



Child Accident Prevention Foundation of Australia

Western Australia

Kidsafe WA's

Annual Report 2025



About

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 fourteen, 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.



Strategic Direction

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.

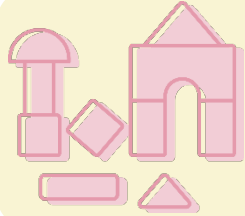
Kidsafe WA positively impacts the health and well-being of Western Australian children.

Our Strategic Priorities

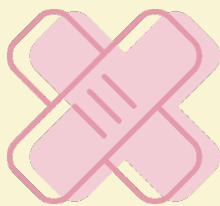
- Kidsafe WA will have a positive impact on the health and wellbeing of children and families in Western Australia.
- Kidsafe WA will be recognised as the expert in child injury prevention in Western Australia.
- Kidsafe WA will be a financially sustainable organisation.



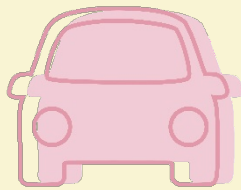
Childhood Injury



23 Children die from injury per year in Western Australia.



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

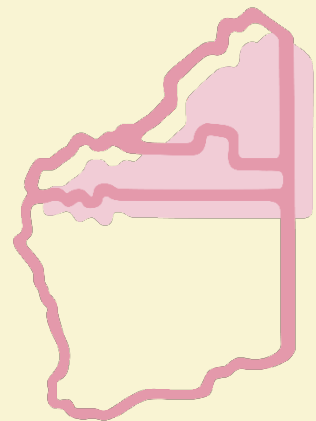


Traffic accidents are the leading cause of **death from injury**.

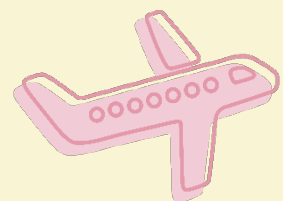


Falls are the leading cause of **hospitalisation from injury**.

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



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



Kidsafe WA's Reach

Website Views
142,333

Social Media Views
219,522

Resource Downloads
14,868

**Community
Workshop
Participants**
1,922

**Child Car Restraints
Assessed**
2,796

**Playgrounds
Inspected**
364

eNews Subscribers
5,899



President's Report

My first contact with Kidsafe WA was in 1994. I needed to access child injury data and the only way of accessing the data at that time was to physically attend the Kidsafe WA offices. The following year I completed a 100-hour placement with Kidsafe WA evaluating their 'Hot Water Burns Like Fire' Research Project. The result was a significant reduction in serious burns plus a change of regulation for delivery of hot water for domestic and personal use in Western Australia. I was hooked.



It amazed me how a small group of dedicated and hard-working people could make such a difference in children's lives. I continued to work with Kidsafe on various research project and supervised students each year until 2008 when I formally joined the Board. This year marks the end of 17 years on the Board, with three as President. One of the main drivers of my commitment to Kidsafe WA over the years has been to help build and strengthen our research capacity. Now that we have a dedicated Research and Evaluation Manager driving our research agenda, I have committed one more year to help to consolidate this role.

Our mission is *'to prevent and reduce the impact of injury to Western Australian children through research, education and advocacy'*. I would like to thank the staff at Kidsafe WA, led by Scott Phillips and Jessica McKenna, for their continued and extraordinary commitment to achieving this mission. A small band that packs a huge punch. We are grateful to our key strategic partners, the Department of Health, Britax, Lotterywest, Horizon Power, ATCO Gas, AIM WA and the Department of Consumer Protection, for their valued and ongoing support. This support allows us to continue to find innovative ways to tackle child injury prevention in our state and to keep this issue high on the State's agenda. To our Board: Justin Van Ast (Treasurer), Elizabeth Watson (Assistant Treasurer), Ian Andrews (National Representative), Andrea McNally, Tony Minuta and Dr Simon Erickson; many thanks for your valuable counsel, expertise and support over the past year, to both myself and to Kidsafe WA.

