

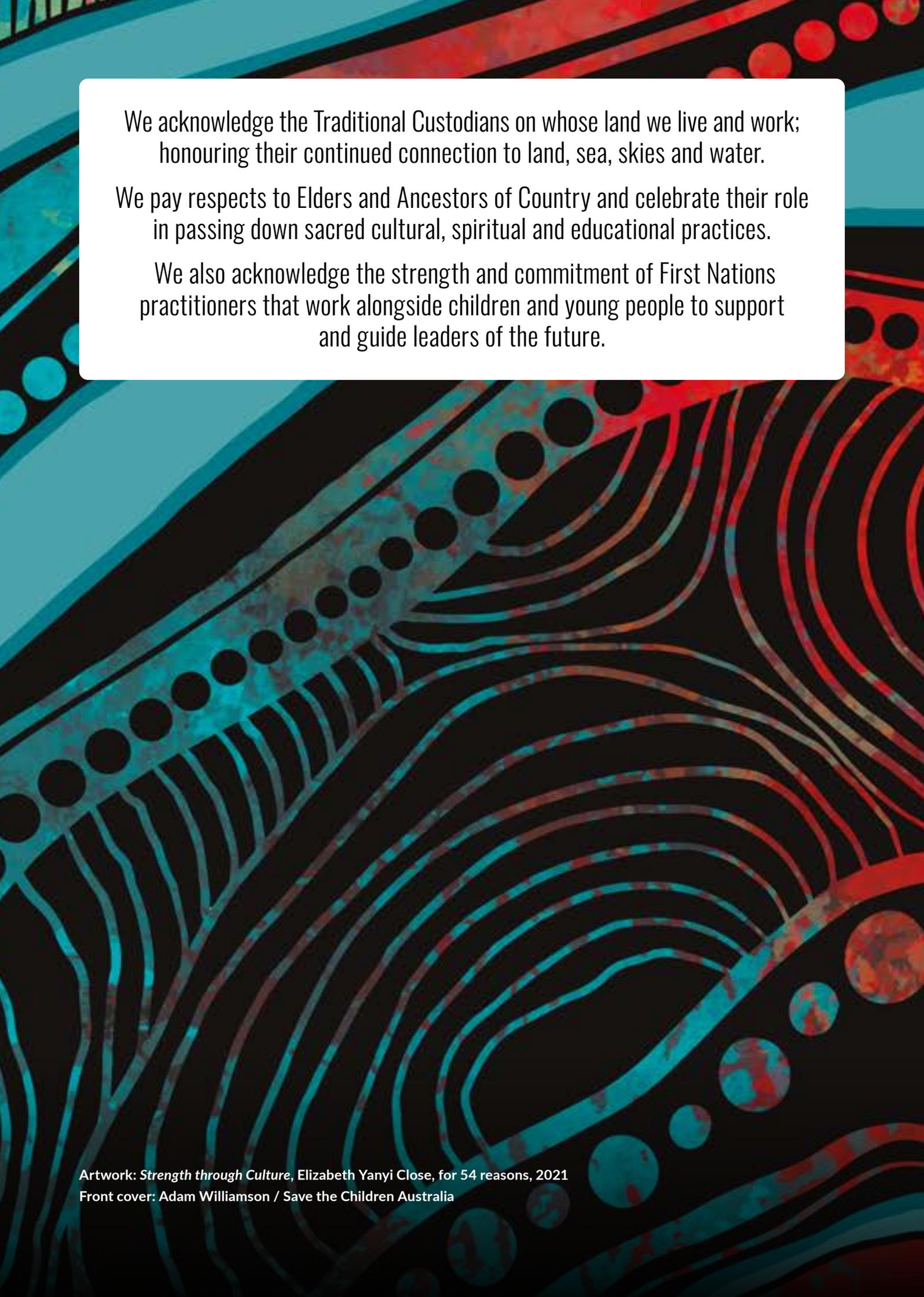
2023-25 STRATEGY:

Making children's rights
real in Australia

54 reasons

Part of the Save the Children Australia Group





We acknowledge the Traditional Custodians on whose land we live and work;
honouring their continued connection to land, sea, skies and water.

We pay respects to Elders and Ancestors of Country and celebrate their role
in passing down sacred cultural, spiritual and educational practices.

We also acknowledge the strength and commitment of First Nations
practitioners that work alongside children and young people to support
and guide leaders of the future.

54 REASONS: MAKING CHILDREN'S RIGHTS REAL IN AUSTRALIA



We're excited to share our 2023-25 Strategy, our first as 54 reasons – Australia's leading child rights organisation.

