



**Save the Children**  
Australia

Annual Report 2003

## Contents

3	Chair	9	Lao PDR	14	Marketing
4	CEO	10	Papua New Guinea	15	Board
5	Australia	11	Solomon Islands	17	Financials
7	Bangladesh	12	Vanuatu		
8	Cambodia	13	Vietnam		

Registered office is:

---

**Save the Children Australia**

Level 3, 20 Council Street  
Hawthorn East VIC 3123

(PO Box 273, Camberwell VIC 3124)

Telephone: (03) 9811 4999

Facsimile: (03) 9811 4988

Email: [info@savethechildren.org.au](mailto:info@savethechildren.org.au)

Website: [www.savethechildren.org.au](http://www.savethechildren.org.au)

---

\* Statistics Source: Population Division of the Department of Economic and Social Affairs of the United Nations Secretariat (2003).  
World Population Prospects: The 2002 Revision. New York: United Nations.



## Board Chair's Report



Save the Children Australia continues to work in a world where millions of children are at risk, and for many, Save the Children programs are the only hope of opportunity or a secure future. This year the organisation has been involved in major global situations where there has been widespread suffering for children.

Save the Children Australia has been working for almost twenty years in the Solomon Islands, remaining operational during periods of escalating conflict. Young people in the Solomon Islands represent a large and growing proportion of the population and our program there focuses on developing their leadership skills. Their knowledge and capacity to lead in their own communities will be vital to the future of the Solomon Islands.

In Iraq, our International Save the Children Alliance colleagues have been active for a decade. Save the Children Australia has been able to assist with a

financial contribution, including a grant of \$800,000 from AusAID for disease prevention work in paediatric hospitals. Many children had been at great risk of infection on entering hospitals.

As part of the International Save the Children Alliance, Save the Children Australia has taken on an increasingly important role. On the fundraising front we are now benefiting from a Market Development Program, which has attracted great support from the Australian community and has become a model for the Alliance. We are also actively supporting Program Consolidation in overseas countries and, with Save the Children New Zealand, are piloting a Program Consolidation project in Papua New Guinea.

In organisational governance, Australia is taking a lead role in piloting a Board Development Program for adoption throughout the Alliance. Our Board of Directors has been working on strengthening Board processes and will take that experience into the Governance Pilot Program.

A major challenge for the organisation continues to be the consolidation of all Save the Children organisations within Australia. Great progress has been made and it is anticipated that outstanding matters will be resolved by the end of 2003.

I take this opportunity to acknowledge the contribution made by our Directors, which has seen the organisation significantly strengthen and develop this year. Dr Anthony Radford and Mrs Anne Lourens, who will be retiring from the Board later this year, deserve special mention for their fantastic contributions. It is with great pleasure that I also welcome Sue Morphet as the newly appointed NSW Director. Sue is currently General Manager of Bonds and her experience will no doubt add to and complement the Board's expertise and effectiveness in the coming year.

On behalf of the Board I wish to acknowledge the dedication of all those associated with Save the Children Australia – members, volunteers, supporters and staff. Without the commitment and support of all these people in their various endeavours, the work of Save the Children Australia could not continue and many more of the world's children would have a future without hope.

Hon Kay Hallahan AO  
Board Chair

## CEO's Report



Save the Children Australia has continued to progress towards full consolidation of the organisation. NSW and Tasmania joined Western Australia and South Australia as part of the consolidated organisation this year and Queensland voted to wind up the state organisation there as soon as all legalities associated with taxation could be finalised. Victoria is still considering its position.

Despite the fact that consolidation of the organisation has not yet been finalised, all staff from state and national offices have worked towards a unified approach to activities in the areas of programming and fundraising. Work undertaken in these areas will form a strong basis for future development of the organisation when fully consolidated.

As one organisation, it is expected that the profile of Save the Children in Australia will be raised and that with a single focus and commitment, we will be able to achieve more for children.

The Market Development Program continues to be successful with a four-fold

increase on achievements as at this time last year. Staff associated with this program are to be congratulated for the energy and commitment given to the project during the year.

This year, as part of the consolidation process, one Save the Children Australia magazine was developed and is now distributed quarterly to members in each state and a website, with on-line donation facilities, which can be updated internally, has been developed.

We continue to operate programs in Australia, Asia and the Pacific. AusAID, a major funder of our programs, this year announced a change in how it will allocate funds to non government organisations (NGOs) in future. Different strategic directions for different countries will be set and NGOs will only be able to access funds by undertaking activities which fall within the AusAID strategic guidelines. This has already affected SCA, as AusAID has advised that it will no longer fund education programs within Vietnam.

This has meant that in some cases, SCA will need to look for other avenues for funding, which will require a greater emphasis by Programs staff on activities such as program design and identifying and accessing funds.

Staff in state offices continue with programs in Australia – the 'Speaking Out' program in Western Australia, which will also be piloted in South Australia, Mobile Play Schemes in NSW and Queensland and breakfast programs amongst others.

The Finance Department has worked hard to develop and rationalise procedures in financial analysis and reporting across all SCA offices – both within Australia and overseas. This has required constant liaison between offices and training of staff in procedures.

In April 2003, the Board was presented with its first consolidated draft budget incorporating national and state office budgets. We have also appointed a new Auditing firm, which will not only undertake audits in the National Office but in state and overseas offices. This should assist in creating greater accountability at all levels.

With the increase in Save the Children Australia activities, there has been an associated increase in staff numbers in all areas. As a result, SCA outgrew its previous office and recently moved to larger premises.

The organisation continues to be a committed member of the International Save the Children Alliance and continues to play an active role in the activities of the Alliance.

There has been real progress made this financial year towards achievement of the goals which we set in 2002 and it is with renewed confidence that I look forward to leading the future development of the organisation.

Margaret Douglas  
CEO



# Australia

## National Program

Australia	
Population density (per km <sup>2</sup> )	3
Rural population (percentage)	8
Mortality under age 5 (per 1000)	7
Life expectancy at birth (years)	79

Save the Children's consolidation process highlighted the need for development of a Strategy Plan for SCA Programs in Australia to jointly define and agree key principles, priorities and processes of working, and to develop a framework under which future activities could be planned. A Strategy Plan for Programs in Australia is therefore in the process of being developed by State Executive Officers (SEOs), National Office Program staff and the Program Advisory Committee (PAC). It recognises that SCA has an important role in addressing disadvantage among Australia's children and uses a Child Rights Framework that is consistent with the International Save the Children Alliance and SCA approach to delivery of programs in other countries.

