



2021/22 **Annual Report**





Acknowledgment of country

Blue Knot Foundation respectfully acknowledges the Traditional Owners of the land on which we work and pays respect to their Elders, past, present and future. We acknowledge their strength and resilience to thrive as Sovereign Owners and are honored to journey with all Indigenous people on the path to healing and reconciliation.

We would also like to acknowledge people with the lived and living experience of complex trauma and its effects and confirm our commitment to empowering people impacted by complex trauma to live full and rich lives.

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Chair's Report

I am extremely proud to have been Chair of the Board of the Blue Knot Foundation during 2022 and of our achievements during the year.

Big things are built one brick at a time. Despite the challenges of the last few years, I am proud of the advances and achievements we have made over the last twelve months further meeting our key objective – to advocate for and empower the recovery of people who have experiences of complex trauma.

In October 2021, in recognition of the third anniversary of the National Apology to Victims and Survivors of Institutional Child Sexual Abuse, the Commonwealth Government named Blue Knot Foundation, The Aboriginal and Torres Strait Islander Healing Foundation, and Australian Childhood Foundation as the consortium to establish and run the new *National Centre for Action on Child Sexual Abuse*. The National Centre will give voice to the experiences of victims and survivors of all ages, life stages and communities to drive generational change. The Australian Government has initially invested \$22.5 million over five years to fund the operations of the National Centre.

This is a tremendous accolade for Blue Knot Foundation. It is also an acknowledgment of our pioneering leadership in the sector.

We are incredibly indebted to, and proud of the work done by our President, Dr Cathy Kezelman AM, our Deputy CEO Belinda Johnson and the Blue Knot team, in establishing the National Centre in addition to their Blue Knot responsibilities. Thank you.

The second half of this year has been a time of reflection, celebration, and review of Blue Knot's Strategic Plan for 2018–22 with the establishment of our Strategic objectives for the next 3–5 years. Some of us may aspire to some audacious goals, however the theme to 'hasten slowly' must be respected,

particularly in the current environment. Indeed, we cannot predict the future with any great certainty, and we must ensure that our ongoing strategic plans are malleable and can be revised along the way.

Blue Knot Foundation also launched a new refreshed, fit for purpose website. The community website provides an easy to navigate accessible hub and pathway to support, and up-to-date information and resources to empower recovery for those affected by complex trauma. It has been developed using trauma-informed principles and to meet the needs of people living with disability. Blue Knot has also developed a separate professional community site, where practitioners, service providers and leaders can readily access diverse professional development training options, reflective practice, supervision and consultancy services as well as evidence-informed publications and fact sheets. As our professional community grows, we will be able to provide more practitioners, leaders and services with the tools and skills to support survivors safely and empathically towards recovery.

I say with a degree of consternation that the worst of the COVID-19 crisis is behind us. We have had to deal with significant uncertainty that has changed the working environment. Initially, the uncertainty around isolation rules, and the rapid shift to working from home were big challenges for most organisations, as no-one could predict what was around the corner. Now, managing a hybrid workplace, we continue to learn and embed new ways of team connection, sharing values and prioritising staff wellbeing. Throughout these challenging times, our teams have also responded to increased demand across service delivery, trainings and engagement whilst always maintaining service continuity and excellence. Upholding a positive culture during this time has been a high priority and we have worked hard to listen, communicate openly, reflect, and make adjustments, as necessary to uphold the harmony of our workforce. My sincere thanks to our Executive Team for engaging the leadership team to conceptualise and maintain a culture of cohesion and mutual respect.

We remain grateful to the Commonwealth Government for their support of our work at Blue Knot. In 2022 we secured ongoing Redress funding for 2023-24 enabling continuing expert support to people with experiences of institutional child sexual abuse inquiring about or applying to the National Redress Scheme. The continuing support from the Department of Health for the Blue Knot Helpline is critical to provide specialist trauma-informed counselling. Our Helpline itself has never been busier with 92% of callers being survivors, mainly of childhood trauma. In the last 12 months Blue Knot counsellors on this Helpline provided 25,021 Occasions of Service across all of our channels – phone, webchat, email.

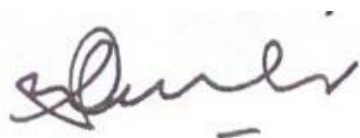
The National Counselling and Referral Service (NCRS) was established to support the work of the Royal Commission into People with Disability with Experiences of Violence, Abuse, Neglect and Exploitation but has become much more. We are undertaking an evaluation of our Correctional Centre work in partnership with University of Queensland. The team has observed and anecdotally heard of the profound changes inmates are experiencing as a result of the trauma-informed counselling provided by the team.

Our work in providing evidence-informed resources to survivors of complex trauma and their family members and in building a trauma-informed professional community continues to be highly regarded within the sector. Our Training, Practice and Organisational Change arm continues to grow steadily building the capacity of diverse leaders, practitioners and staff from a broad range of sectors and services to deliver trauma-informed services to survivors.

I would like to thank the Blue Knot Board for their time and contribution throughout the year. Unfortunately, four board members stepped down from the Board during the year. Angela McKenzie Mountain and Terry Kirkpatrick stepped down after 5 years on the board at the AGM. Angela has continued to support the organisation through the Finance, Audit and Risk Committee and Terry Kirkpatrick continued on as Company Secretary; Philippa Bell and Sarah Grafton stepped down for personal reasons. We thank them all very much for their contributions, work and commitment to Blue Knot.