This is how we'll fulfil our promise to children and young people here over the next three years – to make rights real for them.

We've worked in Australia as Save the Children for decades, launching our first health and education programs in Victoria in the 1950s through local fundraising.

Now a national organisation, in 2022 we'll work with almost 25,000 children, young people and their carers in every state and territory, so that they understand their rights and have them met – to develop, learn, and be safe, connected and heard.

Our new name represents each of the 54 articles in the United Nations Convention on the Rights of the Child. The change was inspired by the children we work with, who asked us for something of their own.

As 54 reasons, we'll carry forward the courage and determination of our founder, Eglantyne Jebb, bringing ideas, guts, and energy to all we do, inspired by the curiosity, creativity and diversity of children themselves. We'll remain a core part of the Save the Children Australia Group and global movement, drawing on the best of what works for children both internationally and at home.

But this is the moment where we're stepping out, with a new child rights practice framework, a specialised and integrated service offer, and a renewed commitment to depart from the status quo with like-minded partners – radically, if necessary – to create the conditions in which all children and young people in Australia can thrive.

We look forward to working with you in this next chapter of our Australian story.



A child right that is important to me is the right to an education — it has a major impact on your life and beneficially changes lives.”

Stella, 13, VIC



Photo: Dave Walters / Save the Children

WHY WE'RE HERE

As a wealthy, stable, developed nation, with an amazing richness of culture, Australia should be – and can be – the best place for children and young people to thrive. We have all the ingredients, ready to go.

Happily, most of the 5.6 million children living in Australia today DO grow up safe, healthy and happy.

Across our cities and regions though, there is still room for improvement, and the system doesn't always create the conditions for children, young people and their families to thrive.

These children and young people have the same aspirations as everyone in Australia – to be happy, healthy, cared for, and for everyone to belong. They don't want to be labelled as marginalised, deprived or at risk, when it's their rights that are at risk:

- Their right to grow up in a society that supports their healthy development
- Their right to dignity and fair treatment under the law
- Their right to be safe, especially at home
- Their right to be heard and be taken seriously

WE'RE HERE FOR THEM.



"I'm really passionate about Right 12, which is the right of children to have their opinions respected, especially on issues that affect them. It's really important that children's opinions are considered just as valid as adults."

Apurva, 16, SA

OUR STRATEGY AT A GLANCE



54 reasons is a new chapter in our local story, and over the next three years we'll work with partners to grow impact in areas where child rights aren't met in deep or consistent ways, in ways others can't or won't, and where we can measure change.

To do this, we'll also:

- Embed a rights-based approach to practice so that children experience us in a way that is empowering, fun, and at their eye level
- Work with partners to lift the conversation on child rights and invest to prove the potential of child voice in systems-change

2023-25 STRATEGY: MAKING CHILD RIGHTS REAL IN AUSTRALIA

54 reasons exists so that all children and young people in Australia have their rights met and thrive, in all their diversity, creativity and curiosity.

OUR GOALS

Championing children's rights to development, safety and justice



Supporting children's social and emotional development in regions affected by shared adversity or disaster



Ensuring children experiencing domestic and family violence are visible and supported as clients in their own right



Advocating and demonstrating the value of a rights-respecting justice system

INVESTING IN TWO KEY ENABLERS

ENABLER 1:

People and Practice

ENABLER 2:

Partnerships and Participation

FOR FIVE KEY OUTCOMES

54 reasons is Australia's leading child rights organisation. With children's voices at the centre, we provide quality services to children and their caregivers and advocate with them, holding ourselves accountable for impact across five outcomes:



OUTCOME 1:
Development



OUTCOME 2:
Learning



OUTCOME 3:
Safety



OUTCOME 4:
Connections



OUTCOME 5:
Agency

OUR GOALS:

CHAMPIONING CHILDREN'S RIGHTS TO SAFETY, DEVELOPMENT AND JUSTICE

We're a determined team with huge ambition to make a tangible difference with children and families we work with. Focusing on longstanding unmet rights and the voices of children and young people we work with guides our way. Over the next three years we'll focus on:

OUR GOALS



Supporting children's social and emotional development in regions affected by shared adversity or disaster



Ensuring children experiencing domestic and family violence are visible and supported as clients in their own right



Advocating and demonstrating the value of a rights-respecting justice system

OUR COMMITMENTS

- provide surge support in regions where communities and services are under strain
- grow proven school engagement and early years interventions
- lift child voice in resilience, preparedness and recovery

