

youthsafe



Annual Report
2020 - 2021

YOUTHSAFE

'We partner to prevent unintentional injury of young people'

www.youthsafe.org

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Table of contents

1	Chairperson's Message
3	Chief Executive's Report
5	About Youthsafe
6	Major Achievements
7	Deductible Gift Recipient Campaign
8	New Strategy 2021 - 2024
10	Our Supporters
11	Treasurer's Report
14	Board of Directors

CHAIRPERSON'S MESSAGE

Professor James Middleton

The year was one that despite various challenges related to the COVID-19 pandemic, marked considerable strategic achievement for Youthsafe.

Most noteworthy in this regard was the successful conclusion of our 21-year campaign to secure Deductible Gift Recipient (DGR) endorsement from Federal Parliament: only one of seven charities nationally in the 2020 Federal Budget Papers to be afforded such endorsement.

DGR approval allows Youthsafe, for the first time in its 40 years history, to seek tax deductible donations from the public, while also allowing us to pursue investment opportunities with the numerous Australian Foundations that require funding applicants to possess DGR.

I extend our appreciation to the Federal Member for Bennelong, John Alexander, for his assistance with this outcome. Refer to Youthsafe's DGR Campaign on page 7 of this report.

The Board and staff team worked together during the year to identify a new strategic plan for the next triennium under our Mission to partner to prevent unintentional injury of young people. The plan will leverage partnerships to diversify and grow services, build organisational capacity and enhance the Youthsafe brand: see Strategic Plan 2021-2024 on page 8 of this report.

DGR approval allows Youthsafe, for the first time in its 40 years history, to seek tax deductible donations from the public.

We were successful in achieving continuing and new funding. First and foremost, I warmly acknowledge the continuing funding assistance from the NSW Ministry of Health. The Ministry remains our largest funding partner, assisting our delivery of services, particularly to disadvantaged populations, and supporting diverse organisational needs from social media, research and development, state-level and national advocacy and rental assistance.

Transport for NSW (TfNSW) provided both continuing and new funding, as well as expanded service opportunities via procurement. It reappointed Youthsafe to continue for a further five years as one of the state-level Training Providers of the Safer Drivers Course (SDC). Youthsafe is the only consistent Training Provider for the SDC since it began in 2013, over which time we have trained 811 coaches and 455 facilitators, building up a reputation for training excellence in the process.

TfNSW also approved Youthsafe, for the first time, as a Driver Licensing Access Program (DLAP) provider for five years. As such, we will seek to provide driving licensing support to ATSI and disadvantaged communities in a number of Local Government Areas in Sydney. In addition, TfNSW provided a Community



Road Safety session with Australian Afghan Hassanian Youth Association.

CHAIRPERSON'S MESSAGE

Road Safety Program grant to enable Youthsafe to build an online training platform for the volunteer learner driver mentors who work in Learner Driver Mentor Programs across NSW.

The State Government's Stronger Country Communities Fund continued to support Youthsafe's ongoing partnership with PCYC's Rise Up programs in Dubbo, the Central Coast and Lake Illawarra to progress young people's engagement with the Graduated Licensing Scheme and low risk road use behaviours.

The development of online services is a further aspect of this year's strategic success and of particular importance given the tightening restrictions imposed by the COVID-19 pandemic on face-to-face services. Particularly helpful in this regard was the Department of Communities and Justice's Social Sector Transformation Fund, which awarded Youthsafe funding for computers, professional development, social media capability and Search Engine Optimisation initiatives.

The latter challenge was also greatly assisted by the Google Adwords Grant we secured that enables us to benefit from the free advertising generated by Google searches to a value of US\$10,000 per month.

I would also like to acknowledge the assistance received during the last quarter of the year as part of the Federal Government's response to community investment during the national lockdown in response to COVID-19. The Cash Flow boost and JobKeeper assistance contributed significantly to both our bottom-line and our confidence at a time of unprecedented uncertainty.

I extend my thanks to the following volunteer Directors, who comprise the Youthsafe Board and note that the successes we have enjoyed have in no small part been due to their dedication and active contribution: David Richards (Deputy Chairperson); Sharit Dass (Treasurer and Company Secretary); Greg Cantwell and Max Lloyd-Jones.

