

# youthsafe

Annual Report  
2024 - 2025

# **YOUTHSAFE**

‘We partner to prevent unintentional injury of young people’

[www.youthsafe.org](http://www.youthsafe.org)

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# Table of contents

<b>1</b>	Chairperson's Message
<b>3</b>	Chief Executive's Report
<b>6</b>	About Youthsafe
<b>7</b>	Strategic Plan 2021 - 2025
<b>9</b>	Our Supporters
<b>10</b>	Financial Report
<b>12</b>	Board of Directors

# CHAIRPERSON'S MESSAGE

Professor James Middleton

As Youthsafe concludes its 42nd year of operation, I take pride in the continuing progress we have made in strengthening our charitable service model, expanding our reach and deepening our commitment to youth injury prevention across NSW. This year has focused on intentional consolidation under our strategic plan Pursuing Proven Basics for Long-Term Sustainability.

This strategy is effectively laying the groundwork for building a sustainable business model while staying true to our values of evidence, social justice, and community partnership.



We could not have achieved this progress without the support of many stakeholders and supporters, and I gratefully acknowledge the NSW Ministry of Health for its enduring partnership and long-standing Ministerial Assistance Grant. This investment strengthens our capacity while directly enhancing the delivery of Yuthsafe's injury prevention programs in schools and diverse communities across NSW.



We also extend our appreciation to Hornsby RSL and Waitara Magpies for their generous ClubGrant contributions to our driver licensing program, which enabled us to provide 65 driving lessons to participating learner drivers this year.

I also acknowledge the encouraging, albeit modest, growth in public donations. We are beginning to realise the benefits of our long-standing efforts to obtain Deductible Gift Recipient status, which positions us well to broaden our philanthropic base in the years ahead.

Program highlights this year included:

- Driver Licensing Access Program (DLAP) – Now active in eight LGAs, this program has grown from a service footprint of three LGAs in 2021 to eight in 2025, enabling us to support 50 clients during the year. DLAP assists people facing structural, cultural or geographical barriers to gaining a Learner Licence and provides access to low-risk driving mentors and Safer Drivers Course–approved instructors. With foundations now firmly established, we see considerable scope for continued growth augmented by corporate and community investment in the years ahead.
- Work, Safer Road Use and You – Our workplace road safety session was delivered to Transurban employees in Melbourne, Brisbane and Sydney, as well as to first year Ausgrid apprentices in Sydney. We see strong potential for this program to expand across major corporate clients, especially as organisations increasingly recognise that employee beliefs, mindset and behaviour play a critical role in safe system cultures and improved safety outcomes.
- Online Learner Driver Mentor Training Course – The latest iteration of our award-winning six-part asynchronous program was successfully launched with enhanced user experience and interface design. The course is now fully compliant with Web Content Accessibility Guidelines (WCAG) and is being widely adopted across NSW by organisations including the Salvation

*We could not have achieved this progress without the support of many stakeholders and supporters.*



# CHAIRPERSON'S MESSAGE

Army, Weave and the Aboriginal Employment Strategy. Our suite of online education resources has now grown to four and we continue to prioritise user testing and further iteration to ensure ongoing relevance and effectiveness.

This year, the Board also continued to reinforce strong governance oversight to ensure that Youthsafe remains responsive to risk and well-positioned to deliver on its Mission in a changing and often unpredictable environment.

While the year did not close with a surplus, the 2024–25 deficit of just over \$2,000 represents a favourable financial result, driven by increased revenue and controlled expenditure. In a challenging funding environment, this result demonstrates prudent financial management, a strengthened operational focus, and provides a solid platform for ongoing improvement in the years ahead.

I extend my sincere appreciation to our pro bono Board of Directors, comprising Nickie Flambouras (Deputy Chairperson), Greg Cantwell (Company Secretary) and Max Lloyd-Jones, for their commitment, wisdom and valued contribution throughout the year.

My heartfelt thanks go to our dedicated operations team of Lynn Hopgood, Kim Ray and Duncan Nisbet, and to our Chief Executive, Warren Johnson, for their outstanding teamwork and operational expertise.

