



What we do and how you can help

TKYF: leading social and cultural change

THOMAS KELLY YOUTH FOUNDATION

Our vision is to foster change through innovative strategies and education that create a more caring community and a responsible drinking culture, and ultimately a safer, happier and healthier community.

Our mission is to 'keep our youth safe'.

Thomas Kelly
YOUTH FOUNDATION



WHAT WE DO

Advocate > We engage with the community and experts across multiple fields, taking this collective voice to the decision-makers to create action in the areas of government policy, service provision and the liquor industry.

Educate > We aim to provide opportunities to educate our youth about responsible drinking and personal safety, and create a meaningful dialogue with young people to create change.

Innovate > We're working with the best to deliver new perspectives in tackling genuine social and cultural change. We consult with experts in health, crime, behavioural insights, innovation, community services and medical practice. We're seeking genuine innovation, research and change that will provide not only immediate, tangible outcomes but also long-term social and cultural change.

Cause Results > We're for tangible solutions to combat the issues around changing community values, excessive drinking and violence. We're implementing these at various levels from street initiatives such as Take Kare Safe Spaces to promoting pathways for social change.

Our Story: Take Kare

Eighteen-year-old Thomas Kelly was walking through Sydney's King Cross on a night out with his girlfriend when he was king hit in an unprovoked and cowardly attack. His family was at home watching TV when the call came from St. Vincent's hospital. By that time, Thomas was already undergoing emergency surgery. Two days later, there was no choice but to switch off Tom's life support.

As a legacy, the Thomas Kelly Youth Foundation was set up to prevent harm and reduce violence that is a consequence of alcohol.



Thomas' peers and friends knew him throughout his school life as "TK"

On a summer holiday in Hawaii in January 2010, Tom sculpted 'TK' in the sand. Tom's younger sister Madeleine moved her brother's thongs next to his sand creation and took a photo. When their father Ralph saw the photo on the camera the following day he asked them both why Thomas had drawn it and why Madeleine had placed his thongs next to the image and taken a photo.

Neither of them knew what had inspired them – both just replied that they felt compelled for some reason.

Two and a half years later it would prove one of many unexplainable coincidences in the Foundations quest to reduce harms and violence caused by alcohol in our youth – the major cause of Thomas’ death. An important opportunity to send strong, concise messages through our youth communities that it’s time we all need to take better care of each other and ourselves.



The image, unknown to two young innocent children at the time, would reflect the brand – with the thongs a symbol of the journey to follow. Whilst no one in the Kelly family is superstitious, the photograph forms the basis of a clear message of what the Foundation will try to achieve in the future.

“Take care” is what we say to our loved ones when we say goodbye and ask them to look after themselves. It’s what we say in email communications as a sign-off, to strangers in the streets – it knows no boundaries.

Thomas’ initials are the platform for cultural, behavioural and social change

“Take Kare”

Our Story: Stay Kind

*The **Stay Kind** initiative is in memory of Stuart Kelly, and in honour of his continued support and kindness to his brother Thomas and to others. **Stay Kind** takes its name from Stuart's initials, just as **Take Kare** uses the initials of his elder brother – Thomas.*

WHAT IS STAY KIND?

Stay Kind aims to foster social and cultural change through community values of caring for each other and mutual respect. It encourages people to provide a supportive community environment for those that suffer in silence, and discourages persecution of people within our communities.

Suicide rates amongst Australian youth are increasing significantly. The 1990s saw a substantial rise in suicide rates and we appear to be experiencing this again in recent years. In 2015, 3027 people ended their own lives in Australia. That's 8 people every day, or 1 person every 3 hours. Over 7 people every hour every day contemplate suicide.

The responsibility for this loss of lives does not just rest with the individuals who decide to end their lives. As a society, we are currently experiencing significant changes in social values, behaviors and respect shown to others. Social media is one of many platforms that demonstrates this. These changes do not only impact on ourselves - they impact on others too. Our culture of taking things on the chin can discourage youth from speaking out when respect from others is at its lowest. Therefore, it is more important than ever to create an environment of kindness, care and empathy.

Stay Kind Day

Stay Kind Day encourages not only youth, but the entire Australian population to care for one another. As a kind, compassionate community, it's important to show empathy whilst also acknowledging and recognising that many people suffer in silence. Young people may find themselves overwhelmed by life or by others, and be unable to speak out. They may not seek help for themselves when this happens or recognise that they are dealing with mental health issues.

