement with the Australian Gun Safety Alliance and our work with federal and state governments.

4. Learning through evidence and embracing innovation and change

Priorities

- Lead advances in community understanding of violence and bullying in a digital age. Translate research to develop and deliver innovative child-centred solutions.

Strategies

- Undertake future scanning, adopting a bold and experimental approach to innovation.
- Bring together and promote smarter thinking to reduce violence and bullying in our communities.
- Collaborate with entrepreneurs, researchers, businesses and child development practitioners to find, test, measure and deliver new approaches.

Progress

- Ran **This Digital Home**, a study of households across Australia and how they used technology in the home during lockdown.
- Continued the design of **Playing IT Safe** in partnership with the Australian Federal Police and the Office of the eSafety Commissioner, and began pilot.
- Evaluated our work with young Indigenous women and schools in remote communities to build digital safety through Safe Sistas workshops in conjunction with Stars Foundation and Macquarie University.
- Scoped and planned a new educational program in partnership with the DQ Institute and its social enterprise, DQ Lab, with support from global professional services company, the Accenture Australia Foundation.
- Continued working with the Behavioural Insights Team to develop an intervention that helps teenagers improve their interactions online, leading to ethical/moral development.
- Adapted existing programs to be relevant in a COVID-19 environment.
- Embarked on the development of a guide to safe gaming – written for gamers, by gamers.
- Continued working with the National Centre Against Bullying, whose academics, experts and practitioners work closely with school communities, government and industry.



5. Investing in a bright future

Priorities

- To have an ethical, efficient and sustainable financing model for growth to enable us to help more children.

Strategies

- Build and implement an enhanced financing strategy for the Foundation.
- Work with community, business and opinion leaders to establish, in the long term, a Future Fund for Children – delivering tangible returns and measurable impact on the lives of children.

Progress

- Designed and implemented a two-staged COVID-19 Action Plan aimed at managing the financial and operational consequences of the global pandemic.
- Managed the immediate impact of the crisis, including reducing the Foundation's FTE by approximately 20% on a temporary basis through the initial stages of the pandemic.
- Re-forecasted the 2020 budget, applying budget sensitivity analysis and workforce planning.
- Continued progressing the Foundation's Financing the Future strategy, now in its fourth year.
- Exceeded 2019 revenue with positive growth in non-monetary income as well as Trusts and Foundations and grant revenue streams.
- Adapted to the new COVID-19 normal and started planning our next strategic direction period beyond 2021, for which we sit well poised financially.



Our programs



COVID-19

What changed, what stayed the same

Why our work is more important than ever

In these previously unimaginable times, the Alannah & Madeline Foundation's work in keeping children and young people safe from violence and bullying has never been more important. Quarantines and isolation have meant a great deal more pressure on Australian families and those who interact with them.

Continuing to support our most vulnerable children

During 2020, the Foundation's Care team continued service delivery, enhancing our service offerings to reduce risks to vulnerable children and families during the global pandemic.

Our service delivery models were adapted to continue providing our clients and stakeholders with flexible and innovative ways of support.

To date, our virtual modes of delivery have been so well received that we have integrated components into our service offerings permanently. We hope to now also support children and families in remote and rural communities who we have previously found difficult to provide service to.

Children Ahead

Police and family services around the country reported a surge of enquiries and pleas for help for adults and children trapped in terribly dangerous domestic violence situations.

Many of these children were vulnerable before the pandemic – the added layers of family stress, isolation, uncertain employment and financial futures, as well as substance abuse coupled with existing stressors – placed these children at a heightened risk.

We received funding support from the Department of Health and Human Services (Mental Health and Wellbeing COVID-19 Response Package).

With the safety net of community, extended family networks and school gone, there has been a far greater need for our services to support and reach these children, families and educators.



Early Years Trauma Consultancy Service (TraCS)

The team adapted our services so that we continued providing support to our clients and stakeholders in flexible and innovative ways, remotely.

In TraCS we developed cutting edge approaches for the 100+ early years services, including kindergartens, that we work with to ensure that vulnerable children and their educators receive the support they so desperately need.

Our specialist trauma staff work hand-in-hand with early childhood staff to ensure that very young children who have experienced serious trauma can recover, thrive and learn. They can require intensive support to get them 'school ready'.

Through technology we worked with early years services to assist in planning next steps for children in an uncertain and evolving space, including how they can stay connected with their families and children as well as planning for susceptible children and helping to keep them safe.

New resource packs became available to educators and caregivers via online channels and our training was made available online for early years services to continue building educators' capabilities in working with traumatised children. As we moved through the crisis, the need for this service unfortunately continued to increase.

With a multidimensional approach to service delivery, TraCS enables our consultants to:

- develop a relationship with educators so that together, we can be truly impactful
- visit the educators, so that work is undertaken collaboratively and in context
- be responsive to educators' needs and customise the service to suit their setting.

TraCS is on the Department of Education and Training Victoria School Readiness Funding menu however, we also offer flexible packages for other services that work with children.

TraCS and Monash University

In partnership with Monash University's Monash Centre for Health Research and Implementation, we are undertaking a significant and comprehensive 12-month evaluation of the TraCS program.

Across this time we will:

- examine the evidence-base that underpins the TraCS program
- conduct an independent evaluation of the outcomes and impact achieved as a result of the TraCS program
- develop an ongoing monitoring and evaluation framework that supports the Foundation in identifying program benefits in a rigorous and systematic way.

Taking TraCS to school

At the end of 2020 we were excited to launch our service in a TraCS first – a pilot primary school in Warrnambool.

At the request of the Department of Education and Training Victoria regional branch, the pilot program aims to build the capability and confidence of teachers in the school in working with children and families experiencing vulnerability.

The program is working with the school community to build a trauma informed and responsive environment, which in turn will act as an enabler for the children to engage fully at school and become lifelong learners.

Buddy Bags

For more than 10 years, the Foundation has been delivering Buddy Bags to babies, children and young people who are experiencing crisis, trauma or doing it tough across Australia.

We've delivered more than 100,000 Buddy Bags across Australia. But COVID-19 restrictions meant that these backpacks filled with essential items could not be delivered post March.

We have since resumed deliveries, helping ensure that our children feel the safety and security Buddy Bags provide at a time when they might need it the most.



Cubby House

The Children's Court of Victoria provided services during the pandemic virtually, temporarily closing face-to-face support services to children and young people attending court, including our Cubby House in both Melbourne and Broadmeadows.

For more on our Care programs, please visit [amf.org.au](https://www.amf.org.au)

Ten years and going strong with eSmart

We should all be working to ensure we invest time and resources into raising a generation of smart, safe and responsible children and young people, both online and offline.

For the past 10 years the Alannah & Madeline Foundation has been instrumental in supporting communities to achieve this, and with more students online than ever before, there has never been a more critical time than now.

Initially a framework designed specifically to help schools to have effective systems and processes in place for dealing with bullying, cyber bullying and online safety, the program has grown over the past decade to include a suite of offerings under the world-leading, trusted eSmart name:

- eSmart Connect
- eSmart Digital Licence
- eSmart Libraries
- eSmart Membership
- eSmart Schools.

And new this year:

- eSmart Community
- eSmart Media Literacy Lab.

Visit esmart.org.au to find out more about our eSmart programs.



Read about some of our recent developments within the eSmart suite below.

Creating a generation of media literate students

In Australia, about half of Gen Z and a third of Gen Y use social media as their main source of news, yet more than half either rarely or never check that news stories found online are true.

The Alannah & Madeline Foundation, supported by Google.org, has worked with leading experts to develop eSmart Media Literacy Lab. The education resource is for students aged 12-15 and equips them with the skills they need to effectively navigate the online environment and thrive in their relationship with media, both on and offline.

It is so important for young people to know how technology is structured so they understand how it influences what they consume and produce, and how they share information, including what their digital footprint looks like and how it is used.

As students become more media literate with the Lab, their knowledge, skills and critical thinking deepens, building thought leaders and their capacity to challenge misinformation.

Modules featured in the eSmart Media Literacy Lab:

- **What is media?**
What media is in the 21st century: its role, who creates it, how it is constructed, analysis of media and messages within these components.

- **Relationship with media**
How to recognise when we are creating, consuming – or being consumed, it unpacks the student's own media habits to help apply what they've learned and to enhance their critical engagement with media.

- **Spotting a fake**
How modern news and media is made and consumed and the impact of this at personal, local, national and global levels, addresses fake news, mis-information, dis-information, mal-information and fact versus opinion.

- **Burst my bubble – AI, algorithms, bots and big data**
How we choose news sources and manage media experiences, how this affects our own world view, the impact technology has on our media production, consumption and on our understanding of ourselves and the world.

- **Democratic rights**
The role of contemporary media in modern democracies and what our role is as citizens within that landscape.

- **Haters gonna hate**
How media is used negatively to spread skewed world views and how we engage and respond to it, plus the flip-side – digital advocacy and becoming a change-maker.

eSmart Media Literacy Lab is aligned with Australian and state curriculums and complements the implementation of eSmart.

eSmart Media Literacy Lab became available in schools at the end of the year.

medialiteracylab.org.au

Virtual packages for virtual learning

When schools closed during 2020, the Alannah & Madeline Foundation's eSmart team swiftly created two virtual packages to help with remote delivery to students, staff and parents.

These virtual packages were designed to ensure learning continued regarding digital safety and keeping students safe online.

Designed for schools, the virtual classroom delivery package includes:

- a class set of eSmart Digital Licences: a program designed to help students learn about online safety
- an eSmart Connect workshop delivered online with a focus on digital safety for both students and staff.

eSmart Connect customers were able to switch their sessions to virtual on the same date or they could be rescheduled for later in the year.