**Save the Children Australia aims to fulfil the following development objectives in all its programs:**

- promotion of child rights, and improved implementation mechanisms and frameworks in all countries in which SCA works
- strengthening the capacity of government and civil society organisations to support the rights of children and youth, through implementing projects which:
  - a contribute to the quality of children's life
  - b increase participation of children and young people in development activities and issues
  - c provide protection for children at risk of exploitation and abuse.

## Background

**The plan recognises that despite Australia's wealth and high standard of living, many children in marginalised groups are still consistently denied access to the opportunities that would enable them to achieve their potential. Marginalised groups include:**

- Indigenous children
- children living in detention
- children whose mothers are in prison
- homeless and street kids
- children who have experienced child abuse
- children who have witnessed domestic violence
- children and young people participating in solvent and other substance abuse
- young people who self harm and/or attempt suicide.

**Some of the current issues identified by SCA staff in Australia include:**

- poverty, the widening gap in family income levels and unemployment
- the lack of services in many remote communities and the impact on children of geographic isolation
- family and domestic violence, and child sexual abuse
- the need for effective child witness programs
- drug and alcohol misuse
- the lack of focus on basic issues such as health and nutrition, literacy and numeracy.



# The way forward

The themes identified for SCA's work in Australia focus on children most at risk, and will aim to bring about positive change, in the areas of:

- Child Protection – defending rights of the most excluded and vulnerable children
- Non-Discrimination and Inclusion – in particular Indigenous and refugee children
- Poverty – with a focus on health and education
- Participation of children and young people where they are involved and affected
- Child Rights – speaking out on behalf of children and children's rights.

So far, we have developed a manual of operations and a Human Resource handbook, reviewed Australian State programs (using an independent consultant – the PAC member from WA), allocated time for a National Office programs manager to work on programs within Australia, held discussions with State Officers on possible areas of collaboration and national level work, carried out training on Child Rights Programming principles and skills, considered a number of draft proposals made for national level areas of work and submitted a bid for one in the area of Child Protection, and had ongoing SEO workshops twice a year.

We have also supported the pilot of a new national program for development education in schools which will initially run in two states, Western Australia and South Australia, titled **Speaking Out**.

The Strategy Plan for SCA programs in Australia (2003-8) therefore aims to increase the impact and raise the profile of SCA within Australia while providing a framework for SCA program work across Australia. It includes both state and Australian level activities, acknowledges existing strengths, experience and expertise, and includes processes for sharing information and experience, good communication and expanding on existing strengths as appropriate. The Plan will provide opportunities for more effective links between SCA's program and marketing arms. From this coordinated starting point, we can now look forward to seeing this program of work in Australia grow, knowing that Save the Children projects will be supporting children most at risk within Australia.



photo: Zoe Ryan, Project Artback

# Bangladesh



## Bangladesh

Population density (per km <sup>2</sup> )	1019
Rural population (percentage)	73
Mortality under age 5 (per 1000)	87
Life expectancy at birth (years)	61

photo: Courtesy Save the Children

The past year has seen some exciting developments in our Bangladesh program, including a groundbreaking initiative involving children's and youth participation in the political process, and plans for the replication of the successful CARD project into another region.

The CARD (Child Access to Rights through Development) project in Tangail district, which receives AusAID funds from our ANCP (AusAID NGO Cooperation Program) grant, aims to improve children's lives by providing them with both an understanding of, and ability to access, the rights conferred under the UN Convention on the Rights of the Child. These include such things as the right to education and relevant health services. One of the keys to the success of this project is its approach, namely, involving children and adolescents in running their own organisations and setting priorities. This happens through their active participation in a network of child councils formed to mirror the levels of Local Government, and to which young people are elected in democratically conducted election processes. Over the life of this project, around 1400 Child Councils and 360 Adolescent Councils have formed.

Highlights this year include:

- the child council elections held in Tangail in April, in parallel with the mainstream election system, which saw around 50,000 children voting for their preferred candidates;
- a "Shadow Parliament Session" held in Dhaka in June and attended by a Government Minister, which provided a

forum for discussion and critique of the Bangladesh Government's budget handed down that month, with commentary focused on education, health and recreation services for young people. Of the 68 children aged 10-16 years from 25 NGOs taking part, 26 were from Tangail;

- Drama groups' performance of popular or street theatre on the prevention of child marriage.

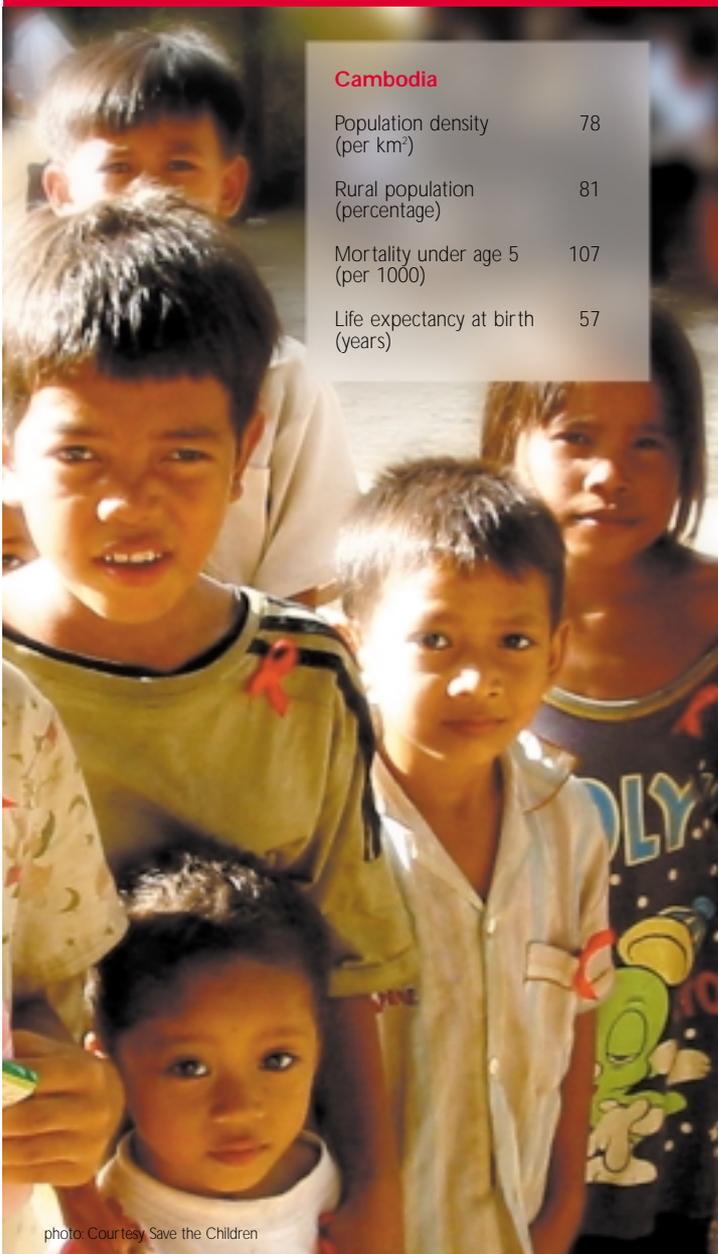
Concrete outcomes from the project's strategies include enabling and supporting networks of young people to take part in sport and recreation activities previously unavailable; child-led promotion of reading and the formation of school-based study circles; life skills training and peer education about a range of social and health issues of direct concern to young people; and providing basic education to working children who do not attend school. Additionally, the project has strengthened the capacity of local communities to take responsibility for the management of this child development work.

