



miracle babies  
FOUNDATION

# Annual Report

2020/2021



Born at 28 weeks + 6 days, weighing  
1,082 grams and 750 grams.



Rafael (left) and Dante (right),  
now 7 years old.

*Rafael & Dante*



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ABN 14 137 434 596

Miracle Babies Foundation Ltd is a company limited by guarantee, holds  
Deductable Gift Receipt status and has Authorities to Fundraise in all  
Australian states.

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## A Year in Review

Welcome to another year! 2020-2021 turned out to be another challenging year in parts, however we enjoyed a small break from the restrictions and threats of Covid-19 and saw some events returning. For families with a premature or sick newborn, the emotional trauma and limitation of access to their baby has at times been heartbreaking. Our world has changed and we need to catch up to make sure that our families are well supported, educated and empowered in caring for themselves and their child/ren.

Our services nationally have been impacted in different states at different times. We, once again provided online support for families throughout the year and face to face services wherever and whenever we could. Thank you to our NurtureProgram team for adapting to the ever changing world and staying connected with families during these times. Many team members were able to move their focus into parent education with the continued development of our information hub and online delivery of support for families.

In November 2020, to coincide with *World Prematurity Day* we were thrilled to launch our newly designed and updated website [www.miraclebabies.org.au](http://www.miraclebabies.org.au). This exciting platform created so many possibilities for our team to further deliver our vision '*better, healthier outcomes for newborns and their families challenged by prematurity or sickness.*' The new website also launched an Australian first with our expanded information hub, *Nurture 'E' – The EEE Impact*. EEE focuses on providing Evidence based information, Education in parent language and Empowerment to support families with any challenges. With the assistance of our amazing clinical community and working with other similar organisations, we proudly presented EEE to our community through all available platforms. EEE is truly special for all our families as it provides information for life stages beyond the early years. New information on Primary School Years, High School Years and Adulthood assists families through these developmental years and also aims to communicate and support these children as they grow through adolescence to adulthood.

We moved our *Miracle Moon Walk* to March 2021 which achieved its best outcome and support so far. We had an exciting *Miracle Month of May* with our best ever *Quadruple Giving Day* result and our *WA High Tea* had its best result ever too. While we couldn't do some things due to restrictions, when we could, everyone worked so hard to make them a success for our community and families.

Financially, our team and supporters were just outstanding! With minimal budgets our team secured an increase in campaigns and grants during this challenging year, with an overall increase in income. From the bottom of all our hearts, to our Staff, Volunteers, Supporters and Families, thank you for helping us be able to continue to support families and increase our delivery support. We all need to care for each other and be kind always, but right now for many of us, restrictions have shown how important the benefit of connection is!

During the pandemic, we have continued to work on vital projects with health professionals, in research, advocacy and consumer representation. We continue to advocate for extended paid parental leave for our families who have an extended hospital stay when baby requires specialised medical care. We have increased our number of consumer representatives working with clinicians toward better care and outcomes.

Our corporate partners have been amazing and are all such an important part of our story. We thank you all, *Natalis*, *Tomme Tippee*, *BabyLove*, *Water Wipes* and *Active Display*.

Sadly it has been another extremely tough year with impact from Covid-19 on families and services. Thank you to our amazing Board, staff and volunteers, I am proud that we have been able to navigate positively through another difficult year and we are all hoping for more normality and reconnecting with our loved ones and our community.

To all our miracle families and supporters, stay well and care of each other and reach out for support when you need. Whatever part of the journey you are on, please know there is support, hope and guidance and we appreciate the privilege of you allowing Miracle Babies to be there for you. *"You are not alone, we can support you through the toughest days and also the wonderful milestones and achievements. Together we are a community; Miracle Babies Foundation and you!"*



Wishing you all love, health and happiness,

Kylie Pussell  
CEO & CoFounder  
Miracle Babies Foundation



## Message from the Board Director

The last two years have been like no other in Miracle Babies history. The 2020/2021 year was very challenging for miracle babies and the families we support. Despite this and no doubt going through challenging times themselves we are so grateful for the incredible ongoing support we received from our corporate sponsors, businesses and donors. Without you we would not be able to provide the support, services and be involved in the research we do.

The Miracle Babies team of staff and volunteers have done a brilliant job in not only quickly shifting our services online but also building a new website and launching the Nurture Information Hub otherwise known as EEE. This is designed to assist you and your family through different life stages of your pregnancy, time in hospital, discharge home, the early years, preschool years, primary school, high school and adulthood. I would encourage everyone to visit our new website [www.miraclebabies.org.au](http://www.miraclebabies.org.au).



We are also continuing to work on vital projects with health professionals in the research, advocacy and consumer representation. Other important work we are doing is advocating for extended paid parental leave for our families who have an extended hospital stay when baby requires specialised medical care and we have also increased our number of consumer representatives working with clinicians toward better care and outcomes.

On behalf of the Miracle Babies Board thank you to everyone who made 2020/2021 such a success despite the challenging times and we really appreciate the support and enormous efforts provided in delivering on our vision.