Child injury remains a major cause of preventable disability and death in Australia and across the world. The sole purpose of Kidsafe WA is to find ways to afford each child in Western Australia the opportunity to live a life free of injury. I look forward to working with the Board and the Kidsafe WA Team to find innovative ways to address this challenge, reduce child injury and promote injury prevention across our vast State.

Professor Alexandra McManus, President of the Board

CEO's Report

This Kidsafe WA 2024-25 Annual Report highlights the activities undertaken by our team over the past year. As part of this work, we have continued to monitor the old, new and quickly emerging mechanisms of childhood injury, so that we can provide effective prevention messages to the families of Western Australia. Sadly, the prevention of unintended injuries to Western Australian children and our ability to provide proactive prevention strategies remained as important as ever.



This report highlights the scope of our work to reduce childhood injury in WA. As an organisation we focus on evidence-based intervention, education and advocacy to further our mission. We still have unacceptably high numbers of children experiencing preventable injuries in WA. Each year nearly 20,000 children attend the Perth's Children's Hospital Emergency Departments due to an injury. Statewide 8,000 children will require hospitalisation and sadly 23 will die. Traffic accidents are the leading cause of death and falls the leading cause of hospitalisation.

Over the past year we have increased our skill level in research, communication and marketing with the appointment of key staff. It is important that our strategies are based on sound research and are communicated effectively to the families through contemporary media platforms. As part of this strategy, we have developed a new branding guide and are undertaking a redevelopment of our website and social media platforms. Our strategic plan concentrates our efforts on metropolitan and regional areas that have disproportionate levels of child injury. This can be due to economic factors or the level of remoteness. At present the Kimberley and Pilbara regions have the highest rates of hospitalisation due to injury.

I would like to thank the Board of Kidsafe WA for their ongoing commitment to our organisation. Our board volunteer their time and efforts to help us accomplish our mission for families in Western Australia. Individual board members also give up additional time on subcommittees, as national representatives or to up-skill our staff. My appreciation is also extended to our partners, sponsors and supporters. Special thanks to the WA Department of Health who provide core funding to support our research, home, school, play, product safety, intentional injury and regional injury prevention programs; Britax who support our major child car restraint strategies; Lotterywest for their support of our road safety and IT projects; Horizon Power and ATCO Gas for support of our energy safety messages; AIM WA for providing training opportunities; and the Department of Consumer Protection for their biannual Kidsafe WA Product Safety Award. Most importantly I would like to extend my thanks to our team at Kidsafe WA. Through this period, we have been able to maintain a dedicated team known for their quality and knowledge.

Scott Phillips, Chief Executive Officer

Our People

Board of Directors



Prof. Alexandra McManus
President



Justin Van Ast
Treasurer



Ian Andrews
National Representative



Dr. Simon Erickson
Board Member



Andrea McNally
Board Member



Tony Minuta
Board Member



Elizabeth Watson
Board Member

Staff



Scott Phillips
Chief Executive Officer



Jessica McKenna
Chief Operations Officer



Tanya Calleja
Office Manager



Kristen Jamieson
Research & Evaluation
Manager



Sophie Evans
Marketing &
Communications Manager



Tracy Blaszkow
Program Manager



Anita Tsvetkov
Program Manager



Olivia Christmas
Senior Project Officer



Ivana Posa-Walters
Senior Project Officer

Staff



Kirralee Ralls
Project Officer



Anita Derrington
Administration Officer



Shawn Draper
Senior Child Restraint
Technician



Deborah Trindall
Senior Child Restraint
Technician



Kirsty Brown
Child Restraint Technician



Prue Lane
Child Restraint Technician

Supporters

Partners



Department of
Health



Sponsors



In-Kind



BUNNINGS



Culture & Inclusion

Reconciliation Action Plan

At Kidsafe WA, we recognise our role and responsibilities as individuals and as an organisation in contributing to reconciliation within our communities. With our childhood injury prevention programs and services delivered across WA, our work is continually guided by our Reflect Reconciliation Action Plan. This plan helps us to build stronger relationships with Aboriginal families and organisations, and to adapt our programs to suit the needs of the communities that we work with.

