

HELLO INITIATIVE.

ANNUAL REPORT.

2023-24

ACKNOWLEDGEMENT.

Hello Initiative recognises the Traditional Custodians of the land on which we live and work, and that sovereignty has never been ceded. We pay our respects to Elders past and present, and to all First Nations peoples.

Hello Initiative particularly acknowledges the Whadjuk people of the Noongar nation as the Traditional Custodians of the land on which this report was produced.

Hello Initiative acknowledges that historical, present and ongoing systemic, institutional and individual racism disproportionately impacts the lives of First Nations young peoples, who are mass incarcerated by the youth criminal legal system.

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ABOUT

HELLO

INITIATIVE.

WHO WE ARE.

Hello Initiative is a dynamic social impact innovation agency. We are driven by an unwavering belief that we can do better for children growing up in Western Australia who are engaged in WA's criminal legal system. We know that our legal system often delivers a "revolving door of justice", resulting in children who engage with the criminal legal system on an ongoing basis, often permanently impacting their future prospects.

Hello Initiative works to deliver impactful programs that provide real world support to children who are impacted by a criminal legal system that is designed to harm and not help.

We work with youth justice services to innovate for more effective and efficient ways to do things, and to drive collaborative change. We also partner with Western Australian enterprises to reduce their environmental waste and increase their social impact. We are committed to unravelling complexities, speaking truth to power, and crafting a safer, more equitable community for all of us.

OUR MISSION AND VISION.

Our mission is to improve the social and judicial outcomes for young people involved in criminal justice in Western Australia. We do this by providing support relevant to the real world.

Our vision is for a fair and equitable justice system that supports young people and their families to make better choices and build a better future for their community. **We believe in learning from mistakes.**

OUR VALUES.



KIND.

We are kind in our perspective and we seek to understand our clients, our stakeholders and our community. We deal in the business of justice.



CURIOUS.

We are curious to try new things and believe there is always a better way. We seek to spark new ideas and embed innovation in a fractured system.



BOLD.

We are bold in the way we design our supports and the way we do business. We do not accept the status quo.

LETTER FROM THE CEO.

"This is no time for ease and comfort. It is time to dare and endure." – Winston Churchill

The past year has been one of significant growth and activity for Hello Initiative, and I am honoured to present our Annual Report for 2023-24.

Reflecting on HI's journey, it is remarkable to witness how far we have progressed in just five years, as we continue to drive meaningful change within WA's youth justice landscape.

One of our key achievements this year was the statewide expansion of the Mobile Support Project (MSP). This milestone marks an important step forward, with refurbished mobile phones and devices now accessible to all young people in WA, including those in rural and remote communities where connectivity and online services are most essential.

In late 2023, we also successfully launched our inaugural Youth Justice Innovation Advisory Council (YJIAC) program. This accomplishment represents a significant advancement for HI. Bringing this project to fruition required considerable perseverance, especially after multiple false starts with program models. The commitment of our team to ensuring that young people's voices are central to our services exemplifies the values of Hello Initiative and demonstrates our belief in addressing the issues that matter most.

It is important to acknowledge that 2023-24 was not without its challenges. Some of these challenges are shared – the current economic climate led to tighter financial resources, and the rising cost of living made it increasingly difficult for individuals to contribute their time to volunteering—an essential component of our largely volunteer-led workforce.

We also faced challenges unique to HI. Securing mobile phones proved more difficult than ever due to factors including the growing prevalence of BYO device models, community concerns around data security following some very public data breaches, and an impending shutdown of the 3G network across Australia which will render many older devices obsolete.

2023-24 has ultimately been a year of perseverance. As we look to the future, I am confident that HI will continue to rise to our challenges and drive positive outcomes for young people.

Thank you for your support of Hello Initiative, over the past year and into the future.

With optimism,
Ashleigh

LETTER FROM THE CHAIR.

On behalf of the Board, I want to congratulate Hello Initiative (HI) for an outstanding year despite challenging circumstances. In the face of a youth justice system in crisis, evidenced by the tragic deaths of two young people in detention, HI's programs have proven crucial. The ongoing Coronial Inquest into Cleveland Dodd's death has exposed deep systemic issues, highlighting the urgent need for change.

However, the work of Hello Initiative has been a bright spot. The positive feedback we've received—from data, testimonials, and service partners—confirms that we are making a tangible difference in the lives of young people navigating the youth justice system. Despite the challenges, we are on the right path, and every small step contributes to positive outcomes for those we serve.

As HI marks 5 years since its inception, our work continues to strike a balance between financial sustainability, strong governance, and a clear strategy that aligns with our mission and vision. While our volunteer-based model keeps costs low and creates valuable opportunities for community involvement, the growing demand for our services presents both a strength and a challenge.

The HI Executive team has done a remarkable job upholding our core values—Kindness, Curiosity, and Boldness—while managing increasing referrals, limited resources, and uncertainty around long-term funding.

A special thank you to our CEO, Ashleigh, for her passion and creativity, to the staff and volunteers of HI for your dedication and to my fellow board members for your time, expertise, and ongoing support.

Together, we continue to make a meaningful impact in the lives of young people.

Sandy McKiernan
Chairperson



THE STATE OF PLAY IN WA YOUTH JUSTICE.

URGENT REFORM IS NEEDED.

The WA Government's current approach to the youth criminal legal system is harmful, punitive and simply does not work. Systemic failings actively harm children and mass incarcerate First Nations children, children with disabilities, and children who have been involved with child protection services.

Experts, advocates, and community providers have been campaigning for years demanding the Government address these failings, and have provided evidence-based solutions. In 2022 Social Reinvestment WA (SRWA), a coalition body led by First Nations leaders, released the 'Blueprint for a Better Future' report (the Blueprint), describing five pathways to system reform. These include thriving and equipped communities, responsive support, prioritised diversion, rehabilitation-focused justice, and therapeutic care focused on reintegration. This whole system approach focuses on addressing the socio-economic underlying causes of crime and using evidence-based approaches to prevent and reduce crime, improve the wellbeing of families, and facilitate safer and better futures for children.



CRIMINAL AGE OF RESPONSIBILITY.

The United Nations Convention of the Rights of the Child states the absolute minimum age of criminal responsibility should be 14 years old, a standard that is evidence-based and the most common minimum age around the world. In WA, children can be held liable for criminal acts from the age of 10, a significant contradiction to this international standard. This is a major child health and welfare concern.

Tangible and evidence-based reforms within the Blueprint include 'Raise the Age', an ongoing advocacy campaign to raise the age children can be held liable for criminal acts from the current age of 10 years old to the minimum international standard 14 years old.

HI is a firm supporter of the Raise the Age campaign.

CLOSE UNIT 18 IMMEDIATELY.