We have welcomed four new board members – Jillian Harrington, Judith Gullifer, Liza Nadolski and Conrad Staff – ensuring we continue to have a robust board with professionals with strong industry, sector, policy, and board experience.

Finally, my deepest thanks to two members of our board who are the backbone of our organisation – our President Dr Cathy Kezelman AM, and Deputy CEO Belinda Johnson. Their passion is ever-present, and their work is tireless. They have embraced the challenges as they came, and at the same time supported staffing stability, maintained a strong positive culture, and ensured excellence in service delivery and high acclaim in the sector.



Silvio Del Vecchio
Chairman, Blue Knot Foundation

President's Report

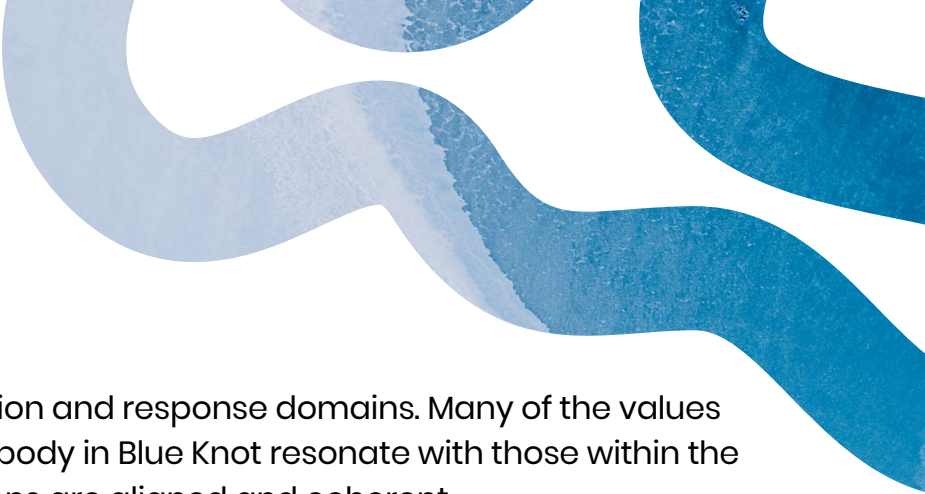
As the Blue Knot team reflects on the last 12 months, we can be truly proud. We have ridden the ongoing roller-coaster of COVID-19 together, unwavering in our commitment to the community we support.

Like everyone in this uncertain world we have had our challenges, but we have much to celebrate – achievements not for the sake of achievement but for the express benefit they can yield to survivors of complex trauma throughout Australia.

As you read through the following pages, we hope you enjoy our snapshot into the world of Blue Knot Foundation – a world populated with passionate committed staff who every day help empower recovery for the more than 5 million Australian adults living with the impacts of experiences of violence, abuse, neglect and exploitation. In the following pages you will read about our work, our reach and our impact.

We also know that beyond that, are the many small changes we support in people's lives often in ways we don't even hear about. I am continually blown away by the sentiments expressed in incidental meetings, or when engaging with different stakeholders for other reasons. It is humbling and inspiring to see and hear the difference we can and do make together with our partners, and others who join us in delivering our mission.

This year was especially exciting as Blue Knot Foundation together with Australian Childhood Foundation and The Aboriginal and Torres Strait Islander Healing Foundation won the tender to establish and deliver the National Centre of Action on Child Sexual Abuse. This is initially a 5-year Commonwealth funded initiative with conversations with the States and Territories, corporates and philanthropists underway to secure sustainability for the long haul. The agenda of the National Centre is intimately aligned to that of Blue Knot but focusses specifically on child



sexual abuse across the prevention and response domains. Many of the values and principles we enact and embody in Blue Knot resonate with those within the Centre, and the strategic directions are aligned and coherent.

This year also sees us entering a new strategic planning cycle as we come to the end of our 2018-2022 strategic plan. It is affirming to reflect on the plan and map our activities, outputs and outcomes from the last 5 years against the plan. Quite simply, a great deal has been achieved and Blue Knot 2022 is a vastly different organisation from that in 2018 in size, reach and organisational maturity. I would like to thank the Blue Knot team, Belinda and Tamara for their respective roles on the Executive, the leadership team and each and every member for their contribution to a remarkable organisation whose mission to empower recovery for adults with a lived and living experience of complex trauma remains front and centre always.



**Dr. Cathy Kezelman AM,
President and Executive Director**



2022 Snapshot

Launched new WCAG 2.0 compliant website for our communities

- > Blue Knot community www.blueknot.org.au
- > Blue Knot professional community <https://professionals.blueknot.org.au/>

In the last 12 months, we:

Delivered:



>25,000 Occasions of Service on Blue Knot Helpline – 10% increase Y on Y



>5,500 Occasions of Service around National Redress Scheme – 11% increase Y on Y



>9,000 Occasions of Service on the National Counselling and Referral Service



1,562 engagements with closed institutions (Jan–June 2022)



763 booked counselling sessions to inmates in closed institutions



449 training sessions



630 sessions of group supervision

Celebrated:

- > Refreshed brand
- > Blue Knot Day 2021 with a digital Festival of Healing: Building a Trauma-Informed Community

Supported:

176

176 people with information and referrals around the National Redress Scheme

125

125 people through the redress application/outcome process

Reached:

5.4m

5.4 million viewers through media

>25K

>25,000 fact sheet downloads

>19K

>19,000 publication downloads

1.2m

1.2 million web page views: 415,000 visitors

>20,000

>20,000 video views

62,000

62,000 people monthly through Breaking Free newsletter

>20,000

>20,000 professionals quarterly through Blue Knot Review

10,499

10,499 attendees at our training programs

More people on social media: 7% growth Y-Y across all channels



facebook;
49% Y-Y



Instagram;
76% Y-Y



Our Team

The Blue Knot team is an incredible group of passionate committed professionals, from diverse walks of life united in a common purpose – to advance the needs of people and communities impacted by complex trauma.