One-on-one online support and training sessions, network discussions and professional learning modules were all available.

When schools reopened we returned to classrooms whilst also retaining our new virtual services.



Creating an eSmart Community

eSmart Membership is currently helping more than 1,100 schools take an all-of-school approach in reducing online risk and encouraging positive behaviours.

New this year to eSmart Membership is eSmart Community, which facilitates the exchange of the latest professional knowledge and information and enables schools to tap into a collaborative education network that helps prepare for – and respond to – ongoing changes and events.

eSmart Membership offers:

- access to six new focus areas with greater connection to the eSmart framework
- an ever-growing library of purpose-designed, industry resources
- new short videos
- eSmart Membership newsletters each term
- a dedicated eSmart online Community of Practice
- attendance at eSmart professional learning events.

eSmart Membership is currently helping more than 1,100 schools take an all-of-school approach in reducing online risk and encouraging positive behaviours.

It is critical that schools continue their work in navigating an ever-changing pro-social environment, particularly while students are spending more time online than ever before.

Fresh topics for eSmart Connect workshops

Our virtual eSmart Connect workshops are delivered by the Foundation's expert teacher-trained facilitators, covering topics such as respectful relationships, parenting in the digital world and online safety.

These online workshops are the perfect way to connect teachers, parents and/or students with the latest in online safety tools and information.

Workshops were updated in 2020, with new topics planned for 2021.

connect.amf.org.au

Almost 300,000 eSmart Digital Licences

Once referred to as the online world's equivalent of a driver's licence, the eSmart Digital Licence teaches school age children how to play, learn and socialise safely in the digital world.

When all eight topics are successfully completed, users receive their eSmart Digital Licence – in recognition of being equipped with skills to explore the online world safely. It also prepares young people for the best and the worst of the internet.

We saw thousands more students in 2020 register to do their eSmart Digital Licence across three versions: Junior Primary, Primary and Secondary, bringing the total number of registrations to 295,565.

digitallicence.com.au

Our youngest are Playing IT Safe

Midway through the year we launched a new suite of online resources to help early childhood educators teach preschoolers basic online safety via our Playing IT Safe web portal.

Developed by the Foundation in partnership with the Australian Federal Police and the Office of the eSafety Commissioner, and in collaboration with leading academics and early childhood teachers, Playing IT Safe is a web portal that hosts play-based activities, games and resources for early learning educators, parents and carers to use when introducing technology and online safety to young children.

Research from the Office of the eSafety Commissioner shows that 81 per cent of parents with preschoolers said their children were already using the internet.

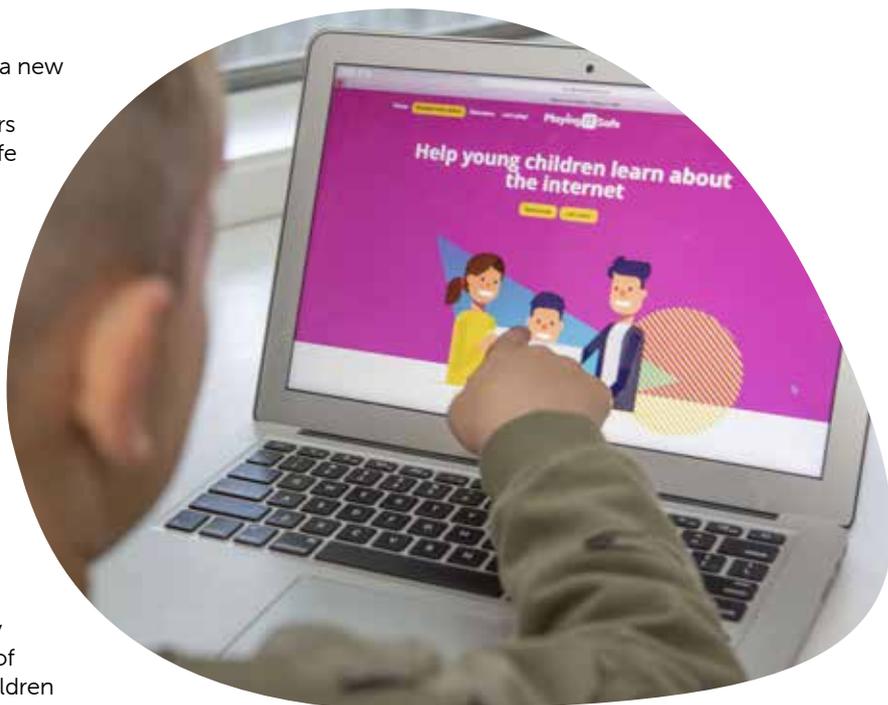
The portal's resources use play to teach children about what the internet is, how messages and photos are shared and who to go to if they need help when using technology.

The resources and activities are available for early childhood educators to help introduce children to fun, interactive and age-appropriate ways to better understand technology, as well as create and develop a foundation for good online safety skills that will stay with them as they develop.

Gandel Philanthropy is generously funding the Alannah & Madeline Foundation to conduct a pilot of professional development workshops that will help educators deliver Playing IT Safe. The pilot covers 500 educators and 7,500 children.

It is vitally important they will be a generation who understands the ways technology works and will come to it with empathy, kindness and compassion.

playingitsafe.org.au



Staying connected in lockdown

Australian families turned to digital technology during COVID-19 lockdowns and social isolation to help meet a wide range of needs, a new social research program found.

Conducted by the Foundation and supported by Facebook, This Digital Home shares the stories, reflections and images from households around the country, offering a unique picture of the day-to-day digital experience of staying connected during the pandemic.

The report offers intimate details of family life, as families open up about the role of technology in the home during this time: what worked, what didn't and their expectations as they adjusted to the 'new normal'.

This Digital Home aims to provide policymakers, organisations and parents a personal perspective on the issues and experiences of Australian families and their use of digital technology while in social isolation.

The data also provides recommendations on the future use of technology by Australian families and how this can be supported.

Families were sent questions about relationships, health and wellbeing, citizenship, play and learning every five days over the survey period of three weeks and could respond together or as individuals.

The stories in This Digital Home share the depth and breadth of family life as we see how our day-to-day experiences during lockdown and social isolation change attitudes and approaches to using technology.

The findings are fascinating and revealing – and show that families use technology in many ways.

The households found they explored new and different ways beyond video calls to connect with extended family and friends as they managed isolation. We saw examples of games being played, concerts performed, and art created – all from digital homes.

Technology helps families maintain and consolidate their relationships, to learn in formal and informal ways, to maintain their health and wellbeing, to play and have fun together, to relax and have downtime and to manage their health and fitness.

The survey also reveals that families are very aware of the impact technology has on their lives.

Families told us that finding a balance is a constant challenge and not something they always achieve, but that a little leniency is important during times of lockdown.



In such times, families don't need to be told whether technology is having a positive or negative impact on their lives. They are more interested in how they can best use it and how it can be designed, managed and made available in ways that meet their values and needs, rather than work against them.

The report offers a rich and important source of inspiration and advice to policymakers, with voices from very diverse family settings across the country.

Technology is a part of every child's and parent's life and the pandemic has brought it into sharp focus.

All of the fascinating insights in This Digital Home are available in the full report at [amf.org.au](https://www.amf.org.au).

Our advice column for parents

Recognising bullying in early childhood

It's common for young children to be aggressive when they feel frustrated, excited, or upset. Children need our help to learn to manage their emotions, be gentle, share or wait and take turns.

However, sometimes even young children will use aggression repeatedly and on purpose in order to hurt, scare or control someone else.

Bullying is when someone with more power repeatedly and deliberately harms someone else who feels unable to stop it happening. Power might stem from physical size or strength or from social advantages, such as having more friends. Bullying can be physical, verbal, social, or online. Children who are bullied face higher risks of health and wellbeing problems – especially if they have also bullied others.

Bullying isn't solved by punishment or by telling children to "toughen up". It's a social and relationship problem, and we need adults and other children to work together to change the outcome.

We might not worry if a child snatches another child's toy, calls them a silly name, assigns them an undesirable role in a game or refuses to let them play. But it should raise concerns if a child does this again and again, or if it's making other children anxious, distressed or isolated.

It is especially important for adults to step in if a child seems very focused on aggression, if they target children who are weaker or less confident than they are, if they enlist other children to help them or if they use aggression when they think adults are not watching.

Early childhood bullying tends to be direct and face-to-face, with physical aggression more common amid boys and relational aggression ("no one play with Sally!"), more common amid girls. At this age, friendship groups are less organised, so young children may target many other children indiscriminately, with less consistent support from their peers. Some children who bully others are struggling to fit in themselves, while others are popular, with strong social skills. Children who are usually 'nice kids' can still become involved in bullying.

But there's good news: early childhood educators have a perfect opportunity to stop bullying and help children learn to build respectful, positive relationships.



Global leadership

Australia #2 for safety

The Alannah & Madeline Foundation welcomes the results from the first Child Online Safety Index, which sees Australia ranked as the second safest country out of 30, and believes it provides a useful starting point for further exploration.

International think-tank the DQ Institute launched the world's first real-time Child Online Safety Index (COSI) on Safer Internet Day 2020, after surveying 145,426 children and adolescents in 30 countries over the last three years.

Safety rankings are based on six measures, including education and exposure to cyber risks. Only Spain ranks higher than Australia, while Thailand is ranked last.

The report is particularly notable for its focus on eight to 12-year-olds, including their exposure to risks and social media.

These risks include cyber bullying, violent and sexual content, social media disorders and strangers children met online.

The report provides a useful starting point for understanding online child safety, and there's room to grow the Australian COSI dataset.

There is also room to grow our understanding of Australian child online safety in years to come.

Despite Australia's high ranking, the index leaves no room for complacency around child safety.

