

KIDSAFE NORTHERN TERRITORY STRATEGIC PLAN 2022-2025

OUR VISION

Keeping NT kids safe

OUR PURPOSE

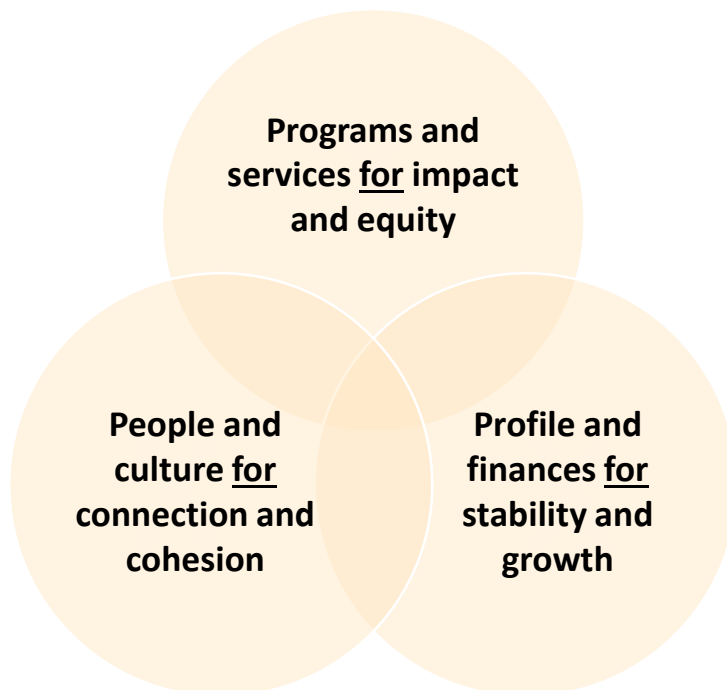
We help to prevent unintentional injuries and deaths in NT kids

OUR ROLES

We empower, educate and equip
parents, carers and families

We collaborate with and
influence key stakeholders

OUR PRIORITIES



OUR APPROACH

K Kids-focus

S Supportive

I In collaboration

A Active participation

D Developing

F Flexible

E Effective communications



KIDSAFE NORTHERN TERRITORY

STRATEGIC PLAN 2022-2025

OUR VISION

Keeping NT kids safe

Our ultimate aspiration is that all NT kids are safe, healthy and live injury-free.

OUR PURPOSE

We help to prevent unintentional injuries and deaths in NT kids

There are different areas of child health and safety. At Kidsafe NT, our remit is all about promoting child safety by preventing unintentional injuries and deaths in children. We refer to and partner with others when it comes to mental health, family and domestic violence, and intentional injuries.

OUR ROLES

We empower, educate and equip parents, carers and families

We support parents and carers with information, resources, training and products to build their knowledge, confidence and capabilities.

We collaborate with and influence key stakeholders

We work closely with communities, government agencies, researchers, media, not-for-profits and the other Kidsafe states.

