

youthsafe



Annual Report
2018/19



YOUTHSAFE

‘We partner to prevent unintentional injury of young people’

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CHAIRPERSON'S MESSAGE

Professor James Middleton

The Board of Directors maintained its commitment to “doing business differently” in response to the critical challenge of securing Youthsafe’s long-term sustainability. In doing so it looked to the entrepreneurial opportunities of partnerships and the greater commercialisation of our IP.

It adopted a five-step Innovation Strategy and a revised Sales Plan with the dual aim of reducing Youthsafe’s end of year deficit while seeking to build a retail service and product suite to increase revenue. Two ambitious proposals in particular were pursued. *Safer Driving for Life* proposed that Youthsafe initiates a professional driving service for disadvantaged youth cohorts, while *A New Approach to Young Worker Safety* proposed that Youthsafe, in collaboration with research and industry partners, embarks on an innovative three year project to prevent young worker injuries in high risk industries.

While neither of these visionary proposals had come to fruition by the end of the year we continue to pursue both as important opportunities for community and financial value, as well as capacity building for Youthsafe. In the meantime we continued to explore a range of short-term mitigations through partnerships with other charities, registered clubs, foundations, State Government agencies and commercial operations.

A new partnership developed with Gladesville Hornsby Football Association establishing Youthsafe as their charity partner, involving collaborations such as workshops, sharing of injury prevention support resources and fundraising.

I am delighted once again to express thanks and appreciation to the NSW Ministry of Health for its continuing funding assistance. As our principal funding partner, their ongoing contribution enables us to provide many services to the wider community for free or little cost. It also enables our active participation on a range of state-level government forums including the Road Safety Advisory Council and stakeholder forums with SafeWork NSW, the Centre for Road Safety, Roads and Maritime Services and the Office of the Advocate for Children and Young People.

It is gratifying to reflect on the productive work we have done over many years in partnership with the State Government. An outstanding example of this has been the role we took in developing the Safer Drivers Course back in 2014 and our subsequent role as the State’s preeminent train-the-trainer for that course during its five year history. To date, we have trained over 1,000 professional driving instructors throughout New South Wales who, in turn, have provided the course to over 135,000 learner drivers.

Youthsafe was congratulated in the Mid Cycle Assessment Report conducted by Quality Innovation Performance for its continuing implementation of a quality improvement plan. The report noted that Youthsafe had achieved “better diversification in its activities and developed innovative program responses to market gaps and social justice”. Achievement was noted in relation to governance, operations, service delivery and



Participants of the Safer Drivers Course Module 2 Coach Training



CHAIRPERSON'S MESSAGE

outcomes which can be ascribed to the many stakeholders, external and internal alike, who continue to contribute to our work.

I take this opportunity to acknowledge the commitment of my fellow pro bono Directors on Youthsafe's Board: David Riches (Deputy Chairperson), Ian Bourne (Company Secretary and Treasurer until April), Sharit Dass (Company Secretary and Treasurer since April), Gregory Cantwell, Brian Dalton, Gerald Khoury and Max Lloyd-Jones.

I would particularly like to acknowledge the contribution of Ian Bourne, who resigned as a Director in April after 25 years of distinguished service to Youthsafe. Ian first served the organisation as its Accountant when we were based at Royal Rehab in Putney and subsequently he took on the roles of Company Secretary and Treasurer over almost two decades. His contributions over that time were exceptional and will be fondly remembered by us all.

Our office team, under the leadership of our Chief Executive, Warren Johnson, continues to work with enthusiasm, creativity and good humour in tackling the organisation's core challenges on a daily basis. I thank them for their energy, strategic resourcefulness and resilience.

1st grade Spirit FC players wearing the Youthsafe logo on their shorts to promote the community partnership between GHFA and Youthsafe.



Photo: Football NSW



CHIEF EXECUTIVE'S REPORT

Warren Johnson

Youthsafe, with the contribution and support of many stakeholders, continued to deliver its customary youth injury services and products while developing new products and advocating for a range of youth injury countermeasures to government agencies and policy makers.