With the ongoing dedication of our directors, staff, volunteers, partners and stakeholders, and through our steadfast pursuit of proven strategic objectives, I am confident that Youthsafe will continue to build on recent successes and make an even greater impact on youth injury prevention across NSW and beyond.



Youthsafe had the privilege of collaborating with Transurban to celebrate their exemplary commitment to safety by delivering interactive sessions for their employees, focusing on the critical role of personal mindset and behaviour in road safety, both at work and home.

# CHIEF EXECUTIVE'S REPORT

Warren Johnson

The year was defined by focused consolidation, growing impact and strengthened community partnerships. Guided by our strategic plan, Pursuing Proven Basics for Long-Term Sustainability, Youthsafe continued to embed the foundations for long-term viability while expanding its presence, influence and contribution to youth injury prevention across NSW.

Throughout 2024–25, our efforts centred on delivering evidence-based programs, amplifying our safety messages, strengthening partnerships and positioning Youthsafe as a trusted collaborator in both community and state-level conversations about youth safety and wellbeing.

## **Delivering Programs that Make a Measurable Difference**

Our face-to-face injury prevention and road safety programs continued to create meaningful impact across schools, communities and workplaces.

### *School-based injury prevention sessions*

We delivered 155 interactive classroom sessions in 28 schools, reaching 4,560 students with practical knowledge and strategies for safer road use, injury risk reduction and responsible passenger behaviour. Evaluations show strong engagement and positive impact on student understanding and attitudes.

### *Community-based safer licensing education*

To strengthen pathways to safer, legal and independent mobility, we delivered 50 safer licensing sessions at youth and community forums across Sydney, including Penrith, Cumberland, Hornsby, Ryde, Auburn, Granville, Camden, Hawkesbury and Meadowbank.



Magpies Waitara awarding a club grant allowing Youthsafe to continue its work for people living in the Hornsby LGA to add value in the way of extra driving lessons in Youthsafe's already successful Driver Licensing Access Program (DLAP).

Complementing this, 50 young people facing structural or social barriers successfully passed their Driver Knowledge Test and gained their Learner Licence — a milestone for increased possibilities of independence, employability and social participation.

### *Safer Drivers Course (SDC) train-the-trainer*

We delivered eight full-day SDC train-the-trainer courses for 32 experienced driving instructors, all of whom agreed or strongly agreed that the training had delivered on all key assessment metrics.

## **Innovation in Online Learning**

Youthsafe's commitment to accessible, high-quality online learning continued this year, particularly through the evolution of our award-winning Volunteer Learner Driver Mentor Training.

With support from a Transport for NSW's Community Road Safety Grant, we successfully:

- migrated the program to the Australian-owned Kando platform.
- enhanced UX/UI to foster an intuitive & engaging learning experience.
- ensured full WCAG accessibility compliance.
- refreshed content & introduced "Knowledge Checks" & improved feedback tools.
- improved device-agnostic delivery across phones, tablets & computers.

# CHIEF EXECUTIVE'S REPORT

Warren Johnson

This strengthened version now supports a wider range of adult learning styles and abilities and is being adopted by organisations including the Salvation Army, Weave and the Aboriginal Employment Strategy. We now plan to iterate our other online programs in line with this best-practice model.

## **Strategic Communications and Message Amplification**

Investment in SEO and targeted digital outreach delivered substantial growth in our visibility and public engagement.

### *Social media reach*

Across the year, seven promoted posts achieved a combined reach of 723,120, with 1.33 million views and 4,622 website clicks, successfully directing community interest toward injury prevention and safer driving behaviour.

### *SEO impact*

Organic search performance increased dramatically, rising 167% year-on-year to 127,981 website visits (up from 47,936). This growth demonstrates the value of strategic, data-driven communications in expanding Youthsafe's reach and influence.

## **Influencing Policy and System-Level Change**

Youthsafe continued to contribute to state-level conversations shaping youth safety. Over the year, we participated in eight government forums and consultations, including:

- Road Safety Advisory Council.
- Towards Zero Collaboration Hub.
- Motorcycle Safety Roundtable.
- SafeWork NSW Health and Safety Priorities consultation.
- Briefings with senior Transport for NSW and Fair Trading representatives.