Andrew Rasby  
Chairman

## Details

Miracle Babies Foundation Ltd is a company limited by guarantee.

The Company is registered for GST.

The Company is an Income Tax Exempt Charity.

The Company is a Deductible Gift Recipient.

ABN 14 137 434 596

## Services

Miracle Babies Foundation Ltd acknowledges services by:

Lawyers

Hall & Wilcox

Insurance Brokers

Barrack Broking

Accountants

Business and Taxation Concepts

Auditor

Audits Concepts

## Insurances

As at the date of this report, Miracle Babies Foundation Ltd holds the following insurances:

Professional Indemnity & Fidelity – Berkley Insurance

Cyber Liability – DUAL Australia Pty Ltd on behalf of certain underwriters at Lloyds

Association Liability - Berkley Insurance

Public & Products Liability - Ansvar Insurance Limited

Group Personal Accident – Chubb Insurance Company of Australia Limited



Business Travel – Chubb Insurance Company of Australia Limited

## Authority to Fundraise Sanctions

Miracle Babies Foundation holds Authority to Fundraise Sanctions in every Australian State and Territory.



## Registered Trademarks

Trademarks held by Miracle Babies Foundation:

Miracle Babies Foundation NurtureProgram®

Miracle Babies Foundation NurtureGroup®

Miracle Babies Foundation NurtureTime®

Miracle Babies Foundation NurtureLine®

Nurture 'E' - The EEE Impact®

Miracle Moon Walk®



# Responsible Entities Report

The Responsible Entities of Miracle Babies Foundation Ltd present their Report for the Financial Year ended 30 June 2021.

## Responsible Entities Details

The following persons were Responsible Entities of Miracle Babies Foundation during or since the end of financial year:

		Appointed
Andrew Rasby	Director, Chairman	17 October 2013/18 February 2020
Melinda Cruz	Director, Secretary	1 June 2009
Kylie Pussell	Director, CEO	1 June 2009
Morris lemma	Director	1 June 2009
Robert Guaran	Director	11 October 2011
Deborah Knight	Director	17 October 2013
David Farr	Director	2 December 2015
Joanne Sheils	Director	9 April 2019
Jacqui Barrett	Director	18 February 2020

## Principal Activities

The principal activity of the company during the financial year were operating as a charitable organisation namely through online support and community resource centres, NurtureProgram®, hospital support and community awareness.

## Responsible Entities' Meetings

The number of meetings of Responsible Entities held during the year and the number of meetings attended by each Responsible Entity is as follows:

	Number eligible to attend	Number attended
Andrew Rasby	4	4
Melinda Cruz	4	4
Kylie Pussell	4	4
Morris lemma	4	0
Dr. Robert Guaran	4	4
Deborah Knight	4	2
David Farr	4	2
Joanne Sheils	4	4
Jacqui Barrett	4	2

The company is incorporated under the Corporations Act 2001 and is a company limited by guarantee. If the company is wound up, the constitution states that each member is required to contribute a maximum of \$1.00 each towards meeting any outstanding obligations of the company. At 30th June 2021, the total amount that members of the company are liable to contribute if the company is wound up is \$1.00 (2021: \$1.00).



## Responsible Entities Report cont.

MIRACLE BABIES FOUNDATION LTD.  
A.B.N. 14 137 434 596

### RESPONSIBLE ENTITIES REPORT

#### Auditor's Independence Declaration

A copy of the Auditors Independence Declaration as required under S.60-40 of the Australian Charities and Not-for-Profits Act 2012 is included in page 2 of this financial report and forms part of the Responsible Entities' Report.

Signed in accordance with a resolution of the Responsible Entities'

Director:

Melinda Cruz

Director:

Kylie Pussell

Dated this day of

6th September 2021





NurtureLine 24 hour support helpline:

**1300 622 243** (1300 MBABIES)

*Supporting families of premature or sick newborns.*

[www.miraclebabies.org.au](http://www.miraclebabies.org.au)



# Miracle Babies Foundation's Services & Outcomes

**NurtureProgram® • Online Information Centre • Resources**

## NurtureProgram®

Australia's only comprehensive parent to parent support program available from a threatened pregnancy, during the time spent in NICU/SCN, the transition to home and beyond. This support also includes the loss of a baby cared for by a NICU/SCN. This program is provided free to Australia's miracle families and includes play and support groups after discharge.

Our successful program is essential for all miracle families and comprises:

**NurtureLine®** – The first national 24 hour family helpline dedicated to assisting families of premature or sick newborns. Confidential support is provided by our trained parent support team who themselves have experienced the birth of premature or sick newborn.

### NURTURELINE CALLS

**1300 622 243 (1300 MBABIES)**

OUR FAMILY SUPPORT HELPLINE WAS AVAILABLE 24/7 TO FAMILIES OF PREMATURE AND SICK NEWBORNS.