The provision of our established services saw us deliver

- 15 train-the-trainer sessions to 78 professional driving instructors from across NSW
- 183 interactive school sessions in 50 schools across the greater metropolitan area of Sydney
- Training of volunteers for Learner Driver Mentor Programs in Wingecaribee, Armidale, Canterbury and a workshop for Salvation Army *Drive for Life* coordinators from NSW and Queensland.

Our new sports focussed workshop *Front of Mind: Why Understanding the Teenage Brain is Key to Coaching* was supported by registered clubs through Category 2 ClubGrants. We thank Fairfield Mounties, Canada Bay Club, Ingleburn RSL, Club Burwood, Blacktown Workers Club, Dapto Leagues and Pittwater RSL for investing in this new approach to professional development for coaches of junior athletes.

In addition we introduced the *Front of Mind* workshop to 14 coaching directors at a breakfast meeting at the Office of Sport and the workshop comprised the centrepiece of the first year of our partnership with Gladesville Hornsby Football Association (GHFA).

Category 1 ClubGrants were also successfully pursued. These grants will support local road safety initiatives in Parramatta in partnership with Youth Action, thanks to Parramatta Leagues Club and also in Canterbury Bankstown with Canterbury Hurlstone Park RSL Club supporting our partnership with Carers NSW and its new Learner Driver Mentor Program, *YC Drive*.

Project funding from Transport for NSW's Road Safety Community Grants enabled us to undertake a project with regionally based providers of the Driver Licensing Access Program (DLAP). The project saw us engage with the Indigenous community in the road safety space with particular reference to Learner Driver Mentor Programs: building on the work done in the preceding year with digitising our Learner Driver Mentor Program development guide as well as our previous work with Indigenous coaches and players at AFL diversity camps.

We also extended our service responsiveness to school communities by developing two professional development sessions for teachers which were authorised by the NSW Education Standards Authority (NESA): *Young People, Risk Taking and Road Safety* and *Positive Coaching Methods for Teaching School Sports*.

This year saw a significant increase in the number of education sessions for young people not enrolled in mainstream schools. Young people of all abilities and circumstances can understand risk and its consequences.





CHIEF EXECUTIVE'S REPORT

Warren Johnson

We continued to relish the opportunity to influence the development, implementation and reform of government policy. To this end, we took an active role across a number of influential state-level committees to call for new or improved youth injury prevention countermeasures. Our advocacy traversed a range of government departments and agencies including the Road Safety Advisory Council (Transport for NSW); At Risk Workers Stakeholder Forums and Mentally Healthy Workplaces sessions (SafeWork NSW); the eScooter Trial Working Group and Forums (Centre for Road Safety); Safer Drivers Course Providers forums (Roads and Maritime Services); the NSW Child and Young Person Injury Prevention Working Group (Office of the Advocate for Children and Young People) and the NSW Youth Health Showcase 2019 (NSW Ministry of Health).

In closing I would like to acknowledge the support we received from OfficeWorks West Ryde who selected us, for the second successive year, as its charity of choice for the national Round up to Make a Difference fundraising appeal. As a charity that has operated in the Ryde LGA for almost 40 years we are always delighted to receive support from within our own community.



This year, Youthsafe facilitated **183** education sessions in **50** schools to **6,241** students.





ABOUT YOUTHSAFE

We partner to prevent unintentional injury of young people

An expert in youth safety since 1982, Youthsafe was born of the passionate commitment of Associate Professor John Yeo – a well-known spinal cord injury specialist.

Youthsafe is a not-for-profit organisation that partners with government, schools, business and community organisations to prevent unintentional injury of young Australians.

We design and develop services for those involved with young to keep them safe and on track.

As our young people explore the possibilities of their world, they may need support to help them make safer choices on roads, in workplaces, on sporting fields and when out with friends.

We all have role to play.

Team member Hamish Murray delivering our workplace safety session to over 200 final year electrogroup apprentices.