Throughout the year, our team participated in a range of activities to connect with and support Aboriginal community groups and organisations across WA. During NAIDOC Week, staff attended community events at Meerilinga Beechboro and in the Wheatbelt town of Quairading. Later in the year, we joined over 30,000 people across WA to watch the online stream of the Reconciliation Breakfast held in Walyalup, with two staff attending in person. During regional visits, our staff engaged in cultural learning opportunities and supported local events, including the Mabu Buru Cultural Talk in Broome and the Pingelly Aboriginal Playgroup Opening Community Event.

Kidsafe WA remain committed to listening, learning, and working in partnership with Aboriginal communities throughout WA and looks forward to our next steps in developing an Innovate Reconciliation Action Plan for 2026 onwards.



Regional

Kidsafe WA conducts regional visits throughout the year to deliver child injury prevention programs and services to regional and remote communities across WA. With the support of the Department of Health WA, annual visits are scheduled in the Midwest, Goldfields, Pilbara and Kimberley regions. Due to their close proximity to Perth, our services are delivered throughout the Great Southern, South West, and Wheatbelt regions on request. During the past year, our Kidsafe WA team travelled over 14,000kms to deliver 47 community education workshops to 683 participants across regional WA.

Child Injury Prevention in North WA

During our annual visits to the Pilbara and Kimberley regions, Kidsafe WA partners with Horizon Power to deliver important electrical safety messages as part of our community education workshops. On this year's Kimberley visit, our team delivered workshops across the top of the state from Broome to Ardyaloon and Jarlmadangah Burru. During our visit to Nyikina Mangala School, Kidsafe WA staff were able to pilot a Safety Snap card game with the students. The game features cards illustrated with images of children demonstrating safe behaviours in and around the home, on the road and during play.

Culturally & Linguistically Diverse

Kidsafe WA has updated the *Keeping Kids Safe: Culturally and Linguistically Diverse Flipchart*. The flipchart is a professional resource designed to support facilitators in delivering child injury prevention messages. Updates were based on feedback received from focus groups conducted with Ishar Women's Multicultural Services to ensure the resource was culturally appropriate and easy to understand for new migrant families. The updated resource saw the addition of emergency first aid steps for choking and bites, and stings, as well as the inclusion of culturally relevant images. This resource is also supported by Kidsafe WA's take-home *Keeping Kids Safe* brochure.



Research & Advocacy

Childhood Injury Surveillance

Kidsafe WA has a reciprocal relationship with the Perth Children's Hospital (PCH) to receive all Emergency Department Injury Surveillance System and Trauma Registry data. PCH is the only paediatric hospital in Western Australia and serves as the referral centre for paediatric illnesses and injuries within the state. The PCH Emergency Department Injury Surveillance System is designed to capture data related to all children who present with an injury. Data is used to support the WA Childhood Injury Surveillance Program and WA Consumer Product Advocacy Network, as funded by Department of Health, Western Australia. For relevant projects, data is also received from the Epidemiology Branch of WA and WA Poisons Information Centre. In addition, Kidsafe WA facilitates data requests to key stakeholders to support policy and child injury prevention initiatives.

