



Kidsafe South Australia Strategic Plan 2021–2024

About Kidsafe SA

- We are experts in child safety and injury prevention.
- We are an independent, not-for-profit organisation.
- We have been supporting South Australian families since 1982.
- We exist only to make a safer place for South Australian children at home, at play, and on the road.
- Our highly skilled and qualified staff provide specialist information and advice to support parents and carers to keep children safe.
- We are the nationally recognised leaders in child road safety.
- We are part of a national network of independent Kidsafe organisations in each state and territory and license the Kidsafe brand with Kidsafe Australia.

Mission

To lead and influence unintentional child injury prevention efforts across South Australia, through education, advocacy, strategic partnerships and service provision.

Vision

Enabling safe environments for South Australian kids to live safely 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.
- **CREDIBILITY** We will deliver a credible voice on child injury prevention through a data and stakeholder informed approach to our work.
- **INDEPENDENCE** We will maintain our independence and offer an objective viewpoint in delivering our mission.

Our Strategic Pillars

Partnerships

1. Children are our focus – we work in partnership with families, parents and carers to keep children safe.
2. Partnerships are central to everything we do – we actively work with our stakeholders to achieve our mutual goals.

Educate, Advocate and Support

1. We deliver accessible, quality services that are evidence based and best practice.
2. We have quality systems in place and self-evaluation processes to continuously improve our service delivery.
3. We adapt to meet the changing needs of the community.
4. We contribute to the conversation and advocate on behalf of children to prevent unintentional death and serious injury.

Reputation and Brand

1. We provide independent, unbiased and reliable advice and services.
2. In South Australia our influence and relevance is strong.
3. We are proactive, effective and valued for our leadership and expertise.
4. Our stakeholders and target audience know who we are.

Finance and Governance

1. We are financially secure.
2. Our finances are managed to ensure long term sustainability of our organisation.
3. We live within our means.
4. Our governance processes are best practice.

People and Culture

1. Our people are skilled professionals delivering quality, consistent services.
2. They are positive, solution focussed and operate in a dynamic work environment.
3. Collectively we meet our obligations for the safety and wellbeing of our people at work.
4. Our culture is strong and underpinned by core values that are lived every day.