Keeping children safe is of the highest priority to the Foundation and should be to all Australians.

dqinstitute.org/child-online-safety-index/

Partnering to take our eSmart Digital Licence global

The Foundation has also partnered with the DQ Institute, with support from global professional services company, the Accenture Australia Foundation, to launch a high quality, educational and teaching program – the recharged eSmart Digital Licence+ – next year.

This re-envisioned version of the original eSmart Digital Licence offers an exciting, gamified learning experience for students to explore an interactive story world and engage with learning material, relatable scenarios and guided reflections of their own experiences with technology, in the interests of building digital intelligence.

Students are immersed in a world of stories, while completing milestones and earning the badges they need to receive their eSmart Digital Licence+.

Supporting students aged 11-14, this world-first global collaboration will help them develop critical knowledge and skills to thrive in the digital world.

Part of the Alannah & Madeline Foundation's broader eSmart framework, the eSmart Digital Licence+ offers the world's first global standards for digital literacy, digital skills, as well as digital readiness.

The Foundation will draw on its deep understanding of schools across Australia to include those that experience digital disadvantage despite being in regions which are statistically characterised as relatively advantaged.

We look forward to introducing the new version of eSmart Digital Licence+ in late 2021.





Highlighting invaluable support

In a year where so many businesses had to change their ways of working – staff numbers were downsized, attendees and customers were forced to stay home – our incredible corporate partners stood by us in any way they could.

During what was a tough and challenging year in many ways, partners still managed to deliver support, engage their staff and demonstrate corporate social responsibility and social impact.

All of our partners make us proud, here are just a few examples.

Wilson Security

Our partnership with Wilson Security launched this year, supporting vulnerable children across our Children Ahead, Cubby House, Early Years Trauma Consultancy Service (TraCS) and Buddy Bags programs. Wilson Security employees have also been engaged in volunteering, demonstrating their connection and commitment to the partnership.

Yarra Valley Chocolaterie & Ice Creamery

Our friends at Yarra Valley Chocolaterie & Ice Creamery had an incredibly difficult year being across retail and hospitality sectors. Yet despite this, they kept fundraising through the Hop For Hope Chocolate Coins. The Foundation remained their main charity partner and they continued to raise much-needed funds throughout the year.

Richmond Football Club (RFC)

With football crowds not permitted in 2020, there were limited engagement and fundraising opportunities. Football clubs across the country faced many challenges, and the team at RFC was no exception. Nevertheless, RFC pivoted their support for the Foundation and extended to fundraise through additional channels, adding \$188k to the tally of well over \$1million since 2012.

To find out how you or your business can partner with the Foundation, visit amf.org.au.



Community Partner Richmond Football Club

The impact of your support

With your support, we have been able to help individuals, families and communities across Australia.

EDUCATING

Providing bullying and cyber bullying resources for parents via parenthub.dollysdream.org.au.



REACHING

11 million+ Australians have heard Dolly's story.



DELIVERING

Co-funding the NT and QLD Governments' introduction of eSmart Schools to reduce bullying.



INFLUENCING

Helping prevent lives being lost to bullying.



INSPIRING

400+ fundraising activities.



HONORING

Kate and Tick Everett awarded 2019 Australia Day Local Hero Award.



FUNDRAISING

\$3 million+ generated in support.



ADVOCATING

Contributing to policy discussions with all governments.



EMPOWERING

Encouraging people to stand up to bullying, support those affected and to speak even if their voice shakes.



PRESENTING

Delivering cyber safety workshops in rural and regional parts of Australia.

Dolly's Dream was created by Kate and Tick Everett following the shattering loss of their 14-year-old daughter, Dolly, to suicide, after ongoing bullying.



Kate and Tick's commitment is to prevent other families walking this road. Their goal is to change cultures and behaviours to prevent bullying, by increasing understanding of the impact of bullying, anxiety, depression, and youth suicide and by providing support to parents.

The Alannah & Madeline Foundation shares this goal and has a long and successful track record of creating a safer online and offline world for children.

United by this common purpose, they formed a partnership to educate parents on the problems



of bullying, its effects and how to deal with it, and then to empower children and adults to recognise bullying when it occurs and have the confidence and skills to stand up and talk about it.

Through Dolly's Dream, together we:

- support schools with the eSmart framework, workshops and kindness activities
- speak directly to parents through our newsletters, advice columns and Parent Hub web portal
- provide online products to families, helping with those really important conversations about online respect including DigiPledge
- assist young people via our workshops, digital products and through our advocacy efforts.

It's been a busy year...

Our Parent Hub is going strong

Many parents feel teaching their kids about online safety is important, but they don't quite know how to go about it. That's why we developed the Dolly's Dream Parent Hub.

To help make life a little easier for parents, we've done the research and pulled together the most trusted information about online safety and bullying. It's a one-stop-bullying-resource-shop for parents.

dollysdream.org.au/parent-hub

Be a mate and shut down hate on May 8

The second annual Do It For Dolly Day on 8 May was billed as a national day of kindness, with thousands honouring Dolly's memory and taking a stand against bullying. While numbers at some gatherings may have been limited (and socially distanced of course), our supporters still recognised how important the Dolly's Dream message is.

Our community really is amazing.

Let's make sure those conversations continue around bullying and online safety, and how kindness and compassion can change the outcome of a day.

By coming together and getting behind the cause, people will encourage their mates to do the same and, before long, everyone will feel brave enough to speak out against bullying.

Tick Everett



On a kinder note

Thanks to our partnership with UnLtd, we also found a new way of bringing our parenting resources and information to rural and regional newspapers with the introduction of 'On a kinder note', our very own weekly column that ran across Australian Community Media titles. Our parenting advice was introduced to new audiences, with 170+ rural and regional newspapers, as well as community-based websites, picking up the column, potentially reaching two million people per article.

Wearing Dolly's Dream on our sleeve

We love seeing our Dolly's Dream community in their shirts, hats and hoodies. Our hats have been worn at campdrafts, our backpacks taken to school and our Dolly boots worn under bridal gowns! Carlee and the crew at the Bairnsdale Horse Centre do such great work getting our merchandise – and name – out into communities around the country.

The Dolly's Dream anti-bullying message is spread across the country by supporters wearing our merchandise, and we couldn't be prouder to see it out there in the community.

Mustering resilience and kindness

Queensland communities joined Dolly's Dream online during the year in a series of interactive workshops designed to meet the needs of their regions.

Each session at these Muster workshops empowered adults and children of all ages with resilience-building skills – and how to implement them – that are backed by evidence-based research. We explored resilience, gratitude and understanding, with attendees engaged via polls, videos and games, with all levels of knowledge catered for, for both students and parents.

Feedback from these sessions was really positive, with participants being more aware of local support services and community programs in their local area, as well as gaining new, key skills to practice resilience.

We also enjoyed positive results in Queensland with eSmart, introducing the framework to the first cohort of 55 schools. More than 1,600 Digital Licences were taken up, and we delivered close to 100 workshops across the state.

Workshops are constantly evolving, with new ones being developed. Help your community stay safe both online and offline with eSmart and Dolly's Dream workshops.



To find out more about our initiatives or to find out how you can support Dolly's Dream visit dollysdream.org.au

Pledging to be kind

There are so many benefits for kids being online, but socialising online can present a number of problems, from cyber bullying to trolling and peer pressure. And for families, these can be new and challenging issues to navigate.

DigiPledge is an online safety tool that families can do together, learning how to make the right choices online and exploring the consequences of making poor decisions. It also helps generate important conversations about online safety between kids and their parents.

In the first quarter of 2020 we adapted the Dolly's Dream DigiPledge for schools. DigiPledge is an interactive, online activity for families, designed to encourage discussions about online behaviours and how to stay safe online. The new virtual program includes:

- the Dolly's Dream DigiPledge, a series of online challenges and a pledge to be kind that will assist your home-bound families to ensure children remain safe when online delivered through Dolly's Dream
- a Connect workshop offering advice and support for families about online safety.

We've had great success with DigiPledge during the year, with many families pledging to be kind together. Let's all make the most of the internet, safely.

Be a kind business

To help champion kindness, this year we also introduced our Wellbeing and Kindness Package for businesses.

By taking part, employees can:

- develop an understanding of the appeal of social media and how to support young people to stay safe
- know where and how to report inappropriate content and how best to support kids who are facing harm
- have access to the latest research regarding online behaviours
- work alongside their kids to pledge to be kind and stay safe online
- open lines of communication with their kids
- increase confidence to have critical conversations with their children
- learn alongside their kids – they'll be surprised at what they learn!
- physically sign a pledge – with their family – to champion kindness.

Kindness is critical to everyone's wellbeing, whether in the online or offline world. To be a champion of kindness is, well, even kinder.

Now you can give the gift of kindness to your employees.

Thank you

A huge thank you to our incredible supporters.

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Kate and Tick Everett

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Bairnsdale Horse Centre

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Mick Byrne

Thank you

The only way we can reach the number of children that we do is because of our wonderful supporters - thank you.

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Just Play
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Appendix

Alannah & Madeline Foundation

(ABN 96 514 115 810)

Annual Financial Report
for the year ended 31 December 2020

THE ALANNAH & MADELINE FOUNDATION – FINANCIAL REPORT

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Trustee's Report

Incorporation

The Alannah & Madeline Foundation was established on 6 March 1997 as a Trust. The current Trustee of the Foundation is The Alannah & Madeline Foundation Limited, which was incorporated on 1 March 2000 with an ACN number of 090 752 800. The trust company is a company limited by guarantee.

Operations

The Alannah & Madeline Foundation is headquartered in South Melbourne, Victoria but operates nationally. As at 31 December 2020, 77 staff were employed by the Foundation, 32 of whom were part-time or casual.