Childhood Injury Surveillance Bulletins and Reports:

- Kidsafe WA Childhood Injury Bulletin: Spring Injuries
- Kidsafe WA Childhood Injury Bulletin: Injuries to Babies (0-12 months)
- Kidsafe WA Childhood Injury Bulletin: Poisoning
- Kidsafe WA Childhood Injury Bulletin: Vapes and e-Cigarettes
- Kidsafe WA Childhood Injury Annual Report; 2023-2024
- Kidsafe WA Childhood Injury Report: Sports Injuries; 2009-2024



WA Consumer Product Advocacy Network

Established by Kidsafe WA in 2014, the WA Consumer Product Advocacy Network (WA CPAN) provides leadership to identify both ongoing and emerging injury issues associated with unsafe products and explore solutions to these issues. The primary focus is on products used by children. WA CPAN includes representation from a variety of organisations involved in regulation, safe use, injury prevention, treatment, and the sale of products for consumer use. WA CPAN consists of nine member organisations, including:

Chair & Secretariat

- Kidsafe Western Australia

Members

- Australian Competition and Consumer Commission (ACCC)
- Department of Energy, Mines, Industry Regulation and Safety (DEMIRS) – Consumer Protection
- Department of Health, Western Australia, Public and Aboriginal Health Division
- Fiona Wood Foundation
- Goodstart Early Learning
- Perth Children’s Hospital Emergency Department (PCH ED)
- WA Poisons Information Centre (WAPIC)
- Queensland University of Technology – Consumer Product Injury Research Advisory Group (CPIRAG)

Discussion topics, including emerging and ongoing products of concern, include:

- Aftermarket child car restraint head straps
- Baby bottle self-feeding devices
- Top Heavy Furniture
- Reusable water balloons
- Blind cords
- Button batteries
- eRideables
- Flammable wearable blanket
- Infant neck floats
- Magnetic chess games
- Portable pools
- Power banks
- Quad bikes
- Trampoline scooter



International Play Association Asia Pacific Play Conference 2025, Melbourne

In June 2024, Kidsafe WA Play Manager Tracy Blaszkow attended the inaugural IPA Asia Pacific Play Conference held at the Melbourne Convention & Exhibition Centre. This event brought together a diverse array of stakeholders from across the Asia Pacific region to delve into the transformative power of play.

Representatives from local governments, NGOs, educators, urban planners, health professionals, designers, and play advocates exchanged ideas and developed strategies that emphasise the integral role of play in fostering healthy human development and vibrant communities. With an emphasis on cross-sector collaboration, the event aimed to inspire participants by showcasing innovative approaches and evidence-based practices that demonstrate the multifaceted benefits of play. Attendees had the opportunity to explore how play can enhance physical, emotional, and social well-being, as well as its potential to be leveraged as a tool for community transformation.

Growing our Kids: Keeping Kids Safe on Farms

Kidsafe WA, in collaboration with WorkSafe WA, delivered farm safety-specific professional development workshops at their regional events. This workshop focused on the prevalence of child injury on farms and highlighted key injury prevention measures that agricultural professionals and farm operators can take. This workshop was delivered to 93 participants at the following events:

- Farm Safety Matters Agricultural Forum, Bunbury
- Stone Fruit Growers Event, Pickering Brook



Marketing & Communication

Website

www.kidsafewa.com.au serves as the digital home of Kidsafe WA. The website houses resources, offers eLearning tools such as Safety Island and the Online Safety Demonstration House, enables booking for training, and allows booking of child car restraint fitting services, playground inspections, and more. Users can stay up to date with the latest injury prevention messages, learn about upcoming events, watch webinars and sign up for Kidsafe WA's quarterly eNews. Over the 2024/25 financial year, the Kidsafe WA website recorded 142,333 views and 14,868 downloads from the [Resources](#) webpage.

Social Media

Kidsafe WA maintains an active presence across Facebook, Instagram, LinkedIn, and YouTube to promote child injury prevention messages. Social media platforms are updated several times per week with engaging content, such as photos, graphics, and videos, aligned with monthly safety themes. [Facebook](#) and [Instagram](#) are Kidsafe WA's most frequently used platforms, engaging a range of Kidsafe WA's target audiences. Kidsafe WA's Facebook had 3,759 followers and reached 140,277 users in 2024/25, while Kidsafe WA's Instagram had 308 and reached 14,136 users.