Extra funds have been secured from within Bangladesh to allow this successful project to expand and SCNZ is contributing funds for us to replicate the

project in the south eastern districts of Bangladesh. As part of the feasibility analysis and design of the new project, children from Tangail, accompanied by project staff, travelled to Chittagong and Cox's Bazaar to consult with and involve children there in its design. It will be implemented through local NGOs that work with children in that area.

In Goalundo, the Safe Home project, and our ongoing support for the women and children from the brothel area of Dauladta, continues to build on past achievements. An evaluation was undertaken in May to assess the impact of this work and set the directions for future support. The evaluation confirmed that the project is providing more choices for the sex workers and their children, in what is a difficult environment. The Safe Home is instrumental in providing an escape route for young girls otherwise destined for the sex work industry, by separating them from the brothel and giving them the chance to continue their education. We hope to provide similar choices for boys in the next stage of the project.

# Cambodia



## Cambodia

Population density (per km <sup>2</sup> )	78
Rural population (percentage)	81
Mortality under age 5 (per 1000)	107
Life expectancy at birth (years)	57

The previous 12 months have focused upon institutional strengthening, staff capacity building and prioritising best practice program/project activities. Using a rights-based approach there has been increased emphasis upon measuring the impact of our work upon children and increasing child participation.

Work with local NGOs continued, principally Mith Samlanh/Friends (street children), NAZ and Memut New Farmers Association (HIV/AIDS) and Government of Cambodia departments (Social Affairs, Health, National AIDS Authority, TB and Malaria). SCA was also an active participant in donor workshops (Asian Development Bank - ADB, World Bank, AusAID), which determined the Ministry of Health Strategic Plan, Cambodia's Poverty Reduction Strategy and the AusAID Country Strategy.

SCA implemented projects in HIV/AIDS, health, child protection and the community development sectors, including:

Basic Health Services Projects (BHSP) funded by ADB in Cheung Prey/Batheay and Memut districts, Kampong Cham, were implemented in partnership with the Ministry of Health, and have continued to improve access to improved health services to poor and remote communities of Cambodia, particularly women and children. Drawing upon twelve years of experience in Kampong Cham, SCA has worked closely with local communities to promote ownership of district-wide user fees in both districts, the establishment of an Operating Theatre in Memut (more than 380 successful operations have so far been performed) and health promotional activities that target full child immunisation, mother classes, improved child nutrition and birth spacing activities.

Community Based Distribution (CBD) funded by United Nations Population Fund (UNFPA) of birth spacing information and resources utilised 38 SCA trained CBD workers in Ponhea Krek and Dambe districts, Kampong Cham. This project was initiated at the request of the Kampong Cham Provincial Health Director after the deaths in December 2001 of eight persons in one village from malnutrition.

Tetanus Campaign (funded by United Nations Children's Fund - UNICEF) and Emergency Response (funded by SCUK/SCA) project activities successfully built upon the core work of health staff in Cheung Prey/Batheay to provide 100% tetanus coverage, distribute chloramines to safeguard drinking water, provide information, education and communication about strategies to protect communities in times of floods and rehabilitate 18 wells destroyed during rains of 2002.

photo: Courtesy Save the Children

Save the Children Australia continues to fund Mith Samlanh/Friends HIV/AIDS activities that target many of the estimated 60,000 street children of Phnom Penh with prevention, counselling, care/support and advocacy programs. Integral to these activities is the compassion and commitment of the staff at Mith Samlanh/Friends to providing opportunities for behaviour change through the boarding house, Youth Rehabilitation Centre, outreach programs and community visits.

Save the Children Australia with the assistance of SCNZ, the Australian Embassy and NZAID has expanded its support to fund Vocational Training Workshops at the Mith Samlanh/Friends Youth Rehabilitation Centre. Curriculum development during the year has updated training modules in all areas: sewing, barber, mechanics, cooking and electronics. The emphasis is upon children developing skills at their own pace. When they are ready to graduate, a Placement Officer assists them to set up their own business or gain employment in an established business. On-going support continues to be offered to graduates, as required.

Several small initiatives have also been funded by SCA to support children most in need in our target communities including:

- **Counselling** for nine boys suffering from physical/sexual abuse
- **Nutrition and medical support** for a young child incarcerated in Kampong Cham prison with her mother
- Child Rights focused activities: **Kids Clubs** that build on community activities
- Painting a wall mural on three newly constructed school latrine blocks, and providing training to the community to promote positive health seeking behaviour.

# Lao PDR



This year has seen further development of our core projects – primary health care, water and sanitation and rural development – coupled with an increasing focus on working more directly with children and young people in both rural and urban areas.

The **Primary Health Care Project** in Sayaboury Province, which SCA has supported for over 11 years with AusAID funding, continues to achieve impressive results with infant and maternal mortality rates now less than half of the national average. This project will come to the end of its current phase in mid-2004 and plans are being finalised for a replication phase. The next 3 year phase will see the primary health care model which has been developed in Sayaboury extended to a neighbouring province. Efforts are underway to find new donors for this next important step.

The **Remote Community Poverty Reduction Project** funded by both AusAID and NZAID (through SCNZ) aims to improve the lives of people, especially children, in more remote village communities. This project has also become something of a model in the eyes of the District Government, which has brought in other government officials for study visits to the villages which are part of the project. Children in particular have benefited significantly from the project in terms of rebuilt schools, provision of textbooks and sports equipment, the establishment of school gardens, in-service training for their teachers and a scholarship program whereby 2 bright students from each poor village are supported for 3 years of study at the secondary school in the provincial town.

The **Water and Environmental Sanitation Project**, with funding from SCNZ and NZAID, is also working in these remote village communities to provide water systems – either gravity-fed water systems with tap stands, wells or boreholes – and to ensure that all households have toilets. Training for village water user committees is also given a high priority to ensure that the communities can maintain their own systems in the long term with limited external support.