The Department of Justice (DOJ) has been heavily criticised for the conditions children face inside the WA prison system. On an average day in 2022-23 in WA, more than 3 in 5 (62%) of children who were incarcerated were unsentenced - which means that these children were either waiting to hear the outcome of their court matter, or were awaiting sentencing. Only 38% of children who were imprisoned were actually serving a sentence (AIHW, 2024).

There are currently two sites in WA where children are imprisoned. Banksia Hill Detention Centre (BHDC) is the only child prison in WA, where evidence shows conditions experienced by children are dehumanising, violate human rights and expose children to further harm. In 2022, the WA Government moved a group of children out of BHDC into 'Unit 18', a unit within Casuarina, a maximum-security adult prison. Experts (including First Nations leaders, justice, and mental health experts) warned the WA Government about the dangers of Unit 18. Its use has been widely protested by the general public since 2022.

The failings of youth incarceration are immense. Two children's lives have been lost within the WA youth incarceration system within the space of a year, prior to which there had been no recorded child deaths in custody in WA history. In October 2023, 16-year old Cleveland Dodd passed away by self harm inside Unit 18. Less than a year later in August 2024, a second 17-year-old child who's family has requested not be named died by suicide while in custody at BHDC. HI wishes to pay our utmost respects to both children who have lost their lives in these preventable tragedies while under the supervision of the DOJ, as well as our respects to their family and community. Despite the advice of a wide range of industry experts, public outcry, and child deaths in custody, no reform action has been taken and Unit 18 remains open.

HI deeply opposes the current approach to youth incarceration and is disappointed by the WA Government's lack of decisive action on this matter. HI stands in firm support of the immediate closure of Unit 18, is a signatory on the recent Open Letter to Premier Cook demanding immediate action. HI will actively and enthusiastically participate in any projects to improve youth incarceration in WA.



A STATE UNDER INQUEST.

In 2024 a Coronial Inquest into Cleveland Dodd's death revealed damning evidence exposing the extreme failures of the youth justice system. Statements of evidence admitted that Unit 18 was founded on a "series of grievous lies" that this unit would be safe for children, and that the conditions in WA's youth detention facilities were a form of "institutional abuse of children". Evidence revealed that children were locked down for more than 22 hours a day, in dehumanising conditions including filthy cells, soiled clothes, without basic care and access to services and education (Torre, 2024).

HI continues to closely follow the outcomes of this Inquest.

DEMANDING CHANGE.

HI recommends visiting <https://www.socialreinvestmentwa.org.au> to learn more, support one of the strongest voices in WA's criminal legal system, and add your voice to the call to close Unit 18 and the 'Raise the Age' WA campaign. HI is a formal member of SRWA's coalition.



OUR

PROGRAMS

AND OUR

IMPACT.

MOBILE SUPPORT PROJECT.

The Mobile Support Project (MSP) is HI's flagship project which provides recycled and refurbished smartphones and reliable access to mobile credit to children across WA who are engaged in community based supervision. .

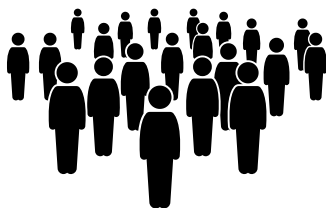
In WA, when a child is sentenced, or awaiting sentencing on community based supervision (not held in a prison), generally the order they are placed on requires the child to report regularly to their assigned Youth Justice Officer (YJO). If a child does not fulfil this requirement, this is considered a breach of their order. Once breached, the order can be suspended or cancelled, with outcomes ranging in severity, including imprisonment.

Children engaged in the criminal legal system often lie within cross-sections of vulnerability and experiences of disadvantage. For many children not having access to a mobile phone and being able to afford credit is a major block to fulfilling their reporting requirements. This can result in children being punished for breaching orders (and the related consequences) where they simply may not have the means to fulfil these requirements. The MSP's goal is to provide children access to this essential service while addressing one of the inequities of the youth criminal legal system.

Since its inception in 2019, **over 700 children** have been supported by the MSP. Access to a mobile phone improves a child's ability to meet order requirements, along with allowing connection to the people who can support and prepare them to navigate a complex system, while having greater access to legal support and holistic services such as counselling, crisis accommodation and food relief.

A phone provided via the MSP is a child's to keep. The MSP also provides SIM card only referrals for children who have their own device but need assistance maintaining mobile credit expenses. Free mobile credit (call, text and data) is provided for as long as the child is engaged in their order, and becomes the child's responsibility once their order is complete.

MSP ACTIVITY SUMMARY.



402 young people
were supported on an MSP referral.



319 smartphones
were diverted from landfill via the MSP.

THE BROADER IMPACT OF DIGITAL INCLUSION FOR VULNERABLE WA KIDS.

WA DIGITAL INCLUSION PROJECT.

In 2024, HI became a project partner of the WA Council of Social Service (WACOSS) WA Digital Inclusion Project. This project has three key strategic focus areas:

- Access – improve access to connectivity for people in the community.
- Affordability – improve affordability of access and devices for people in the community.
- Ability – build the digital skills and capability of frontline community services workers so that they support their clients to access services online.

Since the inception of the MSP in 2019, HI's community impact is historically and presently aligned with these key focus areas. HI's MSP consistently and reliably addresses access and affordability of both mobile devices and service connectivity. Historically, HI has recognised the requirement for digital ability skill building for the clients of the MSP service. This led to the creation of HI's e-Safety Workshops which ran from 2020 till 2023. Despite this program's discontinuation, HI is looking for new ways to maximise the MSP's impact, not just by improving access and affordability, but by providing digital skill building support to children on this service.

You can find more information about this project at <https://digitalinclusionwa.org.au/>

DIGITAL INCLUSION IN REGIONAL AND REMOTE WA.

At the end of 2023 HI expanded the MSP services statewide. In 2022-23 HI delivered 46 regional MSP referrals, whilst in 2023-24, delivered 126 regional MSP referrals, a **174% increase** on the previous year. As noted in free answer feedback by service providers, increasing the MSP's reach has resulted in positive outcomes for children in regional WA – ***"[MSP is] enabling our regional young people, who have limited services available to support them, to meet obligations of Court Orders and to seek support from other agencies and services."***

Whilst the ability to connect to services online is becoming of increasing importance for service accessibility in general, it is especially salient for people in regional areas who may not have access to physical services, or the means to travel long distances. Staff spoke to this particular issue – ***"Having the ability to refer our people to services that they are able to access through teleservices has been a game changer."*** It is clear this issue is not only relevant to youth justice services and obligations, but extends to a greater connectivity to a wide range of services – ***"Especially those in the region (here in the Wheatbelt) where there is no public transport or other supports."***

REFERRAL MANAGEMENT.