*"One time I felt particularly alone during a 2am Milk Expressing. I rang the 24hr NurtureLine and was able to speak to someone who could relate to what i was feeling as they too had gone through a similar experience." - Jenni Gaulton*

**NurtureTime®** - Facilitated by qualified Miracle Babies Foundation NurtureProgram team, these in hospital parent support sessions operate within Australian NICUs. This vital, comforting and emotional support provides parents with the opportunity to share their journey with someone who has been there.

In the 2020/2021 financial year, **NurtureTime®** ran at **20 locations** (19 in 2021) within the Australian NICUs and SCNs. The service was temporarily suspended due to the COVID-19 global pandemic. To continue supporting families, **NurtureTime®** quickly adapted to **NurtureTime Online** via the Zoom platform, offering up to 10 sessions per week for families nationally at any stage of their journey.

*"I am a mother of a little miracle ex 28 weeker. I am very thankful to Miracle Babies volunteers that I met in Westmead hospital last year. Especially Frances, a wonderful person. My daughter was born due to pre-eclampsia and IUGR weighing 472 grams. At the time we had no idea what it meant to have a baby so small. Frances remained a constant source of information and gave me a NurtureBook and heaps of support. Miracle Babies is doing fabulous work by providing NurtureTime for parents in NICU and beyond. It gives me understanding, confidence and hope. Miracles do happen and mine is one of them." - Monendra Gooncha*

### NURTURETIME IN-HOSPITAL SUPPORT

**166  
SESSIONS**

\*COVID-19 IMPACTS: HOSPITALS CLOSED TO EXTERNAL SERVICE PROVIDERS. THESE SESSIONS MOSTLY RAN IN WA & QLD DUE TO RESTRICTIONS BEING LIFTED IN THOSE STATES.



## NurtureProgram<sup>®</sup> cont.

**NurtureGroup<sup>®</sup>** - Out-of-hospital play and support groups offered at no cost to families and carers who have experienced the birth of a premature or sick newborn. Health professionals such as a speech therapist, physiotherapist, occupational therapist, social worker and family support nurse may attend **NurtureGroups<sup>®</sup>** to provide information, assistance and advice on the children's development.

We commenced the 2020/2021 financial year with 20 **NurtureGroups<sup>®</sup>**. However, the service was temporarily suspended for 3.5 months due to the global pandemic and subsequent COVID-19 restrictions around the country. To continue supporting families, we offered them the opportunity to attend **NurtureTime Online** via the Zoom platform, offering up to 10 sessions per week for families nationally at any stage of their journey.

It is vitally important that parents and their children have access to this ongoing support, our community of people who have gone through a similar experience can positively influence the emotional and physical outcome for families who have suffered such a traumatic experience.

*"After finding out there's a playgroup that we could join that understood the fears and emotions that our family went through was a little comforting, just to know I wasn't alone and I had a place to ask question. We attend the Rockingham NurtureGroup and we love it I was a bit nervous going at first but now we love it, just seeing how far all the babies have come puts a perspective on life and makes me so grateful."*

*- Miracle Mum, Heidi Hilzinger*

*"Having a premature or sick baby that needs to spend time in the NICU or SCN is stressful and isolating.*

*The journey often doesn't end after you leave the hospital; NurtureGroup gives us support and helps connect parents who have shared this unique experience."*

*- Miracle Mum, Jenni Crowther*







## NurtureProgram<sup>®</sup> cont.

**NurtureTime Online** - Due to the global pandemic, COVID-19 and to continue supporting families, NurtureTime<sup>®</sup> and NurtureGroup<sup>®</sup> quickly adapted to **NurtureTime Online** via the Zoom platform, offering up to 10 sessions per week for families nationally at any stage of their journey.

# 2-3

WKLY SESSIONS

NURTURETIME ONLINE SESSIONS

ONLINE ZOOM SESSIONS AVAILABLE TO FAMILIES AROUND AUSTRALIA.

10 WKLY SESSIONS WERE FUNDED FOR WESTMEAD HOSPITAL NICU FAMILIES ACROSS A 3 MNTH PERIOD.

*"I was really happy to participate in the NurtureTime Online session and feel it helps me, even though my twins who were born at 33 weeks are now 2 and a half years old. Andrea did a fantastic job facilitating the session and I felt I gained a lot from my participation. Miracle Babies is a fantastic organisation and I appreciate all you do to help families of premature babies."*

- Miracle Mum, Barbara.



**NurtureGroup Online** is supported by Newcastle Permanent Charitable Foundation and is a pilot trial of online services for families living in the rural and regional parts of Australia. Initially launched and available for families Central West, Hunter New England and the Northern Rivers region of NSW.

Miracle Babies Foundation NurtureGroup Online is a free support group for families who have recently experienced the birth of a

premature or sick newborn in the last 12 months, and who may live in a rural or regional area and can't attend a face-to-face NurtureGroup. We welcome all NICU and SCN families. Parents and carers can exchange ideas on parenting, tackle medical issues, share stories, build support networks, form friendships and ease the isolation that can often be felt by families of premature and sick newborns.