Principal activities

Our vision is that every child will live in a safe and supportive environment.

The Alannah & Madeline Foundation is a national charity protecting children from violence and bullying and its devastating impacts. The Foundation was set up in memory of Alannah & Madeline Mikac, aged six and three, who were tragically killed with their mother and 32 others at Port Arthur, Tasmania on 28 April 1996.

The Alannah & Madeline Foundation recognised that we had helped our two millionth child since the Foundation began. In 2020 we were able to pivot our delivery model for most of our programs and offered our services on-line post March.

Our **Children Ahead** program provides intensive, therapeutic support for children and young people aged up to 18 years to assist with their recovery from significant trauma or violence.

Through research, evidence and experience we know that for children and young people to recover from violence they need a safe, predictable and stable environment, as well as the opportunity to express and communicate their feelings, positive relationships, connection to family, and resilience.

Our qualified case managers work directly with children and young people, alongside their families, to support their emotional, educational and social needs, as well as their psychological wellbeing and any overall health concerns. Due to the impact of the global pandemic, in 2020 we successfully pivoted our delivery model so we could connect with our clients on-line. This enabled us to continue to deliver a much-needed service with limited disruption.

Children who have been traumatised can suffer more ill-health, feel insecure and have difficulty learning and managing their emotions. Trauma can also distort children's perceptions of themselves and make it difficult to trust others.

Case managers also work collaboratively with relevant agencies to make sure children (and their families) who are suffering the effects of trauma and violence have the community connections needed for immediate and long-term support.

In Australia, thousands of children enter emergency care each year, often with nothing but the clothes they are wearing. Through our **Buddy Bags** program, these children receive a backpack full of new essential items: toothbrush, toothpaste, hairbrush, pillowcase, facewasher, PJs, underwear and socks, as well as a book, photo album and the all-important teddy bear. Buddy Bags help restore a sense of security in these children's lives. In 2020 we were able to deliver backpacks for the first quarter before the COVID-19 pandemic halted this service.

The Alannah & Madeline Foundation continued to operate the **Cubby House** as part of the Broadmeadows Children's Court and Melbourne Children's Court for the first quarter of 2020.

Cubby House caters for hundreds of children annually and is Australia's first purpose-built space – within a court building for children who are under the care of the Department of Health and Human Services (DHHS) while they wait for their personal family matters to be heard before the court.

Trustee's Report (continued)

The calming and comfortable atmosphere reduces anxiety and fear in a secure environment. Skilled youth workers are on-hand to provide ongoing activities, support and a range of distractions for children to support them during this time. In March 2020 the Children's Court moved to an on-line model of delivery which meant that we were not required to deliver this service for the majority of the year.

In 2020 we entered our second year of delivering our Early Childhood Trauma Consultancy Service (TraCS). TraCS helps early years staff work with children aged 3-5 years affected by trauma, enabling staff to understand these challenging behaviours and how best to respond to them.

Expert practitioners from the Alannah & Madeline Foundation work with early childhood centres and kindergartens in Victoria under the School Readiness Funding Program.

Exposure to trauma such as community and family violence, developmental abuse, neglect, as well as natural disasters can impact a child's ability to learn. Memory, language, social functioning, self-regulation, the need for control, attachments and peer relationships can all be negatively impacted.

Children who have experienced trauma can be very difficult for early years staff to manage as they often exhibit challenging behaviours, lack of impulse control, reactivity, as well as difficulties in regulating emotions. They can require intensive support to get them 'school ready'.

TraCS also provides a safe and supportive setting for kindergarten staff to manage their own emotional responses to these challenges. It gives them a forum to debrief from difficult interactions with children or parents and by doing this, the rate of burnout and isolation – common at many centres due to the local community's high needs – is significantly reduced.

We develop programs which help prevent violence in the lives of children.

Our **Better Buddies** framework is a whole-school initiative designed to create friendly and caring primary school communities where bullying is reduced.

When students have the skills and understanding of how to engage in positive, respectful, and inclusive relationships, then negative behaviour – such as bullying – can be reduced.

Better Buddies pairs students entering their first year of primary school with an older buddy to help them feel safe, valued, and connected to their new school community. The Framework encourages students to incorporate the Better Buddies values: *caring for others, friendliness, respect, valuing difference, including others* and *responsibility*. Better Buddies allows younger students to feel safe and cared for, while older students feel valued and respected. This program continued in over 1,800 primary schools across Australia.

eSmart Schools was developed in response to schools' expressed need for a positive and evidence-informed framework to address issues of bullying, cyber bullying and cyber safety.

The framework provides Australian schools with the tools and resources required to build and maintain a positive culture of bullying prevention, and teachers are supported to champion respectful behaviours and educate students and parents in cyber safety.

Using a behaviour change approach, similar to the SunSmart campaign, eSmart aims to create a community of students, teachers and parents who are smart, safe and responsible with technology.

When a school achieves eSmart status they are eligible for eSmart Membership. With support from state governments in Victoria, Queensland, Tasmania and the Northern Territory, eSmart Schools is now in almost a third of all schools across Australia.

The **eSmart Digital Licence** is Australia's number one selling online safety education program that teaches school age children how to play, learn and socialise safely in the digital world.

Trustee's Report (continued)

It is the most comprehensive online education program available for children in Australia and teaches school aged children critical digital skills, as well as promoting discussion about online safety between young people and their parents, carers and teachers.

Created by the Alannah & Madeline Foundation together with cyber safety experts, teachers and psychologists, the Digital Licence is endorsed by the Office of the eSafety Commissioner. When all eight topics are successfully completed, users receive an eSmart Digital Licence in recognition of being equipped with the necessary skills to enable them to explore the online world safely. In 2020 we partnered with DQ Institute and Accenture Foundation to further enhance the Digital Licence.

Using the expertise from our world-leading programs, **Connect** workshops provide a range of informative sessions related to cyber safety, bullying and wellbeing, including social and emotional learning, valuing difference, building resilience as well as respectful relationships.

Sessions run for 60 minutes and are predominantly held in schools, community organisations and businesses for teachers and students and parents. In 2020 the majority of these sessions were held on-line.

We play an advocacy role and we're a voice against childhood violence.

Established in 2002 by the Alannah & Madeline Foundation, the **National Centre Against Bullying** (NCAB) comprises volunteer experts and two associate members who work closely with school communities, government and industry.

Members include some of Australia's leading experts in the field of bullying and cyber bullying, including psychologists, academics, researchers and educators.

Chaired by the former Chief Justice of the Family Court of Australia, the Hon Diana Bryant AO, NCAB plays an important role in speaking out for children and advocating for their right to be free from bullying.

The Foundation relies on the generous support of our dedicated volunteers, as well as donations and gifts-in-kind from the community and our corporate friends. The Alannah & Madeline Foundation is committed to reducing the risk of death and harm from firearms in our community. In particular, we are working to reduce the impact of firearm related violence on children.

Part of our work is to increase public awareness and contribute to a more balanced public debate on the issue and the Foundation also works with the Australian Gun Safety Alliance (launched in September 2018) which is made up of concerned individuals and like-minded organisations who work collaboratively to achieve these outcomes.

In 2020 we continued our innovative work and delivered or commenced a number of projects. Improve Your Play is an innovative new project that aims to educate young men aged 15-17 about consent and harmful sexualised behaviours online and equip them with the skills to communicate respectfully. To be delivered by the Foundation in collaboration with Swinburne University of Technology and funded by the Office of the eSafety Commissioner, the project will be co-designed with young men and women and will be a first for Australia.

The Foundation has worked with TikTok which has led to the development of a series of videos to promote media literacy amongst TikTok users. This will be an ongoing partnership with TikTok who have also started working with the DQ Institute in the development of a TikTok Family Safety Toolkit.

Non-monetary contribution

To support the ongoing activities of the Foundation, goods and services are donated by individual and corporate supporters. This includes everything from donated goods such as items for sale at events through to pro-bono professional activities such as legal services. The value of donated time by volunteers has not been measured. To better reflect the total level of Foundation activity, the non-monetary contribution has been quantified in 2020 at \$8,588,406 (2019: \$2,498,484).

Trustee's Report (continued)

Directors

The following persons were directors of The Alannah & Madeline Foundation Limited (the Trustee Company) during the financial year:

Greg Sutherland (Chair & Alternate Director for Caroline Walker until 28 June 2020)

Caroline Walker (resigned 28 June 2020, was on an approved leave of absence prior to this date)

Eamonn Fitzpatrick (resigned 2 July 2020)

Hilary Johnston-Croke

Launa Inman

Lesley Podesta (resigned 12 March 2021)

Peter Blunden (resigned 27 November 2020)

Rebecca Kardos

Richard Broug

Robert Speedie

Russell Yardley

Terry Hearity OAM

Chief Executive Officer

Lesley Podesta is retiring effective from 12 March 2021 in her capacity as Chief Executive Officer and Director of The Alannah & Madeline Foundation Limited (the Trustee Company). Sarah Davies AM has been appointed as the Foundation's incoming Chief Executive Officer.

Director's benefits

No benefits (cash or in kind) have been bestowed upon any director. All directors participate in the administration of the Foundation on a voluntary basis.

Indemnification and insurance of directors and officers

During the financial year the Foundation paid a premium to insure all Directors against liabilities for costs and expenses incurred by them in defending any legal proceedings arising out of their conduct whilst acting in the capacity of Director of The Alannah & Madeline Foundation.

Auditor

Ernst & Young is the appointed auditor for the Foundation and continue in office. Ernst & Young performed their audit on a pro-bono basis.