In addition to these core project areas, SCA has been expanding its work with children and young people in poor mountainous areas bordering Thailand. Young people in these communities face a number of risks associated with cross-border migration – including labour exploitation, sexual abuse, HIV/AIDS and methamphetamine addiction. Young people from several of these communities have been trained as youth researchers and are currently undertaking research which will more clearly identify the problems facing young people in these villages. An Australian company, Salesforce, has agreed to fund construction of a children and young people's development centre in one of these border districts. The centre will provide a place for a range of educational and recreational activities for children and young people, as well as being a training venue and a base for young volunteers who will go out to work with their peers in more remote villages. Funding is currently being sought for the establishment of these centres in other border districts as well.

Save the Children Australia has also provided ongoing support for the Sayaboury Children's Cultural Centre, which provides a range of activities for children as well as supporting a children's theatre group which performs plays related to the dangers of drug abuse and HIV/AIDS for children in other villages and districts. Also, SCA with funding from SCNZ is supporting the development of a group of teenage peer educators in Vientiane who are providing training for other young people both in the city and in rural districts, in reproductive health, HIV/AIDS, drug abuse prevention and life skills for young people.

# Papua New Guinea

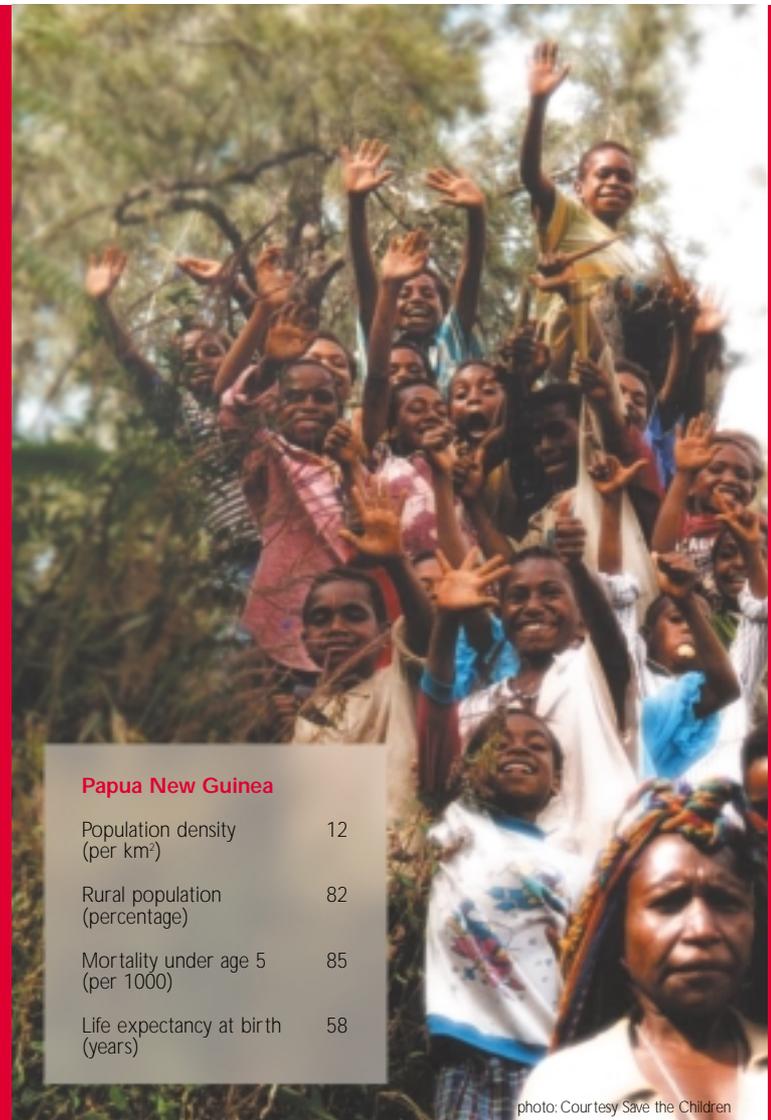
In the past year our PNG Program experienced immense growth, with staff having put in a lot of effort to make this possible.

In cooperation with Port Moresby City Mission and financial support from AusAID, the PNG Program established a Crisis Centre for children and women in the nation's capital - the first centre in PNG - offering health, social and legal support to children who are affected by domestic violence. Save the Children staff are providing technical assistance and monitoring the quality of the services delivered there.

Our office in Goroka was supported in January by a Program Development Officer in charge of assisting the management in developing new projects as well as identifying new funding sources; and he took the lead in the development of the National Targeted Peer Education Project (NTPEP).

SCA and SCNZ developed a model of joint project management for NTPEP, which works with children and adults involved in sex-work as well as with men having sex with men. The project is partially supported by the AusAID funded National HIV/AIDS Support Project.

The work of our staff is a major contribution to the fight against AIDS in PNG. Current figures show that 1% of the population is infected by AIDS, with estimates projecting between 20-25% by 2012. Since the start of SCA's support the project has trained trainers of the peer educators and has already started to educate peer educators who will work directly with the children and adults.



## Papua New Guinea

Population density (per km <sup>2</sup> )	12
Rural population (percentage)	82
Mortality under age 5 (per 1000)	85
Life expectancy at birth (years)	58

photo: Courtesy Save the Children

Papua New Guinea has established a Child Rights Monitoring Committee (CRMC). In order to assist the government and children in PNG, Save the Children Australia has started a project to support the CRMC. A Child Rights Officer based in our Country Office is assisting the officers with planning and implementation of projects. Currently he is developing a work plan to support the CRMC.

We have continued our cooperation with Health Services of Faith Mission in the remote areas of Lufa district in the Eastern Highlands. Due to a decline in government health services, children in remote areas have had very little access to immunisations. Our cooperation covers 18 villages in Lufa and ensures that all the children have access to vaccinations; so far more than 1500 children have been vaccinated. These services are delivered by foot patrols and staff show immense commitment to carry out their duties. In support of these health services Save the Children also began health education programs in these villages to help prevent other health problems.

# Solomon Islands

The past year has been one of consolidation in response to negative change arising from ethnic tension and civil unrest. To this end our **Youth Outreach for Peace** Program has been further refined to focus on consolidating achievements, increasing impacts at provincial level and clarifying lessons learned through the program to date.



photo: Courtesy Save the Children

Solomon Islands	
Population density (per km <sup>2</sup> )	17
Rural population (percentage)	79
Mortality under age 5 (per 1000)	30
Life expectancy at birth (years)	69

Now named the **Youth Outreach Program (YOP)** and with continuing support from AusAID, it is operating across five provinces and in Honiara. YOP continues to adopt a peer education approach, with teams of experienced young peer educators working at provincial level to mobilise young people, develop leadership skills and life skills. The program uses a range of entry points relevant to young people and includes a focus on networking and working co-operatively with community and government groups active in local areas.