Challenged as we all have been by a pandemic which has extended beyond our worst imaginings the team has never wavered. As we grow and evolve our connection, shared values, trauma-informed and culturally safe principles will continue to shine front and centre. That's because we know that each one of us has their own life story, journey and needs and it is about being there for one another and together for those seeking our support.

Our Engine Room Team

This team is the lifeblood of the organisation and one which often does not receive the recognition it deserves. In the fast-paced year of COVID and growth, we have never asked more of our Ops team, so steadily led by Belinda Johnson, Deputy CEO and with Wayne Spall heading up our ever-expanding IT/data team, and Anne Medland leading marketing. Not only have we needed to be agile to meet the demands of a changing world, but we have upgraded and integrated a range of new systems over the last 12 months. This has been so small feat so a big thank you and to all of our HR, admin, data and finance people.

Our Counselling Teams

Counselling people who have experienced repeated trauma and betrayals and who struggle to be safe is a highly specialised nuanced skill, and one which our counsellors have in spades. The frequent and very meaningful thank yous we receive are testament to the amazing work our counselling teams do day in day out, listening, hearing, informing and supporting. Led by Arlene Gaffney and Neta Fleiderman we are so proud of the work we do to help empower people whose lives have been upended by the traumas they have experienced. We can't thank you enough for your professionalism and grace.

Training, Practice and Organisational Change team

This team continues to grow steadily and concertedly under the thoughtful guidance of a member of the Blue Knot Executive, Tamara O'Sullivan. Not only is our internal team expanding in number and skills but so is our external team of trainers, supervisors and consultants. We are honoured to be able to support practitioners and staff from a broad range of sectors and services on their journey. This journey weaves through training, reflective practice, supervision and a step-wise trauma-informed change process – whatever is needed for others to join as we build a trauma-informed community which can respond to the needs of survivors of complex trauma together. And one in which staff are supported to stay healthy and well in the process.

Our Executive and Leadership Team

This year we have been delighted to expand our Executive Team by welcoming Tamara O'Sullivan to join Cathy Kezelman and Belinda Johnson on the Executive. As the organisation grows so do the strategic planning and implementation needs. Tamara brings extensive strategic leadership experience from across multiple roles and sectors. The Executive together with the managers of the counselling teams – Arlene Gaffney and Neta Fleiderman, along with Anne Medland, Marketing Manager have together welcomed a new member to the leadership team, Wayne Spall, IT Manager. Together we make an aligned purpose-driven team which is proud to play a role in supporting Blue Knot to best meet the needs of people seeking our services.

Our Board

2022 has seen several changes to our board with a number of board members stepping down for personal reasons, but several additional, skilled and motivated directors joining. We also thanked our previous Chair, Sarah Gatehouse for her leadership and welcomed our new chair, Silvio Del Vecchio. It is an exciting time as we approach the end of our 5-year 2018-22 strategic plan and begin discussions regarding our next strategic plan. We are most grateful to the board for their guidance and support over the last 12 months.





Blue Knot Helpline and Redress Support Service

The Blue Knot Helpline and Redress Support Service is committed to delivering ethical, professional services. It provides trauma specialist counselling, information and referrals to adults with experiences of complex trauma, mainly from childhood including people who experienced institutional child sexual abuse. For many callers, the service is life changing:



In the 2 years I've had access to Blue Knot I have experienced more growth than in the decades before that" 01/09/2021 Anonymous

The staff on the Helpline are skilled, supported and well-resourced to enable them to continue to provide optimal support to callers. People feel heard, listened to and believed:



Blue Knot is the best support for me. I don't know what I'd do without them. You always seem to know what I need" 01/09/2021 Lili Tuwai

Over the last twelve months, we have adapted our practices to be more responsive to the changing needs of our Modern Workplace and to COVID and its impacts. We now have counsellors working right across the Eastern Seaboard, and are looking forward to building our safety and quality frameworks further as the service aligns with the National Safety and Quality Digital Mental Health Standards over the next 12 months.

Blue Knot Helpline

The Helpline has never been busier or truer to its mission of supporting adult survivors of childhood trauma and those who support them personally and professionally. The service operates seven days a week, between the hours of 9am and 5pm AEST/AEDT and is delivered over the phone, webchat and email. It is a critical service which fosters hope and provides crucial support to those in need.



The Blue Knot Helpline has saved me a number of times. With support from my therapist and the Helpline I don't relive my trauma every day and feel free of the past abuse" 01/07/2021 Andrew Lewis

Calls are often complex, and callers have a diversity of presentations and issues, related to their lived and living experience of often multiple traumas over time. The Helpline counselling team is a team-based service which works within Phase 1 of the 3-phased Trauma Recovery Model, articulated in our clinical model.