Health professionals in maternal and child health fields attend NurtureGroup Online intermittently to provide information, assistance and expert advice of the children's development. Professionals may include Physiotherapy, Occupational Therapy, Speech Pathology, Dietetics, Social Work, Psychology, Nursing and more.



*"Miracle Babies has made my transition into premmie parenthood smooth and bearable. The NurtureGroup Online has been invaluable to my mental health and sense of well-being. I have never felt alone, judged or felt sorry for in this group. Instead, it gave me a safe space to share my feelings without fear of judgment. I felt lifted when I was down and everyone supported me in every small improvement and milestone my baby achieved. Thank-you Miracle Babies for starting this group. It is an invaluable resource for information and a sense of community."*

- Miracle Mum, Kacey-Lee

NURTUREGROUP ONLINE

# 23

FORTNIGHTLY SESSIONS AVAILABLE TO REGIONAL & RURAL NSW FAMILIES



## NurtureTime®

### NSW

Liverpool Hospital  
Westmead Hospital  
Royal Hospital for Women  
Royal North Shore Hospital  
Royal Prince Alfred  
John Hunter Children's Hospital  
St George Hospital  
Wollongong Hospital  
Blacktown Hospital  
Fairfield Hospital

### ACT

Centenary Hospital for Women and Children

### SA

Women's and Children's, Adelaide

### WA

King Edward Memorial Hospital,  
Joondalup Health Campus  
Perth Children's Hospital  
Fiona Stanley Hospital

### NT

Royal Darwin Hospital

### QLD

Gold Coast University Hospital  
Royal Brisbane Women's Hospital

## NurtureGroup®

### NSW

South West Sydney (Liverpool)  
South West Sydney (Campbelltown)  
South West Sydney (Fairfield)  
South Sydney (St. George)  
South Sydney (Canterbury)  
Western Sydney (Westmead)  
Western Sydney (Nepean)  
Newcastle  
Tamworth  
Wollongong

### SA

Adelaide  
Salsbury

### VIC

North East Melbourne

### WA

Perth (Wembley)  
Joondalup  
Willetton  
Rockingham

### QLD

Gold Coast  
Brisbane

### NT

Darwin

## NurtureProgram® Volunteers

Miracle Babies Foundation has many dedicated volunteers around the country who assist our work. Only specialised, fully screened *NurtureProgram* team members, who themselves have experienced the birth of a premature or sick newborn are able to enter the *NurtureProgram* and offer parent-to-parent support. Our volunteers provide an integral service within Miracle Babies, helping many families through their NICU or SCN journey. In the 2020/21 FY there were 6 new *NurtureProgram* Volunteers onboarded for *NurtureProgram* services, this was a dramatic decrease due to the COVID-19 pandemic and to deal with the public health risk most *NurtureProgram* sessions had to be paused. We also worked with over 70 volunteers at our *Miracle Moon Walk* event and WA volunteers supported our WA High Tea. We also have wonderful groups of volunteers who provide practical support with our resources and administration in our national head office. The support of these generous and amazing people allow us to provide national services and resources for so many families.





## NurtureProgram Resources

With the goal to positively change the experience for families during what can be a traumatic time, some of our resources include:

- **Emergency Care Packages:** Available to parents who have been admitted to hospital unexpectedly or transferred a distance from home. Provides personal care items most needed during the first 24-48 hours of hospitalisation.
- **NICU Survival Pack:** Equips parents with vital tools and resources as well as information about the availability of local *NurtureGroups* after leaving the safety of the hospital's care. Includes *Nurture*, an informative guide book that covers many aspects and concerns shared by parents to give readers a better understanding of neonatal care. Our unique and beautiful journals were developed to help families document and create a memento of their baby's early life.
- **Memory Boxes:** These beautifully designed keepsakes are to provide comfort for families of NICU babies who have passed.
- **Grad Bag:** A resource to help miracle families transition home from NICU or SCN. Includes information on Miracle Babies Foundation services after discharge i.e. *NurtureGroups*, the Going Home Booklet resource (helpful information to assist with the transition home, including information on sleeping, visitors, and when to call the doctor).
- **Milk Express Pack:** Milk Express Packs support and educate mothers on expressing breastmilk for their babies in the NICU and SCN and provide resources for safe storage and transportation of expressed breastmilk. As mothers are often discharged before their babies, they must often express breastmilk at home and transport it to their baby. This resource was first trialled at Liverpool Public Hospital and Westmead Public Hospital. With the support of the staff at these two hospitals and the feedback that was received we were able to receive more funding to open this resource up to all hospitals. We are still receiving positive feedback from hospitals and recipients alike.
- **Knitting and Sewing:** Dedicated groups throughout Australia assist in providing gowns, hats, booties, cot covers and more.
- **Personalised Wall Plaques:** Engraved hearts displayed in the NICUs to acknowledge a baby's very special birth. These are currently available for Liverpool Hospital's (NSW) Heart Plaque Wall.
- **Gifts:** A small acknowledgment provided to families in every Australian NICU on Mother's Day, Father's Day and Christmas.