Kidsafe WA's [YouTube](#) channel serves as a digital library, featuring 37 public videos that offer animated content and recorded webinars, providing accessible, on-demand educational resources for families and professionals. The channel has 935 subscribers and garnered 53,470 views over the reporting period.

[LinkedIn](#) enables Kidsafe WA to connect with like-minded organisations, allowing for cross-promotion of messaging and facilitating collaboration. Kidsafe WA's LinkedIn has 360 followers and reached 11,639 users during the reporting period.





Radio

In September 2024, a new suite of audio advertisements was developed and launched, promoting the Kidsafe WA brand, as well as home, play, and road safety messages. Specifically, this includes the Safety Demonstration House, burns and scalds, farm safety, hot cars awareness, Kidsafe WA's Child Car Restraint Service, sports safety and promoting regional visits.

Kidsafe WA run audio advertisements through Southern Cross Austereo (SCA). In the Perth Metropolitan area, advertisements are broadcast via the LiSTNR app and in regional WA through associated regional radio stations. LiSTNR is a prominent Australian digital platform offering free, on-demand access to radio, podcasts, and news. Through the platform, Kidsafe WA engages with parents and caregivers of children aged 0 to 12 within the Perth metropolitan area, with an audience of approximately 328,000 unique listeners. During the year, Kidsafe WA's digital advertising campaign on the LiSTNR app achieved 797,449 impressions, which reflects the number of times the advertisement was displayed on users' devices while they interacted with the app.

Where appropriate, regional advertising is scheduled to coincide with Kidsafe WA's travel across regional areas. Kidsafe WA advertising was broadcast 3,436 times across digital regional radio stations in the Wheatbelt, South West, Great Southern, Goldfields, Midwest, Pilbara, and Kimberley regions.

eNews

Each quarter, Kidsafe WA distributes a [newsletter](#) via Campaign Monitor to 5,899 unique subscribers, including parents, caregivers, child health professionals, and injury prevention organisations across metropolitan and regional Western Australia. The newsletter features articles on child injury prevention, newly released resources, and materials from partner organisations. The newsletter includes an 'Upcoming' section highlighting events, expos, regional visits, and training sessions facilitated or attended by Kidsafe WA. Editions are released in March, June, September, and December.

Home Safety

Safety Demonstration House

Kidsafe WA's Safety Demonstration House depicts a typical family home, demonstrating best practice safety measures to reduce the risk of injuries to children. The interactive home offers physical examples of household items, safety products, interactive displays and relevant resources for parents, carers and students. Key injury prevention messages are displayed through posters, iPads, videos, information brochures and flyers from both Kidsafe WA and like-minded organisations. The Safety Demonstration House is open to the public through guided or self-guided tours, with approximately 2,350 people visiting each year.

In addition, Kidsafe WA has an [online version](#) of the Safety Demonstration House, accessible via the Kidsafe WA website. The virtual Safety Demonstration House provides information in line with the physical version, ensuring accessibility of the service to people living in regional communities across Western Australia. During the year, there were 19,272 visitors to the Online Safety Demonstration House.

National Burns Awareness Month

National Burns Awareness Month (NBAM) is an initiative of Kidsafe Australia and is held in June each year. It aims to drive greater awareness amongst the Australian community of burns prevention and the correct first aid treatment for burns. The campaign is coordinated by Kidsafe WA and run in partnership with the Australian and New Zealand Burns Association (ANZBA). This year's launch event was held in NSW, hosted by Kidsafe NSW, The Children's Hospital at Westmead, Fire and Rescue NSW and ANZBA. An online media campaign was conducted across state and national social media platforms, and radio community service announcements were distributed through the LiSTNR app.

This year's focus was on community engagement at local hospitals, which saw magnets, checklists, posters, and advice shared at eight hospitals across Australia. In WA, Kidsafe WA attended community engagement stalls at Fiona Stanley Hospital and Perth Children's Hospital. These stalls were in collaboration with ANZBA, Fiona Wood Foundation, Fire and Emergency Services of WA, Fiona Stanley Burns Unit and Perth Children's Hospital Burns Unit.