Thank you to the Blue Knot Counsellors for their acceptance, patience and understanding for the past traumas I experienced. I feel better each and every time I call the service, I feel less alone and connected to others after speaking to the Helpline" 01/11/2021 Emma

All work is informed by our trauma-informed principles, culturally safe practices, organisational values and attunement to the individual needs of callers. Anecdotally many other services are not able to adequately meet callers' complex needs:

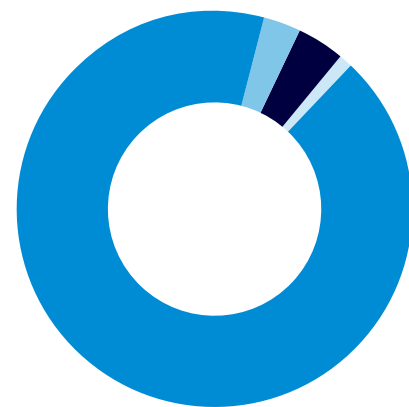
“ I have used your service a number of times and I can't stress enough how wonderful you all are. There is no understanding of Complex Post Traumatic Stress Disorder (CPTSD), emotional unavailability or the idea that we are normal people having normal reactions to abnormal situations in the town (and surrounding areas) where I (unfortunately) live.

The emotional and mental loneliness is devastating because family and friends don't believe any of it any more than the so – called experts – we're alone.

The people on the end of the line (helpline) are the only ones who get it and care – thank you.

I can only imagine how exhausting it is for all of you (especially after listening to me) but if it helps, please know that you are making a difference to people's lives and your efforts aren't for nothing” (Anonymous, 24/06/2022).

In the last 12 months Blue Knot counsellors provided 25,021 Occasions of Service across phone, email and webchat channels.



92%
of callers to the
Helpline are
survivors

3%
personal
contacts

4%
professionals

1%
members
of the public

Blue Knot Redress Support Service

Blue Knot supports people with experiences of institutional child sexual abuse inquiring about or applying to the National Redress Scheme.

The Redress team is honoured to walk alongside applicants as they navigate the Scheme and provide the best possible support they can. This is a highly personal journey, and applicant choice, empowerment and safety are paramount. Our counsellors work with clients as they decide their path through redress or civil litigation and in some cases, the criminal justice process too.

In this year we have expanded our leadership structure, streamlined our processes and further optimised outcomes (in terms of redress payments, ongoing counselling and psychological care and Direct Personal Response e.g. apology).



I have to provide some feedback for my Blue Knot counsellor. In therapeutic relationships, the dynamic does not always work.

I have been incredibly privileged to have had this counsellor 'assigned' to work with me to complete and submit my redress application. She encourages me to be brutally honest with my assessment of her and I am.

I give her 10s because that is what she deserves. I always feel heard and understood, her approach could not be better suited to me and we always seem to move forward in a positive way.

I would highly recommend any new people buddy with my counsellor if that is a possibility. I have worked with a ridiculous number of counsellors, social workers, psychologists, psychiatrists etc for over four decades and the Blue Knot counsellor is without doubt the most exceptional.

I am a demanding 'client' with high expectations and my counsellor has never let me down. She has helped to repair me in ways I can't begin to explain and I hope she is as appreciated by Blue Knot as she is by me.

I know our relationship will come to an end but while I will miss our conversations, I will be forever grateful she left me better than she found me. We should all aim for this with every person we encounter." Belinda

Our capacity to optimally support clients is further enabled by the use of Feedback Informed Treatment. This measure of therapeutic alliance and client wellbeing helps us better pace the application process and frequency of sessions.

“ She wanted me to thank you and the BK team for all the hard work on her behalf to support her. This will make such a massive difference to her life. She now plans to pack up and move back home to Tassie to live near her family/ adult children and grandchildren -no more living in her car. I'm almost crying myself....” Notes taken by a member of the counselling team after a redress client received her outcome.

Blue Knot collaborates nationally with other Redress Support Services, attending regular interagency meetings, actively supporting outreach initiatives and completing a number of redress related projects. In this last 12 months Blue Knot supported 38 people to conceptualise and receive a meaningful Direct Personal Response (eg apology) from the institution/s in which they were harmed.





National Counselling and Referral Service

The National Counselling and Referral Service (NCRS) was established to support the work of the Royal Commission into People with Disability with Experiences of Violence, Abuse, Neglect and Exploitation but has become much more.

As the Disability Royal Commission will close its doors in the second half of 2023 and deliver its final report in September 2023, Blue Knot is very aware of the critical role of this service in supporting people with disability and experiences of complex trauma more broadly. This has been especially pertinent during the times of COVID-19 but has been long needed, filling a key gap for people facing many barriers to inclusion and participation.

For many people using our service the emotional support, information and referrals they receive is a revelation and a service which is much needed in an ongoing way.



Words can kill you; I hear my father's words to me when I wake up every day and it's been slowing killing me. But words can save you too and the counsellor's words have saved me". Anonymous

Our sessional work in Correctional Centres is a case in point. As we expand into States and Territories around the country, we hear every day of the fundamental ways in which our work can support people to change their perspective of themselves, their place in the world and the potential for a different future. We

now provide booked private and confidential trauma-informed counselling sessions over the phone to inmates within Correctional Centres around Australia. These sessions are short-term with a maximum of 6 phone sessions provided per counsellor, and for ongoing work switching to another trauma counsellor on the team, as this is a team-based service.