NURTUREPROGRAM RESOURCES  
JUL 2020 > JUN 2021

NICU SURVIVAL PACKS  
**4,499**

GRAD BAGS  
**1,624**

EMERGENCY CARE PACKS  
**1,081**

MILK EXPRESS PACKS  
**895**

MEMORY BOXES  
**173**



## NurtureProgram Resources cont.

Resources were provided to families at the following hospitals:

### NSW

Liverpool Hospital  
Westmead Hospital  
John Hunter Children's Hospital  
Fairfield Hospital  
Royal Hospital for Women. Randwick  
Canterbury Hospital  
Bankstown Lidcombe Hospital  
St George Hospital  
Bathurst Base Hospital  
Royal North Shore Hospital  
Mater Hospital (North Sydney)  
Dubbo Base Hospital  
St. George Private Hospital  
Wagga Wagga Base Hospital  
Wollongong Hospital  
Tamworth Hospital  
Coffs Harbour Health Campus  
Shoalhaven District Memorial Hospital  
Lismore Base Hospital  
Sydney South West Private Hospital  
Grafton Hospital  
Port Macquarie Base Hospital  
Tweed Heads Hospital  
Prince of Wales Private Hospital  
Manning Base Hospital  
Royal Prince Alfred Hospital  
Possum Cottage, Sutherland Hospital  
Orange Base Hospital  
Auburn Public Hospital  
Grafton Public Hospital

### ACT

Centenary Hospital for Women and Children

### QLD

Gold Coast University Hospital  
Royal Hospital for Women (Herston)  
Townsville Hospital  
Sunshine Coast University Hospital  
Royal Brisbane and Women's Hospital  
Redlands Hospital  
Mater Women's & Children's Hospital

### VIC

Monash Children's Hospital (Clayton)  
Mercy Hospital  
Royal Children's Hospital (Parkville)

### SA

Women's and Children's Hospital  
Flinders Medical Centre  
Lyell McEwin Hospital  
Calvary North Adelaide Hospital

### WA

Joondalup Health Campus  
King Edward Memorial Hospital  
Fiona Stanley Hospital  
Perth Children's Hospital

### TAS

Royal Hobart Hospital

### NT

Royal Darwin Hospital  
Grove District Hospital  
Darwin Private Hospital



Grad Bag



Knitting and Sewing



Miracle Wall



Memory Boxes





## NEW NurtureProgram Services & Resources

The Miracle Babies [Nurture Information Hub](#), is designed to assist families through different life stages of pregnancy, time in hospital, discharge home, the early years, preschool years, primary school, high school and adulthood. Babies born premature, small for their gestational age or babies that have had complications that lead to their NICU/SCN stay run a higher risk of challenges, therefore it's important to watch your child's progress through their different life stages.

**Nurture 'E' - The EEE Impact** has been created in collaboration with parents and health professionals to provide you with [Evidence](#), [Education](#) and [Empowerment](#).

*"This is a very valuable resource for parents of a preterm baby to help them understand the challenges which may be faced in childhood and adolescence, and how best to advocate for their child in a variety of settings."*

- Professor Lex Doyle

Our aim through the EEE Impact is to leave you feeling confident and empowered to better advocate and assist your child during these exciting and vital development years. Our continued commitment to miracle families is to fulfill our mission and continue to strive for *'better, healthier outcomes for newborns and their families challenged by prematurity and sickness.'*



### What will you find inside the Milk Express Pack?

Cooler bag for safe transportation of breast milk from home to hospital

Breast Milk Storage Guidelines Magnet including safe storage & transportation tips

'The importance of Breast Milk' flyer for premature and sick babies

Miracle Babies *NurtureGroup* flyer - local support service

Breast Milk Crib Card

This new and valuable resource started as a trial at Liverpool & Westmead Hospitals. After receiving such great feedback, the Milk Express Pack was made available to all Hospitals in Australia with NICU/SCNs.

### Milk Express Pack Testimonials:

*'Very helpful resource, especially for Mums & parents like me who aren't fully prepared. Getting the pack meant there was at least one less thing for me to worry about. Especially for something so important like transporting milk to your newborn in the safest way. Thank you for helping our miracle babies.'* - Miracle Mum, Munu

*'Our mums find them very useful. I think it's the magnet (Breast Milk Storage Guidelines) and usefulness of the esky bag.'* - Feedback from Leah Winder, Neonatal Family Support Nurse, Neonatal Intensive Care Unit, Liverpool Hospital

### NurtureNetwork:

*NurtureNetwork* is our new research focused community of committed miracle parents and carers who have joined to participate and share their experiences, information and points of view through to help the joint mission of advancing health and outcomes for babies born early or sick.







## Online Information Centre

Access to current and relevant Australian information is extremely important for miracle families.

An Australian first and funded initially by the NSW Government, the Miracle Babies Foundation website is Australia's premiere online resource for families.