Save the Children Australia has also during this year made significant progress in raising general and particularly governmental awareness of the Convention on the Rights of the Child (CRC). Our **Child Advocacy Project** is still taking a lead role in promoting children's issues as well as playing a key role in supporting/establishing a Children's

Development Officer (CDO) desk in the Ministry of Home Affairs and supporting the National Advisory Committee for Children (NACC).

The CDO position is partially funded through NZAID (facilitated by SCNZ) and partially through UNICEF. The main role of the CDO is to further the CRC within the government sector through advocacy, sensitisation and by way of supporting the NACC.

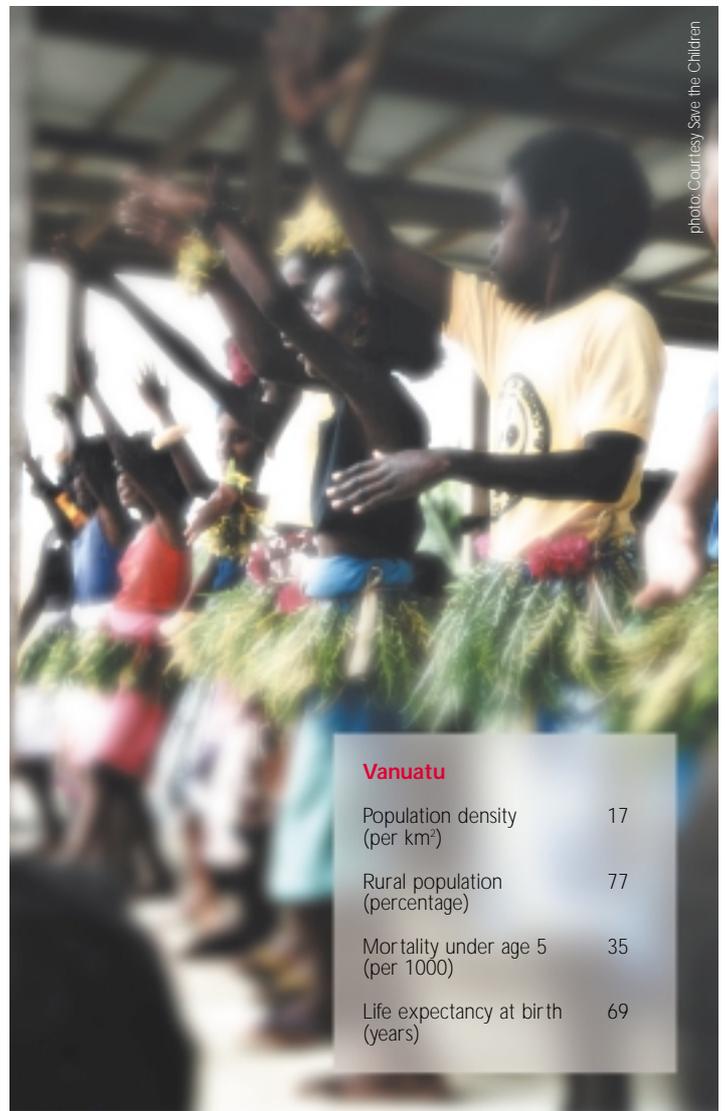
The Child Advocacy Project has also facilitated a prioritisation workshop for the NACC and several workshops for senior government officials and NGO/church leaders aimed at finalisation of the draft of the children's policy and national action plan.

A significant achievement for the Child Advocacy Project, the NACC and the Government of the Solomon Islands has been the presentation of the Solomon Islands initial CRC Monitoring Report to the Committee on the Rights of the Child in Geneva. The project played a key role in finalising the draft, securing funding for a three member delegation to represent the country in Geneva and ensuring the delegation was well prepared to present the report. It was a credit to all involved that the report was received in a particularly positive light by Geneva.

The Child Advocacy Project has additionally provided valuable support to other groups working in the area of child rights and thus had significant input into many awareness raising activities whilst acting in a leading role on many occasions.

# Vanuatu

The past year has seen the continued development and extension of project activities at provincial and community levels, as well as strengthened linkages with government ministries.



## Vanuatu

Population density (per km <sup>2</sup> )	17
Rural population (percentage)	77
Mortality under age 5 (per 1000)	35
Life expectancy at birth (years)	69

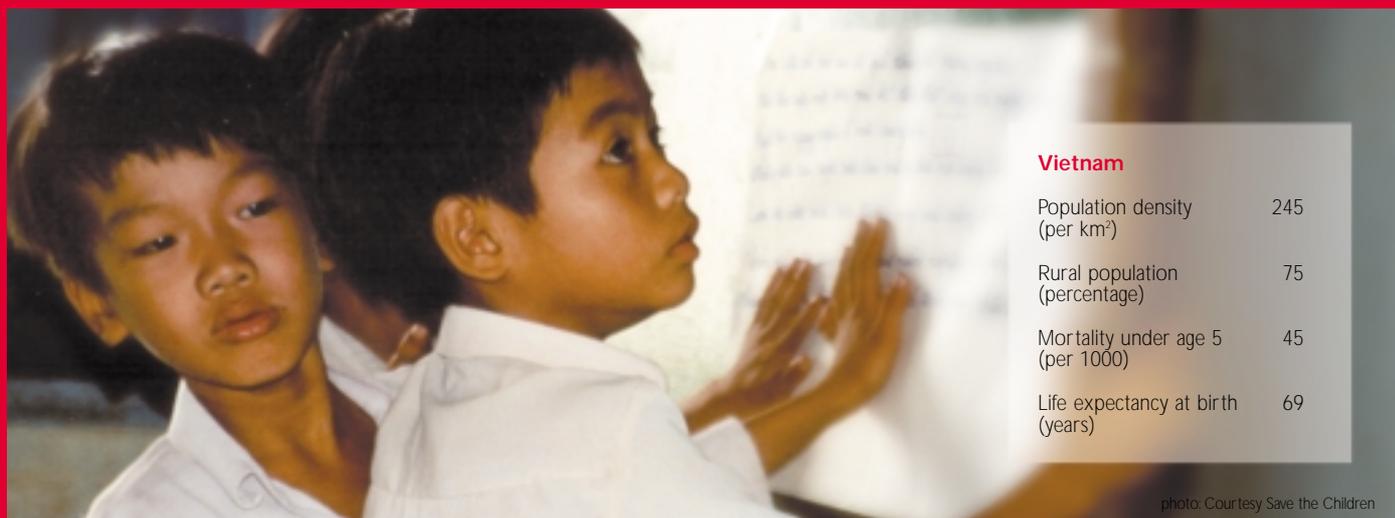
A new phase of the AusAID funded Village Health Worker (VHW) Project commenced in May 2003 and it continues to build on the successful work of the previous project. Many remote communities in Vanuatu have limited access to basic health services and this project helps train and develop volunteer health staff to deliver these much needed services. Training workshops held at both the provincial and community level continue to strengthen and build the capacity of community based health management. During this year we have also been involved in a planning process which will lead to the establishment of two project pilot sites on the islands of Malakula and Tanna, and the appointment of a new National VHW Coordinator in the coming year.