I can't believe what you people do. Talking with my counsellor and with you just now and with others before – it makes such a difference. Can you please pass on my thanks. I am so institutionalised, but this makes me feel human.” Anonymous Oct.2021

The NCRS team had observed that many Correctional Centre callers are starting to show hope for the future e.g. wanting to pursue counselling once they're released. This hope is more pronounced in CC calls than with other calls to the NCRS. The inmates also know that they want trauma-informed counselling, and the level of safety and understanding it evokes. They stress that this is different to the psychological support that they've generally had in prison. They often comment that the NCRS treats them like they're human beings and this is a rare experience for them.

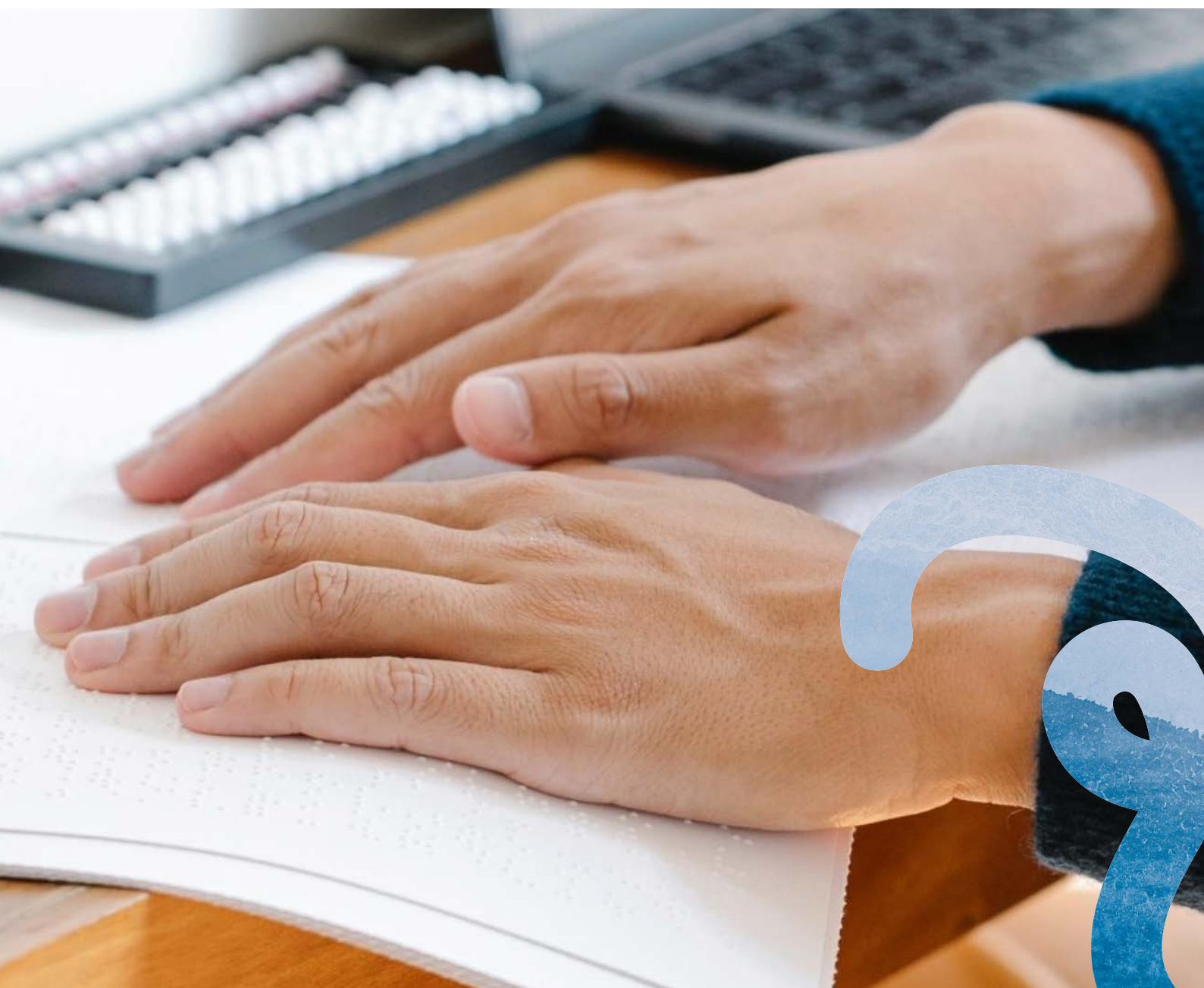
They note the benefits of the approach of “what happened to you?” rather than “what's wrong with you?” which they get everywhere else, especially in prison. For many the prison system is retraumatising “please don't think we're being rehabilitated in here”. In fact, our counsellors are hearing stories of brutality on the inside. Inmates articulate that they need to put their defences up as soon as the call finishes as the vulnerability they show on the call potentially exposes them to additional victimisation after the call.



I'm lucky to find out about BKF. You have helped me find out the root cause of my issues. A lot of us don't realise the pain we're in & don't know how to cope. Talking to you has helped me look at the pain & the meaning of it, know it in my heart & the steps to grieve & heal it. You helped to calm me down at times & took me through mindfulness instead of just telling me to do it. I'm very thankful to you all of you.” Anonymous Dec 2021

We are delighted to be undertaking an Evaluation of our Correctional Centre work in partnership with University of Queensland. We have every reason to believe that the qualitative and quantitative data we collect in that process will confirm the anecdotal feedback we are receiving.