- demonstrate child-centred approaches to prevention and response
- build domestic and family violence services' capacity to identify and respond to children's needs through coaching and practical support
- join with partners to increase children's visibility through research, data and advocacy

- design and deliver alternatives to criminalisation and detention
- partner to demonstrate the social and economic benefits of prevention and early intervention
- pursue systems-level advocacy underpinned by a children's voices and a rights perspective
- educate children and adults about children's rights and responsibilities

IF WE GET THIS RIGHT, CHILDREN WILL SAY

- I can manage my feelings
- I know how to cope with difficult situations
- I am ready for school
- I feel safe and heard
- I feel connected to others
- I feel on track with my health and wellbeing

- I feel safe
- I have supportive relationships
- People ask and listen to what I say I need
- I feel included
- I know who I can talk to

- I feel connected to my family and friends
- I can make positive choices
- I enjoy learning and am happy with the things I want to be good at
- I am confident about my future

These goals build on our strengths as a safe, child-centred and trauma-informed service provider, working collaboratively and listening deeply in complex spaces and places, trialling and adapting effective interventions, and bridging systems that serve children and families.

ENABLER 1:

EMBEDDING A RIGHTS-BASED APPROACH IN OUR PRACTICE AND FOR OUR PEOPLE

We've asked children and families about what matters to them, in the way we work together. We want to be the service provider that they choose to work with, making a promise to:

SUPPORT THEIR AGENCY

At 54 reasons, we take as our starting point that children and young people are not vulnerable or passive. Rather, they are deeply curious, naturally collaborative and remarkably resilient. We recognise the expertise children have in their own lives, and their capacity and right to actively shape their own future. We also know that parents are their first and best advocates. We start here.

BE ACCOUNTABLE

We're striving for better outcomes, because we know that good intentions have never been enough. We act in genuine and authentic ways so that children and families know we do what we say we'll do, and that we learn from our mistakes. We're honest, transparent and use our positional power responsibly.

BE INCLUSIVE AND ACCESSIBLE

As a secular, rights-based organisation, we celebrate diversity and challenge discrimination and structural inequality in all its forms. Our services are welcoming, safe and inclusive for all children and families, and we talk with children and young people in ways they understand.

Delivering on this promise for our clients in a consistent, contemporary and comprehensive way requires that the same experience is felt by our people. That is, our people will have ongoing opportunities to inform and guide our decision making, and drive innovation and improvement from the ground up. Our people will understand where and how they fit, and how the work they do matters, and so bring their best for our clients, their teams and our mission.

OVER THE NEXT THREE YEARS, WE WILL:

- apply highly evidenced Common Practices with confidence, fidelity and precision
- recruit locally, so our people reflect the communities we serve, with service models that can be delivered safely, effectively and efficiently anywhere in the country
- use data and children's voices in markets we are in to shape our partnerships and service offer
- implement our Outcomes Framework, measuring and acting on data and practice insights
- invest in professional and practice development for our people and support our people leaders to manage for outcomes
- engage with First Nations staff, leaders, communities and peaks to support self-determination
- further leverage technology to increase our reach, value and impact
- make our systems and processes more user-centred, and simpler for our people in the field.

ENABLER 2:

LIFTING A CONVERSATION ON CHILD RIGHTS AND PROVING THE POTENTIAL OF CHILD VOICE

We've heard from children, partners and funders that they expect our organisation to be a more vocal and visible advocate and leading voice on child rights, a voice that is principled and that helps to translate child rights into practical action. That we should be leading collaborative work to ensure children's voices, experiences and perspectives are heard in Australia. Investing in research to expand possibilities for change. And educating children, and all those with responsibilities towards children, about child rights.

We will do just this over the next three years. We want to build a coalition of partners committed to being better, together. To create the necessary conditions, at a systems level, for children to have their rights met, and to thrive. To make child rights part of everyday conversations and policy making.

OVER THE NEXT THREE YEARS, WE WILL:

- communicate widely about children's rights and why they matter, in a way that is compelling and tangible for children, parents, policy-makers and the public
- combine data and child voice to spotlight places and spaces where child rights are not being upheld
- embed children's voices into the governance of our organisation
- showcase our child rights practice framework, as well as voice and engagement methodologies and tools
- test and trial services to help other organisations engage meaningfully with children
- collaborate to create stronger child rights institutions, networks and ecosystems in Australia, so that children's rights become a national priority, and to ultimately pave the way for the incorporation of the Convention on the Rights of the Child into Australian law, policy and practice.



Photo: 2022 / Save the Children Australia

IMPLEMENTING OUR STRATEGY

As a rights-based organisation, we see children holistically, in the context of the families, communities, cultures and structures they live, learn and play in. And we know that no single organisation can or should work alone.