*The Thomas Kelly Youth Foundation has a vision for the **Stay Kind Day** to become an annual national event that brings Australia together as a caring and respectful community.*



*The first **Stay Kind Day** will be held at the ANZ Stadium on Sunday 23 July 2017 in partnership with the NRL, Channel 9, Nine Wide World of Sports, Wests Tigers, Parramatta Eels, Lifeline Australia.*

Our supporters:

“I’m proud to have been a part of the Thomas Kelly Youth Foundation since the inception. The admissions to St Vincent’s Hospital was one of continual carnage each and every weekend. For a family, like the Kelly’s to stand up out of the crowd and fight for cultural change, is admirable”.

Prof. Gordian Fulde
Director of Emergency, St Vincent’s Hospital

“We feel privileged to be associated with the program and the amazing coalition you have united. The turnout at the media launch was a tribute to you and the Foundation’s relentless and valuable work”

Bonnie Ashton
Crown Resorts Foundation
Packer Family Foundation

“The Safe Space and Take Kare Ambassador initiative makes our city a better place, and I’m sure it will continue to make a huge difference to those in need. The City is proud to be supporting this important program”

Lord Mayor Clover Moore
City of Sydney Council

“The NSW Police Force, all of our men and women, stand behind this remarkable Foundation, in starting a movement to make our streets safer for everyone to enjoy. I am in absolute awe of Ralph & Kathy’s determined resolution to follow this through.”

Andrew Scipione
NSW Police Commissioner

On behalf of the NSW Government, thank you to everyone, in particular the dedicated volunteers and the Thomas Kelly Youth Foundation, who makes the program what it is.

Gabrielle Upton
NSW Attorney General

“The media launch demonstrated the great support you have within the community and we are pleased to be supporting such a valuable program”

Lauren O’Shaughnessy
Macquarie Group Foundation

“After nearly five years in Sydney as a police commander, I can honestly say this initiative is nothing other than excellent and it’s a great support to the police”

Superintendent Mark Walton
NSW Police Force

Our achievements so far:

Advocacy

- Two-year trial of patron traffic restrictions and ‘Last Drinks’
- 144,000-signature petition for improved judicial laws in sentencing
- ‘One punch’ law introduced (mandatory minimum sentence)
- Family “Victim Impact Statements” now considered in sentencing
- Additional 11 CCTV Cameras installed across Sydney CBD and extra full-time position to monitor cameras
- ‘Financial Hardship Program’ (NSW) for victims of homicide, sexual assault and domestic violence introduced in March 2016. 5,000 families will be referred to the program in the initial 12-months.

Education

- Improved CCTV awareness signage in Sydney
- Improved awareness of Take Kare of Your Mates through Take Kare Safe Space program
- Educational awareness programs / presentations: communities, schools, organisations
- Video education platforms planned for 2017

Innovation

- Launch of a new life-saving initiative in Sydney – ‘Take Kare’ Safe Space Ambassador Program, assisting intoxicated and vulnerable youth get home safely. Our funding partners for the Take Kare Safe Space: NSW State Government, City of Sydney, Macquarie Group Foundation, Crown Resorts Foundation and the Packer Family Foundation.
- Launch of major community awareness program proposed for July 2017 in partnership with the NRL and Channel Nine.



Results

- Since December 2014, the Take Kare Safe Space Ambassador Program in NSW has helped over **40,000** young people minimize personal risk in relation to late-night alcohol-related incidents. In August 2015, one such young person died twice, before being revived each time via CPR by one of the Take Kare Ambassadors.
- The program was initially trialled in Town Hall, then extended to Kings Cross and due to its ongoing success has been further extended as a trial in Darling Harbour.
- The combination of these numerous activities and more, has seen violence in Sydney decrease on Friday and Saturday nights, freeing up hospital emergency departments, operating theatres and policing resources, flowing to a reduction in other areas such as our local courts

Harm Minimisation

High risk incidents

‘De-escalation of conflict’ refers to a situation (either a conflict involving 2 or more people OR an aggressive and volatile individual) when the actions of the TAKE Kare Ambassadors de-escalate an aggressive incident OR has resulted in the intervention of police/ security.

‘Vulnerable to sexual assault’ refers to a situation (either someone receiving persistent unwanted attention or a person whose situation leaves them highly susceptible to harassment) where the intervention of the TAKE Kare Ambassadors significantly reduces the likelihood of the person becoming a victim of sexual harassment, indecent assault or sexual assault. E.g. The potential offender is moved on, they are reconnected with friends, and they are accompanied to accommodation.

‘Vulnerable to theft’ refers to a situation where TAKE Kare Ambassadors wake up someone who is ‘passed out’, potentially with valuables visible. It also refers to a situation where TAKE Kare Ambassadors find and return valuables.

‘Vulnerable to injury’ refers to a situation where someone is at significant risk of sustaining a road-related injury, usually because of their high level of intoxication, and the actions of TAKE Kare Ambassadors eliminate or significantly reduce this risk.

Lower risk incidents

‘Incidents’ where routine assistance is provided, such as referral to transport options, phones charging and/or directions provided.

The Sydney Morning Herald

July 4 2015

Meet the late-night team saving lives in Kings

Cross

<http://www.smh.com.au/nsw/meet-the-latenight-team-saving-lives-in-kings-cross-20150702-9i5114.html>

ABC December 14 2016

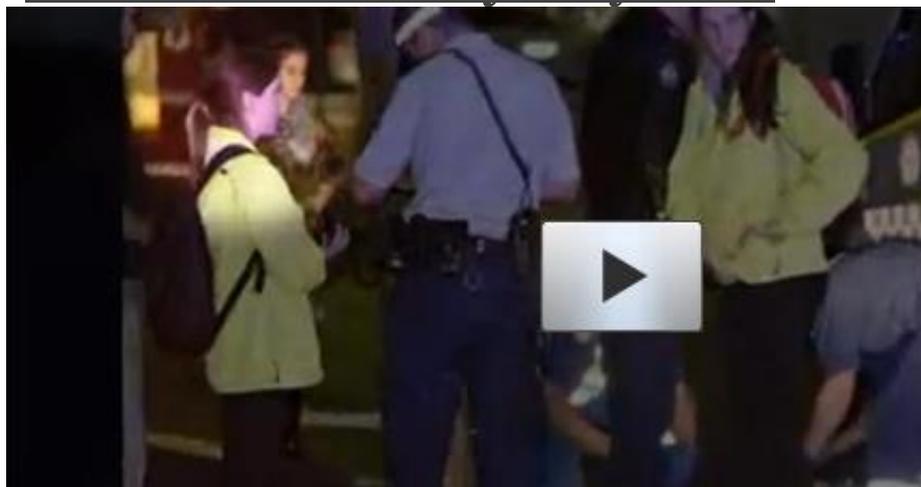
Take Kare Space provides comfort and safety to Canberra youth after a night out

<http://www.abc.net.au/news/2016-12-14/take-kare-safe-space-launches-in-canberra/8119762>

Channel Nine News:

<https://youtu.be/MASdgfaexMU> August 1, 2015

Life-saving Take Kare Ambassadors in Sydney CBD



ABC August 10 2015

Program set up by parents of Thomas Kelly to get young people home safely expanded to Kings Cross

Community vans that help young people get home safely after a night out in central Sydney will now service Kings Cross.

ABC.NET.AU

<http://www.abc.net.au/news/2015-08-10/program-get-young-people-home-safely-extended-kings-cross/6686424>

City of Sydney July 25 2016

<http://www.cityofsydney.nsw.gov.au/community/health-and-safety/street-safety/safe-space-program>

Our future:

In a very short time, **the Foundation has achieved incredible results and progress**. Yet the work barely scratches the surface of what is required to bring about long-term behavioural and social change in this country. Most recently the Attorney General of NSW advised that the UNSW in partnership with the Foundation has been successful in securing a two-year evaluation study of the Take Kare Safe Spaces. This evaluation will provide local communities, territories and states with invaluable data re the extensive economic and community benefits of these programs.

Community Benefits Snapshot

St Vincent's' Hospital Sydney – July 20 2016

“At St Vincent's in Sydney, 10% of all emergency department presentations are drug or alcohol-related.” “The average cost per admission of an alcohol dependent patient in one of our public hospitals is around \$7000 per admission. The average cost of a patient admitted for acute alcohol intoxication and withdrawal is \$4000.”

“This comes nowhere close to the costs when an intoxicated patient is admitted with an injury requiring CT, x-ray, theatre, recovery, admission stay, etc. Nor does it capture the costs from chronic drinking of all the other health expenditure related to harmful alcohol consumption.”

Professor Gordian Fulde Director of Emergency St Vincent's' Hospital Sydney – Lateline February 26 2016

“Each major head injury costs \$12 million and that is including the police who might be called, the ambulance, everything to rehab, the costs to lost wages.”

There is so much more to be done through our Stay Kind initiative, Take Kare community programs, advocacy, education and innovation. At this level of achievement it takes time, it takes skill, and undeniably – it requires resources and money.

& how you can help...

The Foundation is currently seeking partners to assist us with:

1. Capacity development funding.
 - a. Our foundation currently relies on a paid Executive Officer position that has been generously funded by the Macquarie Group Foundation until February 2018. We are seeking funding to continue this role for another year.
 - b. Currently our CEO operates in a voluntary capacity and this arrangement will continue. We are seeking capacity development funding for a paid COO position for a year.
2. The development of creative concepts for our proposed digital community service announcements
3. Social media management
4. Web design to update our current platforms and online presence
5. Digital resources development
6. Promotional materials development
7. Managing specific media requests

We are also seeking a capacity development funding that will enable us to develop our strategic capability and to continue our effective role within the community.

We will continue to advocate, educate and innovate on behalf of the broader community, on behalf of *your local community, your children and your children's children*, for long-term change, and *real results*.

Our projects:

Stay Kind and Take Kare in sport

- Continue our work in driving community change in a partnership with the NRL. Current projects include:
 - Stay Kind with the Wests Tigers and Parramatta Eels.
 - Lifting Above Violence with the Gold Coast Titans and Brisbane Broncos.
 - Take Kare with the NRL NSW games.

Stay Kind Day

- Inspire the Australian community at state and national level to rethink our values and of respect and caring through a National Stay Kind Day.

Stay Kind Australia

- Implement Stay Kind messaging that activates interest through-out the year to support social change.

Take Kare in our youth

- Trial a school-based Take Kare program based on focus groups with Year 10 & 11 high school students, as a pilot for trialling a school based “Take Kare” program.

Take Kare in the family

- Education and awareness campaigns – strategies for families in managing alcohol, safe drinking at parties, pre-loading risks.

Take Kare in the community

- Further expansion of the Take Kare Safe Space Ambassador Program.
- **Research** into other areas/regions/states/territories that this program could benefit.



Take Kare: a positive message

‘Take Kare’ is an expression that invites (young) people to look after themselves and others – a message of genuine concern to open a line of communication rather than criticise.

The ‘Take Kare message aims to create a new way of engaging youth in the prevention of harm and alcohol related incidents.

We are not about stopping the fun;
We are about Taking Kare

Take Kare, have fun, be safe.

Stay Kind: a core values message

Stay Kind' is an expression that invites (young) people to be kind to themselves and to others.

The Stay Kind message aims to remind people of simple core values that matter and make a real difference

Stay Kind, Take Kare of your Mates.



ORGANISATIONAL OVERVIEW

Our vision:

Foster change through innovative strategies and education that create a more responsible drinking culture, and ultimately a safer and healthier community.

Our mission:

Keep our youth safe

COMMONWEALTH GOVERNMENT

> The Federal Government is responsible for national community policy including the health of our youth and general community. Key community messaging needs to continue to be addressed at national level for, social and behavioral change to take place. This includes messaging on:

- Caring for and about others
- the prevention of harm and self-harm
- the impact of violence on victims and victims' families
- responsible promotion and advertising in sports.

STATE GOVERNMENT

> Similarly at State Government level, there are multiple avenues for raising community awareness and implementing strategies that support behavioral and social change. These include:

- Caring for and about others
- the prevention of harm and self-harm
- longer-term health education and community awareness programs
- responsible promotion and in advertising in sports
- victim and victims' families support

