

Kidsafe WA's

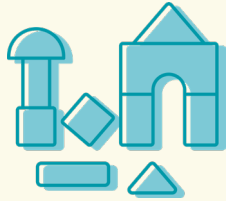
Strategic Plan 2023-27



Contents

Contents.....	2
Childhood Injury Statistics.....	3
Introduction.....	4
Who We Are.....	5
Goals and Impact Indicators.....	6

Childhood Injury Statistics



23 children die from injury per year in Western Australia.



8,000 children are hospitalised for an injury per year in Western Australia.

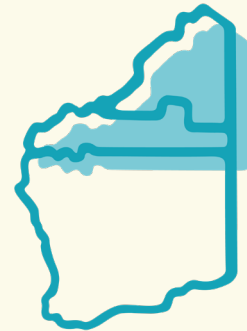


Traffic accidents are the **leading cause of death from injury** at **39.7%**.



Falls are the **leading cause of hospitalisations from injury** at **37.1%**.

The **Kimberley and Pilbara** regions have the **highest rate of hospitalisation** due to injury.



40% of parents in Western Australia are **born outside Oceania**.



Introduction

Kidsafe WA is the leading independent not-for-profit organisation dedicated to promoting safety and preventing childhood injuries in Western Australia.

Injuries are the leading cause of death in Australian children aged one to eighteen, accounting for nearly half of all deaths in this age group. More children die of injury than die of cancer, asthma and infectious diseases combined. Many of these deaths and injuries can be prevented.

Kidsafe WA works in the community to educate and inform parents and children on staying safe at home, at play and on the road. Kidsafe WA is committed to ensuring West Australian children become healthy adults.

Kidsafe WA operates across Western Australia with our office in West Leederville, on the land of the Whadjuk Noongar people. We acknowledge Aboriginal and Torres Strait Island peoples as the Traditional Custodians of the land on which we live, work and play, and extend our respect to First Nations Elders and their people across Western Australia where our vision, mission and values extend.



Who We Are

Our Vision

A safer world for Western Australian children.

Our Mission

To prevent and reduce the impact of injury to Western Australian children through research, education, and advocacy.

Our Values

We are **Inclusive** of all Western Australians.

Our work is **Evidence Based**.

We are **Proactive and Innovative** in how we approach injury prevention.

We are **Collaborative** in how we approach child injury prevention.

Our Beliefs

Every Western Australian Child should have the opportunity for a life free of injury.

An appropriate level of risk is important to the healthy development of children.

Injuries are preventable.

Partnerships and collaboration are key to developing a safer Western Australian community.

Kidsafe WA positively impacts the health and well-being of Western Australian children.



Goals and Impact Indicators

Our Strategic Priority:

Kidsafe WA will have a positive impact on the health and well-being of children and families in Western Australia.

Strategic Goals

Kidsafe WA is recognised as an important collaborative partner by government, non-government, and corporate organisations.

Our programs and services are inclusive of all children and families in Western Australia.

We seek to influence legislation and policy that have an impact on the safety of children in Western Australia.

Our injury prevention initiatives are communicated effectively to key stakeholders.

Our injury prevention programs are supported by research and evidence.

We will target regional and local government areas with the greatest need for childhood injury prevention.



Goals and Impact Indicators

Our Strategic Priority:

Kidsafe WA will be recognised as the expert in child injury prevention in Western Australia.

Strategic Goals

Attract and retain quality staff with the skills to meet our organisational needs.

Maintain a culture of quality, inclusion, innovation, and safety.

Our core business is structurally aligned and well supported by the organisation.

Kidsafe WA is well governed by a board, subcommittees, and executive with appropriate oversight of the organisation.

We have systems in place to identify existing, new and emerging risk factors for childhood injury.



Goals and Impact Indicators

Our Strategic Priority:

Kidsafe WA will be a financially sustainable organisation.

Strategic Goals

Deliver long term funded contracts.

Ensure Fee for Service programs are self-sufficient.

Resource income generation to support our program objectives.

Kidsafe WA sustains a robust balance sheet.