OUR APPROACH

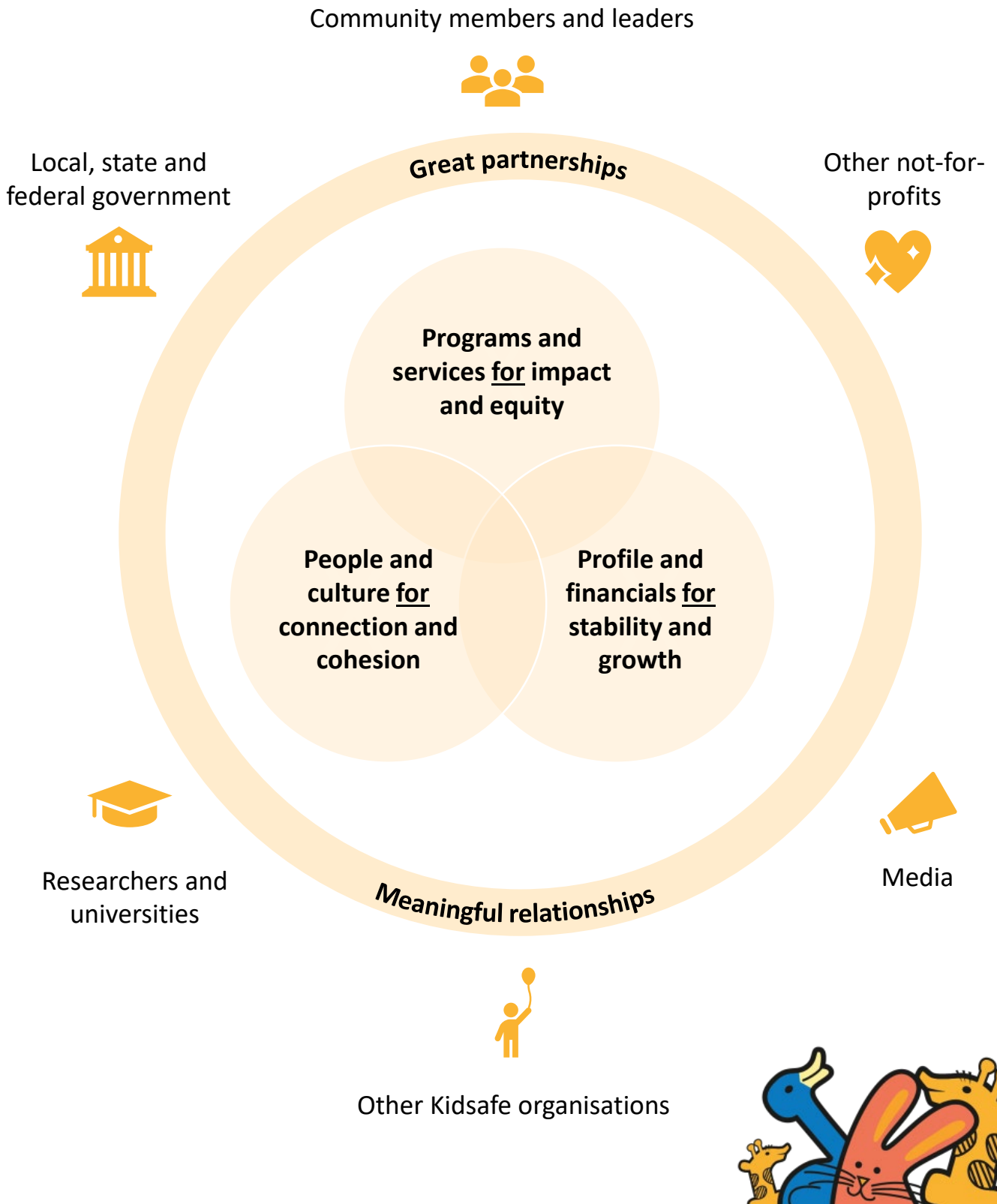
- K Kids-focus:** Child safety is our shared passion and commitment.
- I In collaboration:** Working well with others is essential.
- D Developing:** We're always looking to learn, improve and evolve.
- S Supportive:** Kindness and compassion are central to how we engage with one another and support families impacted by injury.
- A Active participation:** We value and prioritise action and accountability.
- F Flexible:** Change is a constant so we need to be agile.
- E Effective communications:** Transparency and honest two-way communications are non-negotiable.



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OUR PRIORITIES

Our priorities outline our key focus areas for the coming years. Great partnerships and meaningful relationships are critical to all three of our priorities.



KIDSAFE NORTHERN TERRITORY

STRATEGIC PLAN 2022-2025

DETAILING OUR PRIORITIES

1. Programs and services for impact and equity

OUR SUB-PRIORITIES

We will continue to:

- Provide car safety fittings, workshops, training and talks
- Bring our information and resources to remote communities
- Share child safety information, sell high quality products and refer to child health and safety organisations

We will innovate and explore by:

- Partnering to enhance child safety data in the NT and to develop an NT child safety plan
- Reviewing and enhancing our programs to align with the data and NT plan, which – depending on need and what others are doing in the NT - may include safe sleeping and playground inspections
- Educating professionals, leveraging the programs and resources of other Kidsafe entities

OUR INDICATORS

We will monitor our progress and performance by tracking:

- Number of serious child injuries and deaths in the NT
- Number of parents, carers and families we educate and inform
- Number of professionals (e.g. maternal and child health, childcare organisations, not-for-profit organisations with a focus on children and families) we engage with
- Feedback from the parents, carers, families and professionals we engage with



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STRATEGIC PLAN 2022-2025

DETAILING OUR PRIORITIES

2. People and culture for connection and cohesion

OUR SUB-PRIORITIES

We will continue to:

- Finalise, rollout and regularly update our policies and procedures
- Ensure our team and board are connecting, communicating and collaborating with one another
- Reviewing our organisational structure, capacity and capability, and recruiting and outsourcing as required

We will innovate and explore by:

- Setting up and actioning professional development plans for our team members
- Identifying our key IT system requirements and implementing the top priorities
- Exploring ways to better connect our team and board with other Kidsafe organisations

OUR INDICATORS

We will monitor our progress and performance by tracking:

- Satisfaction and engagement levels among our team and board
- Team and board retention
- Status of professional development plans
- Status of policy reviews and updates



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DETAILING OUR PRIORITIES

3. Profile and financials for stability and growth

OUR SUB-PRIORITIES

We will continue to:

- Develop our annual report
- Participate in national Kidsafe campaigns that support child safety and increase brand awareness
- Seek and secure multi-year NT Government funding, including writing a business case

We will innovate and explore by:

- Reviewing our communications approach and actioning the key recommendations (e.g. updating our website, improving our Google ranking (SEO), setting up Google Ads, improving our use of social media etc.)
- Identifying and progressing opportunities to generate our own earned revenue, leveraging the programs and resources of other Kidsafe entities
- Investigating and advancing opportunities for in-kind and financial support from private sector partners

OUR INDICATORS

We will monitor our progress and performance by tracking:

- Number of website visitors and social media followers
- Number of enquiries
- Revenue and profit
- Number of income streams

