



The Alannah  
and Madeline  
**Foundation**



Keeping children safe from violence

**Help us protect  
children from  
violence**



## Our history

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

Two small children, Alannah and Madeline Mikac, aged 6 and 3, along with their mother, died that day. Because of this terrible act of violence, The Alannah and Madeline Foundation was established: a national charity with the belief that all children should have a safe and happy childhood without being subjected to any form of violence.

The Prime Minister of Australia launched the Foundation on 30 April 1997.

## Our mission

The Alannah and Madeline Foundation protects children from violence and its devastating impact.

We **care** for children who have experienced or witnessed violence and run programs that **prevent** violence in the lives of children.

We **advocate** for children's safety and wellbeing. We are a voice against childhood violence.

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

# Children need to be **protected**

Exposure to serious violence can impact significantly on a child's development and the negative effects can be long term, often carrying over to future generations. Our care initiatives are designed to help children recover from their trauma by providing comfort, safety and continued support.

## **Buddy Bags Program**

This program was introduced in response to continued demands to support children as they arrive at emergency accommodation, such as foster homes and refuges.

Our Buddy Bags Program provides children with a backpack containing essential items and helps them restore a sense of security in their lives. Buddy Bags are age and gender appropriate. They include toiletries, pyjamas, socks, underwear, photo frame and pillow slip, plus a teddy to cuddle. For these children, Buddy Bags are something they can call their own, no matter where they go.

## **Children Ahead**

Formerly named the Intensive Support Program, this evidence-based program helps children by focusing on what they need to recover from traumatic events or violent circumstances. The program's holistic approach addresses the significant areas in children's lives and development. Children are provided with relevant therapeutic support, and we help parents and carers to understand child behaviours from a trauma perspective. Our Case Managers also work with relevant agencies ensuring children, and their families, have the community connections needed for immediate and long term support.

## **Refuge Therapeutic Support Program**

This program helps refuges provide group therapy for children, who may be distressed or traumatised by their situation, as soon as possible after they have been removed to safety. Refuges can apply for \$5000 grants each year and a range of therapies are funded including art, pet and music therapy.



# Children need to be championed

We actively advocate for the safety and wellbeing of children. We work with a number of like-minded organisations, government departments and committees across Australia, who share our vision for all children to live in safe and secure environments.

## National Centre Against Bullying

The Alannah and Madeline Foundation's National Centre Against Bullying (NCAB) is a peak body working to advise and inform the Australian community on the issue of childhood bullying and the creation of safe schools and communities, including cybersafety.

Chaired by The Hon. Alastair Nicholson AO RFD QC, former Chief Justice of the Family Court of Australia, NCAB is made up of experts in the areas of bullying, cybersafety and children's wellbeing. Together they play an important role in speaking out for children and advocating for their right to be free from violence.

## Children365: celebrate them every day

Children365 begins each year on the last day of Children's Week. At the end of a wonderful week of celebration, Children365 gives Australians the opportunity to commit to cherishing and protecting children every day from that day forward. Adults are encouraged to make promises and declarations about the children in their lives: *3 reasons I love my children; 6 ways they make me smile; and 5 things we will do together this year.*

A calendar is released each year to further encourage Australians to celebrate children throughout the year. Each month is themed with ideas and activities for spending quality time with children.

“Every child deserves a safe and happy childhood, without being subjected to any form of violence”.

*John Bertrand AM, Chairman  
The Alannah and Madeline Foundation*

# Children need to be safe

Bullying is one of the most common forms of violence children are exposed to. In Australian schools it affects approximately 1 student in every 4 and cyberbullying affects approximately 1 in 10 students.<sup>1</sup> Bullying can cause immediate and long term future health problems. Research shows bullying behaviour in children can lead to violent behaviour as an adult.

Sexual predation, accessing inappropriate content, being coerced into sending sexually suggestive images and identity fraud are also some of the cyberspace risks facing young people today.

Our prevention initiatives aim to reduce children's exposure to these risks, as well as to educate and equip children with the skills to prevent the risk of bullying and its impact.

## Better Buddies

The Better Buddies Framework is a whole-school initiative designed to create friendly and caring primary school communities, and help to reduce bullying.

Through Better Buddies, older students buddy up with younger students to learn the values of caring for others such as: *friendliness, respect, valuing difference, including others* and *responsibility*. Children in the school learn these values through formal and informal activities, including their interactions with the mascot Buddy Bear, our caring purple bear.

## Cybersafety and Wellbeing Initiative

The Alannah and Madeline Foundation's Cybersafety and Wellbeing Initiative aims to make cybersafety a normal part of every young person's life, by equipping them to use technologies in ways that protect them from the associated risks.

Cybersafety experts from across Australia have helped to inform the initiative. The first major focus is to help schools create a cultural norm of smart, safe and responsible use of communications technologies.

"I am so proud of The Alannah and Madeline Foundation. It would make my daughters smile to know they are being remembered in such a helpful and beautiful way."

*Patron and Co-Founder, Walter Mikac*

<sup>1</sup> Cross, D., Shaw, T., Hearn, I., Epstein, M., Monks, H., Lester, L., & Thomas, L. 2009. Australian Covert Bullying Prevalence Study (ACBPS). Child Health Promotion Research Centre, Edith Cowan University, Perth.

# Children are vulnerable ...they rely on adults to keep them safe

In Australia...

- 1 child every 2 weeks dies a violent death.<sup>1</sup>
- Each year, more than 30,000 children are abused or neglected.<sup>2</sup> This equates to 1 child every 20 minutes.
- Close to 70% of abused or neglected children are under 10 years of age.<sup>3</sup>
- The personal costs of child abuse include mental illness, drug and alcohol abuse, physical ailments and criminality. Around a third of abused or neglected children go on to maltreat children in some way when they are adults.<sup>4</sup>

**More and more children every year are suffering because of violence. Help us prevent violence in the lives of children by making a donation today.**

<sup>1</sup> Based on number of child homicide victims sourced from Jones, W. & Dearden, J. Homicide in Australia: 2006-07 National Homicide Monitoring Program Annual Report, Australian Institute of Criminology, 2008.

<sup>2</sup> Australian Institute of Health and Welfare, 2009. Child Protection Australia 2007-08, p 27.

<sup>3</sup> Australian Institute of Health and Welfare, 2009. Child Protection Australia 2007-08, p 29.

<sup>4</sup> Richardson 2005.



# How you can help

The Alannah and Madeline Foundation relies on the generous support of donations and in-kind gifts. You can support us, and help us to keep children safe from violence, by becoming a volunteer, making a bequest, running an event on our behalf or making a donation. All contributions are greatly appreciated.

You can also support the Foundation by attending one of our fundraising events throughout the year, including the renowned Starry Starry Night gala ball every November.

“Keeping children safe from violence is one of the most important responsibilities that we as a society undertake. As children are the true essence of our future, the importance of providing them with the most basic human right of having a safe and happy childhood cannot be underestimated.”

*International Patron, HRH Crown Princess Mary of Denmark*

**The Alannah  
and Madeline  
Foundation**



**Keeping children safe from violence**

Please contact us for more information on how you can help:

PO Box 5192

South Melbourne Vic 3205

T 03 9697 0666

F 03 9690 5644

E [info@amf.org.au](mailto:info@amf.org.au)

W [amf.org.au](http://amf.org.au)

proud partner



Paper kindly donated by:

