

Network News

Newsletter of Safer Communities Australia Inc

July 2010

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Safety Assist
sign of a
safer
community

SCA Strategic Direction

President's Report

AFTER EXTENSIVE COMMUNITY AND STAKEHOLDER CONSULTATION, and significant work by the Board of Management, I am pleased to present you with a copy of the **Safer Communities Australia (SCA) Inc Strategic Direction 2010-2015**.

I would like to take this opportunity to thank all SCA members and partner organisations who contributed to the development of this document.

As you will see, we have identified some of the **key challenges** that we believe our organisation currently faces. We have also identified the **five key areas of activity** on which SCA will focus its efforts over the next five years: Community Safety Programs, Marketing and Promotion, Advocacy, Partnership Development and Organisation, Resourcing and Governance.

We believe by focusing on these five areas we will be able to better meet the challenges that face us, and best achieve our mission: *"To identify personal and community safety issues and provide programs and services that promote and lead to increased community safety"*.

We have also identified the **seven values** that we believe capture the spirit of our organisation and that will guide our day-to-day operations: Safety, Respect, Integrity, Teamwork, Collaboration, Innovation and Professionalism.

The Board is now focused on the development of a **Board Action Plan** to prioritise several other significant pieces of work including:

- ◆ Review of the SCA Rules/Constitution including Board structure, Board committees etc
- ◆ Review of the effectiveness of existing community safety programs and identification of the potential for expansion of these, and the development of new programs and services
- ◆ Development of a 2010/2011 Annual Business Plan including key performance indicators
- ◆ Development of a list of 'advocacy' topics for which position papers, media releases etc will be developed
- ◆ Completion of the Policy and Procedures Review
- ◆ Review of staffing levels in the SCA Office

I look forward to providing an update on progress in the next **NetworkNews**.

Brenton Keen
President



Community Lottery

WE ARE DELIGHTED TO REPORT that we have sold our entire allocation of 200 books of tickets in the **2010 Australian Central Community Lottery**.

As a result, we have raised \$4,000 which will be allocated to resources for our community safety programs.

THANK YOU to Australian Central,

including its business and media partners, who covered the entire costs of the lottery, returning over one million dollars to hundreds of participating not-for-profit charities, community groups, clubs and schools.

Finally, a special thank you to our many members who sold tickets on our behalf.

Editor's Corner

SAFER COMMUNITIES AUSTRALIA'S safety programs are continuing to make an impact in communities. *For example:*

Our multi-award winning **Safety Ambassador** program is now in its 14th year, with approximately 65 participating primary schools and 200 student Ambassadors. We train and support these students to spread safety messages throughout their school communities. Workshops have been held in metropolitan areas and further training workshops will be held in country areas.

Also in its 14th year, our annual **Children's Safety Celebration** will be held this year at Modbury West Primary School in October. This major event involves the participation of police and emergency services and many other organization involved with safety.

Our **Safety Assist program** remains strong and continues to grow. Adelaide and Monarto Zoos are a welcome, high-profile addition to our community safety locations. We will have news of further expansions to our Safety Assist program in upcoming newsletters.

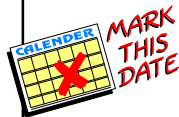
As you will see in the message from our President, our Board of Management has spent considerable time working on the important **Strategic Direction** document which is enclosed with this newsletter. The brochure identifies the priorities for our organization over the next five years.

Please mark in your diary the date of our **AGM** in September - further information in our next newsletter.

Finally ... Consider deserving people in your local area who are contributing to community safety and nominate them for one of our awards.

Rona Sakko - Editor

Annual General Meeting



THE ANNUAL GENERAL MEETING of Safer Communities Australia Inc will be held on:

Wednesday 22 September 2010 at 7.00pm

Notification of venue and further details will be included in our next newsletter.

Calling for Nominations for Board Positions

The Board of Management of Safer Communities Australia Inc currently comprises 12 Directors - 6 elected from membership plus 6 Corporate Directors.

Member Directors

Directors serve a 2-year term on the governing body. At the AGM, 3 positions will be declared vacant, with retiring Directors being eligible to stand for re-election.

Do you believe that you have skills that would be beneficial to the Board? Examples of relevant expertise include such areas as business development, communication, marketing and fundraising.

Please contact our office for an application form and information on the role of a Director.

Corporate Directors

At the AGM, members will vote to decide the 6 organisations that will be represented on the Board for the following 12 months. Current Corporate Directors come from: SA Police, Dept of Education & Children's Services (via School Care), SA Metropolitan Fire Service, SAFECOM (SA Fire and Emergency Services Commission), St John Ambulance and Victim Support Service.

We invite you to put forward a nomination for any organisation that you believe will be able to assist our Association.

Nominations for Corporate and Member Directors close on 16 August 2010.

Farewell and Thanks

TWO OF OUR LONG-SERVING DIRECTORS recently stepped down from our Board as they have moved on to other personal and career paths.

In the last couple of months we have bade farewell to **Jo Bell** (St Johns) and **Michael Dawson** (Victim Support Service).

Jo and Michael have been well-respected members of our Board and their expertise has been invaluable, particularly with the recent developments and expansion of our organisation.

We wish them well in their future endeavours.

We also welcome on board **Annette Chipperfield** who replaces Jo. Annette is the Training Development Manager at St Johns. With her skills and experience, Annette will be a valuable member of our team and we look forward to working with her.



Brenton Keen with Michael Dawson



Jo Bell



Just for Fun - Loopy Labelling

On a child's Superman costume - "Wearing of this garment does not enable you to fly"

On a kitchen knife - "Warning: keep out of children"

On a packet of ready made bread pudding - "Product will be hot after heating"

Welcome, Zoos SA!