82% of referrals (74% FY 2022-23) were successfully accepted onto the MSP.

Referrals are only declined if a child has already received a device from HI within the last 12 months or if they aren't actively engaged in the youth criminal legal system.

The increase in referral acceptance over this period has been driven by an increased ratio of SIM card to device referrals. Children who have already received a device referral are still eligible to receive a SIM card referral. Additionally, we actively advertised these referrals to YJOs as an option for children who already have a phone but struggle with reliable access to credit.

HI identifies that a key strategic priority going forward is to increase and stabilise device stock pathways to enable multiple device referrals for children on the MSP.

SOCIAL IMPACT OF THE MSP.

This information tells us what kind of social supports and services our clients use their MSP referral to access.

In 2023-24, HI saw improved access to all social supports via the MSP device.

Supports	2023-24	2022-23	Change
Accommodation	32%	23%	9%
Essentials	44%	30%	14%
Education / Training / Employment	67%	41%	26%
Physical Health	25%	13%	12%
Mental Health and wellbeing	40%	22%	18%
Disability	7%	4%	3%
Leisure / Recreation	34%	16%	18%
Alcohol and Other Drugs (AOD)	25%	20%	5%
Connection to Culture, Family and Community	45%	8%	37%
Other	38%	Not reported	NA

JUDICIAL IMPACT OF THE MSP.

This information tells us how the MSP can drive impact related to court outcomes, such as bail compliance or successful completion of community-based orders.

BAIL OUTCOMES.

Bail Outcome	Complied	Did not comply but bail renewed	Bail revoked new charges	Remanded in custody
2023-24	59%	14%	5%	22%
2022-23	48%	15%	15%	22%
Change	11%	-1%	-10%	0%

COMMUNITY ORDER OUTCOMES.

Court Order Outcome	Completed successfully	Breached and NFA - order continues	Breached and order / program cancelled	Breached and re-sentenced
2023-24	80%	5%	5%	11%
2022-23	62%	5%	7%	25%
Change	18%	0%	-2%	-14%

OFFENDING BEHAVIOUR OUTCOMES.

Offending.	No new charges	Less frequent and less severe	Less frequent charges	New charges
2023-24	66%	3%	8%	23%
2022-23	49%	3%	10%	38%
Change	17%	0%	-2%	-15%

SOCIAL OUTCOMES ENHANCED BY DIGITAL ACCESS AND SERVICES.

CONNECTION TO FAMILY AND COMMUNITY.

Provision of a phone and credit helped children on the MSP stay in contact with their families and communities, an important foundation to improving the wellbeing of children. Feedback received for the MSP spoke to the way in which digital inclusion facilitates this connection - ***“Very excited about accessing a mobile phone to keep in contact with family”*** & ***“Was also able to keep in contact with family...which has strengthened their relationship.”***. Staff also shared stories of children on the MSP using their device and service to assist their families - ***“Also used it for mum to access services such as legal services, medical and for housing matters”*** - an example of the peripheral wider community impact of the MSP.

POSITIVE PEER CONNECTIONS.

Access to pro-social activities is an example of holistic care in action for children engaged in the youth criminal legal system. Feedback from the MSP showed that provision of the service facilitated this access - ***“Utilised it to engage with sporting activities”***.

This positive connection comes in many forms, including providing access to digital social connections - ***“Enjoyed having access to social media to connect with peers”***, and facilitating the ability to pursue more positive peer relationships - ***“Very thankful to have received support to enable [them] to no longer be reliant on negative peers for telephone communication.”***

CRISIS SUPPORT.

Children impacted by the youth criminal legal system are often impacted by co-existing health and welfare issues, for example food insecurity, unstable housing or family and domestic violence. Access to a phone via the MSP with reliable credit also means reliable access to crisis support and emergency services - ***“Used the mobile to call police as well as YJS in times of crisis.”***

Assurance of continued access to a phone and credit is a clear safety issue ***“Provided essential support during times of crisis.”*** so that children can seek help if ever in a crisis situation - ***“... critical during a period of food insecurity and FDV.”***



DIGITAL INCLUSION IMPACT ON HEALTH AND WELLBEING OUTCOMES.

The youth criminal legal system is not addressing social determinants of health and wellbeing, such as mental health, disability care, education, and support for families. Feedback showed that the MSP helped children to engage with health and wellbeing services, in spite of the system's failings. This included using the MSP to access mental health support - ***"To obtain a mental care health plan"*** & ***"Was able to attend an appointment with a psychologist"*** and connect with education and training programs ***"Started work experience"*** & ***"Was also referred to TAFE...still attending now"***

Staff also noted that the MSP helped ease the anxiety of having order reporting obligations ***"Thankful for the service, so [they] could report...without having to worry about how [they] would call"***.

Access to the MSP was reported to positively impact children's independence - ***"Was extremely grateful for [their] own personal phone as this encouraged a sense of independence within the young person."*** & ***"Access to a Hello Initiative device was a contributing factor to [their] positive compliance and development of [their] independence skills."***



CONNECTION AND SUPPORT DURING PERIODS OF INSTABILITY.

MSP feedback consistently reported children impacted by the WA criminal legal system experiencing uncertainty of circumstances (e.g. food insecurity, unstable housing), and that having access to the MSP was helpful to getting support and staying connected - ***"A great service to access for young people who are transient and have no other means of contact."*** & ***"Helpful in maintaining appropriate contact with family and YJS, particularly as [they were] quite transient throughout engagement with YJS."***

Staff also reported instances where access to the MSP facilitated connection during times of instability - ***"Enabled...Youth Justice to check welfare during a period of accommodation instability. Without service, would be reliant upon Crisis Accommodation staff to maintain contact with Youth Justice."*** & ***"Much appreciated the ongoing approvals to assist given frequent changes to [their] circumstances."***

ONGOING CONNECTIONS ONCE LEGAL MATTERS ARE COMPLETE.