OVERVIEW OF ACTIVITIES

Roads

- *Learner Driver Mentor Programs* development guide, volunteer mentor training, project advice
- *Safer Drivers Course* delivery of training for Coach and Facilitator components
- *Are we there yet?* education session for schools and other community organisations
- *Everyday Risk* education session for schools and other community organisations
- *Steering Young Drivers* collaborative sessions with novice drivers and their families
- *On the Way to High School* infographic for parents
- *Young driver* infographic for parents
- *Passenger* infographic for parents
- *Bike helmet* infographic for parents
- *Motorcycle* infographic for parents

Sport

- Delivery of *Front of Mind* sessions to sports coaches and administrators
- *Bike helmet* infographic for parents
- *Sports safety* infographic for parents, coaches and sports administrators

Work

- *YPack* young worker support resources and training
- *Young worker and mental health* infographic for parents and supervisors
- *Workplace Solutions* a suite of sessions for employers, young workers, their supervisors and staff teams
- *Young worker* infographic and fact sheet for parents and supervisors of young workers
- *In Working Order* education session for schools and other community organisations
- *In Working Order* online resource
- *Talking Safety* online resource for employers and young workers in retail

Socialising

- *Plan2* - education session for schools and other community organisations
- *Plan2* DVD resource/Educator kit
- *What's the Plan?* - education session for schools and other community organisations
- *What's the Plan?* Educator kit
- *Safer socialising* infographic and fact sheet for parents



AN OVERVIEW OF YOUTHSAFE'S RECENT CONTRIBUTIONS TO NSW STATE GOVERNMENT INITIATIVES

Youthsafe has actively supported a wide range of NSW State Government initiatives over the last few years and assisted in the development and implementation of government policies in relation to the injury prevention of young people. An overview of our activities follows:

Workplace Safety

Youthsafe

- developed a co-branded infographic (*Young Workers and Mental Health*) and a Fact Sheet (*Young Workers*) with SafeWork, both of which are now included in SafeWork's online *Young Worker eToolkit*
- was a panel member at SafeWork's Let's Talk – Young Workers and Mental Health Seminar at UNSW
- contributed to the content and design of SafeWork NSW's *At Risk Workers Strategy 2018-2022*
- was consulted by SafeWork NSW on its proposed Young Workers Survey
- updated its *In Working Order* website to support safe school to work transitions
- developed a cutting-edge project proposal with key industry partners *A New Approach to Young Worker Safety*.

Road Safety

Youthsafe

- continued its five year role as the preeminent State-level trainer of the Safer Drivers Course to all approved Safer Drivers Course providers with 1,076 professional driving instructors trained and over 135,000 learner drivers having completed the course to date
- conducted two projects to support volunteer mentors of young drivers:
 - o *Capacity Building for Learner Driver Mentor Programs*
 - o *Outreach Training for Mentors of Young Aboriginal Learner Drivers*
- published two eBooks which are freely distributed:
 - o *Ls to Ps: Teaching Aussie Teens to Drive*
 - o *Learner Driver Mentor Program Development Guide*
- conducted training sessions with Learner Driver Mentor Programs across NSW and responded to 397 inquiries from community organisations regarding program development, as well as the public about accessing driving mentors
- facilitated 523 Youthsafe interactive safety sessions in 242 schools and youth groups to 23,765 young people over the last three years
- actively advocated for State Government initiatives, including the use of telematics
- developed an innovative inclusive session for novice drivers and their adult supervising drivers on effective support throughout the learner, P1 and P2 stages of licensure
- secured approval from the NSW Education Standards Authority (NESA) for an original Youthsafe professional development session for teachers *Young People, Risk Taking and Road Safety*



AN OVERVIEW OF YOUTHSAFE'S RECENT CONTRIBUTIONS TO NSW STATE GOVERNMENT INITIATIVES

Sport and Recreation

Youthsafe

- developed innovative interactive sports workshops for coaches of junior athletes and junior athletes themselves: *Front of Mind: Why Understanding the Teenage Brain is Key to Coaching and Stay in the Game*
- secured approval from the NSW Education Standards Authority (NESA) professional development session for teachers for a Youthsafe session *Sports Safety and Participation through Positive Coaching*