Through these engagements, Youthsafe advocated for improved safety outcomes and elevated the interests of young people and key adult influencers in policy development.



Youthsafe Chief Executive, Warren Johnson, champions the importance of a safety culture that effectively mentors young workers - who are at greater risk of harm than older, experienced workers at SafeWork NSW.

# CHIEF EXECUTIVE'S REPORT

Warren Johnson

## A Personal Reflection

This year reinforced the power of community connection and collective contribution. Youthsafe's mission to "partner to prevent unintentional injury of young people" has been revitalised through an enabling strengthening of relationships across the business, community and not-for-profit sectors.

Working alongside Transurban, Ausgrid, Hornsby RSL, Waitara Magpies, BNI and its Charity Collective and so many youth workers, agencies and local networks has shown us that when communities unite around young people's wellbeing, change happens faster. It's been inspiring to see Youthsafe increasingly recognised as a trusted collaborator and I'm truly grateful for this collective effort.

## Acknowledgements

My sincere thanks to our dedicated operations team — Lynn Hopgood, Kim Ray and Duncan Nisbet — whose care, professionalism and adaptability underpin our achievements.

I also wish to acknowledge the valued contribution of our talented presenters — Hamish Murray, Anthony Cope and Matthew Irvine — whose skills enrich our workshops and quality safety education.

I extend my thanks to the Youthsafe Board of Directors for their ongoing support, guidance and stewardship. Your leadership continues to strengthen our organisation's capability and direction.



Youthsafe has been a Safer Drivers Course, state-level trainer since 2013 over which time it has trained 1,373 Facilitators and Coaches.

## Looking Forward

With strengthened foundations, growing partnerships and increasing visibility, Youthsafe is well-positioned to build on this year's progress. Continued strategic clarity, disciplined investment and collaborative, community-driven engagement will be central to our next phase of growth and impact.

Together with our partners, we remain firmly committed to reducing unintentional injury among young people and supporting safer, healthier pathways to adulthood for all.



# ABOUT YOUTHSAFES

We all want young people to live happy, fulfilled and exciting lives free from serious injury.

Youthsafes's award-winning programs offer practical tools and provide strength-based strategies to assist young people as well as those in a position of influence in their lives.

Youthsafes favours evidence-based approaches that create supportive, strong environments to address injury prevention in the context in which that injury occurs. This encourages young people to take safe and calculated risks as well as build capacity and self-efficacy over time.

Youthsafes knows that fear appeals and shock tactics are not effective in stopping young people from taking unsafe risks and do not necessarily engender positive behaviour change. In addition, using education in isolation of other structural or systemic improvements will not better outcomes for individuals.



Youthsafes continues to offer engaging and interactive, classroom sessions to suit a range of ages.

Sessions are evidence-based opportunities for students to minimise risks in relation to using roads, playing sport and transitioning to the world of work.

# STRATEGIC PLAN 2021-2025

Youthsafe's Board of Directors adopted a three-year strategy which began 1 July 2021 and was subsequently extended to 30 June 2025.

## MISSION

To partner to prevent unintentional injury of young people.

## VISION

Young lives free from serious injury.

## VALUES



## OVERARCHING STRATEGIC GOALS

To consolidate and grow for sustainability and service impact.

# STRATEGIC PLAN 2024-2025

## Youthsafe's Strategic Plan Implementation Report: Pursuing Proven Basics for Long-Term Sustainability

The year saw the extension of the three-year Strategic Plan, Pursuing Proven Basics for Long-Term Sustainability originally adopted in 2021.

This plan is structured around four strategic directions: (1) Prosecuting Youthsafe's Mission, (2) Diversifying Grant Streams, (3) Expanding Corporate Training and (4) Enhancing Charitable Fundraising and Visibility. The plan was deliberately pragmatic to better improve Youthsafe's long-term sustainability by focussing on growing a limited number of targetted services while expanding reach and brand recognition.