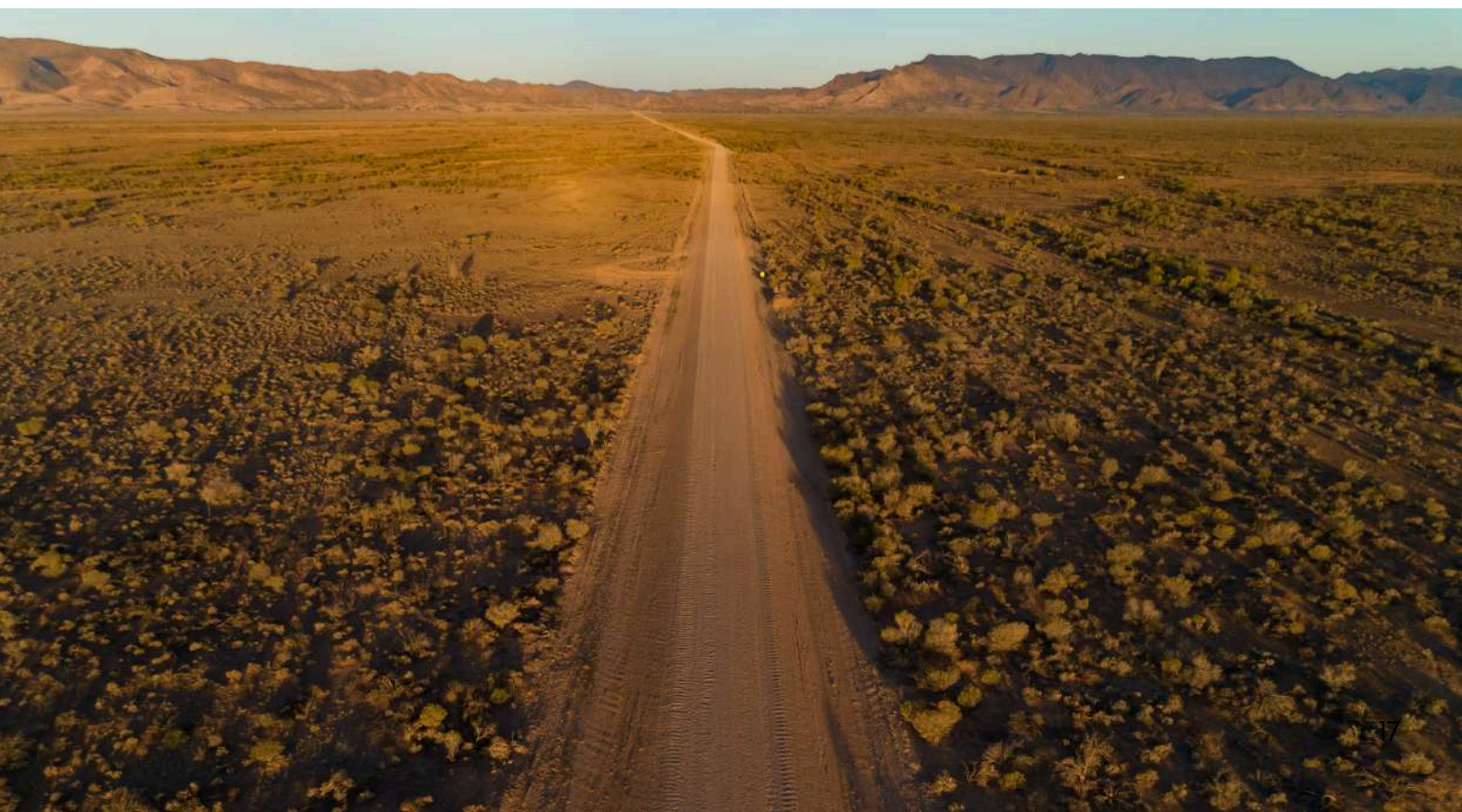
MSP feedback indicated the benefits of digital connection have the potential to continue after a child's order is complete and they have formally exited from the MSP service.

Children on the service were reported to use their device and mobile service to make connections with service providers - ***"Allowed [them] to build rapport and on-going support with the TAFE in light of [their] YJS order expiring."*** & ***"Was able to benefit greatly from it and now is linked in with through-care support... in light of [their] YJS order now being expired"***.

Staff also reported that using the MSP helped children learn more about where they can go for support - ***"The provision of the Hello Initiative phone enabled [them] to better understand that services are available for help to access, with support."***

A LONG ROAD AHEAD – FURTHER WORK NEEDED TO CREATE LIFELONG CONNECTION AND DIGITAL AFFORDABILITY.

It should be noted that the MSP does not solve the ultimate problem of digital affordability, as although children keep the phones provided by the MSP, free credit is only provided whilst engaged with the youth criminal legal system. This remains an ongoing issue, one that if addressed will likely have positive impacts for children impacted by the WA youth criminal legal system.



COURT BREAKFAST PROJECT.

Appearing at court can be an intimidating and taxing experience for children. In WA during 2022-23, 26.4% of children under justice supervision lived in the lowest socioeconomic areas (ranked area 1, representing the 20% of the population who live in the lowest socioeconomic areas and experience the greatest level of disadvantage), compared to 3.6% of children who lived in the highest socioeconomic areas. More broadly, children who lived in the lowest socioeconomic areas were found to be just over 7 times as likely to be under supervision compared with children from highest socioeconomic areas. This over-representation of low socioeconomic cohorts means that markers of poverty can impact the client base of the court, including via poor food security.

The Court Breakfast Program (CBP) is a food relief program that provides no-cost nutritional breakfast to enable children and their families to better engage with court staff and judicial processes and improve long term outcomes. HI delivers this program in partnership with the Perth Children's Court (PCC) and a team of volunteers from Court Welfare Services Inc.

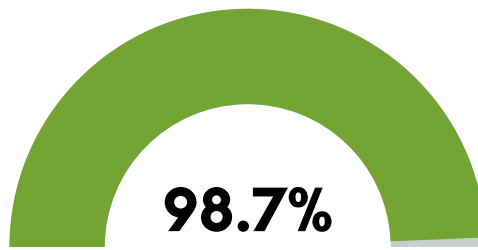
NOT JUST ABOUT BREAKFAST: CBP PROVIDES FOR A LONG DAY OF WAITING.

When a child is summoned to the PCC, they arrive at 9am for a 10am start. However, the session list for the day is usually long, and children do not get a specific time slot. Children often wait all day, or have to come back another day if their case is not heard before the court finishes up at 4pm. This can result in children waiting at the PCC for multiple days until their matter is heard.

For children at the PCC, the issue of food insecurity not only impacts breakfast in the morning, but the ability to be sustained throughout the day, as noted in client feedback - ***"Makes it so much easier if court days are long and stressful."***

Staff feedback supports and echoed this concern - ***"A day in court is still long for a young person so we need them to stay until their matter is heard."***

Additionally, if a child were to leave to get lunch and their name was called, they would miss their court appointment and face punitive consequences, a particular issue noted in client feedback - ***"Thanks so much. We couldn't leave the court area so it was great to have food here. Very kind thank you."***



98.7% of children and their families indicated that the CBP made it easier for them to wait for their court appearance.

