



Kidsafe South Australia Strategic Plan 2018 – 2020

KIDSAFE SA IS THE LEADING INDEPENDENT NOT-FOR-PROFIT ORGANISATION DEDICATED TO PROMOTING SAFETY AND PREVENTING UNINTENTIONAL DEATHS AND SERIOUS INJURIES TO CHILDREN AGED 0–15 YEARS IN SOUTH AUSTRALIA.

It is part of a national network of independent Kidsafe organisations in each state and territory and licenses the Kidsafe brand with Kidsafe Australia. Located at the Women’s and Children’s Hospital, Kidsafe SA has provided leadership and expertise in addressing unintentional childhood death and serious injuries in South Australia since 1982.

Over the years Kidsafe SA have developed strategic plans to guide its work and increase reach and effectiveness. The Kidsafe SA Strategic Plan 2018–2020, incorporating the insight and energy of the current Kidsafe SA Board of Management and staff, has been developed to guide efforts over the next three years.

Mission To provide expertise and the lead role in unintentional child injury prevention through education, training, advocacy and strategic partnerships.

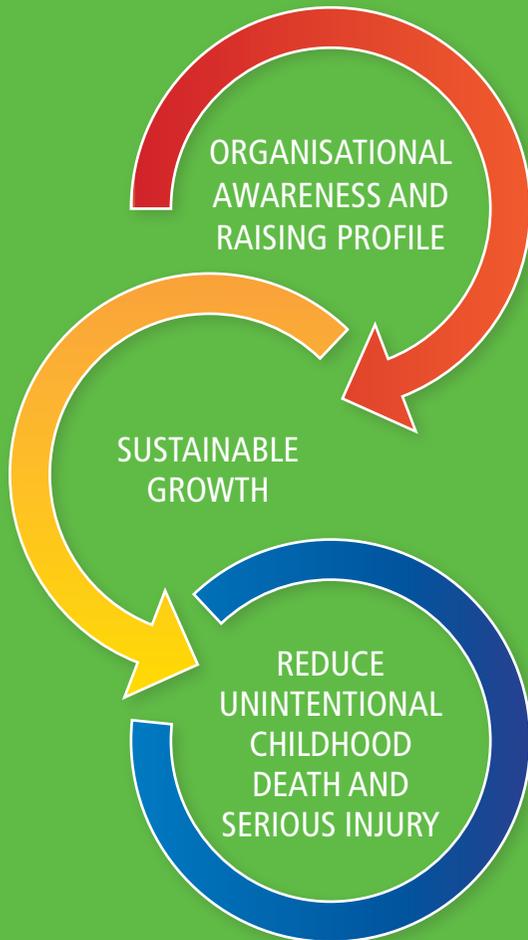
Vision Making a safer place for South Australian kids at home, at play and on the go.

Values These values will be demonstrated through everything we do:

- **COLLABORATION** We actively work with our stakeholders towards the achievement of our mutual goals.
- **EMPOWERMENT** We strive to work in a way that empowers our stakeholders to increase their capacity to adopt safer practices and make the environment safer for children.
- **INTEGRITY** We strive to act with integrity in all our actions.
- **EXCELLENCE** We strive to provide evidence-based, best practice programs and services to support child injury prevention.
- **LEADERSHIP** We strive to provide effective leadership in child injury prevention.

Kidsafe SA takes corporate social responsibility very seriously. We consider and act in the best interest of our stakeholders, clients, the community and the environment. We take responsibility for our actions, knowing they are fair and honest and will stand up to any scrutiny. Kidsafe SA has integrated corporate social responsibility into our core business processes and stakeholder management to achieve the goal of creating both social value and corporate value.

Strategic Goals



GOAL 1: REDUCE UNINTENTIONAL CHILDHOOD DEATH AND SERIOUS INJURY

Implement evidence based, best practice injury prevention programs to meet the needs of the SA community.

How we will do this:

- Expand road, home and playground safety services
- Enhance and expand current education and training programs
- Focus efforts in identified priority groups
- Conduct timely injury prevention and awareness campaigns
- Advocate for change

Priority groups:

- Aboriginal and Torres Strait Islander families and communities
- New arrival and CALD families
- Families of low socio-economic status
- Families in regional and remote South Australia
- Grandparents and occasional carers of children

GOAL 2: SUSTAINABLE GROWTH

Through best practice and sound governance, ensure sufficient revenue to support the Organisation's effective operations and growth.

How we will do this:

- Improve organisational revenue by 10% from FY17
- Ensure ongoing organisational sustainability
- Ensure continued business strategic and operational success
- Risks are managed

GOAL 3: ORGANISATIONAL AWARENESS AND RAISING PROFILE

Work with our stakeholders to raise profile and increase reach.

How we will do this:

- Raise profile through stakeholder engagement, media and communications
- Seek corporate partnerships and sponsorships in the area of home, road and play
- Increase marketing and advertising