I know I speak for the entire Board when I extend thanks to the office team, which has exercised agility and creative thinking during a most testing time. Thanks to the team - Emma Treanor, Duncan Nisbet, Kim Ray, Michaela Zappia and Hamish Murray - and of course to our Chief Executive, Warren Johnson, for their dedication, energy and professionalism.

As we come out of lockdown with the prospect of the community opening up again, Youthsafe is looking forward to building on our Strategic Plan for greater achievement in 2022 and beyond.



Strategic planning held at Ryde Eastwood Leagues Club.

CHIEF EXECUTIVE'S REPORT

Warren Johnson

The strategic achievements highlighted in the Chairperson's Message were all the more notable for occurring as they did during the intermittent disruptions and uncertainty created by the COVID-19 pandemic.

While the pandemic curtailed several of our face-to-face services, it also provided the opportunity to consider new programs, especially innovations relating to online products.

Foremost of these opportunities was the continuing development of several online workshops and courses including our

- NSW Education Standards Authority (NESA) approved professional development workshops for teachers: *Sports Safety and Participation through Positive Coaching* and *Young people, risk taking and road safety*
- *Coaching Teens* workshop for sports coaches
- PowerPoint presentations for coaches, parents and young players developed for both online and face-to-face delivery developed for North West Sydney Football Association
- Volunteer Learner Driver Mentor Training, made possible by a Transport for NSW Community Road Safety Grant, for those engaged as mentors in a Learner Driver Mentor Program.

The reality of lockdown conditions required the staff team to work remotely from time to time: a fact that served to boost our confidence and capability to take on online challenges.

The Department of Communities and Justice Social Sector Transformation Fund provided direct assistance in relation to pursuing the operational challenges of working remotely by funding the related wherewithal to support our remote working situation

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.

It now a strategic priority for us to ensure, even with the lifting of COVID restrictions, our online services will continue to occupy an important and growing share of our service delivery options.

The online focus was further advanced by our investment in Search Engine Optimisation which required extensive rewriting of our website to prioritise our responsiveness to online searches relating to youth injury and safety. Similarly, we continued to improve the benefit we derived from our Google Adwords Grant by working with an expert agency throughout the year.

The NSW Safer Drivers Course Coach Training held at Ryde Eastwood Leagues Club.



Emma running a road safety session as part of The Stronger Country Community Fund with our partners PCYC Dubbo.



CHIEF EXECUTIVE'S REPORT

Warren Johnson

The Chairperson has mentioned Youthsafe's attainment of its long-cherished goal of becoming a Deductible Gift Recipient (DGR) endorsed charity which we expect will be a great boon to our charitable fundraising efforts. Charitable fundraising also received a boost during the year by the growth of our longstanding Charitable Clothing Bin program which expanded into the Local Government Areas of Hornsby, Ku-ring-gai and Woollahra.

The road use space is set to remain a central focus for Youthsafe given our success in retaining a role, for a further five years, as a state-level Training Provider of the Safer Drivers Course in addition to being newly approved, again for five years, as a provider of the Driver Licensing Access Program. The later program will see us enabling those from disadvantaged populations to obtain their Learner's Licence or Provisional Licence.

Thanks to a Cumberland Council Club Grant we were able to continue our licensing and road safety programs to support young drivers from the Afghan community in partnership with the Australian Afghan Hassanian Youth Association I thank the staff team for their creative energy and resilience throughout a challenging but successful year: Emma Treanor, Duncan Nisbet, Kim Ray and Hamish Murray.

Special thanks are extended to Michaela Zappia our Communications Coordinator who left Youthsafe during the year to take on new challenges after over 15 years as a key team member. She was first employed by Youthsafe as a Project Officer in 2005 and subsequently served in a range of roles, always with her characteristic care and rigor.



**Safer Drivers Course
Training Provider**

youthsafe



**Education
Program**

youthsafe

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 people to help foster their self-efficacy and personal responsibility in the context of an active lifestyle.