WE ARE DELIGHTED TO WELCOME **ZOOS SOUTH AUSTRALIA** as a new member of our Safety Assist program.

Both **Adelaide** and **Monarto Zoos** have now become accredited safety locations, displaying our bright red and yellow signs as an indication that reliable help is available.

Zoos SA has designated a number of safe sites within each zoo where visitors are advised to seek refuge in the critical event of a dangerous animal escape. These locations also provide assistance to visitors and persons in the neighbourhood who may be in distress, lost, frightened or feeling unsafe for any reason.

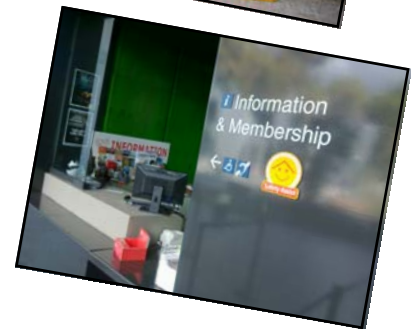
The Safety Assist places have staff in attendance at times when the zoos are open to the public. Locations include the Information Desks at Adelaide Zoo and the Tours Desk at Monarto Zoo as well as various other locations within each zoo, such as the Zoo Shop, Reptile House, Envirodome, Children's Zoo Kitchen, Nocturnal House, Chimp Exhibit, Lions Platform and many other places.

So check out the safety locations when next you visit Adelaide or Monarto Zoo. Point out the **Safety Assist signs** to your children so they will know where to go for help if you become separated.

Thank you, Zoos SA, for this invaluable community safety service.



Peter Collins, Zoos SA, and friend



Annual Awards

SAFER COMMUNITIES AUSTRALIA presents awards annually to recognize deserving people and organisations that have provided outstanding service to our Association. *We are calling for nominations for the following categories:*

The Association Award – for an individual, company or organisation that has assisted our Association through significant sponsorship, contributions or services at either a local or state level.

The Award of Merit – for service of an outstanding nature as a member of the Association.

Safety Assist Award for Exemplary Service – for exceptional service to the Safety Assist program.

Criteria for the Awards and nomination forms are available on request from our office. Nominations close on 30 September 2010.

Consider nominating individuals or businesses in your local area. Individuals in Safety Assist businesses are also eligible for nomination.

Street Signs

MORE AND MORE of our bright yellow **Safety Assist street signs** are popping up in communities.

These signs have recently been erected in the Marion, Mitcham and Burnside Council areas, and will soon go up throughout the Barossa.

We have made very substantial progress towards our aim of having a street sign pointing to every Safety Assist location in South Australia.

We ask that keep an eye on your signs and inform us of faded or vandalised signs that are in need of replacement.



Responsibilities of Safety Assist Members

ALL MEMBERS OF our **Safety Assist** program will have a copy of our **Guidelines and Responsibilities** brochure which sets out the procedures to be followed should a person knock on your door seeking help. *Please let us know if you are unable to locate your copy and we will send you a replacement.*

Below are some reminders on dealing with incidents:

◆ Actions and reactions by a Safety

Assist member are not expected to be any different from that of a responsible citizen performing a similar function in a similar situation.

◆ As a Safety Assist member, you are there to provide assistance and/or protection to any person who may be hurt, lost, sick, afraid, distressed or in need of help for any other reason.

◆ **Remember** — you are the first point of contact for anyone who needs help. You are not expected to solve

the problem but to contact the appropriate agency (family, fire, police, ambulance etc) as the situation requires.

◆ In the case of a child, your first obligation is to contact the child's family. This should be done by telephone. However, in cases of molestation, suspicious behaviour, child abuse or if family cannot be contacted, advise the police.



Display Trailer and Sun Shelter



Safer Communities display at recent community event

SINCE OUR NEW ORGANISATION, Safer Communities Australia Inc, was launched in 2003, we have been building up our resources to assist us in spreading safety messages throughout communities.

The picture (left) shows our bright new sun shelter which will complement our delightful trailer when we attend promotional events.

We have supplies of our general information brochure (which includes an application form), Safety Assist information brochures for children, a set of 5 brochures on aspects of safety and colourful posters featuring safety messages.

Please let us know if you would like any brochures or posters to distribute in your local area.

Incident Reports

A SAMPLE OF recent incidents of **Safety Assist** use includes:

21/6/10 - Davoren Park

5.15pm: Two boys knocked on the door seeking help as their push bike had been stolen. Police and family notified. Police attended.

11/5/10 – Mount Gambier

11.30am: Elderly lady sought help at the fire station (a Safety Assist location) as she was having difficulties with her car. Assistance was given.

13/4/10 – Lonsdale

Elderly lady sought directions from Southern Powder Coaters, a Safety Assist business location.

25/2/10 – Evanston Park

10.00pm: Very upset girl requested help after altercation with boy friend. Girl's mother contacted.

16/2/10 – Gilles Plains

9.30am: Gentleman was being harassed by occupants of car that was following him. Police called.

17/1/10 – Elizabeth

8.30am: Disoriented lady needed help. Police attended.

Has anyone knocked on your door seeking help? Please let us know so we can monitor our program and its effectiveness.



New Safety Location

WE EXTEND A WARM WELCOME to the **Adelaide Electorate Office** at Prospect which has recently been accredited as a Safety Assist location. **Ms Rachel Sanderson MP** joins many other South Australian politicians who have their electorate offices registered as safety locations where anyone can go for help if needed.

We extend appreciation to all our new Safety Assist members for caring about safety in their communities.

PATRON:

His Excellency
Rear Admiral Kevin Scarce
AC CSC RANR
Governor of South Australia