In November 2020, we launched our new [www.miraclebabies.org.au](http://www.miraclebabies.org.au) website. Including the improved [Nurture Information Hub](#) with the [Nurture 'E' - The EEE Impact](#) (created in collaboration with parents and health professionals) to provide families and health professionals with [Evidence](#), [Education](#) and [Empowerment](#). The new website was fully funded by NSW Government, Ministry of Health and will be Australia's leading and most respected resource destination for information relating to babies born premature or critically ill.

### Website Features:

- Australia's first comprehensive listing of every Australian NICU
- Real Australian birth stories for families, from families
- Australian statistics and terminology
- Information on baby's development through all life stages
- Common medical conditions and procedures
- Help with the transition home and through those early life stages, transition to school and into adulthood
- Follow on services
- Ways to get involved

During the **2020/2021** financial year [www.miraclebabies.org.au](http://www.miraclebabies.org.au) received **133,570** unique website visitors with a **49.19% decrease** on the previous fiscal year **2019/2020: 262,920**. This decrease is mostly due to the launch of our new site and Google mapping our new content from scratch. During this period, there were **573,444 page views**, pages that received the most traffic are our Family Stories – taking up the top ten places in website traffic. People are being directed to particular areas of website by URL's on third party pages such as Facebook, Google, Media Reach, etc. More than **67% of individuals found us via organic search**. Improvement of SEO is a focus in 2021/22 FY.

Facilitating Australia's largest online social media community for neonatal families is no mere feat. Our commitment to reach and support families through all avenues has seen more than 15 million people actively engage with our Facebook page. Vital statistics include:

### Facebook @miraclebabiesfoundation

- Page likes; **62,705** (*increase 3.16% on previous year*) which is pretty good considering Facebook's major algorithm changes.
- People Reached: The number of people who saw your content at least once. People reached is different from impressions, which may include multiple views of your content by the same people;
  - July 2020 - December 2020; **564.8k People Reached** (*104% increase on previous 184 days*)
  - January 2021 - June 2021; **475.4k People Reached** (*15% decrease on previous 182 days*)

**Twitter @miraclebabies**; approx. 3,074 followers

**Instagram @miraclebabiesfoundation**; 6,800 followers (*increase 11.31% on previous year*)

July 2020 - December 2020; **27.2k People Reached** (*37.4% increase on previous 184 days*)

January 2021 - June 2021; **43.4k People Reached** (*60% increase on previous 182 days*)

**LinkedIn @miraclebabiesfoundation**; approx. 875 followers (*59% increase on previous year*)

**eNews**; database of 18,500+ subscribers; 75 eDM's sent across the 2020/2021 FY (*increase of 9 on previous*). Transitioned to Clarety (new platform) in March 2021 for all eDM sends.



## Ambassadors

Our ambassadors are instrumental in raising the profile of Miracle Babies Foundation. Whether it be touring a Newborn Intensive Care Unit and meeting babies and their parents, or contributing to the success of a fundraising event, their dedication and devotion to the work of Miracle Babies Foundation is evident through their continued support.



Deborah Knight



Sam Squiers



Scott Cam



Amber Sherlock



Sam Perrett



Alf Paranihi



Geoff Field



Danielle Matthews



Laura Byrnes



Vic Lorusso



David Wall



Nicole  
Madigan-Everest

### *Advocate*



Jackie O

### *Honorary Life Ambassador*



Doc Neeson



## Professional Associations

Miracle Babies Foundation is very proud of our professional association with leading organisations. This continued collaboration brings together an important community supporting our vision of assisting miracle babies and their families with outcomes that are not only life-saving but also life-changing. Relationships exist with the following:

ALPHA Collaboration

Australian & New Zealand Neonatal Network (ANZNN)

Australian College of Neonatal Nurses (ACNN)

Australian Clinical Trials Alliance (ACTA)

Australian Dyslexic Association

Australian Multiple Births Association

Beyond Blue

Canadian Premature Babies Foundation

Centre for Research Excellence

Cerebral Palsy Alliance

Cochrane Neonatal Group

College of Nursing

Down Syndrome Australia

European Foundation for the Care of Newborn Infants (EFCNI)

Global Alliance for Newborn Care (GLANCE)

Health Direct/ Insight

Healthy Newborn Network (part of the global Save Children Foundation)

Helping Little Hands

International Association of Infant Massage

International Consortium for Health Outcomes Measurement (ICHOM)

Miracle Babies USA

Multiple Births Association

Murdoch Children's Research Institute

National Health & Medical Research Council (NHMRC)

NEC Society

Partnership for Maternal Newborn & Child Health (PMNCH)

Perinatal Society of Australia & New Zealand (PSANZ)

Ronald McDonald House Charities

School of Psychology, University of Adelaide

SPD Australia

UNICEF

University of Technology, Sydney

Victorian Infant Collaborative

World Health Organisation (WHO)



global alliance  
for newborn care





## Advocacy, Consumer Representation & Research Projects

Miracle Babies Foundation is Australia's largest consumer group of families who have experienced the birth of a preterm and/or sick baby. Our role includes being a collective voice for the community and work alongside health professionals to advance health and improve the experience for miracle families.