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



Working with PCYC Lake Illawarra as part of The Stronger Country Community Fund.



MAJOR ACHIEVEMENTS

Gaining Deductible Gift Recipient (DGR) status

Designing a new Strategic Plan

Brokering new partnerships and project opportunities

Expanding our charitable clothing recycling program

DEDUCTIBLE GIFT RECIPIENT (DGR) APPROVAL FOR YOUTHSAFE

DGR approval is important to charities as it allows them to offer donors the right to claim a tax deduction on any donation above \$2 made to the charity. It also provides approved charities with access to the many Trusts and Foundations that only consider funding applications from charities who possess DGR.

When the 2020 Federal Budget listed Youthsafe as one of only seven charities nationally to be granted DGR approval by virtue of an amendment to tax law it brought to a successful end a protracted 24-year long campaign.

DGR approval has been granted to only around 40% of Australia's 60,000 charities. The vast majority of charities having secured approval through the bureaucratic process of meeting the ATO's eligibility requirements rather than running the political gauntlet of securing legislative approval.

Youthsafe's campaign kicked off in 1996 when Spinesafe Education Program Ltd (an earlier name for Youthsafe), sought ATO endorsement to become a DGR charity.

What followed was a series of applications and knock-backs which saw Youthsafe's applications rejected for a variety of reasons over the next decade. Leading accounting and law firms - Coopers & Lybrand, Mallesons Stephen Jacques and Clayton Utz – lent considerable pro bono muscle and many pages of finely wrought legal argument all of which failed to persuade the ATO of the merits of our cause.

The strategy in the following decade shifted to political lobbying to effect a parliamentary ratified amendment to tax law. In pursuit of this new strategy, Youthsafe made approaches to successive Assistant Treasurers from both major parties including Bill Shorten, David Bradbury, Nick Sherry, Arthur Sinodinos, Mathias Cormann, Michael Sukkar, Kelly O'Dwyer and Stuart Robert.

None of these approaches was successful.

It wasn't until our appeal in 2020 to Zed Seselja, the Assistant Minister for Finance, Charities and Electoral Matters - with sterling support from John Alexander, the Federal Member for Bennelong - that our quest came to a successful conclusion when the Minister responded that he was "pleased to advise that the Government has agreed to list Youthsafe as a DGR."

John Alexander meeting with Professor Middleton and the Youthsafe team to celebrate our DGR achievement.



STRATEGIC PLAN 2021-2024

Youthsafe's Board of Directors has adopted a new three-year strategy which began 1 July 2021.

The overarching strategic goal will seek to consolidate and grow Youthsafe for sustainability and service impact by building on recent past achievements.

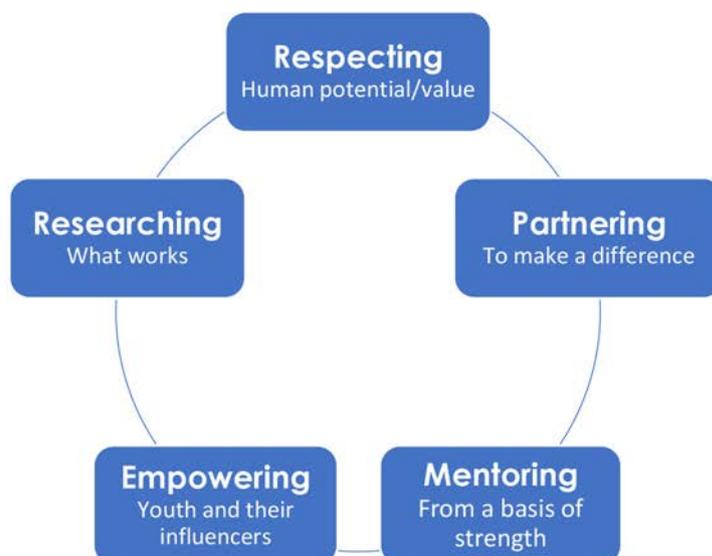
MISSION

To partner to prevent unintentional injury of young people.

VISION

Young lives free from serious injury.