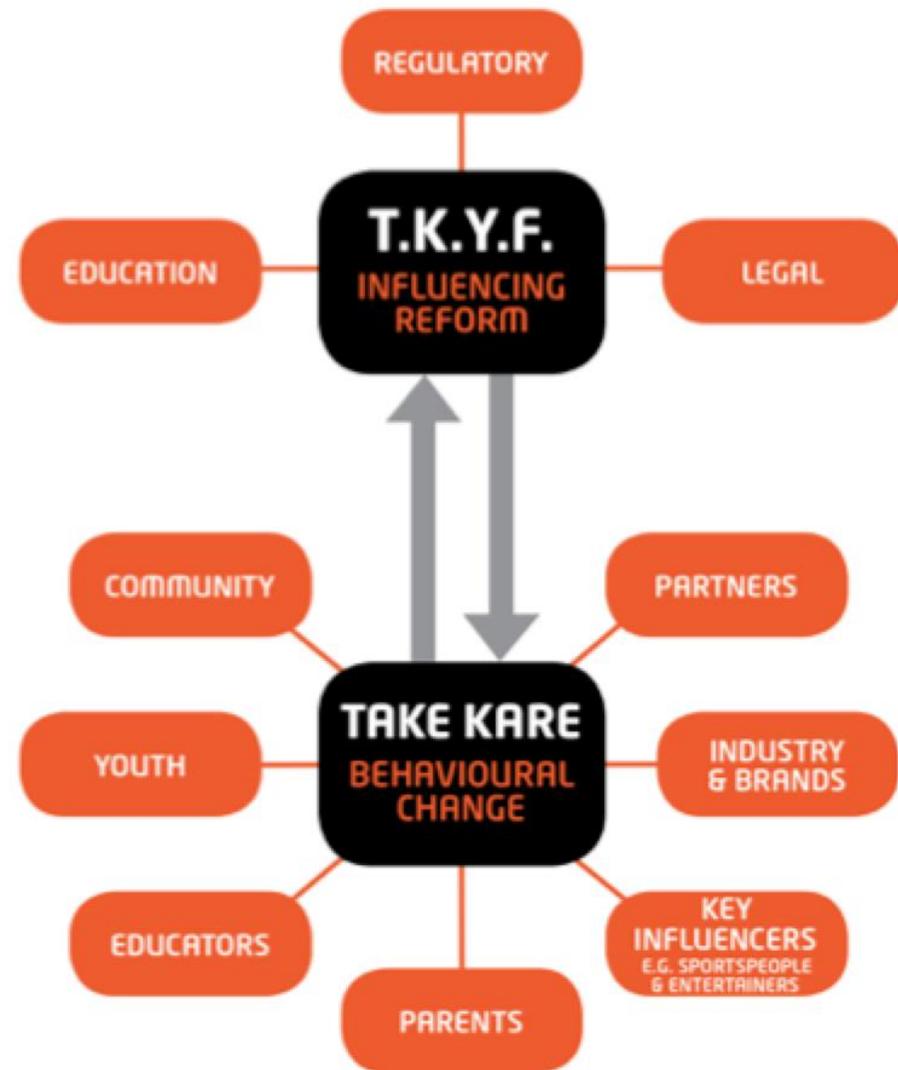
COMMUNITY

- > [Stay Kind and Take Kare](#) in school communities
- > [Stay Kind and Take Kare](#) within organisations
- > [Stay Kind and Take Kare](#) in sport
- > [Stay Kind and Take Kare](#) for tomorrow
- > [Stay Kind and Take Kare](#) of your mates
- > [Stay Kind and Take Kare](#) in families
- > [Stay Kind and Take Kare](#) out and about
- > [Stay Kind and Take Kare](#) of each

Our organisation does not give up:

Stay Kind Values

- * *be inclusive*
- * *be courageous*
- * *be respectful*



Our strategy:

The Foundation has developed a 5-year strategy for 2016-2021. Key strategy areas include:

- Form key community and media partnerships
- Fund significant resources to develop long term strategy
- Develop a sophisticated digital platform for current and new initiatives
- Supporting community values
- Stay Kind Day – an annual National Day
- Take Kare Safe Space expansion
- Tap into or partner with progressive research strategies
- Work with Federal and State governments to develop a solution focused agenda including but not limited to community awareness and education
- Best practice programs and continuous improvement process recognized externally

Our approach:

1. To establish Stay Kind Day nationally with activations in every state
2. Promoting conversations that ask how can you help or support others
3. Social initiatives that promote values of care, respect, compassion and empathy





**TAKE
KARE
SYDNEY**

Take Kare in Sport

- Engagement of key sport celebrities as role models for youth and fan base
- It's not cool to be drunk
- It's un-Australian to assault
- Go out to have a good time, not a life changer

Take Kare in our Youth

- Change the dynamics of peer pressure
- School programs and youth communication
- Reconfigure the ideas of what are fun and safe ways to socialise
- Help line

Take Kare in the Family

- Establish new role modelling and approaches
- Establish ways to manage under age drinking at home
- Outline ways for safer use of alcohol at parties

Take Kare in the Community

- Review advertising and promotion of alcohol in sponsoring sporting events
- Entertainment and music ambassadors as role models
- Enrol workplaces to change how they interact with alcohol

Our stakeholders:



STAKEHOLDERS

State Government of NSW
NSW Police
City of Sydney
University of New South Wales
University of Technology, Sydney
St John Ambulance (Take Kare Safe Space Program)
St Vincent's Hospital
PwC (Auditors)
Lumina (Accountants)
Accor Hotels & Resorts
National Rugby League (NRL)
Channel Nine (National) + Sports
Sony Music