The team has observed and heard of the profound changes inmates are experiencing as a result of the trauma-informed counselling provided by the team. As the DRC is scheduled to deliver its final report in September 2023 and the longevity of this work is uncertain, it is critical to seek to establish an evidence base around its efficacy given the challenges with recidivism within this population.





Training, Practice and Organisational Change

This has been another successful year for the Training, Practice and Organisational Change portfolio.

In the Training for Individuals' space there was a 48% increase in the number of training courses offered, reaching our highest ever number of public training courses at 111, with a total of 3,327 participants in this stream which is an 11% increase year on year.

The virtual space has also attracted international attendees across the span of training offerings, predominantly from New Zealand, The Netherlands, Canada, USA and we also had a participant from Hong Kong.

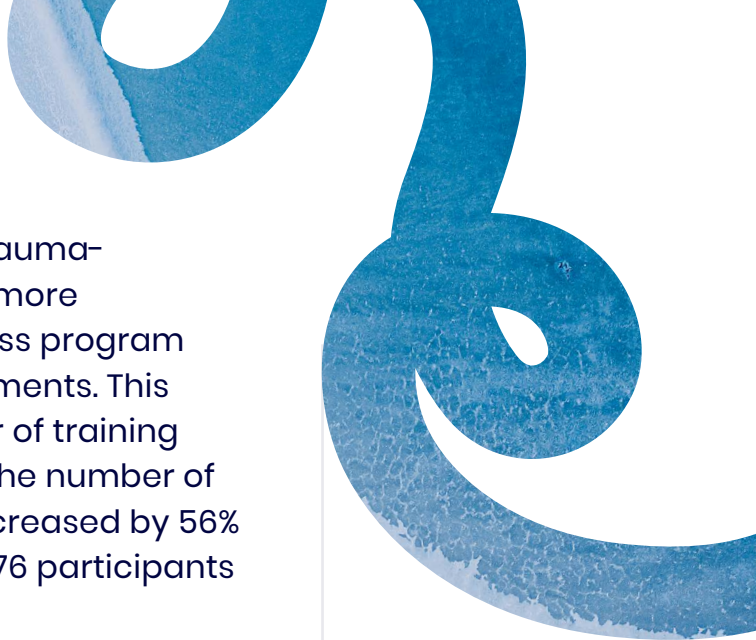
In the Training for Organisations' space there was an increase in larger organisational contracts with multiple sessions across their business areas. As the community becomes more trauma-aware, legislation and program

commissioning has started requiring a “trauma-informed approach”. This has seen many more organisations seek to train their staff across program streams to effectively meet these requirements. This year has also brought the highest number of training sessions and participants in this stream. The number of participants attending the training has increased by 56% with another record being broken with 6,776 participants attending organisational training.

Virtual classrooms have remained popular with 53% of training being facilitated online compared to the 40% face-to-face. Given the increase in individuals’ capacity to work online this has remained a preferred option for both individuals and organisations.

“ Really appreciated this session both from a content perspective and from a design perspective; the breakout rooms allowed for meaningful discussion of the content and kept me engaged as a participant. The training was highly relevant to my work, and I left feeling equipped with new theories and ideas, as well as strategies to begin their implementation with my team and in my work. This was an incredible valuable training, thank you.”
Tasha, National Youth Programs Manager (attended leadership training)

“ This training provided an excellent overview of the guiding principles and practical strategies of trauma informed approaches for working with victim/survivors through evidence-based approaches. The high level of expertise and experience of the presenter brought depth and breadth. I greatly appreciated the case studies, numerous de-identified client stories and examples of ways to talk through the strategies with clients.”
Laura (attended DFV Trauma Lens training)



48%

48% increase in the number of training courses offered

10,499

10,499 participants attended BKF training

449

449 training programs facilitated

74

74 trauma-informed supervision contracts

630

630 trauma-informed supervision sessions

68% increase



This training was incredibly useful in providing tools to enhance the somatic and environmental safety of clients. I feel this training will help me focus safety as paramount in my work with victim/ survivors."

Miki, Specialist Family Violence Practitioner (attended Three Phased Approach Level 1)

The supervision and reflective practice stream continues to grow from strength to strength. The number of contracts increased from 46 to 74 and the number of sessions increased exponentially with a leap from 271 to 630. The profiles of sectors has shifted slightly with an increase in the Family and Youth and Domestic and Family Violence sectors engaging in supervision and Legal and Justice still being the leading sector seeking support. There has been an increase across broader sectors' understanding the importance of embedding and integrating knowledge as well as creating a consistent space for staff to consider their own wellbeing. The clear messaging about the purpose and structure of supervision has also assisted in the growth of this program.

Our survivor and carer workshops were also trialed virtually to great success with many attendees preferring this option. There was much greater attendance and blended options will continue to be offered.



It was well structured, sensitively delivered and contained a great overview of key concepts relating to complex trauma and self-help strategies to help overcome 'in the moment' triggers" – Anonymous



Thanks so much. Very helpful and informative seminar. Well-presented and constructed seminar." – Anonymous

Marketing, media and social media

This has been a big year for marketing and social media with the refresh of our brand and the launch of our new websites for the Blue Knot community and professional community in the first quarter of 2021-22.