VALUES



OVERARCHING STRATEGIC GOAL

To consolidate and grow for sustainability and service impact.

STRATEGIC PLAN 2021-2024

The plan identifies the following strategic directions and goals.

DIRECTION 1 Positioning Injury Prevention

GOAL Pursue injury prevention initiatives involving both physical and psycho-social injury prevention benefits.

OBJECTIVES & ACTIONS

1. Acknowledge the relevance of both physical and psychosocial injuries.
2. Highlight heightened risk profiles of disadvantaged cohorts i.e. those from ATSI, CALD, rural/remote, low socio-economic backgrounds etc.

DIRECTION 2 Growing Partnerships and Extending Reach

GOAL Retain, grow and broker new partnerships and extend service reach.

OBJECTIVES & ACTIONS

1. Adopt a Partnership Plan to optimise value-adding outcomes.
2. Explore and test internet delivery of services, with prospect for national and international reach.

DIRECTION 3 Diversifying Revenue and Enhancing Value

GOAL Maintain and grow revenue streams from diverse sources that significantly contribute to the bottom-line –

- government grants (Federal, State & Local)
- grants from not for profits/Foundations
- fees for service income
- charitable fundraising and donations.

OBJECTIVES & ACTIONS

1. Formulate and implement a Donations Plan.
2. Further grow our charitable fundraising program via textile recycling.
3. Prefer opportunities that make a significant contribution to the bottom-line.
4. Monitor diversity and quantify proportional contribution.
5. Generate annual surpluses.

DIRECTION 4 Building Capacity

GOAL Build organisational capability and capacity.

OBJECTIVES & ACTIONS

1. Identify human capability deficits and recruit (employ or contract) skill sets as needed.
2. Establish the best way to support team collaboration for collegial, service and financial success.
3. Review award conditions for team members and adopt a more suitable award.
4. Institute a recognition and reward program for internal stakeholders.
5. Conduct a Board self-assessment and consequential Board recruitment.
6. Provide PD opportunities for staff.
7. Develop an Investment Policy.
8. Augment capability with IT betterments.

DIRECTION 5 Advocating for Change

GOAL Promote the higher risk profile of young people and advocate for useful and practical interventions.

OBJECTIVES & ACTIONS

1. Develop an Advocacy Plan.
2. Contribute to peak forums like the Road Safety Advisory Council.
3. Respond to inquiries at local, state and federal levels.
4. Promote key messages via community groups.
5. Generate social media posts and promotions on key issues.
6. Leverage SEO.

THANKS TO OUR SUPPORTERS

Youthsafe depends on a range of support to enable it to undertake its life-saving work

We warmly acknowledge the support we receive from the wider community, without which we could not continue.

Particular thanks are extended to -

NSW Ministry of Health investing in our capacity and our service responsiveness to disadvantaged youth cohorts.

NSW Government's Stronger Country Communities fund enabling us, in partnership with PCYC, to support at risk young people in Shellharbour, Central Coast and Dubbo to progress to licensure and develop low risk driving behaviours.

NSW Communities and Justice's Social Sector Transformation Fund investing in our IT capability, SEO and online service promotions.

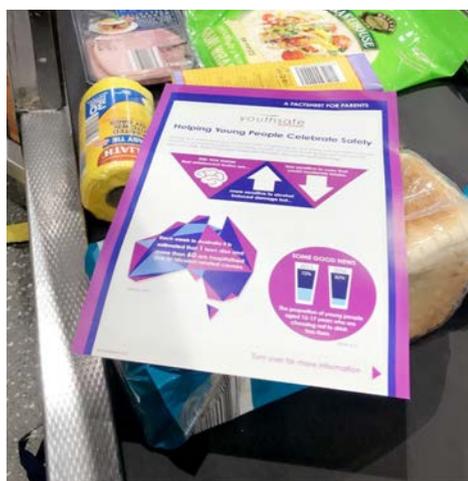
Transport of NSW Community Road Safety Grant enabling us to develop an online training program for volunteer learner driver mentors.

Cumberland City Council's grant enabling us to support novice drivers in the Afghan community in Sydney's west to progress to licensure and develop low risk driving behaviours.