Community feedback also supported the program's ability to reduce anxiety and discomfort associated with waiting - ***"It's a great initiative as we usually got a lot on the mind during court."*** and positive interactions with Court Welfare volunteers who participate in food service - ***"Appreciate the hospitality and friendly manner. Thank you :) :)"***

Staff also noted the positive impact of the CBP in free answer surveys - ***"They feel like someone cares about them and people are offering to help them in what can be a difficult time."***

Court attendees present a consistent need for this service with **97%** of attendees expressing willingness to use the CBP again. By improving the waiting experience, the program eases the emotional strain of having to attend PCC, ensuring children's basic needs are more securely met, allowing for children to have an increased capacity for focus and engagement during court proceedings. This sentiment is supported consistently by community feedback - ***"This is a fantastic idea. the kids feel like someone cares I'm sure, as an aunty appearing for my nephew it's comforting for me, he's not just a number"***.

FOOD IS FUEL: IMPROVED BEHAVIOUR AND ENGAGEMENT IN COURT PROCESSES.

Staff feedback indicated that meeting these basic food needs improves a child's behaviour and their ability to engage in the court process - ***"Eating settles children down; often children come hungry to Court; improved focus and attitude."***

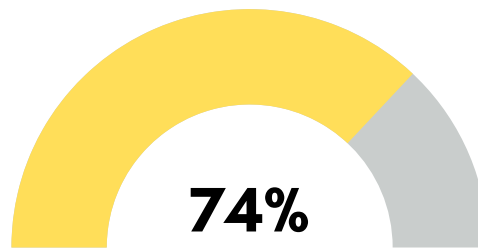
When asked if they believe whether the CBP is impactful on children, **87.5%** of staff either agreed or strongly agreed to the CBP's impact. Staff also reported improvements in children's wellbeing as a result of the CBP - ***"The kids sit quietly while they're waiting and they are in a better frame of mind to instruct lawyers and listen and understand what is going on in court"***. **81.3%** of staff expressed satisfaction with the program.

Staff also supported this with free answer feedback - ***"it is essential, some of these young people & families come to court very hungry... it makes such a difference to our clients."***

ONGOING SERVICE DEMAND.

Data collected indicated many children did not typically eat breakfast before attending court. 42% of children stated they 'sometimes' ate breakfast, and 32% said they do not usually eat breakfast before court.

Overall this indicates **74% of children attending the PCC experience food insecurity on any given day**. By providing no-cost food and drink, the CBP provides a much needed essential service.



Free answer data supported the quantitative data indicating children struggle to eat breakfast before attending court, speaking to both the food insecurity experienced by some children - ***"It's good for kids who don't have food at home"*** -, and the impacts for children required to attend an event which typically provokes stress and anxiety - ***"I get too anxious before court to eat at home and I don't have time so this helps"*** and ***"I think it's awesome because some people don't have time to eat."***

COUNTRY COURTS WOULD BENEFIT FROM BREAKFAST TOO.

Across 2023-24, HI explored the potential to deliver the CBP in more court locations across WA, such as regional court locations that might hear juvenile cases on a rotational basis.

Community and staff feedback supported the need to expand the program in unprompted free answer fields - ***"I wish the Magistrates Court had free food like this kid's court"***, and ***"Expand it to all children's courts across WA. Kids everywhere can benefit from this program."***

In late 2023, HI developed a regional service model and associated project budget to explore one pilot regional program. Unfortunately, HI has been unable to secure approvals from the WA Department of Justice to go live with a regional pilot.

The viability of the CBP will continue to be critical amongst the ongoing cost of living crisis, so this program can continue to provide a much valued service for the children who have to attend the PCC. There is strong indication that ongoing demand exists for this program to expand across court locations state-wide. HI continues to champion a state-wide expansion pilot for the CBP to respond to this demand, and is eager to collaborate with WA DOJ on approving a project pilot model.

STAKEHOLDER AND COMMUNITY FEEDBACK.

WHAT DO YOUNG PEOPLE AND THEIR SUPPORTERS SAY ABOUT CBP?

Many clients are very hungry and having the program helps a lot. It also keeps anxiety levels low before and during court.

- Legal Aid Lawyer

It was very helpful as I was feeling ill and have no money. I'm very grateful.

-Young person

It makes it easier to focus when I have food in my stomach.

-Young person

I get too stressed to eat before court & I also do not have time. This is one of the best Court programs - I've needed it.

-Young person



WHAT DO COURT STAFF SAY ABOUT CBP?

I am very glad that the Hello Initiative 'Court Breakfast Project' has continued again this year.

The adage, breakfast is the most important meal of the day, is true. Providing breakfast means the young people aren't thinking of their next meal. They are calmer and more focussed, and this makes for a better court hearing for all, especially for them!

-Magistrate Andrée Horrigan

YOUTH JUSTICE INNOVATION ADVISORY COUNCIL.

The Youth Justice Innovation Advisory Council (YJIAC) is a youth advisory council specific to the youth criminal legal system within WA. Traditionally, children impacted by the justice system have not had a platform to share their thoughts, experiences and ideas for change. There is a notable lack of data regarding children's health and welfare upon exit from the youth criminal legal system, meaning long term harm caused by the system is invisible on a large scale.

The YJIAC provides a paid opportunity for children to share their experiences, reflections and ideas for change, and an opportunity for HI to listen and amplify the voices of children impacted by the criminal legal system. HI strongly believes children's voices must be listened to and respected, and should have the power to reshape policies and practices that impact their lives. HI are committed to actioning the insights uncovered through the YJIAC.

FIRST YJIAC SESSIONS HELD.

During 2023-24, HI partnered with Port School and Curtin University to deliver Phase One of the YJIAC project. Two sessions with two groups of children and young people were held in person over a 2-3 hour period, using a combination of semi-structured questions and open discussion in November and December 2023.

A total of 18 children with a diverse level of experiences in the youth justice system and broader justice system took part. Experiences ranged from indirect contact (for example via family) to direct contact (for example with the police, the courts, and youth incarceration). Lived experiences of the justice system also varied, including from the perspective of a child directly involved in the system, to a victim-survivor perspective, to children's experiences as friends and family went through the system.



YJIAC 2024 REPORT 'NOBODY IS LISTENING'

In November 2024, the 'Nobody is Listening' report was released to the public. HI found key recommendations from young people centred on navigating court processes, conditions of incarceration, and early-prevention support for at-risk young people. Young people said prisons are focused on punishment and not rehabilitation, that **"young people come out worse"** and **"kids learn more violence"** whilst incarcerated.

Young people said that **"the justice system isn't equal for people who can't afford it"**. Young people want support that is more than the bare minimum, with more **"heart"**, and felt that they were **"getting treated like 30-year-olds"**. Young people wished for an advocate to explain procedures, ensure young people are listened to and that their rights are respected.

Young people detailed many negative experiences with police, staff who used scare tactics, and a valid distrust of the system. Young people spoke about feeling like they had to agree with everything out of fear of negative consequences and that police go **"full force each time... no matter the reason."** When interacting with police and lawyers, young people said to **"just tell them what they want to hear"** and that **"they put words in your mouth"**.