Community Education

Kidsafe WA delivers community education to primary school students, parents, carers and professionals across WA.

Workshops

The Keeping Kids Safe workshop includes child injury statistics, practical steps on reducing child injury, and relevant basic first aid. Workshops are delivered face-to-face at child health centres, community organisations and workplaces or via online platforms. This year, a total of 44 workshops were conducted for 309 parents and carers throughout metropolitan and regional areas. For professionals working within the injury prevention and early childhood sector, an additional 11 Professional Development workshops were delivered to 152 participants.

Webinars

Webinars discuss specific injury topics and often feature expert guest speakers. Webinars received 487 on-demand views, with the recordings made available on the [Kidsafe WA YouTube channel](#). This year, Kidsafe WA delivered four webinars;

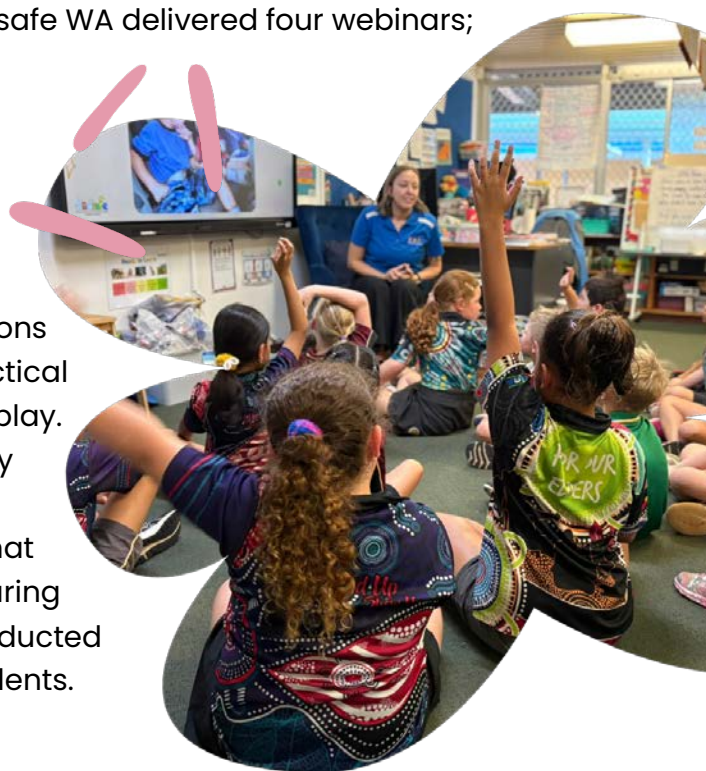
- A Guide to Safety Island
- A Parent's Guide to Baby's First Year
- Clearing the Air: A focus on Vaping
- Considering Concussions

Incursions

Kidsafe WA offers interactive classroom incursions to primary school students. Students learn practical ways to stay safe on the road, at home and at play. Incursions are 45-minute sessions facilitated by a Kidsafe WA representative, and includes a presentation pack with supporting resources that teachers can implement with their students. During the year, Kidsafe WA visited 16 schools and conducted a total of 33 presentations to a total of 662 students.

Community Events

Kidsafe WA attended 17 community events across Western Australia. At each event, a Kidsafe WA advisory stall provides information and resources, as well as activities for children, and a child car restraint display. Events attended this year include; Mandurah and Peel Baby Expo (Perth), Fair Game's 'Game On!' After School Event (Broome), Grandfamilies Day (Bunbury) and Perth Children's Hospital and Fiona Stanley Hospital Burns Awareness Month Events (Perth).