The local Councils of Hornsby, Canterbury-Bankstown, Ku-ring-gai and Woollahra authorising the new or continuing operation of our Charitable Clothing Recycling Bin program in the respective Local Government Areas.

Ryde Eastwood Leagues Club generously supporting our use of function rooms on club premises.

Google Ad Grants gifting free AdWords advertising on Google search result pages.



TREASURER'S REPORT

Sharit Dass

It is my pleasure to present the annual financial statements for Youthsafe for the financial year ended June 30, 2021. 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 is (\$23K) compared to (\$144k) last year with reduction in losses mainly attributable to higher income and lower expenses.

Total revenue was \$523k, representing an increase of 27% on last year, mainly due to increase in income from grants, safer drivers program and recycled clothing bins.

Total expenses were \$546K or 2% lower than last year, as a result of lower employment expenses.

Youthsafe continues to face sustainability challenges for the future but remains financially viable, at least for the immediate term, with net assets of \$252K (last year \$275K) and adequate cash flows to meet its obligations.

Looking ahead

Based on 2022 budget, Youthsafe estimates positive cash flow to meet all the financial obligations for the financial year 2022. 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 2021

	2021	2020
REVENUE	522,966.14	413,381.55
EXPENDITURE		
Employee benefits expense	(400,898.51)	(423,977.62)
Rental Lease and outgoings	(30,260.64)	(41,363.96)
Audit, accounting and consultancy expense	(24,994.27)	(23,375.92)
Insurance expense	(12,608.61)	(12,956.64)
IT expense	(11,773.32)	(12,219.67)
Depreciation and amortisation expense	(3,520.38)	(6,007.99)
Funded programs and minor project direct costs	(29,714.17)	(14,665.63)
Other expenses	(31,733.14)	(22,771.26)
(Loss)/profit before income tax	(22,536.90)	(143,957.14)
Income tax expense		
Loss)/profit for the year	(22,536.90)	(143,957.14)
Other comprehensive income for the year		
Total comprehensive income for the year	(22,536.90)	(143,957.14)
Loss attributable to members of the entity	(22,536.90)	(143,957.14)
Total comprehensive income attributable to members of the entity	(22,536.90)	(143,957.14)

TREASURER'S REPORT

Sharit Dass

Balance Sheet Comparative for the year ended 30 June 2021

	2021	2020
ASSETS		
CURRENT ASSETS		
Cash and cash equivalents	493,376.45	386,366.10
Trade and other receivables	16,744.55	18,332.25
Other assets	7,930.22	20,948.39
TOTAL CURRENT ASSETS	518,051.22	425,646.74
NON-CURRENT ASSETS		
Property, plant and equipment	16,369.00	235.38
Right of Use Asset	16,493.37	49,480.03
TOTAL NON-CURRENT ASSETS	32,862.37	49,715.41
TOTAL ASSETS	550,913.59	475,362.15
LIABILITIES		
CURRENT LIABILITIES		
Trade and other payables	174,508.19	48,792.83
Provisions	80,865.86	78,190.55
Lease Liability	18,014.25	31,999.62
TOTAL CURRENT LIABILITIES	273,388.30	158,983.00
NON-CURRENT LIABILITIES		
Provisions	25,404.86	20,740.01
Lease Liability		20,981.81
TOTAL NON-CURRENT LIABILITIES	25,404.86	41,721.82
TOTAL LIABILITIES	298,793.16	200,704.82
NET ASSETS	252,120.43	274,657.33
EQUITY		
Retained earnings	252,120.43	274,657.33
TOTAL EQUITY	252,120.43	274,657.33

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 previous member of the ISCoS Prevention Committee (2001-2016).

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 is Chairperson of Nepean Food Services and is a former 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

Sharit Dass BCA, CA, MBAe

Board Member since December 2018, Treasurer since April 2019



Sharit is the Managing Director of Fincraft, Accounting & Advisory. She has over 20 years of experience in financial management, performance reporting, budgeting, forecasting and business partnering in small to large organisations across the private, public and not for profit sectors in 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 twenty 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.