A number of innovative training workshops were conducted this year as part of the South Santo Bush Project. This project is funded by SCNZ and aims to strengthen the community planning and development of remote communities. The training workshops focused on areas such as planning and management, small business management, literacy training, cooking and sewing. These activities were based on the outcomes of a community needs review and highlighted the necessity for further training in these areas, as well as the establishment of links between the education systems and the community. Discussions have also begun with the Agriculture, Forestry and Health Departments for outreach services to be extended to the project area.

During this year the Pacific Children's Project has been focusing on issues of child protection and prevention of violence against children. This project is funded by AusAID's Pacific Regional Program and is managed by IDSS, an Australian Managing Contractor. SCA has been implementing this project in Vanuatu since it began in 2001. This year the team has been involved in the development of training packages, videos and radio dramas to support work in child protection. As well as this, a 'Knowledge, Attitudes and Practices' study has begun to assess current attitudes and practices on violence against children. This study will be completed in the coming year and will be an invaluable resource for future research of this kind.

Save the Children Australia has also been actively involved in awareness raising activities through the AusAID funded Child Rights Project. These project activities include continued involvement in the planning and support of the National Children's Committee, participation in the National Children's Day activities and the development of CRC awareness workshops in four schools in Port Vila. A child rights training framework has also been developed for NGOs, Government Agencies and Community Based Organisations and this was presented to various organisations at three awareness workshops in Vila and Santo. Production of a radio program, resource materials and newsletters has helped to inform local and provincial communities of child rights issues and similar activities will continue to do so in the future.

# Vietnam



## Vietnam

Population density (per km <sup>2</sup> )	245
Rural population (percentage)	75
Mortality under age 5 (per 1000)	45
Life expectancy at birth (years)	69

photo: Courtesy Save the Children

With training support received through the Village Health and Education Project in Ho Chi Minh City, primary teachers in 7 schools in Binh Chanh District are implementing exciting hands-on health education programs in their classrooms. The programs help children to identify some common diseases that affect their local community. They also learn how these diseases can be prevented. To help spread the word, children present health dramas for the local community and take an active role in the project's Village Health Festivals and Health Competitions. Through involvement in the project, children in the seven schools are on their way to becoming health 'ambassadors' for their communities.

After 3 years of the current phase and 8 years in total working with marginalised urban communities on the outskirts of Ho Chi Minh City, the Village Health Education Project will close in early 2004. Significant achievements in the health of children and young people from 3 villages and 6 primary schools have been realised by the project with the training of key community members such as teachers, village administration staff, community health workers and the all important 'people's committees' in the organisation of basic health services as well as training in the prevention and care of preventable diseases such as Dengue Fever and commonly found respiratory illnesses. Good management of a local health service means there will be greater benefits to recipients and more confidence of community members to use them. Indeed the number of people attending health stations supported by the project has grown to many hundreds of families and thousands of children over the life of the project.

Helping over 120 school teachers to use 'active learning methodology' in teaching health messages and in the establishment of school health rooms has been

successful in transferring knowledge to nearly 1000 children and then to their families. Indeed parents report that now it is often the kids who will remind them not to leave water lying around so as to prevent mosquito breeding or to insist that hygiene is maintained around the house!

Success in this project has resulted from the hard work of long time SCA staff member and paediatrician Dr Le Thi My Trang and her small but highly skilled and motivated team.

In Binh Thuan, on Vietnam's south-central coastline, the Basic Education and Teacher Training (BETT) Project is making a dramatic improvement to the total school experience for over 13,000 children in its 40 primary schools. First grade children in project schools confidently started their school year equipped with textbooks, learning aids and basic classroom resources. And step by step, all the grade 1, 2 and 3 classrooms are being equipped with new blackboards, cupboards and some basic hands-on equipment that helps teachers to really promote 'Active Learning'. Schools select and monitor their own resource budgets, learning much about resource management in the process.

Recently, 6 newly renovated classrooms welcomed some lucky first grade children in 6 schools situated in very disadvantaged ethnic minority communes. Parents, principals, and tradesmen worked hard over the summer holidays to ensure that the classrooms were ready on time. Bright colours on walls, ceiling fans and lights complemented the shiny new mobile blackboards and locally made children's tables and chairs.

The project's teacher training program is producing some impressive results in classrooms with teachers demonstrating great capacity to produce quality durable teaching and learning aids. Ideas from the workshops have now been compiled into a Grade One Language Teaching Resource Book which the Ministry of Education and Training is enthusiastically editing. Once funds for publishing have been obtained the book will be available not only to teachers in the BETT Project, but all teachers in provinces across Vietnam. The Resource Book offers teachers many practical ideas for implementing the new Grade One curriculum. Teachers from the project schools have tried and tested the activities in the book and given them the 'thumbs up'!

# National Marketing Report



photo: Jodi Bieber/Network Photographers, Save the Children UK

Over the past 18 months we have seen a number of improvements in our marketing efforts. The marketing department has been working exceptionally hard to continually improve our performance. We have implemented a number of marketing initiatives and it is pleasing to report that they have been successful and continue to help raise our level of awareness and presence in the national marketplace.

## Some highlights include:

**Implementation of Global Brand Guidelines:** working closely with the International Save the Children Alliance we have made improvements to the quality of our donor communications – particularly the World's Children magazine. While mindful of the cost of producing these materials, they are important information sources for our supporters.

**Media campaign:** our recent national direct response television test campaign was successful in increasing awareness and raising valuable funds for the work we are doing. From the favourable feedback received we hope to expand this in 2004.

**Donor recruitment drive:** we embarked on a national donor recruitment drive concentrating on our two committed giving programs – Global Neighbours and ChildLink. Global Neighbours donors support projects around the world which focus on five vital areas of work: Education; HIV/AIDS; Exploitation and Abuse; Conflict and Disaster; and the Rights of the Child. ChildLink donors can choose which region they would like to support: Africa; Asia; Latin America; or where the need is greatest, supporting projects which focus on education, health, nutrition, sanitation and food production – together with HIV/AIDS prevention and care.