Youthsafe participated in the following state level forums

- SafeWork NSW **Young Workers' Mental Health Collaboration** to develop resources for the *Young Worker eToolkit*.
- SafeWork NSW **Let's Talk** event
- SafeWork NSW consultations to develop the *WHS Roadmap for 2022*, subsequent Roadmap Stakeholders' briefings with SafeWork's Executive Director and successive Young Worker Forums to advise implementation
- **Mentally Healthy Workshop Summits** to develop of the Mentally Healthy Workplace website
- the **Road Safety Advisory Council**, the State Government's principal road safety stakeholder forum
- the Centre for Road Safety's **eScooter Trial Advisory Working Group**
- the review of the *NSW Road Safety Plan 2021*
- Transport for NSW's **Expert Group Countermeasures for Young Drivers** workshop
- RMS's **Aboriginal Road Safety Workshop** to review the *NSW Aboriginal Road Safety Action Plan 2014-2017*
- the formal review of the Safer Drivers Course as well as providing feedback via two RMS Safer Drivers Course stakeholder forums
- the stakeholder review of Transport for NSW
- the **Office of the Youth Advocate's Injury Prevention Working Group**
- the full-day NSW Health Showcase to provide advice on future policy directions and priorities.



STRATEGIC DIRECTIONS

Youthsafe's strategy: 2016 to 2019 Doing business differently for sustainability

The approach to doing business differently for sustainability is represented by the following key shifts.

	CUSTOMER	MARKETING/SALES	FINANCE	CAPABILITY
2016 to 2017	<p>Expanding and diversifying Youthsafe's customer base</p> <p>Identifying prospective Youthsafe customers through marketplace opportunities</p> <p>Determining, monitoring and responding to customers' needs</p>	<p>Promoting the Youthsafe brand and Mission by</p> <ul style="list-style-type: none"> investing in business development and marketing developing and maintaining a social media presence adopting a Sales Plan aimed at meeting customer needs 	<p>Developing a pricing model for sustainable margins.</p> <p>Reducing annual deficits</p>	<p>Investing in new IT systems and icloud functionalities like SharePoint and Salesforce.</p> <p>Building Board capability through strategic recruitment of directors.</p>
	CUSTOMER	MARKETING/SALES	FINANCE	CAPABILITY
2017 to 2019	<p>Continuing the expansion and diversification of Youthsafe's customer base.</p>	<p>Defining the attributes of Product Leadership and ranking all products in terms of a Product Leadership Score.</p> <p>Employing ways to enhance customer intimacy through emotional engagement and improved understanding of customer need.</p> <p>Updating Sales Plan and launching a new website as a selling platform.</p>	<p>Securing revenue streams that contribute to capacity building and long-term positive revenue flows.</p> <p>Aiming for a balanced budget.</p>	<p>Retaining QIP accreditation.</p> <p>Conducting Board evaluations to further enhance board capability.</p>



TREASURER'S REPORT

Sharit Dass

It is my pleasure to present the annual financial statements for Youthsafe for the financial year ended June 30, 2019.

Youthsafe's financial statements have been audited. The financial statements are fairly and appropriately presented, without any identified exceptions, and in compliance with generally accepted accounting principles (GAAP). An abridged Profit and Loss Statement and Statement of Financial Position are provided on the following pages. A copy of the full financial statement is available on request.

Operating results

Net loss for the financial year was (\$58K) compared to (\$236k) last year. The lower losses are attributable to a one-off class action payout.

Underlying revenue at \$340k increased by 2% mainly as a result of grants. Services income however declined due to reduction in demand for presentations and training for the Safer Drivers Course providers.

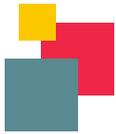
Total expenses at \$551K decreased by 3% (last year \$588K) due to continued cost management initiatives by management.

Youthsafe faces sustainability challenges for the future but remains financially viable, at least for the immediate term, with net assets of \$423K (last year \$481K) and adequate cash flows to meet its obligations.

Looking ahead

Our financial projections, if achieved, will generate sufficient cash flow to meet all the financial obligations for financial year 2020.