### Overall result

The year delivered Youthsafe's smallest deficit in 20 years (-\$2,186): a period in which we recorded only two annual surpluses. In the context of our sustainability objective and increasing reliance on service provision, this result was a strategic success. It also reinforced a key strategic lesson that while grants can be valuable, they must not distract from the priority service areas targetted for growth, particularly the Driver Licensing Access Program (DLAP).

Strategic Direction	Core Intent	Result
Prosecuting Our Mission	Deepening impact through social justice and safety culture	Youthsafe exceeded targets across core mission-delivery activities, including strong participation in business and community forums, advocacy and face-to-face education and training. These results reflect sustained demand for Youthsafe's prevention work and spoke to the increasing strength of our partnerships and community networks.
Diversifying Grant Streams	Securing grants that add value to targeted priorities	While the total number and value of grants applied for and secured fell short of our aspirational targets, the grants we did secure directly supported priority work already underway: our financial result was not overly dependent on maximising grant income.
Expanding Corporate Training	Growing fee-for-service workplace programs	Youthsafe continued delivery for established clients and increased outreach activity but the target to secure a substantial third corporate client beyond Transurban and Ausgrid was not achieved. This remains the plan's clearest growth gap and will be a priority area as we extend the strategy into 2025–26.
Enhancing Charitable Fundraising & Visibility	Growing donations, brand recognition and engagement	Youthsafe exceeded most visibility and engagement targets, including strong improvements in website performance, social reach and inquiry volume. Donations finished on target, substantially supported by the BNI Golf Day contribution, demonstrating the value of our community-facing relationships in converting goodwill into tangible support.

### Looking ahead

This Strategic Plan has been extended by a further 12 months, to consolidate service delivery momentum - particularly in relation to DLAP - and to better address the underperformance in corporate workplace engagement to build a business model that better underwrites Youthsafe's longer term sustainability.

# OUR SUPPORTERS

Youthsafe depends on a range of supporters 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 for continuing to invest in our capacity and our service responsiveness to disadvantaged youth cohorts.
- Transport of NSW for approving us as a state-level Safer Drivers Course Training Provider (for the 14th year) and a provider of the Driver Licensing Access Program (DLAP) across eight LGAs: Ku-ring-gai, Hornsby, Hawkesbury, Campbelltown, Cumberland, Penrith, Ryde and Camden.
- The many youth inter-agencies and youth focussed community groups that promote our DLAP services across all eight LGAs to their clients.
- ClubGrants from Magpies Waitara and Hornsby RSL to support our DLAP program.
- Transurban for its investment and partnership in developing the training session Work, Safer Road Use and You.
- BNI Norwest & Penrith for continuing opportunities throughout its business network and for promoting our work as a member of its Charity Collective and providing partnering opportunities with organisations like Uniting Circle and monthly business donors like Ironbrij, Solar National and BuyersBuy.



Youthsafe had the privilege of facilitating a workplace road and vehicle safety session with 50 Ausgrid first-year apprentices exploring ways to make driving safety a daily habit at work and beyond.



# FINANCIAL REPORT

## Itemised Profit and Loss Statement for the year ended 30 June 2024

	2025	2024
<b>REVENUE</b>	451,906.41	426,095.82
<b>EXPENDITURE</b>		
Employee benefits expense	(313,104.40)	(382,554.41)
Audit, accounting and consultancy expense	(20,684.64)	(20,552.80)
Insurance expense	(15,463.53)	(14,847.96)
IT expense	(27,308.83)	(27,169.46)
Depreciation and amortisation expense	-	(4,574.80)
Funded programs and minor project direct costs	(49,091.45)	(29,399.93)
Other expenses	(28,261.76)	(28,261.76)
(Loss)/profit before income tax	(2,186.34)	(81,265.30)
Income tax expense		
Loss)/profit for the year	(2,186.34)	(81,265.30)
Other comprehensive income for the year		
Total comprehensive income for the year	(2,186.34)	(81,265.30)
Loss attributable to members of the entity	(2,186.34)	(81,265.30)
Total comprehensive income attributable to members of the entity	(2,186.34)	(81,265.30)