Young people had many ideas for change, including the opportunity for holistic services (such as in sport, music, technology, or that support employment) to enable a young person to avoid contact with the youth criminal legal system. Young people said when designing prevention approaches to **"treat the cause and not the symptoms"**.

Our deepest gratitude to the children and young people who contributed to this report. This is just the beginning as we work toward creating a safer, fairer youth criminal legal system.

The report can be read in full at <https://www.helloinitiative.org.au/yjiac>

WHAT'S NEXT FOR YJIAC?

There are two major next steps for YJIAC through 2024-25.

1. An action plan is in development based on the findings of the 'Nobody is Listening' report. This action plan will outline how HI is responding to the report's findings.
2. Phase 2: the YJIAC team is hard at work organising the next round of YJIAC sessions which are scheduled to commence in February 2025.

SOCIAL INNOVATION PROGRAM

In 2023–24, HI delivered a significant scale-up of the Social Innovation training and development program.

The Social Innovation workshops provide access to training in innovation methodologies for values-aligned industry workers, volunteers, and students who may not ordinarily have the budget for commercial innovation training. These workshops demonstrate Stanford University’s Human Centred Design Thinking (HCDDT) methodology. Participants engage in a variety of exercises in experiential learning and apply their new skills in real time to real problems and ideate solutions to key challenges facing the community sector in WA.

This project focuses on creating meaningful collaborative relationships within the community sector by facilitating inter-agency links and networks. Co-designed innovative solutions ideated within workshops that can be applied to current industry challenges are proposed to have lasting benefits for the community sector and build capacity of the organisation engaged.

LOTTERYWEST IN-KIND PROGRAM.

This project grant was submitted to Lotterywest for consideration in March 2023. The project was approved and activities commenced on 01 August 2023.

Our theory of change for this project was that by delivering social innovation design thinking training and strategic planning to WA organisations through HCDDT workshops, we can address the community gap for access to high-quality social innovation skills development, which will lead to meaningful and impactful social projects in the community.

THE WORKSHOP SERIES CHALLENGE STATEMENT

How might we... create meaningful partnerships and collaborations between youth services and organisations?

Given HI’s sector expertise in the youth justice space, this challenge statement was derived from the Social Reinvestment WA Blueprint for Youth Justice to address a key challenge being experienced within youth justice, but was broadened to be applicable to most community organisations working with vulnerable people in the WA community.

OUTCOMES.

PARTNER ORGANISATIONS.

During 2023-24 HI delivered 10 HCDT workshops with organisations across WA. Our thanks to the organisations below who we were lucky enough to work with during this program.

- MercyCare
- 54 Reasons (previously Save the Children)
- Youth Involvement Council - online
- Propel Youth Arts
- CARAD WA
- LinkWest
- Cancer Council WA
- Pilbara Community Legal Service - online
- Community Legal WA
- Teach Learn Grow

KEY ACTIVITY METRICS.

Activity Metric	KPI	Result
Social innovation workshops delivered	10	10
Participants in the innovation workshops	100	93
Viable projects identified for WA implementation	5	7

Survey Prompt	Positive Response	Neutral Response	Negative Response
I learned something new in this workshop.	92.73%	5.45%	1.82%
The learnings from this workshop will be useful to me in my current role.	74.55%	23.64%	1.82%
I feel confident to apply the learnings from the workshop in my role.	70.91%	21.82%	7.27%
The workshop content was easy to understand.	78.18%	18.18%	3.64%
I had fun participating in this workshop.	90.91%	5.45%	3.64%
I was able to balance this event with my current workload.	81.82%	16.36%	1.82%
After this event, I had a better understanding of Hello Initiative.	89.09%	7.27%	3.64%

WHAT DID OUR PARTICIPANTS SAY ABOUT THE WORKSHOPS?

- “I loved the workshop - it was a great learning experience for me. It was helpful to see project planning outlined in steps, that there are ways to warm up for a brainstorming session etc. I am actually working on a project at the moment and I am excited to be able to apply what I learnt in the workshop to get a better outcome compared to when I was just slogging through planning the project in the last six months. Thanks again!”
- “Excellent workshop. I really enjoyed the collaborative nature of the exercises. As a board member this was an invaluable way to better understand some of the challenges and opportunities in [our organisations] day to day operations and service delivery from the perspective of our staff.”
- “I found the HCDT [professional development] to be incredibly useful. It made so much sense when it was laid out before us, so I feel very able to reuse this model in the future where applicable.”

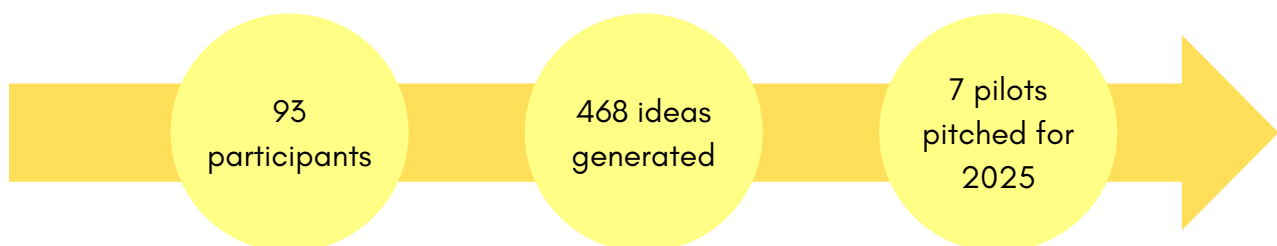
WHERE TO NEXT FOR THIS PROJECT?

The Social Innovation program was hugely successful against both program demand and outcomes delivered through the workshop series. In 2024-25, HI intends to explore two key next steps for this project -

1. Exploration and scoping of proposed pilot projects, and
2. Renewal of the program for further community training in HCDT.

PILOT PROJECTS FOR FURTHER EXPLORATION.

7 robust ideas were identified through this program that had the potential to meaningfully address the identified challenge statement. With appropriate resourcing, these projects can be explored for funding and pilot delivery in 2025.



WORKSHOP PROGRAM RENEWAL AND EXTENSION.

This program was hugely oversubscribed, with HI received 31 expressions of interest with just 10 workshops spaces available. Further funding would allow HI to deliver further workshops series to meet this demand, deliver valuable training and collect innovative ideas for challenges that present strategic priorities across the youth and community sector.

CIRCUIT BREAKER.

HI's Circuit Breaker Program is where we trial new and innovative interventions in the youth justice sector. We practise what we preach and apply Stanford University's HCDT approach to incubate new ideas, pilot them on a small scale and collect data on what works to transform them into full scale operations. Examples of pilots that were graduated into full programs via Circuit Breaker are the CBP and the YJIAC.