Play Safety

Playground Advisory Service

Play @ Kidsafe WA is dedicated to providing a range of services to help create and maintain play spaces that support children's development, learning, health and wellbeing while reducing the risk of serious injury. Our Playground Advisors are accredited playground inspectors, operating independently of equipment manufacturers and retailers. They provide expert advice to a broad range of stakeholders, including schools, early childhood education and care providers, local governments, and community organisations. Services include supporting the development, construction, and maintenance of safe and engaging play environments, interpreting and advising on compliance with relevant Australian Standards and conducting thorough playground risk assessments.

During the past year, Kidsafe WA completed:

- **364** playground inspections for 103 different organisations
- **19** local government staff attended Playground Safety & Maintenance workshops from Jurien Bay, Three Springs, Morowa, Dandaragan and Coorow
- **35** participants completed Accredited training – AHCPGD311 Conduct Operational Inspection of Park Facilities
- **7** participants completed Accredited training – AHCPGD212 Conduct Visual Inspection of Park Facilities
- **30** participants attended Nature play Workshops, including early childhood educators, teaching staff and local government employees.
- **16** participants attended Nature Playground Design Seminars, including playground manufacturing businesses

A comprehensive range of online resources are available to support the planning, development, and maintenance of safe and engaging play spaces. These include the *Education & Care Guide to Play*, *A Parent's Guide to Backyard Play*, and a series of informative fact sheets. Fact sheets offer detailed guidance on a variety of play safety topics, such as playground surfacing, common hazards, equipment-specific safety requirements, nature play, the use of loose parts, and principles for planning and designing play environments.



Road Safety

Child Car Restraint Service

Kidsafe WA has operated a child car restraint service since 2002. As part of the service, Kidsafe WA offers fitting, checking, and hire of child car restraints, as well as an established child car restraint advisory service that provides solutions for multiple child car restraints in a vehicle and accommodates children with additional needs. Kidsafe WA is regarded by the West Australian community as the premier independent provider of child car restraint services and as the experts in the field of the safe transportation of children.

Services operate out of Kidsafe WA's West Leederville facility, as well as external locations around the Perth Metropolitan Area, including Bunnings stores in Joondalup, Mindarie, Bibra Lake, Ellenbrook, and as a mobile service at the customer's requested location. Kidsafe WA child restraint technicians attend a variety of community events, where they provide checking and fitting services, which are often free to the community and sponsored by the event organiser or other funding bodies. Event locations include the City of Karratha, Town of Port Hedland, Malvern Springs PS, Ellenbrook, City of Swan Baby and Toddler Expo, Sparrow ELC Warwick, City of Wanneroo, NGALA Calista, Cockburn office of MLA David Scaife, City of Gosnells, City of Stirling, City of Rockingham, and ATCO Jandakot.

	Fits	Checks	Hires	Total
Kidsafe WA	1565	405	309	2,279
External Services	80	54	1	135
Mobile Services	72	24	NA	96
Events	11	275	NA	286
Total	1728	758	310	2,796



Back2Basics: Transporting Children Safely

In this 3-hour professional development workshop, attendees receive an update on child car restraint laws and regulations, as well as an overview of current legislation and standards. Professionals responsible for transporting children in their vehicles learn the importance of choosing the correct restraint, how to use it safely, and also engage in a practical session where they participate in selecting, installing, and adjusting restraints in the vehicles they use. There were 28 workshops presented with a total of 183 attendees.

Keeping Kids Safe on our Roads

Funded by the Road Safety Commission's Project Grant Program, Kidsafe WA delivered a series of road safety education workshops. These workshops aimed to raise awareness of safe road practices around children and were specifically targeted at parent groups, childcare centres, and community organisations in low socio-economic areas and culturally and linguistically diverse communities across the Perth Metropolitan Area and the Wheatbelt region. Key topics included choosing and using child car restraints, safe driveway practices, pedestrian safety, and the dangers of leaving children unattended in hot vehicles.



Baby Safety Seminars

Baby Safety Seminars are provided with the support of Britax at our West Leederville facility for expectant parents and carers. Attendees receive a presentation on home safety for newborns, which includes an overview of injury prevention, nursery product information, a tour of the Safety Demonstration House, and a demonstration on using a child restraint, along with a fitting demonstration. Five seminars were provided this year, with a total of 22 attendees.