**Website:** the recent introduction of regular email updates has been especially well received by our supporters. This has helped to increase the amount of traffic flowing to the national website: [www.savethechildren.org.au](http://www.savethechildren.org.au) where, as well as being able to make donations in a secure on-line environment, supporters can also find out about the work Save the Children is doing around the world. Recent improvements to the website have included the introduction of a dedicated 'states' page allowing users to easily access the work being done in their Australian state.

**Customer service improvements:** the introduction of supporter services for regular donors, customers and the public has been instrumental in increasing donor retention rates and facilitating a greater understanding of the work we do. Together with outbound telemarketing, these improvements have helped to maximise our database integrity and maintain cost efficiencies, whilst at the same time providing donors with a greater level of service.

# Directors' Biographies

## Chair – Hon Kay Hallahan AO

Kay Hallahan Hon. D. Litt (Curtin) joined the Save the Children Western Australian Board in 1997, and was appointed the Chair of Save the Children Australia Board in 1998.

Kay was a member of the Western Australian Parliament and a Minister for seven years, with responsibilities during that time for community services, the family, youth, the aged, women's interests, local government, planning, the arts, education and training, and served in both Houses.

Kay has been involved in a number of community organisations and, in 2002, was appointed by the Government to an Inquiry into the Response by Government Agencies into Complaints about Family Violence and Child Abuse in Aboriginal Communities. She chairs the newly established Child Deaths Review Committee in Western Australia.

## Deputy Chair – Geoffrey Court

Geoffrey is qualified as a solicitor and is currently Team Development Manager of Salesforce Australia Pty Ltd, responsible for all human resource, industrial relations and corporate affairs matters. He joined the Save the Children Australia Board in 2000.

Prior to joining Salesforce in 1999, Geoffrey was with Ansett Australia from 1976. In Western Australia, he was Marketing Manager and later State Manager. He later took up positions in Market Research and Product Management based in Melbourne. Geoffrey is Secretary of Christ Church Mission Inc which has recently completed the funding and construction of a community centre in St Kilda, Victoria, designed to address the needs of the area.

## Treasurer – Cliff Caldwell

Cliff graduated Bachelor of Economics (Hons), with majors in accounting and economics. He has had wide experience in finance, having been Finance Director for Cadbury Schweppes, Director of Incitec Limited (a subsidiary of ICI Australia) and Executive Director, Finance of ICI Australia Limited. In 1994, he was appointed by the Victorian Government as Chief Commissioner for the City of Glen Eira and, at the same time, was General Manager for Australian Foundation Investment Company Limited, Djerrivarrh Investments and AMCIL Limited, with collective assets of \$4 billion.

In mid-2001, Cliff was appointed to the Alliance Panel of Chief Advisers, which advises the Alliance and member organisations on matters of governance, management and finance.

## PAC Chair – Dr David Jacka

David Jacka MB BS, FRACGP, FACHAM, DTM&H, MPH, DRANZCOG, joined Save the Children Australia Program Advisory Committee (PAC) on his return from Africa in 1994, and was appointed Chair of that Committee and a Board Director of SCA in 1998.

David graduated from Monash Medical School in 1977, and has spent a number of years working overseas and among indigenous communities, most recently as a senior health administrator in primary health care program implementation in Central Africa. He is currently a general practitioner in inner city Melbourne, with a practice focusing on juveniles in custody, adolescent drug dependency and homelessness.

David is an active educator, regularly providing training to general practitioners and the general public through RACGP, Monash University, and Family Drug Help. He is also on the board of Homeground, an NGO implementing large government-funded programs addressing homelessness, drug abuse and multiple disabilities. He and his wife live in the inner city, with their three older adolescent sons nearby.

## Associate Professor Peter Davies

Peter Davies B.Sc(Hons), M.Phil. Ph.D is currently the Scientific Director of the Children's Nutrition Research Centre (CNRC), Department of Paediatrics and Child Health, University of Queensland, Royal Children's Hospital, Brisbane. He has previously held appointments within the Faculty of Health at Queensland University of Technology, and in the UK he was a staff scientist at The Medical Research Nutrition unit in Cambridge. He is also currently an Honorary Research Fellow in the School of Public Health at Queensland University of Technology.

Peter has published many articles and papers over a number of years in the fields of childhood growth and development and energy metabolism and energy requirements, in both health and disease. He has been a member of a number of expert panels and international groups related to energy expenditure and energy metabolism in children.

Peter is a past President of Save the Children (Queensland).

## Gillian Groom

Gillian holds a Diploma of Occupational Therapy, operating consultancy and rehabilitation services to business, industry, private hospitals and individuals. She was Chairman of the Board of Save the Children Tasmania and is a member of boards and committees of many varied organisations within Tasmania.

### Margaret Harrison

Margaret Harrison BMus (Hons), MEd, Post Grad. Dip. Mktg, MBA, first joined the Save the Children Board in 1995 for four years and was reappointed to the Board in 2000. Margaret's work is primarily in the field of Human Resources and she is a Director of Our HR Company, a consulting company providing expertise in all areas of people management. Prior to starting this company, some of Margaret's roles have included HR Director at adidas Australia, HR Manager and Organisational Change Manager at RACV, a senior consultant at PricewaterhouseCoopers, and Managing Director of Joint Horizons. Prior to moving to her career in business, Margaret was a principal lecturer in music and education at the Australian Catholic University.

Among her interests Margaret lists family, music, food and wine, and travel. She and her husband have two adult daughters.

### Anne Lourens

Anne Lourens was born in South Africa and came to Australia with her family in 1963. Much of her life has been spent in universities, closely involved with the University of Western Australia and Edith Cowan University in particular. She has been actively involved with Save the Children for 22 years, having variously been Secretary, Booksale Convenor, Treasurer and President of the University Branch since 1979.

Anne joined the WA Divisional Committee of Save the Children in 1997, and was elected Vice Chairman from 1999 to 2001.

### Sue Morphet

Sue Morphet has been the General Manager for Bonds, Pacific Brands' single biggest brand, since September 1999. Since joining, the company's core business has grown from \$120 million to \$160 million. Prior to this, Sue was General Manager for Tontine. Sue has a Bachelor of Science (Education) and taught Biology at Kilbreda College in Victoria at the beginning of her career.

Sue believes her greatest success is undoubtedly her three children, and manages to marry a successful professional and personal life.

### Emeritus Professor Anthony Radford

Anthony Radford, MB BS, SM (Harvard), FRCP (Edin), FRACP, FRACGP, FFCM, FAFPHM, DTM&H, has been a Director of Save the Children Australia since 1996. He was Deputy Chair from 2000-2002, and he is a former President of Save the Children South Australia. He has also been a member of the Save the Children Program Advisory Committee since 1996.