However, in the medium to long-term, financial sustainability continues to be the key risk for Youthsafe. The management is focused on mitigating the risk by actively pursuing a number of initiatives with government, community and private sector to secure new funding sources.

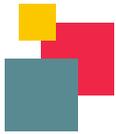


TREASURER'S REPORT

Sharit Dass

Itemised Profit and Loss Statement for the year ended 30 June 2019

	2019	2018
REVENUE	492,575.50	334,119.15
EXPENDITURE		
Employee benefits expense	(399,147.20)	(391,284.55)
Rent and outgoings	(45,501.14)	(41,922.73)
Audit, accounting and consultancy expense	(34,456.10)	(55,180.50)
IT expense	(9,746.41)	(11,936.17)
Insurance expense	(14,469.62)	(15,385.29)
Funded programs and minor project direct costs	(7,210.30)	(5,946.44)
Depreciation and amortisation expense	(9,641.50)	(9,483.75)
Other expenses	(30,332.56)	(38,589.55)
(Loss)/profit before income tax	(57,929.33)	(235,609.83)
Income tax expense	-	-
Loss)/profit for the year	(57,929.33)	(235,609.83)
Other comprehensive income for the year		
Total comprehensive income for the year	(57,929.33)	(235,609.83)
Profit attributable to members of the entity	(57,929.33)	(235,609.83)
Total comprehensive income attributable to members of the entity	(57,929.33)	(235,609.83)



TREASURER'S REPORT

Sharit Dass

Balance Sheet Comparative for the year ended 30 June 2019

	2019	2018
ASSETS		
CURRENT ASSETS		
Cash and cash equivalents	349,150.44	525,085.12
Trade and other receivables	13,429.66	18,146.78
Other assets	167,082.28	14,026.90
TOTAL CURRENT ASSETS	529,662.38	557,258.80
NON-CURRENT ASSETS		
Property, plant and equipment	6,243.37	15,884.87
TOTAL NON-CURRENT ASSETS	6,243.37	15,884.87
TOTAL ASSETS	535,905.75	573,143.67
LIABILITIES		
CURRENT LIABILITIES		
Trade and other payables	39,406.37	37,807.13
Provisions	57,614.28	43,083.33
TOTAL CURRENT LIABILITIES	97,020.65	80,890.46
NON-CURRENT LIABILITIES		
Provisions	16,157.58	11,596.36
TOTAL NON-CURRENT LIABILITIES	16,157.58	11,596.36
TOTAL LIABILITIES	113,178.23	92,486.82
NET ASSETS	422,727.52	480,656.85
EQUITY		
Retained earnings	422,727.52	480,656.85
TOTAL EQUITY	422,727.52	480,656.85



BOARD OF DIRECTORS

CHAIRPERSON

Professor James Middleton, MBBS, PhD, FACRM, FAFRM (RACP)

Board Member since 1997, Chairperson since 1998



James is Clinical Director of the State Spinal Cord Injury Service, which is a Network of the NSW Agency for Clinical Innovation. Prior to this, he was Medical Director of the Moorong Spinal Unit at the Royal Rehabilitation Centre (from 1996-2006). He continues to work at Royal Rehab as Senior Medical Specialist for the NSW Spinal Outreach Service. James also holds an academic position as a Professor of Rehabilitation Medicine in the John Walsh Centre for Rehabilitation Research at the University of Sydney, located at the Kolling Institute at Royal North Shore Hospital. In addition, James is Chair of the External Relations Committee of the International Spinal Cord Society (ISCOS) and a member of the ISCOS Prevention Committee since 2001. James also sits on a range of scientific advisory and other steering committees.

DEPUTY CHAIRPERSON

David Riches, B Ed, Dip Teaching

Board Member since 2009, Deputy Chairperson since 2013



David is Director of his own road safety consultancy firm, with government and local councils his main clients. He has worked as a teacher, road safety education consultant with the Department of Education, road safety manager with the NSW Roads and Traffic Authority and senior manager in injury prevention and health promotion with Area Health Services. As such David brings a wealth of experience in education and strategic planning, as well as road safety and injury prevention for young people. David was also President of the Board of the Arthritis Foundation of NSW for over a decade, providing excellent insights into the NGO sector.