Protecting Little Travellers

Kidsafe WA hosted a webinar titled *Protecting Little Travellers: Expert Insights on Child Car Restraints + Q&A*, supported by Britax. This session was tailored for parents, carers, and educators who regularly travel with children. It covered the importance of child car restraints, relevant laws and best-practice guidelines, how to choose and correctly use restraints, and common installation errors.

Treasurer's Report

I am pleased to present the financial summary for Kidsafe WA for the 2024-2025 financial year.

I would like to thank the members of the finance subcommittee, Elizabeth Watson and Alex McManus, for their work this year in supporting the strong financial governance of Kidsafe WA. I would also like to thank Scott Phillips and his management team for their clear reporting and transparency, which has assisted the finance subcommittee to support strategic decision making.

The accounts have been audited by Crunch Auditing, who met with the finance subcommittee after the completion of the end-of-year audit process.

Kidsafe WA recorded a minor deficit for the 2024-2025 financial year, but noting an uplift in revenue from the previous financial year primarily driven by an increase in fee for services income which includes car seat fitting and playground advisory.

The finance subcommittee oversees the medium and long term pool financial investments of Kidsafe WA and placed additional cash into the investment funds during the year. The funds are invested responsibly in accordance with the Board's agreed risk appetite and are held for the long term benefit of the organisation. During the year, in alignment with the strategic plan, investment income was utilised to support the part time employment of a Research Manager to co-ordinate strategies for research and evaluation at Kidsafe WA.

As Treasurer, I concur that the financial records made available to the auditor reflect fairly the true financial position of Kidsafe WA.

Justin Van Ast, Treasurer



Financials

Year Ending 30 June

Statement of Financial Performance	2025	2024
	\$'000	\$'000
INCOME		
Government Grants	882	862
Sponsorship	92	95
Finance Income	5	5
Other Income	382	298
Total Income	1,361	1,260
EXPENDITURE		
Employee Benefit Expense	(995)	(901)
Depreciation	(45)	(50)
Finance Expense	(4)	(3)
Other Expense	(327)	(353)
Total Expense	(1,371)	(1,307)
SURPLUS / (DEFICIT) FOR THE YEAR	(11)	(47)

Year Ending 30 June

Statement of Financial Position	2025	2024
	\$'000	\$'000
ASSETS		
Current Assets	1,560	1,487
Non-current Assets	2,556	2,592
Total Assets	4,140	4,078
LIABILITIES		
Current Liabilities	255	249
Non-current Liabilities	24	38
Total Liabilities	279	287
NET ASSETS	3,861	3,791
EQUITY		
Restrained Earnings	3,699	3,791
Reserves	162	81
TOTAL EQUITY	3,861	3,791

Year Ending 30 June

Statement of Cashflow	2025	2024
	\$'000	\$'000
CASH FLOWS FROM OPERATING ACTIVITIES		
Grants Received	882	862
Receipts from Services and Other Income	471	388
Interest Received	5	5
Payments to Suppliers and Employees	(1,324)	(1,274)
NET CASH FLOWS PROVIDED BY / (USED IN) OPERATING	34	(19)
CASH FLOWS FROM INVESTING ACTIVITIES		
Proceeds from sale of plant and equipment	28	26
Payments for investments	0	(150)
Payments for plant and equipment	(33)	(47)
NET CASH FLOWS USED IN INVESTING ACTIVITIES	(5)	(171)
CASH FLOWS FROM FINANCING ACTIVITIES		
Lease Payments	(4)	(4)
NET CASH FLOWS USED IN FINANCING ACTIVITIES	(4)	(4)
Net increase / (decrease) in cash and cash equivalents	25	(194)
Cash and cash equivalents at beginning of the year	248	442
NET CASH FLOWS USED IN INVESTING ACTIVITIES	273	248