Formerly Foundation Professor of Primary Care and Community Medicine, Flinders University, South Australia, Anthony is a Consultant in International and Public Health. He has undertaken consultancies in North, Central and South America, Africa, Asia and the Pacific for WHO, UNICEF, World Bank and the Australian and US Governments, as well as NGOs including Save the Children Australia, World Vision, YWAM, Mercy Ships and ABWAID.

### Virginia Rogers

Virginia Rogers LLB (Hons), Dip. Comm. Law, is a corporate lawyer with over 20 years' experience in private practice and with major corporations. She joined the Save the Children Australia Board in 2000.

Virginia is currently a Director of Prahran Market Pty Ltd. Past Board positions include Chairperson of the Victorian Equal Opportunity Commission from 1994-2002, Member of the Metropolitan Fire Brigade, Commissioner of Glen Eira City Council, and Councillor with the former St Kilda City Council.



photo: Karin Beate Nosterud, Save the Children Norway

# Independent Auditor's Report

## to the Members of Save the Children Fund Australia

### Scope

We have audited the summarised financial report of Save the Children Fund Australia as prepared in accordance with the Australian Council for Overseas Aid (ACFOA) Code of Conduct reporting guidelines for the financial year ended 30 June 2003. The report, as set out below has been audited in accordance with Australian Auditing Standards.

### Audit Opinion

In our opinion, the information reported in the summarised financial report is consistent with the annual statutory financial report from which it is derived and upon which we expressed an unqualified audit opinion in our report to the members dated 9 October 2003. For a better understanding of the scope of our audit, this report should be read in conjunction with our audit report on the annual statutory financial report.



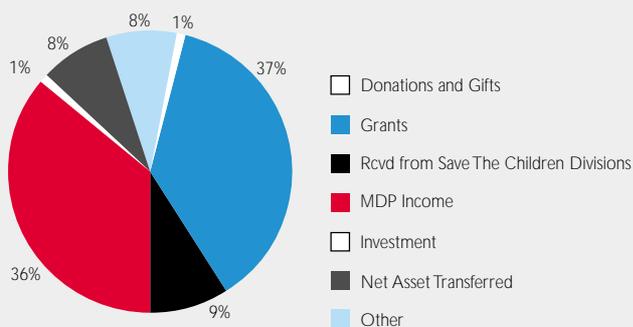
Graeme A Marriott  
Partner  
Hall Chadwick  
Melbourne  
9 October 2003

## Operating Statement

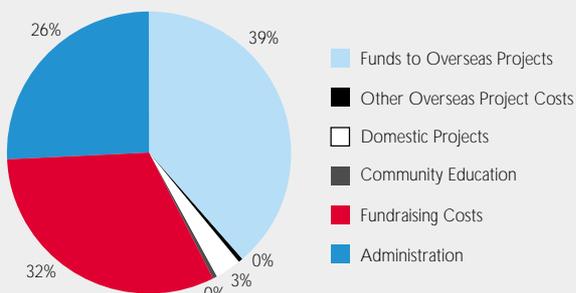
for the Year Ended 30 June 2003

REVENUE	2003 \$,000	2002 \$,000
Donations and gifts	107	97
Grants		
AusAid	1,377	2,580
Other Australian	29	21
Other Overseas	3,588	2,438
Received from Save The Children Divisions	1,267	568
Market Development Program Income	4,911	1,693
Investment Income	164	165
New South Wales division net assets transferred	404	
Tasmania division net assets transferred	48	
South Australia division net assets transferred	648	
Western Australia division net assets transferred	0	804
Other Income	1,091	713
<b>TOTAL REVENUE</b>	<b>13,634</b>	<b>9,079</b>
<b>DISBURSEMENTS</b>		
Overseas projects		
Funds to overseas projects	4,994	5,019
Other project costs		402
Domestic projects	363	60
Community Education	15	10
Fundraising costs		
Public	4,036	1,005
Government and multilaterals		173
Administration and other	3,253	985
<b>TOTAL DISBURSEMENTS</b>	<b>12,661</b>	<b>7,654</b>
Excess of revenue over disbursement	973	1,425
Funds available for future use at the beginning of the financial year	2,175	750
<b>Funds available for future use at the end of the financial year</b>	<b>3,148</b>	<b>2,175</b>

2003 Revenue



2003 Disbursements

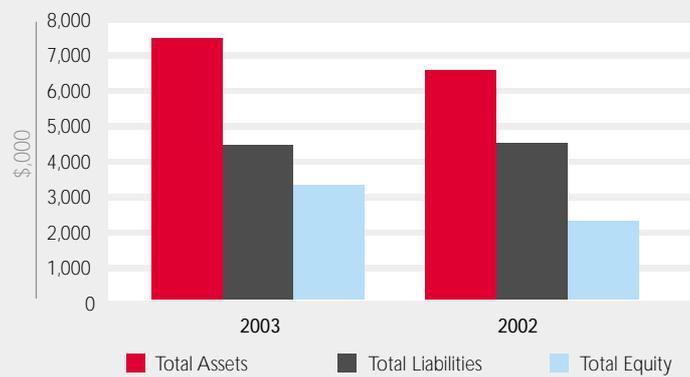


# Statement of Financial Position

as at 30 June 2003

ASSETS	2003	2002
	\$,000	\$,000
Cash	5,330	4,984
Investments	917	879
Property, plant and equipment	989	474
Other	258	264
<b>Total Assets</b>	<b>7,494</b>	<b>6,601</b>
<b>LIABILITIES</b>		
Payables	4,131	3,926
Provisions	215	500
<b>Total Liabilities</b>	<b>4,346</b>	<b>4,426</b>
<b>Net Assets</b>	<b>3,148</b>	<b>2,175</b>
<b>EQUITY</b>		
Reserves	0	0
Funds available for future use	3,148	2,175
<b>Total Equity</b>	<b>3,148</b>	<b>2,175</b>

2003 Financial Position



## 2002/03 Dissection of Funds

available for future use

Sources of Fund \$,000	Balance End Last Year	This Year Revenue	This Year Disbursements	Balance End This Year
AusAID	0	1,377	1,377	0
Asian Development Bank	0	489	489	0
Other	2,175	11,768	10,795	3,148
<b>Total</b>	<b>2,175</b>	<b>13,634</b>	<b>12,661</b>	<b>3,148</b>





**Save the Children Australia**

Level 3, 20 Council Street  
Hawthorn East VIC 3123  
(PO Box 273, Camberwell VIC 3124)  
Telephone: (03) 9811 4999  
Facsimile: (03) 9811 4988  
Email: [info@savethechildren.org.au](mailto:info@savethechildren.org.au)  
Website: [www.savethechildren.org.au](http://www.savethechildren.org.au)