# FINANCIAL REPORT

## Balance Sheet Comparative for the year ended 30 June 2024

	2025	2024
<b>ASSETS</b>		
<b>CURRENT ASSETS</b>		
Cash and cash equivalents	210,360.88	266,705.98
Trade and other receivables	41,598.52	18,548.59
Other assets	8,622.02	10,793.31
<b>TOTAL CURRENT ASSETS</b>	<b>260,581.42</b>	<b>296,047.88</b>
<b>NON-CURRENT ASSETS</b>		
Property, plant and equipment	-	-
<b>TOTAL NON-CURRENT ASSETS</b>	<b>-</b>	<b>-</b>
<b>TOTAL ASSETS</b>	<b>260,581.42</b>	<b>296,047.88</b>
<b>LIABILITIES</b>		
<b>CURRENT LIABILITIES</b>		
Trade and other payables	30,073.35	44,614.78
Provisions	104,143.88	96,002.50
Lease Liability		
<b>TOTAL CURRENT LIABILITIES</b>	<b>134,217.23</b>	<b>140,617.28</b>
<b>NON-CURRENT LIABILITIES</b>		
Provisions	5,661.22	32,541.30
Lease Liability		
<b>TOTAL NON-CURRENT LIABILITIES</b>	<b>5,661.22</b>	<b>32,541.30</b>
<b>TOTAL LIABILITIES</b>	<b>139,878.45</b>	<b>173,158.57</b>
<b>NET ASSETS</b>	<b>120,702.97</b>	<b>122,889.31</b>
<b>EQUITY</b>		
Retained earnings	120,702.97	122,889.31
<b>TOTAL EQUITY</b>	<b>120,702.97</b>	<b>122,889.31</b>

# BOARD OF DIRECTORS



## CHAIRPERSON

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

Board Member since 1997, Chairperson since 1998

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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 Royal Rehab (between 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 Professor of Rehabilitation Medicine in the John Walsh Centre for Rehabilitation Research at Northern Sydney LHD and The University of Sydney, located at the Kolling Institute at Royal North Shore Hospital.

In addition, James is the immediate past Chair of the External Relations Committee (2016-2022) and a previous long-time member of the Prevention Committee (2001-2016) for the International Spinal Cord Society.



## DEPUTY CHAIRPERSON

**Nickie Flambouras**

Board Member since 2022. Deputy Chairperson since 2024

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Nickie is currently working for a communications agency called CultureVerse as their Account Director. Her focus is on providing advice to the agency around engaging and communicating with multicultural communities, particularly those located in NSW. Prior to this position, she was working for Multicultural NSW as the Manager, Community Engagement and before that worked at the Australian Football League as their Multicultural Community Engagement Manager.

In the last 10 years, Nickie's focus has been on engaging communities, particularly new and emerging communities promoting social cohesion and community harmony.

Prior to this, Nickie worked in health promotion, community development, event management, fundraising, education and training. In her spare time, Nickie is supporting a film production company called "Think Films" with their social impact campaigns. Nickie has worked in the corporate, not-for-profit and government sector and was once an employee of Youthsafe.



## COMPANY SECRETARY

**Gregory Cantwell, BSoc Sc, Masters Public Health**

Board Member since 2014. Company Secretary since 2024

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Greg is an experienced leader in the health and education not for profit sector with particular experience with services for young people. Also as a parent of young drivers and young workers he is cognisant of the changes young people face and those who love and support them. 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 OF DIRECTORS



## **BOARD MEMBER**

**Max Lloyd-Jones, Grad Dip.Fin.Ac, MComm, MBus.Res.**

Board Member since 2010

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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**

**David Riches, B Ed, Dip Teaching**

Board Member since 2009 to December 2024

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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.



## **BOARD MEMBER**

**Sharit Dass BCA, CA, MBAe**

Board Member since 2018 to October 2024

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Sharit is the Managing Director of Fincraft, a Management Accounting services firm. 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.



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