



**Alannah & Madeline
Foundation**

Keeping children safe from violence for *20 years*



Every child can thrive

STRATEGIC DIRECTION 2017-2021



A close-up, high-angle portrait of a young girl with long, light brown hair. She has a somber and sad expression, looking slightly away from the camera. Her eyes are dark and heavy-lidded. She is wearing a dark grey or black top. The lighting is soft and directional, coming from the side, highlighting the texture of her skin and hair. The background is dark and out of focus.

Every **two minutes**
there is a report of
child abuse or neglect.

Source: 2013-2014 Australian Institute of Health and Welfare, 304,097 new reports of abuse and neglect across Australia

This is our roadmap for the future

It builds on our work over the past two decades and guides our quest for new and effective solutions to create a safer, stimulating and more supportive society for all children.

We are a national charity established in memory of Alannah and Madeline Mikac, aged six and three, who were tragically killed with their mother and 32 others at Port Arthur, Tasmania on 28 April 1996.

We identify issues that adversely affect the wellbeing of children; we work to help them recover, and protect them from bullying and violence.

We believe that confident, secure, resilient and inspired children are our hope for the future. No child should feel unsafe.

We work across the spectrum of prevention and care to deliver state-of-the-art, evidence-based programs and products.

We work with the best minds to identify and reduce significant threats to children's safety through innovation and partnerships.

We speak out on the need for systemic change to build a supportive and safe society.

We are a highly skilled, passionate and committed team.

Our work is underpinned by a set of guiding principles:

- **child-centred**
- **innovation-driven**
- **evidence-based**
- **values-led**
- **ethical partners.**

The children we work with are most likely to be aged 16 and under. We work with them at home, school and in the community. They represent the diversity of Australia today.

Some are children who have experienced violence or are at significant risk and require intensive support. Others are thriving and resilient – a state that needs to be celebrated, protected and enhanced.

The adults we work with reflect the comprehensive nature of what we do – they are researchers, parents, teachers, policy makers, practitioners, the public and volunteers. We partner with community and corporate leaders, entrepreneurs, governments, philanthropists, peak bodies and media to support, co-create and promote our work.

Our challenge

We are in an era of great change and opportunity.

All children should experience a life full of unlimited potential and bright futures.

Unfortunately this is not the case.

Some lose their innocence and are robbed of their childhood because of violence which comes in many forms – within families and amongst peers, through physical violence and bullying, and online. In the past 12 months, 1 in 5 children reported being bullied. ^{^1}

The physical, psychological and emotional impact of violence on children is pervasive and can be lifelong and even intergenerational. In 2014-2015, more than 200,000 children were suspected of being harmed or at risk of harm from abuse and / or neglect ^{^2}.

By keeping children safe from violence, they can thrive.

Investing in children provides the best return for long term social impact.

Our challenge over the next five years is to meet the growing demand for our services to protect and rebuild young lives.

^{^1} Rigby, K. and Johnson, K. 2016 The Prevalence and Effectiveness of Anti-bullying Strategies Employed by Australian Schools

^{^2} AIHW (2014-15) Child abuse and neglect statistics – CFCA Resource Sheet October 2016

Our children's digital world

Our children are being born into an exciting era of rapid technological change and opportunity.

“Children of all age groups inhabit a world that seamlessly flows between on and offline. In order to thrive they need the protections and privileges that they enjoy offline. Digital technologies are the present and the future of these 21st century children.”^{^3}

It is our responsibility to ensure children's experiences online are safe and rewarding.

Digital participation commences at a young age. All children and young people need digital skills to be successful in the 21st century – at school, in the workforce, and in society.

- Children are online before they can read and are highly engaged from a young age.
- The skills of digital literacy, protection and wellbeing commence in the family.
- Digital literacy is a necessary prerequisite for learning – at home and at school.

All children need digital skills and critical thinking tools to successfully navigate the online future. Families and schools today are only beginning to consider the challenges involved and many need the right help and support.

We will continue to be at the forefront of this work by designing and delivering solutions that help all children experience the wondrous potential of technology-enabled empowerment and connection.

^{^3} Growing up with the internet, House of Lords Select Committee on Communications 21 March 2017.

The next five years

We have made a great difference in our first 20 years and have helped 2 million children. We can – and we will – do more.

Over the next five years we will focus on five priorities.

1

Care for those affected by violence

GOAL

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

STRATEGY

- 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.

2

Build an eSmart population and reduce online harm to children

GOAL

- 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.

STRATEGY

- Take the 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.

3

Influence society to keep children safe, and always put children first

GOAL

- Shift community and cultural attitudes and behaviours to be child focused, with zero tolerance of bullying and violence.

STRATEGY

- Lead public campaigns on issues that are core to our purpose.
- Work in collaboration with others to change policies, legal frameworks and practices to eliminate violence against children.

4

Embrace change, be innovative, and learn through evidence

GOAL

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

STRATEGY

- 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.

5

Invest in a bright future

GOAL

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

STRATEGY

- 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.





1 in 5 children
are bullied and
1 in 7 children
are cyber bullied

Our promise

Violence against children
is not acceptable.

A world in which children
are free from violence and
able to thrive is possible.

The Alannah & Madeline
Foundation will create
a safer online and offline
world for children.



Our programs

Care

BUDDY BAGS

Supply of backpacks of basic essentials to children in emergency accommodation across Australia. The Foundation has delivered more than 70,000 Buddy Bags to date.

CHILDREN AHEAD

Formerly named the Intensive Support Program, Children Ahead helps children and young people recover from traumatic events or violent circumstances.

CUBBY HOUSE

An Australian-first initiative providing a sanctuary for children dealing with traumatic family situations in the Children's Court.

Advocacy

NATIONAL CENTRE AGAINST BULLYING (NCAB)

A peak body made up of 20 experts working to reduce bullying and minimise its harm on young people.

Prevention

BETTER BUDDIES

A whole-school initiative designed to help create friendly and caring primary school environments, as well as reduce the incidence of bullying.

eSMART SCHOOLS AND LIBRARIES

A world-leading evidence-based system which uses a cultural change framework approach to promote respectful behaviours – both on and offline – to reduce bullying and cyber bullying.

The eSmart system is being implemented in more than 2,300 schools nationally and will be rolled-out to all 1,500 public libraries in Australia by 2018.

eSMART DIGITAL LICENCE

A comprehensive online cyber safety product that also includes teacher and parent resources. It teaches school-aged children critical digital skills and promotes discussion about online safety between young people and their parents, carers and teachers. More than 200,000 students have registered to become smart, safe and responsible online.

CONNECT

Utilising the expertise from our evidence-based programs, Connect workshops and seminars provide informative workshops and seminars to schools and workplaces. Topics relate to cyber safety, bullying, social and emotional learning, valuing difference, building resilience, as well as respectful relationships.

Supporting our work

We are grateful for the support of individuals, families, organisations, clubs and businesses.

There are many ways to support our work:

- volunteering time, skills and experience
- raising funds
- donating products and money
- setting up workplace giving
- lending a voice to our campaigns
- sponsoring projects and events
- partnering in our work
- social investment
- bequests.

To find out more visit our website at amf.org.au or call **1300 720 747**.

THANK YOU.



Alannah & Madeline
Foundation

amf.org.au