In the 2020/2021 period, our work included investigator roles on research projects, positions on relevant boards and committees, keynote talks and presentations, consultation and activating our 60,000+ online community for input and participation in the future of neonatal health.

### Highlights include:

Representation at the following congress and committees:

- EFCNI
- Glance
- Australian Red Cross Blood Service Milk Bank
- PSANZ Annual Congress
- Alpha Collaboration
- ACNN Conference

Participation in the following research projects:

- LIFT
- TORPIDO 30/60
- WHEAT
- FiCare
- Preventing Preterm Birth
- Preventive and Public Health Initiative: Maternal Health and First 2000 Days, Early Childhood, and Exercise and Nutrition

The development and launch of our [NurtureNetwork](#) - our community of committed miracle parents and carers who are willing to participate and share their experiences, information and points of view through, mostly, online surveys to help the joint mission of advancing health and outcomes for babies born early or sick.

Co-author in the following publications:

- 'I wish I'd had the option': views about donor human milk among parents with babies born moderate-late preterm *May 2, 2021; Journal of Paediatrics and Child Health*
- When should intensive care be provided for the extremely preterm infants born at the margin of viability? A survey of Australasian parents and clinicians *Aug 17, 2020; Journal of Paediatrics and Child Health*

Advocating and supporting continual advancement to support a family's experience in the following:

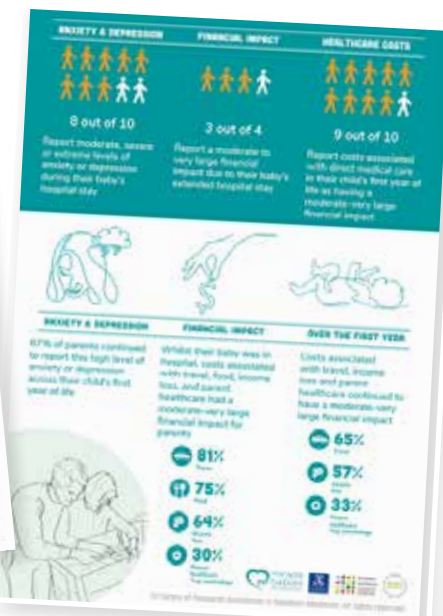
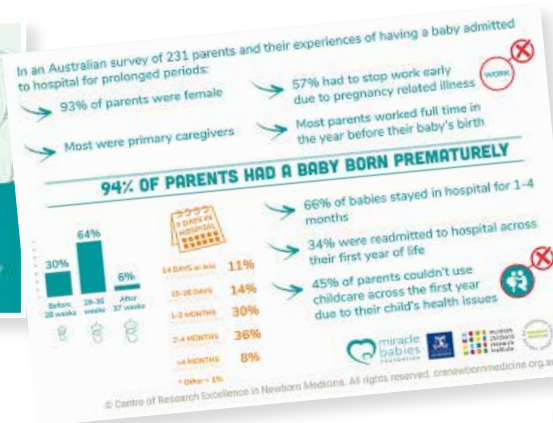
- Extended Paid Parental Leave
- Zero Separation
- World Breastfeeding Week
- World Prematurity Day
- Kangaroo Care Awareness
- FiCare

### THE IMPACT OF CURRENT PAID PARENTAL LEAVE ON FAMILIES OF PRETERM AND SICK BABIES

Having a baby born prematurely or unwell is a stressful and challenging time for families. Babies can be in hospital for many weeks and months, and parents can struggle emotionally and financially which can further impact child development.

### A NATIONWIDE CHANGE TO THE AUSTRALIAN PAID PARENTAL LEAVE ACT FOR PARENTS OF SICK OR PREMATURE BABIES IS URGENTLY NEEDED\*

\*We recommend six weeks of extra Parental Leave Pay for primary caregivers for every week a baby is in hospital beyond two weeks, with a maximum of 14 weeks extra pay. For fathers and partners we recommend an additional two weeks of extra Care and Partner Pay.







## Supporters

Miracle Babies Foundation relies heavily on the support of the community and local businesses to raise the vital funds we need to provide programs and services to families of premature and sick newborns and the hospitals caring for them. *Below are some of the organisations the Foundation acknowledges for their strong support in 2020/2021:*

### Corporate Partners

Natalis

BabyLove Nappies

Tommee Tippee

WaterWipes

Active Display



**BabyLove®**



**WaterWipes®**  
THE WORLD'S PUREST BABY WIPES

**ACTIVE**

### Major Funding Supporters

A2 Dairy Products Australia Pty. Ltd.