The launch of websites responding to our two communities was the culmination of a collaborative effort across the organisation and a highly considered exercise in terms of brand, look and feel and accessibility. Alignment to trauma-informed principles and WCAG 2.0 accessibility guidelines, as well as the sensitive selection of images has paid off. We are delighted to have websites which our communities can access whenever they are looking for important information, tools, resources and services.

Our new brand identity also launched, reflecting Blue Knot Foundation's position as a survivor-focussed professional, trauma-informed, inclusive organisation and leader in its field.

Blue Knot Day

The theme for Blue Knot Day 2021 was "Building a Trauma-Informed Community" where we shared a range of resources, activities and tools across our social media as well as providing two tailored webinars. We also shared stories from survivors which were extremely well received, reinforcing the importance and impact that sharing lived and living experience in building trauma awareness across the broader community.

Media

During 2021-22 Blue Knot featured in 767 media coverage pieces across online, print and radio. This was to an estimated audience of 5.54 million people to the advertising equivalence of \$5.14 million.

Marketing and social media





Our social media strategy launched towards the end of 2021 and over the past year has focussed on a proactive approach to building our social media presence. A content framework has been developed, and this is built out on a monthly basis with a mix of messaging and methods of engagement. This starting point will allow us to determine what is working well and where we need to continue to focus efforts particularly in regard to attracting under-represented audiences.

Publications

19,473

Digital downloads and hard copy purchases





Blue Knot Day

BKD 2021	Posts	Impressions	Engagement	Net Follower Growth
	32	33,202	575	16
	34	27,425	1,438	25
	14	5,665	335	17
	15	8,107	483	18
Total	95	74,399	2,831	76

2021	Videos	Views	Impressions	Avg View Duration
	14	3,305	23,953	5.7 mins

Marketing Metrics for the Year

Social Media

	Audience	Audience Growth *	Published Posts	Impressions	Engagements
	14,387	950	382	13,029,592	58,837
	2,686	315	339	166,983	5,237
	3,652	1,583	86	80,680	5,028
	2,687	881	143	870,197	5,872
Total	23,412	3,729	950	14,147,452	74,974

* compared to 20/21

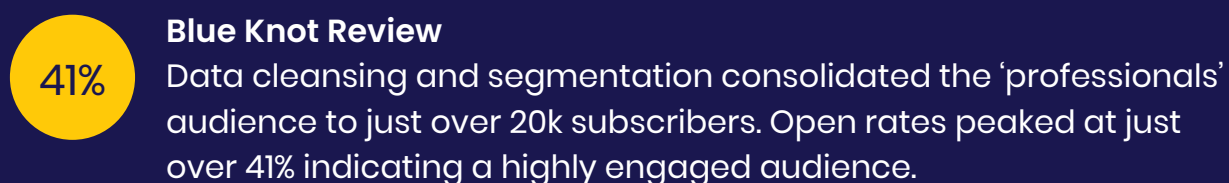
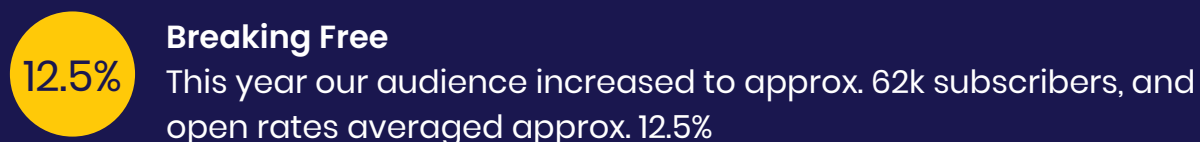
Video Views



Website



Email Marketing





National Centre for Action on Child Sexual Abuse

The new National Centre for Action on Child Sexual Abuse has been established by Blue Knot Foundation and its partners, The Aboriginal and Torres Strait Islander Healing Foundation, and Australian Childhood Foundation. This new organisation was a recommendation of the Royal Commission into Institutional Responses to Child Sexual Abuse online and is focussed on child sexual abuse, within families, homes and other settings as well as institutions.

Established in October 2021 the National Centre has responsibility across five functional areas – leadership, stigma reduction, raising awareness, capacity building and research and evaluation. These areas of responsibility cross prevention and responses to victims and survivors across the lifespan and from different cultures and backgrounds. It is currently funded by the Commonwealth government for 5 years but is seeking State and Territory support as well as corporate and philanthropic support to enable it to grow and be sustainable over the longer term. The lived and living expertise of victims and survivors of child sexual abuse will inform everything the Centre does, and to this end the Centre has formed a series of Colleges: A Survivor-led Adult College; First Nations College and is developing a participatory framework for the involvement of children and young people.