Greg Sutherland
Director of Trustee Company

Melbourne, 25 March 2021



Robert Speedie
Director of Trustee Company

Melbourne, 25 March 2021

Trustee's Declaration

In accordance with a resolution of the Trustee of The Alannah & Madeline Foundation, we state that:

In the opinion of the Trustee:

- (a) the financial statements and notes of the Foundation are drawn up so as to:
 - (i) give a true and fair view of the Foundation's financial position as at 31 December 2020 and of its performance for the year ended on that date in accordance with the accounting policies outlined in Note 2; and
 - (ii) comply with Australian Accounting Standards – reduced disclosure requirements as issued by the Australian Accounting Standard Board, the Corporations Act 2001 and the Australian Charities and Not-for-Profits Commission Act 2012; and
- (b) there are reasonable grounds to believe that the Foundation will be able to pay its debts as and when they become due and payable.

On behalf of the Trustee



Greg Sutherland
Director of Trustee Company

Melbourne, 25 March 2021



Robert Speedie
Director of Trustee Company

Melbourne, 25 March 2021

Statement of Comprehensive Income

FOR THE YEAR ENDED 31 DECEMBER 2020

	NOTE	31 December 2020	31 December 2019
INCOME			
<u>Income from Fundraising and Events</u>			
Events		17,741	318,451
Corporate fundraising		1,072,366	544,863
Direct marketing		3,485,532	7,292,012
Trusts and Foundations		1,402,277	360,834
Grants		4,091,480	1,733,876
Dolly's Dream		646,231	816,995
Digital Licence / eSmart / Connect / other		1,501,501	2,237,670
General donations / regular giving / major donor		2,059,798	2,233,314
Total Income from Fundraising and Events		14,276,926	15,538,015
<u>Other Income</u>			
Interest income		17,839	25,800
Other income		26,356	144,418
Total Other Income		44,195	170,218
Total Cash Income		14,321,121	15,708,233
Non-monetary income	2(c)	8,588,406	2,498,484
<u>TOTAL INCOME</u>		22,909,527	18,206,717
<u>EXPENDITURE</u>			
Programs expenditure		8,238,517	10,824,718
Community education expenditure		362,518	521,833
Non-monetary contribution	2(c)	8,168,286	2,394,836
Total Programs expenditure		16,769,321	13,741,387
Marketing / Fundraising cash expenditure		1,820,138	3,161,909
Non-monetary contribution	2(c)	409,695	64,305
Total Marketing / Fundraising expenditure		2,229,833	3,226,214

Statement of Comprehensive Income (Continued)

FOR THE YEAR ENDED 31 DECEMBER 2020

	NOTE	31 December 2020	31 December 2019
Accountability and administration expenditure		1,263,970	1,186,948
Non-monetary contribution	2(c)	10,425	39,343
Total Accountability and Administration expenditure		1,274,395	1,226,291
<u>TOTAL EXPENDITURE</u>		20,273,549	18,193,892
<u>NET SURPLUS FOR THE YEAR</u>		2,635,978	12,825

Statement of Financial Position

AS AT 31 DECEMBER 2020

	NOTE	31 December 2020	31 December 2019
ASSETS			
<u>Current Assets</u>			
Cash and cash equivalents	10	5,659,740	2,286,982
Financial assets	2(r)	87,052	-
Trade and other receivables	4	456,634	1,180,393
Prepayments and inventory	5	166,919	162,344
Total Current Assets		6,370,345	3,629,719
<u>Non-Current Assets</u>			
Investments	2(n)	1	1
Intangible assets	9	281,067	463,317
Plant and equipment	6	97,135	175,765
Total Non-Current Assets		378,203	639,083
<u>TOTAL ASSETS</u>		6,748,548	4,268,802
LIABILITIES			
<u>Current Liabilities</u>			
Trade and other payables		368,405	562,846
Accrued payables	7 & 11	386,204	473,316
Contract liabilities	2(k)	245,213	357,108
Provision for employee benefits	8	453,914	240,628
Total Current Liabilities		1,453,736	1,633,898
<u>Non-Current Liabilities</u>			
Provision for employee benefits	8	72,760	48,830
Total Non-Current Liabilities		72,760	48,830
<u>TOTAL LIABILITIES</u>		1,526,496	1,682,728
<u>NET ASSETS</u>		5,222,052	2,586,074
Trust Funds			
Settlement sum		20	20
Undistributed surpluses		5,222,032	2,586,054
<u>TOTAL TRUST FUNDS</u>		5,222,052	2,586,074

Statement of Cash Flows

FOR THE YEAR ENDED 31 DECEMBER 2020

	NOTE	31 December 2020	31 December 2019
<u>Cash flows from / (used in) Operating activities</u>			
<u>activities</u>			
Cash receipts in the course of operations		15,701,753	16,186,103
Interest received		17,839	25,800
Payments to employees and suppliers		(12,275,504)	(15,768,908)
		<hr/>	<hr/>
Net cash flows from operating activities	10(a)	3,444,088	442,995
<hr/>			
<u>Cash flows used in Investing activities</u>			
Payments for fixed & intangible assets		(71,330)	(626,080)
		<hr/>	<hr/>
Net cash inflows/(outflows) for the current year		3,372,758	(183,085)
<hr/>			
Net increase / (decrease) in cash		3,372,758	(183,085)
Cash at beginning of financial year		2,286,982	2,470,067
<u>CASH AT END OF FINANCIAL YEAR</u>	10(b)	5,659,740	2,286,982
		<hr/>	<hr/>

Statement of Changes in Funds

FOR THE YEAR ENDED 31 DECEMBER 2020

	Settlement Sum	Undistributed Surpluses	Total Trust Funds
AT 1 JANUARY 2020	20	2,586,054	2,586,074
Surplus for the year	-	2,635,978	2,635,978
Other comprehensive income	-	-	-
Total comprehensive income for the year	-	2,635,978	2,635,978
AT 31 DECEMBER 2020	20	5,222,032	5,222,052
AT 1 JANUARY 2019	20	2,573,229	2,573,249
Surplus for the year	-	12,825	12,825
Other comprehensive income	-	-	-
Total comprehensive income for the year	-	12,825	12,825
AT 31 DECEMBER 2019	20	2,586,054	2,586,074

Notes to the Financial Statements

FOR THE YEAR ENDED 31 DECEMBER 2020

1. TRUST INFORMATION

The Alannah & Madeline Foundation is a trust domiciled in Australia.

The registered office of The Foundation is located at:

Level 1, 256 Clarendon Street South Melbourne, VIC 3205.

The principal activities of the Foundation during the year were guiding our quest for new and effective solutions and ensures that we meet our commitment to making this a safer, stimulating and more supportive society for our children.

The Foundation employed 77 employees as at 31 December 2020 (31 December 2019: 79 employees).

2. SUMMARY OF SIGNIFICANT ACCOUNTING POLICIES

(a) Basis of preparation

These general-purpose financial statements have been prepared in accordance with the requirements of the Australian Accounting Standards – Reduced Disclosure Requirements, Accounting Interpretations and other authoritative pronouncements of the Australian Accounting Standard Board.

The company complies with Australian Accounting Standards – reduced disclosure requirements as issued by the Australian Accounting Standard Board, the Corporations Act 2001 and the Australian Charities and Not-for-Profits Commission Act 2012.

The Directors have elected to apply the following accounting Standards:

AASB 1053	<i>Application of Tiers of Australian Accounting Standards; and</i>
AASB 2010-2	<i>Amendments to Australian Accounting Standards Arising from</i>
	<i>Reduced Disclosure Requirements.</i>

The adoption of these standards has resulted in significantly reduced disclosures throughout the notes to the financial statements. There was no impact on the reporting of the financial position and performance of the Foundation.

AASB 1053 and AASB 2010-2

AASB 1053 establishes a differential financial reporting framework consisting of two tiers of reporting requirements for general purpose financial statements:

- Tier 1 – Australian Accounting Standards
- Tier 2 – Australian Accounting Standards – reduced disclosure requirements.

AASB 2010-2 makes amendments to each standard and interpretation, indicating the disclosures not required to be made by Tier 2 entities or inserting RDR paragraphs requiring simplified disclosures for Tier 2 entities.

Historical cost convention

The financial statements have been prepared on the basis of historical cost, except where noted otherwise.

Notes to the Financial Statements

FOR THE YEAR ENDED 31 DECEMBER 2020

2. SUMMARY OF SIGNIFICANT ACCOUNTING POLICIES (CONTINUED)

Cost is based on the fair values of the consideration given in exchange of assets.

(b) Changes in accounting policy and disclosures

The accounting policies adopted are consistent with those of the previous financial year. There has been no material change of accounting policies to the financial statements due to changes in the accounting standards

(c) Revenue recognition

Revenue received by the Foundation is recognised and measured in accordance with *AASB 15 Revenue from Contracts with Customers* and *AASB 1058 Income of Not-for-Profit Entities*.

Revenue recognised in accordance with AASB 15 Revenue from contracts with customers

Revenue from contracts exists when the Foundation receives an inflow of resources for the purpose of delivering specific goods or services at their fair value and is recognised upon the satisfaction of specific performance obligations.

For the Foundation, revenue from contracts with customers includes income received as part of commercial agreements that involves the reciprocal transfer of products or services to schools, kindergartens and other community groups. It also includes funding that is awarded to the Foundation for a certain purpose or activity by corporate partners, trust and foundations or government, as agreed by the Foundation. In these instances, what the funding is used for is directed by the donor and enforced by sufficiently specific performance obligations.

Revenue from contracts with customers is recognised when the Foundation satisfies specific performance obligations and delivers specific goods or services to a customer, either at a point in time or over a period of service provision, when control of these goods or services is transferred to the customer at an amount that reflects the consideration to which the Foundation expects to be entitled in exchange for those goods or services.