So, as we embark on this journey, we'll bring to bear all available levers – partnering and convening; advocacy and voice and direct service delivery – to address both direct and underlying causes of harm to children. This includes entrenched poverty, systemic racism, intergenerational trauma, and the continuing legacy and impact of colonisation and dispossession of First Nations people.

In delivering this Strategy we'll be inspired by children themselves.

We're jumping in, experimenting with new ideas and ways of working. If we spot a mistake, or that external conditions have overtaken us, we'll learn quickly together, keeping our goal of making child rights real in Australia front and centre. Not to mention celebrating the wins as we go!



Every child should be able to have their own opinion and to be able to express that by being heard by others."

Jas, 13, VIC

Photo: Photo: Dave Walters / Save the Children

OUR REASONS



The United Nations Convention on the Rights of the Child helps us as an organisation to chart what a child rights approach to service delivery and advocacy looks like in practice.

THE UNITED NATIONS CONVENTION ON THE RIGHTS OF THE CHILD:

54 articles on children's rights

The UN Convention on the Rights of the Child (CRC) sets out an inspiring vision for childhood and children – a world where all children's rights are fully respected and fulfilled. In 1990, Australia formally agreed to comply with the CRC's standards and uphold the rights of all children here.

Each of the CRC's 54 articles contains a right that children have, or a way to protect their rights. These are all interlinked, and all of them are held by all children.

There are four articles in the CRC that are regarded as core principles:

#2

The right to non-discrimination

#3

The best interests of the child

#6

The right to life, survival and development

#12

Respect for the views of the child

Understanding these four articles helps everyone understand the CRC overall.



Photo:?? / Save the Children

The United Nations Convention on the RIGHTS OF THE CHILD



#1

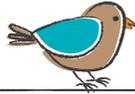
Everyone under the age of 18 has all of these rights

#2

You should be treated fairly

#3

Adults should do what is best for you



#4

Governments should protect your rights

#5

Your family should help you grow and enjoy your rights

#6

You have the right to life

#7

You have the right to a name, nationality and to know your family

#8

You should have an official record of your name, nationality and family

#9

You can live with your family, unless it isn't safe

#10

You should be reunited with your parent(s) if you are in separate countries

#11

No one can illegally take you out of Australia

#12

Your opinion matters, and adults should seriously consider your views in decisions that impact you

#13

You can learn new things and express yourself creatively

#14

You can choose what you think and believe



#15

You can start or join groups, and socialise with others

#16

Your privacy, reputation and family should be respected

#17

You should have access to reliable news and information

#18

You should be raised by your family, or a guardian who cares about and protects you

#19

You should be protected from being hurt or badly treated

#20

You should receive special protection and help if you can't live with your parents

#21

You should receive the best care possible if you are adopted or in foster care

#22

You should receive special protection and help if you are a refugee or asylum seeker

#23

You should have respect, care and support in living with a disability

#24

You have the right to healthcare, healthy food, clean water and a clean environment

#25

If you can't live at home, you should have your living situation regularly checked and reviewed

#26

Governments should help you afford the things you need to keep safe and healthy

#27

You have the right to food, clothing and a safe place to live

#28

You have the right to an education

#29

Your education should help you to thrive, enjoy your rights and understand your responsibilities

#30

You should be able to enjoy your own culture, religion and language, even if these are not the same as most people in your country

#31

You have the right to rest, play and relax

#32

You should be protected from work that exploits you, or harms your wellbeing and education

#33

You should be protected from anything to do with harmful drugs

#34

No one can sexually abuse or exploit you

#35

You cannot be kidnapped or sold

#36

No one can exploit you in any way



#37

You have the right to be treated fairly, even if you commit a crime

#38

You have the right to protection and care in times of war

#39

You have the right to special care to help you recover, if you have been harmed by war

#40

You should be helped and treated fairly if you are accused of breaking the law

#41

You should enjoy the protection of any Australian laws which provide better rights than the ones listed here

#42

You have the right to know your rights

#43-54

Governments, the United Nations and adults need to work together to protect your rights, and hold each other accountable for this





At 54 reasons, we champion the children, young people and families we work alongside. In doing so, we're inspired by the curiosity and creativity of children, the diversity of their experiences of the world, and the love of those who care for them.

FOR MORE INFORMATION, CONTACT: INFO@54REASONS.ORG.AU

54 reasons is part of the Save the Children Australia Group. Save the Children Australia is a charity registered with the Australian Charities and Not-for-profits Commission ABN 99 008 610 035.



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