The Hon. Amanda Rishworth MP, members of the National Centre for Actions' board and management team at the launch in October 2022

The Centre will be collaborating closely with many other different stakeholders, including all governments, agencies, diverse sectors, researchers and academics to inform policy and practice. It will work closely with other government initiatives including the National Strategy to Prevent and Respond to Child Sexual Abuse delivered by the National Office of Child Safety and multiple other plans and strategies. The initial work of the Centre was a scoping study which delivered 9 key projects to establish what is working, what isn't and where there are gaps. From these projects the Centre identified 25 themes and these themes are informing a five-year strategic plan to drive the challenges to which the Centre is seeking to respond. Blue Knot is thrilled to be working with its like-minded partners and so many other stakeholders to make a real difference in the landscape around child sexual abuse.

leadership

**stigma
reduction**

**raising
awareness**

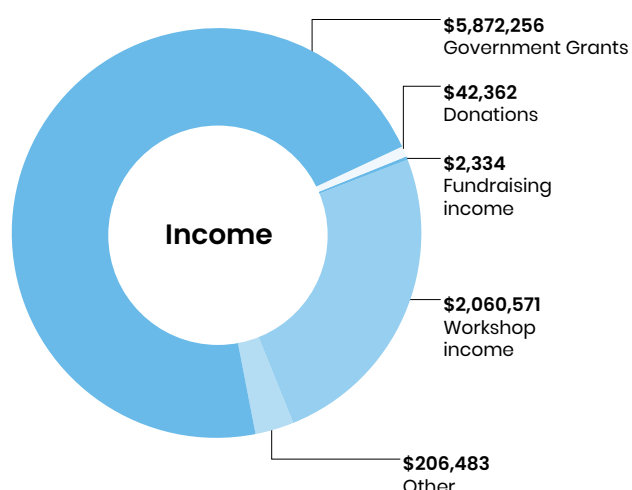
**capacity
building**

**research
and
evaluation**

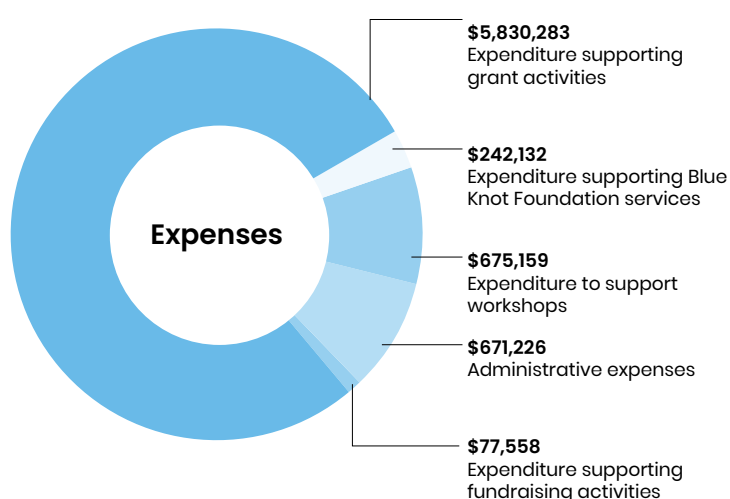
Financial Position

The summarised accounts presented with this report are for the financial year 1 July 2021 to 30 June 2022. You can download a copy of the audited [financial statements](#) from Blue Knot from the website.

This Financial year 2021 – 2022

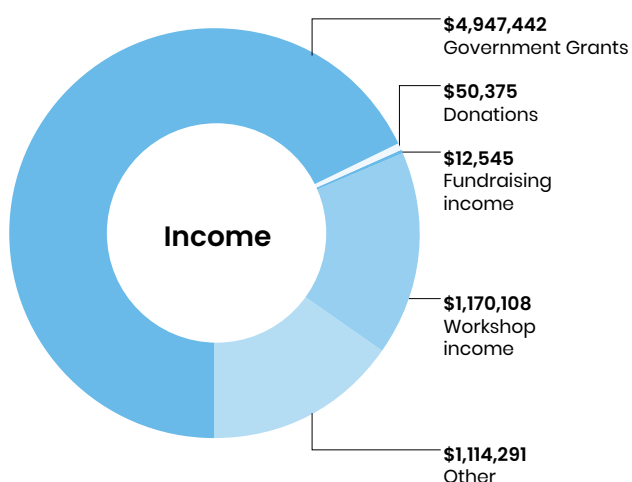


Total Revenue: \$8,184,006

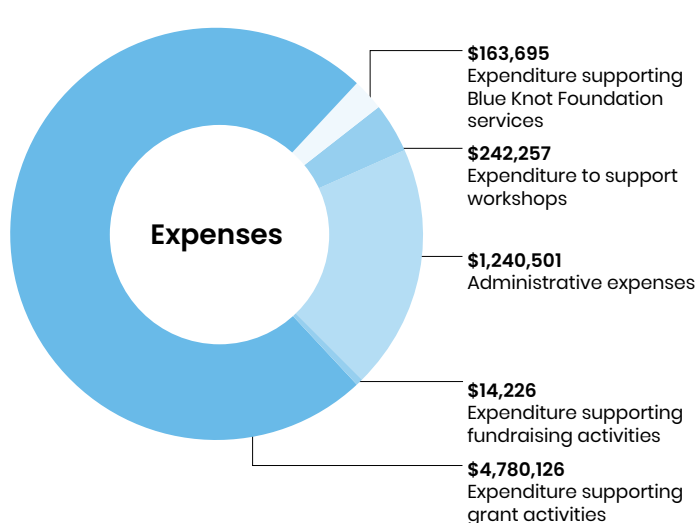


Total Expense: \$7,496,358

Last Financial year 2020 – 2021



Total Revenue: \$7,294,761



Total Expense: \$6,440,805



**Blue Knot Helpline and
Redress Support Service**

1300 657 380

7 Days a Week

between 9am – 5pm AEST/AEDT

or via email helpline@blueknot.org.au

**National Counselling
Referral Service – Disability**

1800 421 468

9am – 6pm AEST/AEDT Monday – Friday

9am – 5pm AEST/AEDT Sat, Sun & public holidays

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