CONSOLIDATION FOCUS IN 2023–24.

HI spent this financial year focusing on solidifying our existing programs and solidifying our business, which was responding to an inflationary economic landscape. As a result, we slowed down our Circuit Breaker Program and wound down a program that wasn't gaining traction in the sector, the Monday Best Clothing Bank (MBCB).

In 2024–25, HI intend to increase the activity in the Circuit Breaker Program based on our learnings from the YJIAC report and the Social Innovation Program.

"FLEARNING" IN ACTION – MONDAY BEST CLOTHING BANK

The MBCB was originally developed in 2021 and entered its formal ideation and trial phase in 2022. The original purpose of this program was to provide young people access to appropriate clothing to support professional presentation for occasions such as court dates, employment, or school interviews. The MBCB aimed to promote confidence and empower young people to feel better prepared for these important appointments, along with taking away some of the stress of 'having to find the right clothes'.

Despite HI experimenting with multiple delivery models and multiple advertising campaigns directed at staff who would be referring children onto the program, only one referral was ever received over 18 months. This referral was cancelled before the clothing could be delivered. As a result of the low uptake, HI also struggled to recruit volunteers for extended periods of time to run the program.

At the end of the financial year, the decision was made to shut down the MBCB. Although the MBCB did not reach full operational status, this pilot provided HI opportunities to problem solve and try several model-types, and meet with community providers and stakeholders which allowed HI to gain valuable feedback and learnings regarding general service provision to children engaged in the WA youth criminal legal system.

OUR

SPONSORS

AND

PARTNERS.

OUR PLATINUM PARTNERS.



Department of Justice

WA Department of Justice remains our largest funding partner and the major supporter for our Mobile Support Project. Through the DOJ, HI was able to expand the MSP to be a statewide service in November 2023.



With the support of Lotterywest, HI was able to deliver our comprehensive 10-workshop program through the Social Innovation Program, working with 93 youth, social, and community workers to deliver training in Human-Centred Design Thinking.

OUR GOLD PARTNERS.



As a first time sponsor in 2023-24, Kinetic IT was the valued corporate partner on our Social Innovation program.

HI was very pleased to work with Gilbert + Tobin for a second year on the Court Breakfast Project as our corporate funding partner.



OUR SILVER PARTNERS.



OUR BRONZE AND COMMUNITY PARTNERS.



FINANCIAL REPORT.

Profit and Loss

Hello Initiative Incorporated

For the 11 months ended 30 June 2024

	NOTES	2024	2023
Operating Income			
Grants	3	171,735.00	125,500.00
Sponsorships	4	32,500.00	25,000.00
Donations	5	37,892.56	7,916.01
Interest Income		5,163.59	1,541.21
Other Income		-	4,627.83
Gross Profit		247,291.15	164,585.05
Operating Expenses			
Accounting Fees		692.12	663.96
Advertising & Marketing		6,499.44	249.12
Bank Fees		21.77	63.93
Court Breakfast Program Expenses		13,848.92	12,011.76
E-Safety Workshop		-	1,513.45
Volunteer Expenses		266.91	239.00
Fundraising Expenses - General		88.65	337.59
Human Centre Design Thinking		991.96	387.40
Insurance		9,367.33	3,367.84
Meeting Expenses		526.44	235.00
Membership Fees		1,258.84	978.31
Other Expenses		856.01	220.28
Mobile Support Program	6	52,008.37	34,733.44
Printing & Stationery		103.26	5.00
Rent Expense		3,600.89	-
Smart Casual Clothing Bank Program		-	183.02
Superannuation Expense		16,951.63	7,424.98
Telephone & Internet Expense		772.70	46.20
Wages & Salaries Expense		157,097.93	75,565.27
Youth Justice Advisory Council		2,848.42	202.53
Website Expenses		65.66	202.64
Total Operating Expenses		267,867.25	138,630.72
Net (Loss)/Profit		(20,576.10)	25,954.33

Balance Sheet

Hello Initiative Incorporated

As at 30 June 2024

	NOTES	30 JUNE 2024	31 JULY 2023
Assets			
Current Assets			
Cash and Cash Equivalents	7	177,665.18	182,105.20
Accounts Receivable		10,025.82	-
GST		1,977.72	164.64
Total Current Assets		189,668.72	182,269.84
Non-current Assets			
Security Deposits		440.00	-
Total Non-current Assets		440.00	-
Total Assets		190,108.72	182,269.84
Liabilities			
Current Liabilities			
Accounts Payable		315.02	-
PAYG Withholdings Payable		15,453.12	2,136.00
Annual Leave Provision		7,830.79	5,085.45
Total Current Liabilities		23,598.93	7,221.45
Total Liabilities		23,598.93	7,221.45
Net Assets		166,509.79	175,048.39
Equity			
Current Year Earnings		(20,576.10)	25,954.33
Retained Earnings		187,085.89	149,094.06
Total Equity		166,509.79	175,048.39

Contents

Hello Initiative Incorporated

For the 11 months ended 30 June 2024

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Notes

Hello Initiative Incorporated For the 11 months ended 30 June 2024

1. Significant Changes in the Current Reporting Period

The financial position of Hello Initiative was particularly affected by the following events and transactions during the reporting period:

- During the year Hello Initiative changed its financial year end from 31 July to 30 June. This FY24 financial report covers an 11-month period being 1 August 2023 - 30 June 2024 (FY23: 1 August 2022 - 31 July 2023).
- The \$20,576.10 operating loss (FY23: \$25,954.33 operating profit) disclosed in the profit and loss is an outcome of the financial year change and timing of funding received. These financial statements are prepared on a going concern basis and Hello Initiative is expected to be able to pay its debts as and when they fall due.

2. Statement of Significant Accounting Policies

This financial report has been prepared on the basis that the Association is a non-reporting entity as there are no users dependent on a general purpose financial report. Therefore, this is a special purpose financial report that has been prepared in order to satisfy its financial reporting requirements.

The financial report has been prepared in accordance with the requirement of the Association Incorporations Act of Western Australia Australian Charities and Not for Profits Commission Act 2012, which the Directors have determined are appropriate to meet the needs of members.

The financial report has been prepared on an accrual basis. It is based on historical costs and does not take into account changing money values or, except where specifically stated, current valuations of non-current assets.

Accounting Policies

The material accounting policies that have been adopted in the preparation of this report are as follows:

(a) Cash and cash equivalents

Cash and cash equivalents include cash on hand, deposits held at call with banks, other short term highly liquid investments with original maturities of three months or less and have bank overdrafts. Bank overdrafts are shown with current short-term borrowings.

(b) Trade and other receivables

Trade receivables, which generally have 30-90 day terms, are recognised and carried at original invoice amount less an allowance for any uncollectible amounts. An allowance for doubtful debts is made when there is objective evidence that the Association will not be able to collect the debts. Bad debts are written off when identified.