TREASURER and Company Secretary

Ian Bourne

Board Member since January 2000, retired April 2019



Ian is a Chartered Accountant with over 30 years' experience in the field of Finance and Business Administration, including previous roles as Regional Finance Manager with UnitingCare Ageing, Director of Finance, Royal Rehabilitation Centre Sydney and before that many years working with a major international accounting firm.

TREASURER and Company Secretary

Sharit Dass BCA, Grad Dip CA

Board Member since December 2018, Treasurer since April 2019



Sharit is a finance executive with over 20 years of experience in financial management, performance reporting, budgeting, forecasting and business partnering in large and dynamic organisations within the private, public and not for profit sectors in Fiji, Australia and the United Kingdom.



BOARD OF DIRECTORS

BOARD MEMBER

Max Lloyd-Jones

Board Member since 2010



Max is Managing Director of the Lloyd-Jones Meakin Group. Under his leadership, the group has assisted major Australian and global organisations rapidly shift their culture and improve their performance, using safety as a business driver. Max started out in his business career as an Accountant working for various US multinational corporations and gained a great deal of experience across a large number of markets, countries and cultures, then moved through several general and senior business management opportunities before establishing his strategic safety consultancy.

BOARD MEMBER

Gregory Cantwell, BSoc Sc, Masters Public Health

Board Member since 2014



Greg is currently the Chief Executive Officer of Peer Support Australia, an organisation committed to improving the social and emotional wellbeing of young people. His senior management experience includes Executive Officer for the National Stroke Foundation and Executive Director of Road Safety Education Limited. He has over 20 years' experience in health and youth sectors working in both small and large not for profit organisations including the Australian Red Cross, Kidney Health Australia, Asthma Foundation, Macular Degeneration Foundation and Scouts Australia (NSW). Greg holds a Masters in Public Health, and qualifications in social science and business management. His strengths include business development, influencing government policy and engaging corporate sector support for programs.

BOARD MEMBER

Gerald Khoury, PhD, MBus (IT Mgt), BSc

Board Member since 2016



Gerald has 30 years of global experience in IT strategy, planning, architecture and development. Gerald has provided leadership and advice in IT strategy and innovation to some of Australia's most successful organisations across both the corporate and public sectors. Prior to running his own consultancy, GK Strategic, Gerald held senior consulting positions at IBM and Gartner. Currently he is Senior Executive Advisor - Info Tech Research Group.

BOARD MEMBER

Brian Dalton,

Board member from October 2018 to June 2019.

Brian has more than 30 years of demonstrated experience in business development, marketing and communications in the For Profit sector holding Australian and AsiaPacific regional senior executive roles at American Express, Nestle and Goodman Fielder among others. In 2010 Brian transitioned full time into the Not for Profit sector turning his expertise and insights towards advising and securing diversified funding source opportunities for organisations such as Mission Australia, The Salvation Army and Cancer Council Australia.



HISTORY OF YOUTHSAFE

Youthsafe started out in 1982 as the 'Awareness and Prevention Program'. This program was established by Associate Professor John Yeo in an effort to raise awareness of spinal cord injury and prevention through a team of 'Wheelchair Presenters' who spoke at schools throughout NSW.

The year 1995 saw the program move to incorporation as a company and a name change to Spinesafe, then Spinesafe Education Program a little later.

There were further significant changes between 1998 and 2000 as the organisation undertook a strategic review and moved to establish a 'Youthsafe' program with a broader focus on preventing serious injury in young people.

By 2003 a new constitution with youth injury prevention objects had been adopted, the company name 'Youthsafe' was registered and a new look logo developed. This was also the year Youthsafe embarked on a formal quality improvement process undertaking an external review with Quality Management Services (QMS). Since then, Youthsafe has maintained its full accreditation as a quality community service provider.

Youthsafe has continued to develop and grow into a healthy organisation with a high level of credibility and leading the way in youth injury prevention.



Professor John Yeo (centre) on a recent visit to the Youthsafe office. It's been almost 40 years since the foundation of his 'Awareness and Prevention Program'.