The Foundation has generally concluded that it is the principal in its revenue arrangements because it typically controls the goods or services before revenue transferring them to the customer. One exception to this exists where the Foundation has engaged a third-party fundraiser to run a campaign with products owned and controlled by the third party.

Revenue recognised in accordance with AASB 1058 Income of Not-for-Profit Entities

Revenue is recognised in accordance with AASB 1058 Income of Not-For-Profit entities where funding is awarded to the Foundation for the purposes of furthering its objectives. This includes donations and other fundraising where what the funding is used for is at the Foundation's discretion.

This category of revenue can also include funding that is awarded to the Foundation for a certain purpose or activity; where the fulfilment of agreed activities is not necessarily enforced by sufficiently specific performance obligations.

Non-monetary income and contribution

The Foundation has recognised the importance of non-monetary contributions made in the form of donated goods and services throughout the year ended 31 December 2020. These include such items as donated professional services and donated goods to support the Foundation's program delivery.

Notes to the Financial Statements

FOR THE YEAR ENDED 31 DECEMBER 2020

2. SUMMARY OF SIGNIFICANT ACCOUNTING POLICIES (CONTINUED)

These donations have been recorded as income in accordance with the nature of the donation. The corresponding expenditure is recognised at the equivalent value and hence has no net impact on the overall surplus / (deficit). Non-monetary contributions do not include discounts that would be received in the normal course of commercial transactions.

Valuation of non-monetary income, wherever possible, is via third party substantiation by the provider of the goods or services. Where this substantiation is unavailable, an estimate based on marketplace rates values is made by management.

Although the Foundation receives volunteer support, this volunteer labour is not quantified in the non-monetary contributions total.

(d) Expenditures

All expenditures are accounted for on an accruals basis and have been classified under headings that aggregate all costs related to the categories. Where costs cannot be directly attributed to a particular category, they have been allocated to activities on a basis that is consistent with use of the resources.

(e) Cash and cash equivalents

Cash and cash equivalents in the statement of financial position comprise cash at bank and in hand and short-term deposits with a maturity of six months or less.

For the purposes of the statement of cash flows, cash includes cash at bank and in hand and short-term deposits with an original maturity of six months or less that are readily convertible to cash, net of outstanding bank overdrafts, if any.

(f) Trade and other receivables

Trade and other receivables, which generally have 14 to 30 day terms, are initially recognised at fair value and subsequently measured at amortised cost less an allowance for impairment. Collectability of trade receivables is reviewed on an ongoing basis. The entity manages the process of customer credit risk regularly and all the outstanding trade receivables are monitored on an ongoing basis. The Expected Credit Loss Model (ECL) was performed as at 31 December 2020 to analyse any impairment or bad debts on any outstanding receivables. The Foundation anticipate that all outstanding receivables will be recovered, hence, the provision of bad debts for the current year is \$0.

(g) Funds committed to beneficiaries

From time to time the Foundation receives funds from third parties which can only be used by specific beneficiaries. Such funds held by the Foundation, but which remain unspent at year end, are recorded as a liability.

(h) Impairment of non-financial assets

Non-financial assets are tested for impairment whenever events or changes in circumstances indicate that the carrying amount may not be recoverable. The Foundation conducts an annual internal review of asset values, which is used as a source of information to assess for any indicators of impairment.

External factors, such as changes in expected future processes, technology and economic conditions, are also monitored to assess for indicators of impairment. If any indication of impairment exists, an estimate of the asset's recoverable amount is calculated.

Notes to the Financial Statements

FOR THE YEAR ENDED 31 DECEMBER 2020

2. SUMMARY OF SIGNIFICANT ACCOUNTING POLICIES (CONTINUED)

An impairment loss is recognised for the amount by which the asset's carrying amount exceeds its recoverable amount. Recoverable amount is the higher of an asset's fair value less costs to sell and value in use.

Non-financial assets that suffered an impairment are tested for possible reversal of the impairments whenever events or changes in circumstances indicate that the impairments may have been reversed.

(i) Fixed assets

Plant and equipment

Plant and equipment are recognised on a historical cost basis less accumulated depreciation and any impairment in value.

Depreciation of non-current assets

All non-current assets having limited useful lives are systematically depreciated over their useful life to the Foundation in a manner that represents consumption of the service potential embodied in those assets.

Depreciation charges are made from the time when a depreciable asset is put into use or held ready for sale.

Depreciation is calculated on a diminishing value basis over the estimated useful life of the specific assets as follows:

- Office furniture and equipment 3 - 5 years
- Digital Licence Product Build 3 years
- Intangible assets 3 years

(j) Trade and other payables

Trade and other payables are carried at amortised cost and, due to their short-term nature they, are not discounted. They represent liabilities for goods and services provided to the Foundation prior to the end of the year that are unpaid and arise when the Foundation becomes obliged to make future payments in respect of the purchase of these goods and services.

(k) Contract liabilities

Contract liability is recognised as a liability when the Foundation receives an inflow of resources relating to a performance obligation, reflected in a contract with a customer, that the Foundation has not yet fulfilled. The amount is subsequently recognised as revenue once the performance obligation has been satisfied.

(l) Income tax and other taxes

The Foundation is exempt from income tax and as such income tax has not been provided for in these accounts.

Revenue, expenses and assets are recognised net of the amount of GST except:

- i) where the GST incurred on a purchase of goods and services is not recoverable from the taxation authority, in which case the GST is recognised as part of the cost of acquisition of the asset or as part of the expense item as applicable.

Notes to the Financial Statements

FOR THE YEAR ENDED 31 DECEMBER 2020

2. SUMMARY OF SIGNIFICANT ACCOUNTING POLICIES (CONTINUED)

ii) receivables and payables, which are stated with the amount of GST included.

The net amount of GST recoverable from, or payable to, the taxation authority is included as part of receivables or payables in the statement of financial position.

(m) Employee benefits

Wages, salaries and annual leave

Liabilities for wages and salaries, including non-monetary benefits and annual leave expected to be settled within 12 months of the reporting date are recognised in respect of employees' services up to the reporting date. They are measured at the amounts expected to be paid when the liabilities are settled.

Long service leave

The liability for long service leave is recognised in the provision for employee benefits and measured as the present value of expected future payments to be made in respect of services provided by active employees at 31 December 2020 up until 30 June 2019. Subsequent to this date, the Victorian Government's Portable Long Service Benefits Scheme assumes the liability for active employees of the Foundation.

As part of the Portable Long Service Benefits Scheme, the Foundation is required to lodge a quarterly return to the Portable Long Service Authority. Upon lodgement, the Portable Long Service Authority invoices the Foundation an employer levy, equivalent to 1.65% of total wages paid out by the Foundation during the quarter.

In calculating the Foundation's liability at 31 December 2020, consideration is given to expected future wage and salary levels, experience of employee departures and periods of service. Expected future payments are discounted using market yields at the reporting date.

(n) Investments

The Alannah & Madeline Foundation Limited, a company limited by guarantee incorporated in Australia, acts as the Trustee for The Alannah & Madeline Foundation. The Alannah & Madeline Foundation Limited prepares general-purpose financial statements in accordance with the requirements of the Corporations Act 2001, Australian Accounting Standards and other authoritative pronouncements of the Australian Accounting Standards Board.

(o) Total Trust Funds

Movements in Trust Funds

Details of the movement in each reserve and fund are provided in the Statement of Changes in Funds.

Details of reserves and funds included in the Statement of Changes in Funds

The total funds represent surplus/(deficit) over the expenses at the end of the accounting period.

(p) Rounding of amounts

Amounts in the financial reports have been rounded off to the nearest dollar.

Notes to the Financial Statements

FOR THE YEAR ENDED 31 DECEMBER 2020

2. SUMMARY OF SIGNIFICANT ACCOUNTING POLICIES (CONTINUED)

(q) Significant accounting judgements, estimates and assumptions

Impairment of non-financial assets

The Foundation assesses impairment of all assets at each reporting date by evaluating conditions specific to the foundation and to the particular asset that may lead to impairment. Where an impairment trigger exists, the recoverable amount of the asset is determined, and an appropriate write-down made.

Estimation of useful lives of assets

The estimation of the useful lives of assets has been based on historical experience as well as manufacturers' warranties (for plant and equipment). In addition, the condition of the assets is assessed and considered against the remaining useful life. Adjustments to useful lives are made when considered necessary.

Determination of doubtful debts

No provision for doubtful debts is raised in the current year as per Expected Credit Loss Model. This takes into account the debtor, its trading position, past history, and any external indicators or impairment.

The Foundation recognises an allowance for Expected Credit Loss (ECLs) for all debt instruments. ECLs are calculated based on contractual revenue and cash from other sources including donations and programs revenue with ageing analysis. For Trade Receivables and Contract Assets, ECLs calculations were based on simplified approach, hence, where applicable, the entity recognises an impairment at each annual reporting date.

At Reporting date there is \$136 receivable outside the Foundation's credit policy which have been assessed as past due but not impaired.

(r) Financial Assets

Initial recognition and measurement

Financial assets are classified, at initial recognition, as subsequently measured at amortised cost, fair value through other comprehensive income (OCI), and fair value through profit or loss.

The classification of financial assets at initial recognition depends on the financial asset's contractual cash flow characteristics and the Foundation's business model for managing them. With the exception of trade receivables that do not contain a significant financing component, the Foundation initially measures a financial asset at its fair value plus, in the case of a financial asset not at fair value through profit or loss, transaction costs. Trade receivables that do not contain a significant financing component are measured at the transaction price as disclosed in Note 2(f), Trade and other receivables.