(c) Income tax

The Association is a not-for-profit entity that is exempt from income tax and accordingly no amount of tax has been provided for in the financial statements.

(d) Trade and other payables

Trade payables and other payables are carried at amortised cost and represent liabilities for goods and services provided to the Association prior to the end of the period that are unpaid and arise when the Association becomes obliged to make future payments in respect of the purchase of these goods and services. Trade and other payables are presented as current liabilities unless payment is not due within 12 months.

(e) Revenue recognition

Revenue is measured at fair value of the consideration received or receivable. Amounts disclosed as revenue are net of returns, trade allowances, rebates and amounts collected on behalf of third parties.

Sale of goods

Revenue is recognised when the goods are delivered and titles have passed, at which time all the following conditions are satisfied:

- the Association has transferred to the buyer the significant risks and rewards of ownership of the goods;
- the Association retains neither continuing managerial involvement to the degree usually associated with ownership nor effective control over the goods sold;
- the amount of revenue can be measured reliably;
- it is probable that the economic benefits associated with the transaction will flow to the Association; and
- the costs incurred or to be incurred in respect of the transaction can be measured reliably.

Rendering of services

Revenue from the rendering of services is recognised by reference to the stage of completion of the contract. The stage of completion of the contract is determined as follows:

- Contract income is recognised by reference to the total actual costs incurred at the end of the reporting period relative to the proportion of the total costs expected to be incurred over the life of the contract;
- Servicing fees are recognised by reference to the proportion of the total cost of providing the service for the product sold; and
- Revenue from time and material contracts are recognised at the contractual rates as labour hours are delivered and direct expenses are incurred.

Interest income

Interest income from a financial asset is recognised when it is probable that the economic benefits will flow to the Association and the amount of revenue can be reliably measured. Interest income is accrued on a time basis, by reference to the principal outstanding and at the effective interest rate applicable, which is the rate that exactly discounts estimated future cash receipts through the expected life of the financial asset to that assets' net carrying amount on initial recognition.

(f) Critical accounting estimates and judgements

The application of accounting policies requires the use of judgements, estimates and assumptions about carrying values of assets and liabilities that are not readily apparent from other sources. The estimates and associated assumptions are based on historical experience and other factors that are considered to be relevant. Actual results may differ from these estimates.

The estimates and underlying assumptions are reviewed on an ongoing basis. Revisions are recognised in the period in which the estimate is revised if it affects only that period, or in the period of the revision and future periods if the revision affects both current and future periods.

(g) Other taxes

Revenues, expenses and assets are recognised net of the amount of GST except:

- when the GST incurred on a purchase of goods and services is not recoverable from the taxation authority, in which case the GST is recognised as part of the cost of acquisition of the asset or as part of the expense item as applicable; and
- receivables and payables, which are stated with the amount of GST included.

The net amount of GST recoverable from, or payable to, the taxation authority is included as part of receivables or payables in the statement of financial position.

Commitments and contingencies are disclosed net of the amount of GST recoverable from, or payable to, the taxation authority.

(h) Employee benefits*Wages, salaries and annual leave*

Liabilities accruing to employees in respect of wages and salaries, annual leave and long service leave expected to be settled within 12 months of the balance date are recognised in other payables in respect of employees' services up to the balance date. They are measured at the amounts expected to be paid when the liabilities are settled. Liabilities for non-accumulating sick leave are recognised when the leave is taken and are measured at the rates paid or payable.

Liabilities accruing to employees in respect of wages and salaries, annual leave and long service leave not expected to be settled within 12 months of the balance date are recognised in non-current other payables in respect of employees' services up to the balance date. They are measured as the present value of the estimated future outflows to be made by the Association.

(i) Non-financial assets

All non-financial assets are expensed immediately on purchase and are assessed to have a net realisable value of zero.

Net realisable value is the estimated selling price in the ordinary course of business, less estimated costs of completion and the estimated costs necessary to make the sale.

(j) Functional presentation currency

The financial report is presented in Australian dollars, which is Hello Initiative's functional and presentation currency.

	2024	2023
3. Grants		
Grants - Mobile Support Program	(57,001.00)	(125,500.00)
Grants - Department of Communities	(5,000.00)	-
Total Grants	(62,001.00)	(125,500.00)
	2024	2023
4. Sponsorships		
Sponsorships - Kinetic IT	(25,000.00)	(25,000.00)
Sponsorships - Gilbert & Tobin	(7,500.00)	-
Total Sponsorships	(32,500.00)	(25,000.00)
	2024	2023
5. Donations		
Donations - Court Breakfast Program	(22,970.00)	(7,000.00)
Donations - General	(13,691.62)	(916.01)
Donations - Youth Justice Innovation Council	(1,230.94)	-
Total Donations	(37,892.56)	(7,916.01)

2024 2023

6. Mobile Support Program

Mobile Support Program - Recharges	32,375.00	24,240.00
Mobile Support Program - Charger	2,307.27	4,398.46
Mobile Support Program - Sim Cards	3,203.16	2,877.64
Mobile Support Program - Client Software	943.81	1,774.56
Mobile Support Program - General	916.77	1,232.03
Mobile Support Program - Postage	912.36	210.75
Mobile Support Program - Devices	11,350.00	-
Total Mobile Support Program	52,008.37	34,733.44
	2024	2023

7. Cash and Cash Equivalents

HI Community Account	15,182.12	1,619.05
monEsaver Internet Account (HI Savings)	162,483.06	180,486.15
Total Cash and Cash Equivalents	177,665.18	182,105.20

8. Commitments and Contingencies

Office lease commitments as at 30 June 2024 for the next 12 months are \$3,796.

Under each grant agreement there may be additional criteria that may be enforced at any time in regard to spend, and if these criteria are not met the funds may be repayable to the Grantor upon request.

The Association has no contingencies as at the balance date.

Financial Declaration for Responsible Person

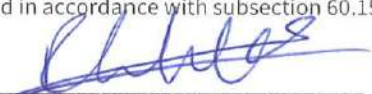
per section 60.15 of the Australian Charities and Not-for-profits Commission Regulation 2013

The Responsible Persons declare that in the Responsible Persons' opinion:

(a) there are reasonable grounds to believe that the registered entity is able to pay all of its debts, as and when they become due and payable; and

(b) the financial statements and notes satisfy the requirements of the Australian Charities and Not-for-profits Commission Act 2012.

Signed in accordance with subsection 60.15(2) of the Australian Charities and Not-for-profit Commission Regulation 2013.



Richard Wiles
Board Member/Treasurer

Date *18 November 2024*



Ashleigh Dickson
CEO

Date 18 November 2024