PATRON

Allan Sparkes (CV, OAM, Queens' Diamond Jubilee Medal)
Deputy Commissioner, Mental Health NSW

BOARD MEMBERS

Ian Penman, Chairman of the Board, Director of Risk
Simon McGrath, COO Accor Hotels, Director of Strategy
Geoff Lucas, COO Sonoma, Director of Finance
David Anstee, Director of Fundraising, Sponsorship & Marketing
Mark Langsworth, Director of Governance
Kathy Kelly, Co-Founder & Director of Education
Ralph Kelly, Co- Founder & CEO, Director of Operations and Relationships

ADVISORY BOARD

Elizabeth Broderick (AO), NSW Australian of the Year 2016
Prof. Peter Miller (Deakin University)
Howard Brown (OAM) Victims of Violence Advocate

Our results:

2014 – 2017: Key Milestones

- * Establishment of the TKYF and Take Kare brands
- * Establishment of the Foundation board.
- * Establishment of the Advisory Board.
- * Registration with ASIC and obtaining DGR status.
- * Establishment of key primary partners to assist the Foundation to operate.
- * Official launch of the Foundation (18th September 2013), at a formal event attended by 650 guests.
- * Fund raising to enable the Foundation with traction.
- * Media and consumer awareness of the potential harms.
- * Additional 11 CCTV Cameras installed across Sydney CBD plus additional full-time position (x3 shifts) to monitor cameras.
- * CCTV awareness signage has been improved.
- * Advocate for trial of patron traffic restrictions and 'Last Drinks' (effective for two years from February 2014 through to 2018).
- * Change.com petition (144,000) for improved judicial laws in Sentencing.
- * "One punch" law (mandatory minimum sentence).
- * Family "Victim Impact Statements" are now considered in sentencing.
- * Supreme Court of Criminal Appeal endorsed the Foundations objectives.
- * CCA decision further upheld by the High Court of Australia.
- * Alcohol no longer considered as a "mitigating" factor in non domestic violence.
- * Introduction of the Financial Hardship Program with the Attorney General & Department of Justice.
- * Research "How to make Sydney safe." newDemocracy: www.newdemocracy.com.au/our-work/187-city-of-sydney-safe-vibrant-nightlife
- * Key partnership with UNSW to provide the Foundation with research and evaluation.
- * Launched Sydney "Take Kare Safe Space" (December 2014), assisting intoxicated and vulnerable youth get home safely.
- * The combination of numerous activities has seen violence in Sydney decrease markedly on Friday and Saturday nights, freeing up hospital emergency departments, operating theatres and policing resources flowing to a reduction in other areas such as our local courts.
- * Key partners for 2017 Stay Kind Day, a community awareness program: NRL, Channel 9, Lifeline, Parramatta Eels, West Tigers.

We need to look at the macro effects on our cities if violence is left unchecked – decreased international tourism, international conferences choosing other destinations. New York is the perfect example of a city that was considered unsafe until such a time that the locals had enough and change evolved through a number of key initiatives that have resulted in a positive change.

Safe Space: real stories

“3am on Sunday morning a Take Kare team found a very drunk 30 year old male who had lain down and fallen asleep on the road. The team woke him up and walked him back to the Safe Space where he rested up for a while before catching a taxi home”

“A young Korean woman near Town Hall got the attention of some TK Ambassadors walking past and asked them to help her get away from a man who was harassing her. The man had been following her for an hour and pressuring her to have sex with him. The team told the man to leave and then walked the girl back to the Safe Space. They waited with her until her bus arrived and saw that she got home safely”

“I am from China, I really appreciate your help on Saturday night at Martin Place. After I woke up at hospital, I found your card in my bag and I heard your story from my husband. There were 3 ladies who took care of me, gave me water, tissues and thongs. It is great to have you on the street! You are helping people who really need you and you also made me understand drinking is not always a good thing to do”

“The CCTV Control Room alerted TK Ambassadors to a young man on York St who was very drunk and vomiting. The team spoke with the man and his bewildered friend, and walked them to the Safe Space so he could sober up. Once he had regained clarity, the team assisted them to the train station and helped them onto a train home”





NEVER AGAIN

THANK YOU

Stay Kind &
TakeKare

<http://www.thomaskellyyouthfoundation.org.au/>

www.facebook.com/takekare.com.au
<https://www.facebook.com/TKYFdn/>