In order for a financial asset to be classified and measured at amortised cost or fair value through OCI, it needs to give rise to cash flows that are 'solely payments of principal and interest (SPPI)' on the principal amount outstanding. This assessment is referred to as the SPPI test and is performed at an instrument level. Financial assets with cash flows that are not SPPI are classified and measured at fair value through profit or loss, irrespective of the business model.

Notes to the Financial Statements

FOR THE YEAR ENDED 31 DECEMBER 2020

2. SUMMARY OF SIGNIFICANT ACCOUNTING POLICIES (CONTINUED)

Subsequent measurement

For purposes of subsequent measurement, financial assets are classified in four categories:

- Financial assets at amortised cost (debt instruments)
- Financial assets at fair value through OCI with recycling of cumulative gains and losses (debt instruments)
- Financial assets designated at fair value through OCI with no recycling of cumulative gains and losses upon derecognition (equity instruments)
- Financial assets at fair value through profit or loss.

Financial assets at amortised cost (debt instruments)

Financial assets at amortised cost are subsequently measured using the effective interest (EIR) method and are subject to impairment. Gains and losses are recognised in profit or loss when the asset is derecognised, modified or impaired. The Foundation's financial assets at amortised cost include trade receivables.

Financial assets at fair value through profit or loss

Financial assets at fair value through profit or loss are carried in the statement of financial position at fair value with net changes in fair value recognised in the statement of profit or loss.

This category includes derivative instruments and listed equity investments which the Foundation had not irrevocably elected to classify at fair value through OCI. Dividends on listed equity investments are recognised as other income in the statement of profit or loss when the right of payment has been established. At Reporting date there is \$87,052 of equity investments in shares classified under this category.

Derecognition

A financial asset (or, where applicable, a part of a financial asset or part of a group of similar financial assets) is primarily derecognised (ie. removed from the Foundation's consolidated statement of financial position) when:

- the rights to receive cash flows from the asset have expired or
- the Foundation has transferred its rights to receive cash flows from the asset or has assumed an obligation to pay the received cash flows in full without material delay to a third party under a 'pass-through' arrangement; and either (a) the Foundation has transferred substantially all the risks and rewards of the asset, or (b) the Foundation has neither transferred nor retained substantially all the risks and rewards of the asset, but has transferred control of the asset.

Notes to the Financial Statements

FOR THE YEAR ENDED 31 DECEMBER 2020

31 December 2020 31 December 2019

3. EXPENSES

Among others, the following expenses are recognised in the statement of comprehensive income:

Depreciation of office furniture and equipment	35,598	22,535
Amortisation of fit-out costs	25,680	20,016
Amortisation of Digital Licence build costs	85,429	112,797
Amortisation of intangible assets	185,503	129,059
Revaluation loss on financial assets held at fair value through profit or loss	4,690	-

4. TRADE AND OTHER RECEIVABLES

Accounts receivables	168,405	745,331
Net accounts receivables	<u>168,405</u>	<u>745,331</u>
Contract asset	70,429	287,792
Net GST receivables	-	147,270
JobKeeper receivables	217,800	-
	<u>456,634</u>	<u>1,180,393</u>

5. PREPAYMENTS

Prepayments	166,919	148,904
Work in progress	-	13,440
	<u>166,919</u>	<u>162,344</u>

Notes to the Financial Statements

FOR THE YEAR ENDED 31 DECEMBER 2020

31 December 2020 31 December 2019

6. PLANT AND EQUIPMENT

Office equipment		
At cost	453,005	390,713
Accumulated depreciation	(387,147)	(351,549)
	65,858	39,164
Furniture and fixtures		
At cost	658,368	652,583
Accumulated depreciation	(627,091)	(601,411)
	31,277	51,172
Digital Licence build costs		
At cost	1,063,518	1,063,518
Accumulated depreciation	(1,063,518)	(978,089)
	-	85,429
Total plant and equipment		
At cost	2,174,891	2,106,814
Accumulated depreciation	(2,077,756)	(1,931,049)
	97,135	175,765

Reconciliation of carrying amounts at the beginning and end of the period

Office equipment		
Opening balance	39,164	22,364
Additions	62,292	39,335
Depreciation expense for the year	(35,598)	(22,535)
	65,858	39,164
Furniture and fixtures		
Opening balance	51,172	5,063
Additions	5,785	66,125
Depreciation expense for the year	(25,680)	(20,016)
	31,277	51,172
Digital Licence build costs		
Opening balance	85,429	198,226
Additions	-	-
Depreciation and impairment expense for the year	(85,429)	(112,797)
	-	85,429

Notes to the Financial Statements

FOR THE YEAR ENDED 31 DECEMBER 2020

31 December 2020 31 December 2019

7. ACCRUED PAYABLES

PAYG tax withheld	96,784	96,398
Superannuation	154,816	153,296
Other accruals	82,604	173,622
	334,204	423,316
	334,204	423,316

8. PROVISION FOR EMPLOYEE BENEFITS

Current employee benefits		
Annual leave	370,314	181,088
Long Service leave – current	83,600	59,540
	453,914	240,628
Non-current employee benefits		
Long Service leave – non-current	72,760	48,830
	526,674	289,458
	526,674	289,458

9. INTANGIBLE ASSETS

Website development costs		
At cost	463,317	71,757
Addition for the year	3,253	520,619
Amortisation for the year	(185,503)	(129,059)
	281,067	463,317
	281,067	463,317

Notes to the Financial Statements

FOR THE YEAR ENDED 31 DECEMBER 2020

31 December 2020 31 December 2019

10. CASH FLOW STATEMENT RECONCILIATION

(a) Reconciliation of the net surplus to the net cash flows from operations

Net surplus / (deficit) for the year	2,635,978	12,825
<i>Adjustments for:</i>		
Depreciation & amortisation expense	336,900	284,408
<i>Changes in assets and liabilities</i>		
(Increase) / decrease in prepayments	(4,575)	129,495
(Increase) / decrease in trade and other receivables	723,759	(232,565)
Increase / (decrease) in accrued payables	(87,112)	(21,673)
Increase / (decrease) in trade payables	(398,078)	161,561
Increase / (decrease) in provision for employee benefits	237,216	108,944
NET CASH FLOW FROM OPERATING ACTIVITIES	3,444,088	442,995

(b) Cash balances comprises:

Cash in hand and balances with banks	5,659,740	1,785,890
Term deposits	-	501,092
Total cash and cash equivalent	5,659,740	2,286,982

11. AUDITORS' REMUNERATION

Amounts received or due and receivable by Ernst & Young for

- audit of the financial report of the entity	52,000	50,000
	<u>52,000</u>	<u>50,000</u>

Notes to the Financial Statements

FOR THE YEAR ENDED 31 DECEMBER 2020

12. FINANCIAL INSTRUMENTS

12.1 Financial Assets

Financial assets at fair value through profit or loss	31 December 2020	31 December 2019
Investment in listed securities	\$87,052	-

Financial assets at fair value through profit or loss include gifted investments in listed securities. Fair values of these equity shares are determined by reference to published price quotations in an active market.

12.2 Financial Risk Management

The Foundation's financial instruments comprise Cash, Financial Assets and Other Receivables, amounts payable to trade creditors and other parties.

The main risk arising from the Foundation's financial instruments are market risk, liquidity risk and credit risk. The Foundation does not use derivative instruments to manage risk associated with its financial instruments.

The Trustee Company has responsibility for risk management, including risk associated with financial instruments. Risk management policies are established to identify and analyse the risk associated with the Foundation's financial instruments to set appropriate risk limits and controls and to monitor the risks and adherence to limits. On behalf of the Trustee Company, the Audit, Finance and Business Risk Committee monitors the effectiveness of the Foundation's risk management policies and processes and to regularly review risk management policies and systems, taking into account changes in market conditions and the Foundation's activities. The Committee and the Directors of the Trustee Company are also responsible for developing and monitoring investment policies.

Liquidity Risk – Liquidity risk is the risk that the Foundation will not be able to fund its obligations as they fall due.

The Foundation manages liquidity risk by monitoring forecast cash flows and key liquidity ratios to ensure adequate liquid funds are available to meet normal operating expenses for 12 months.

The following are the contractual maturities of financial liabilities:

AT 31 DECEMBER 2020	Carrying Amount \$	Contractual Cash Flow (undiscounted) \$	6 months or less \$
Trade and Other Payables	\$368,405	\$368,405	\$368,405
Accrued Payables (Note 7 & 11)	\$386,204	\$386,204	\$386,204
Total Financial Liabilities	\$754,609	\$754,609	\$754,609

Notes to the Financial Statements

FOR THE YEAR ENDED 31 DECEMBER 2020

12. FINANCIAL INSTRUMENTS (CONTINUED)

Credit Risk – Credit risk is the risk of financial loss to the Foundation if a customer or counterparty to a financial instrument fails to meet its obligations. The Foundation is exposed to two sources of credit risk – amount receivables and counterparty risk in respect of funds deposited with banks and other financial institutions.

Funds are deposited only with those banks and financial institutions approved by the Directors of the Trustee Company. Such approval is only given in respect of banks that hold “AA” ratings from Standard & Poor’s or an equivalent rating from another reputable ratings agency. At the reporting date, the Foundation did not have any material credit risk exposures to any single receivable or group of receivables or any bank or financial institution.

Exposure to credit risk – The carrying amount of the company’s financial assets best represents its maximum credit risk exposure.

The company’s maximum exposure to credit risk at the reporting date was:

	Carrying Amount 31 DECEMBER 2020	Carrying Amount 31 DECEMBER 2019
Cash (Note 10)	\$5,659,740	\$2,286,982
Accounts receivables (Note 4)	\$168,405	\$745,331
Contract assets (Note 4)	\$70,429	\$287,792
Net GST receivables (Note 4)	-	\$147,270
Other receivables (Note 4)	\$217,800	-
Financial assets (Note 12.1)	\$87,052	-
	\$6,203,426	\$3,467,375

Accounts receivable comprises amounts due from donors, schools, government and corporate partners. The aging of these debtors at reporting date was:

	31 DECEMBER 2020 GROSS	31 DECEMBER 2020 IMPAIRMENT	31 DECEMBER 2019 GROSS	31 DECEMBER 2019 IMPAIRMENT
Not past due	\$168,269	-	\$645,493	-
Past due	\$136	-	\$99,838	-
	\$168,405	-	\$745,331	-

Market price risk – Market risk is the risk that the fair value or future cash flows of a financial instrument will fluctuate because of changes in market prices. Market risk comprises three types

Notes to the Financial Statements

FOR THE YEAR ENDED 31 DECEMBER 2020

12. FINANCIAL INSTRUMENTS (CONTINUED)

of risk: interest rate risk, currency risk and other price risk, such as equity price risk and commodity risk. Financial instruments affected by market risk include equity investments.

Interest rate risk – Interest rate risk is the risk that the fair value or future cash flows of a financial instrument will fluctuate because of changes in market interest rates. The Foundation does not have any obligations with floating interest rate and as such is not exposed to the changes in market interest rates risk.

Foreign currency risk – Foreign currency risk is the risk that the fair value or future cash flows of an exposure will fluctuate because of changes in foreign exchange rates. The Foundation does not have material operating activities in foreign currency and as such is not exposed to the risk of changes in foreign exchange rates.

Equity price risk – The Foundation's listed equity investments are susceptible to market price risk arising from uncertainties about future values of the investment securities. The Foundation manages the equity price risk by placing limits on gifted equity instruments.

At the reporting date, the exposure to equity investments at fair value listed on ASX was \$87,052. Given that the changes in fair values of the equity investments held are strongly positively correlated with changes of the ASX market index, the Foundation has determined that an increase/(decrease) of 10% on the ASX market index could have an impact of approximately \$8,705 increase/(decrease) on the income and equity attributable to the Foundation.

Fair values

Carrying amounts of financial assets and liabilities recorded in the financial statements represent their net fair values, as determined in accordance with the accounting policies disclosed in Notes 2 to the financial statements.

13. RELATED PARTIES AND RELATED PARTY TRANSACTIONS

Director's compensation

Excluding Lesley Podesta, the outgoing Chief Executive Officer, the Directors of the Trustee Company act in an honorary capacity and received no compensation for their services.

The value-in-kind compensation for services provided by the Directors of the Trustee Company is included in the Statement of Comprehensive Income under non-monetary income and expenditure in the Financial Year 2020.

All transactions with Directors of the Trustee Company related entities have been performed at arm's length.

In 2018 the Foundation entered a three-year partnership with Aurora Energy Pty Ltd for which, Director of the Trustee Company, Rebecca Kardos is the CEO. As part of the partnership, the Foundation has received funding for eSmart Digital Licence and teacher training workshops in Tasmania. In 2020, the partnership delivered \$35,043 of revenue to the Foundation, in addition to \$34,975 received in 2019.

Key Management Personnel compensation

The Key Management Personnel includes following positions. The positions are:

Notes to the Financial Statements

FOR THE YEAR ENDED 31 DECEMBER 2020

13. RELATED PARTIES AND RELATED PARTY TRANSACTIONS (CONTINUED)

- Chief Executive Officer
- Deputy Chief Executive Officer
- Chief Operating Officer
- General Manager – Marketing & Communications

The compensation paid to these Key Management Personnel are in 2020 and 2019 are:

	31 DECEMBER 2020	31 DECEMBER 2019
Short-term employee benefits	\$838,996	\$901,272

14. ECONOMIC DEPENDENCY

The company is dependent upon the ongoing receipt of donations, grants and funding from supporters to ensure the continuance of its operation.

15. EVENTS AFTER REPORTING DATE

There were no matters or circumstances which have arisen since the end of the financial year which have significantly affected or may significantly affect the operation of the Foundation, the results of those operations, or the state of affairs of the Foundation.

16. CONTINGENT LIABILITY

The Foundation has no material contingent liabilities at reporting date.

17. COMMITMENTS FOR EXPENDITURE

There were no commitments for expenditure as at the end of the financial year.



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Independent auditor's report to the Trustee of The Alannah and Madeline Foundation

Opinion

We have audited the financial report, being a general purpose financial report, of The Alannah & Madeline Foundation (Foundation), which comprises the statement of financial position as at 31 December 2020, the statement of comprehensive income, statement of changes in equity and statement of cash flows for the year then ended, notes to the financial report, including a summary of significant accounting policies, and the Trustee' declaration.

In our opinion, the accompanying financial report of the Foundation is in accordance with the Australian Charities and Not-for-Profits Commission Act 2012, including:

- (a) giving a true and fair view of the Foundation 's financial position as at 31 December 2020 and of its financial performance for the year ended on that date; and
- (b) Complying with Australian Accounting Standards – Reduced Disclosure Requirements and the Australian Charities and Not-for-Profits Commission Regulation 2013.

Basis for Opinion

We conducted our audit in accordance with Australian Auditing Standards. Our responsibilities under those standards are further described in the Auditor's Responsibilities for the Audit of the Financial Report section of our report. We are independent of the Foundation in accordance with the ethical requirements of the Accounting Professional and Ethical Standards Board's APES 110 Code of Ethics for Professional Accountants (the Code) that are relevant to our audit of the financial report in Australia. We have also fulfilled our other ethical responsibilities in accordance with the Code.

We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

Information Other than the Financial Report and Auditor's Report Thereon

The Trustee is responsible for the other information. The other information is the Trustee's report accompanying the financial report.

Our opinion on the financial report does not cover the other information and accordingly we do not express any form of assurance conclusion thereon.

In connection with our audit of the financial report, our responsibility is to read the other information and, in doing so, consider whether the other information is materially inconsistent with the financial report or our knowledge obtained in the audit or otherwise appears to be materially misstated.

If, based on the work we have performed, we conclude that there is a material misstatement of this other information, we are required to report that fact. We have nothing to report in this regard.



Responsibilities of the Trustee for the Financial Report

The Trustee of the Foundation is responsible for the preparation of the financial report that gives a true and fair view in accordance with Australian Accounting Standards – Reduced Disclosure Requirements, the Guidelines and the Australian Charities and Not-for-Profits Commission Act 2012 and for such internal control as the Trustee determine is necessary to enable the preparation of the financial report that gives a true and fair view and is free from material misstatement, whether due to fraud or error.

In preparing the financial report, the Trustee is responsible for assessing the Foundation's ability to continue as a going concern, disclosing, as applicable, matters relating to going concern and using the going concern basis of accounting unless the Trustee either intend to liquidate the Foundation or to cease operations, or have no realistic alternative but to do so.

Auditor's Responsibilities for the Audit of the Financial Report

Our objectives are to obtain reasonable assurance about whether the financial report as a whole is free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our opinion. Reasonable assurance is a high level of assurance, but is not a guarantee that an audit conducted in accordance with the Australian Auditing Standards will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of this financial report.

As part of an audit in accordance with the Australian Auditing Standards, we exercise professional judgement and maintain professional scepticism throughout the audit. We also:

Identify and assess the risks of material misstatement of the financial report, whether due to fraud or error, design and perform audit procedures responsive to those risks, and obtain audit evidence that is sufficient and appropriate to provide a basis for our opinion. The risk of not detecting a material misstatement resulting from fraud is higher than for one resulting from error, as fraud may involve collusion, forgery, intentional omissions, misrepresentations, or the override of internal control.

- Obtain an understanding of internal control relevant to the audit in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the Foundation's internal control.
- Evaluate the appropriateness of accounting policies used and the reasonableness of accounting estimates and related disclosures made by the Trustee.
- Conclude on the appropriateness of the Trustee's use of the going concern basis of accounting and, based on the audit evidence obtained, whether a material uncertainty exists related to events or conditions that may cast significant doubt on the Foundation's ability to continue as a going concern. If we conclude that a material uncertainty exists, we are required to draw attention in our auditor's report to the related disclosures in the financial report or, if such disclosures are inadequate, to modify our opinion. Our conclusions are based on the audit evidence obtained up to the date of our auditor's report. However, future events or conditions may cause the Foundation to cease to continue as a going concern.
- Evaluate the overall presentation, structure and content of the financial report, including the disclosures, and whether the financial report represents the underlying transactions and events in a manner that achieves fair presentation.



We communicate with the Trustee regarding, among other matters, the planned scope and timing of the audit and significant audit findings, including any significant deficiencies in internal control that we identify during our audit.

A handwritten signature in dark blue ink that reads 'Ernst & Young'.

Ernst & Young

A handwritten signature in dark blue ink that reads 'Rodney Piltz'.

Rodney Piltz
Partner

Melbourne
25 March 2021



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working world**

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Auditor's Independence Declaration to the Trustee of the Alannah and Madeline Foundation

As lead auditor for the audit of The Alannah & Madeline Foundation for the financial year ended 31 December 2020, I declare to the best of my knowledge and belief, there have been:

- a. No contraventions of the auditor independence requirements of the Subdivision 60-C of the Australian Charities and Not-for profits Commission Act 2012 in relation to the audit; and
- b. No contraventions of any applicable code of professional conduct in relation to the audit.

A handwritten signature in black ink that reads "Ernst & Young".

Ernst & Young

A handwritten signature in black ink that reads "Rodney Piltz".

Rodney Piltz
Partner

Melbourne
25 March 2021



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The Foundation is committed to Child Safety. Our Child Safe Policy outlines our safe practices for children and is available at amf.org.au

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