Australian Government (Dept. of Health)

Australian Government (Dept. of Social Services)

Newcastle Permanent Charitable Foundation

James N Kirby Foundation

Central Coast Council

Canberra Southern Cross Club

Harcourts Foundation

St. George Foundation

Tobin Brothers Foundation

CHEP Australia

Queensland Community Foundation

*NSW ClubGrants Scheme:*

Club Rivers

Canterbury League Club

Brighton Le Sands RSL Club

Henry Sports Club

Club York

Parra Leagues

West's League Club Campbelltown

Rules Club Wagga

Hexham Bowling Club

Sporties Moorebank

NSW State Government

SA State Government

Noel F Mitchell Foundation

ATC Foundation

Liverpool City Council

ConnectGroups

Rotary Club of Narellan (A2 Milk)

Honda Foundation

Morialta Trust

Variety Children's Charity, WA

Stockland CARES Grant

Smartgroup Foundation

Mounties

Canterbury-Hurlstone Park RSL Club

Chatswood RSL Club

City of Sydney RSL Club

Dubbo RSL Club

Guildford Leagues Club

Harbord Diggers (Mounties)

Wenty Leagues Club

Lismore Workers Club

The Fraternity Club



Australian Government



NSW GOVERNMENT



MORIALTA TRUST



Sporties



JAMES N. KIRBY FOUNDATION



st.george foundation



AUSTRALIAN TURF CLUB FOUNDATION



## In Kind Support

All Solutions Locksmiths

Salesforce Foundation

AusMech Air

Pedemonts

Signwerx

Pregnancy Babies & Children's Expo

Hall & Willcox

Active Display

Diamond World Jewellers

Wattle Grove Plumbing

Stockwell International

Kiddipedia

## Humidicribs

For **2020/2021**, 25 decommissioned humidicribs were operating in rotation at various NSW locations and events nationally. **20 permanent humidicrib locations included:**

Blacktown Workers Club

Blacktown Sports Club

*Cabravale Diggers - Most Money Raised*

Campbelltown RSL

Canley Heights RSL

Guildford Leagues Club

Liverpool Golf Club

Liverpool Catholic Club

Mounties Club

Club Menangle

Club Merrylands

Triglav Mounties

Myer Parramatta x2

McDonald's

McDonald's

McDonald's

McDonald's

Campbelltown Bowling Club

Pregnancy, Babies & Children's Expo

Blacktown (removed May 2021)

Blacktown

Canley Vale

Campbelltown

Wakeley

Guildford

Lansvale

Liverpool

Mt. Pritchard

Menangle

Merrylands

St. Johns Park

Parramatta

Villawood

Wetherill Park

Fairfield

Minchinbury

Campbelltown (removed Nov. 2020)

Nationally (6 Expos - due to COVID)



## Pregnancy, Babies & Childrens Expo

As a valued supporter, PBC Expo provides a sponsored stand to Miracle Babies Foundation at their Expos nationally. Our NurtureProgram Support Worker's and volunteers man these stands to raise our profile, increase awareness and also sell Miracle Babies merchandise to a niche market. In the 2020/2021 FY we were present in 6 out of the 12 planned Expos due to COVID-19 pandemic. It has been difficult obtaining volunteers during lockdown periods, but with 3 Expos in NSW, VIC and QLD throughout the year we have seen a steady increase with our onboarding of volunteers as well as additional funds raised at each of these Expos and increasing our ability to connect with more parents, parents-to-be and event visitors.





# Highlighted Events for 2020/2021

Events are an important way for Miracle Babies Foundation to raise funds, create awareness and acquire donors. Some of the highlights of **2020/2021** include:

## World Prematurity Day

Falling on 17th November, World Prematurity Day is the largest worldwide initiative to raise awareness for newborns born too early. Our Federal and State Government leaders were asked to support our campaign through our Premier donation ask to help support our *NurtureLine*. Special thank you to NSW Government for their donation of \$5,000 toward *NurtureLine* in honour of World Prematurity Day 2020. Our Corporate Partner, Tommee Tippee, also supported World Prematurity Day with the '*Tommee Tippee Tip-In*' campaign, an annual awareness and fundraising campaign. Tommee Tippee also donated \$1 to Miracle Babies for every transaction made via their online store during the month of November.

## Miracle Moon Walk

Miracle families came together for our third annual Miracle Moon Walk on Saturday 27th March 2021 at Martin Place, Sydney CBD. The result, 229 participants, with a final fundraising amount of \$94,165, this includes sponsorship, donations, registration fees and merchandise. This is a **65% increase** in fundraising income vs. last year.



## Thank U NICU Day

This awareness campaign acknowledges the hard work and dedication of all the staff who are caring for our smallest, earliest and sickest babies. Sponsored by Corporate Partner, **BabyLove**, morning teas were hosted in many NICU's around the country as a symbol of our appreciation.

## Miracle Month of May

With the success of the previous year and despite the impacts of COVID-19, we continued to keep May as a key awareness month, '**Miracle Month of May**' whereby we aim to raise additional funds and awareness in the community by increasing community fundraising events and highlighting corporate partners and key events. We continued with the 24 hour 'Quadruple Giving Day' Campaign and Move for Miracles, along with our WA High Tea.

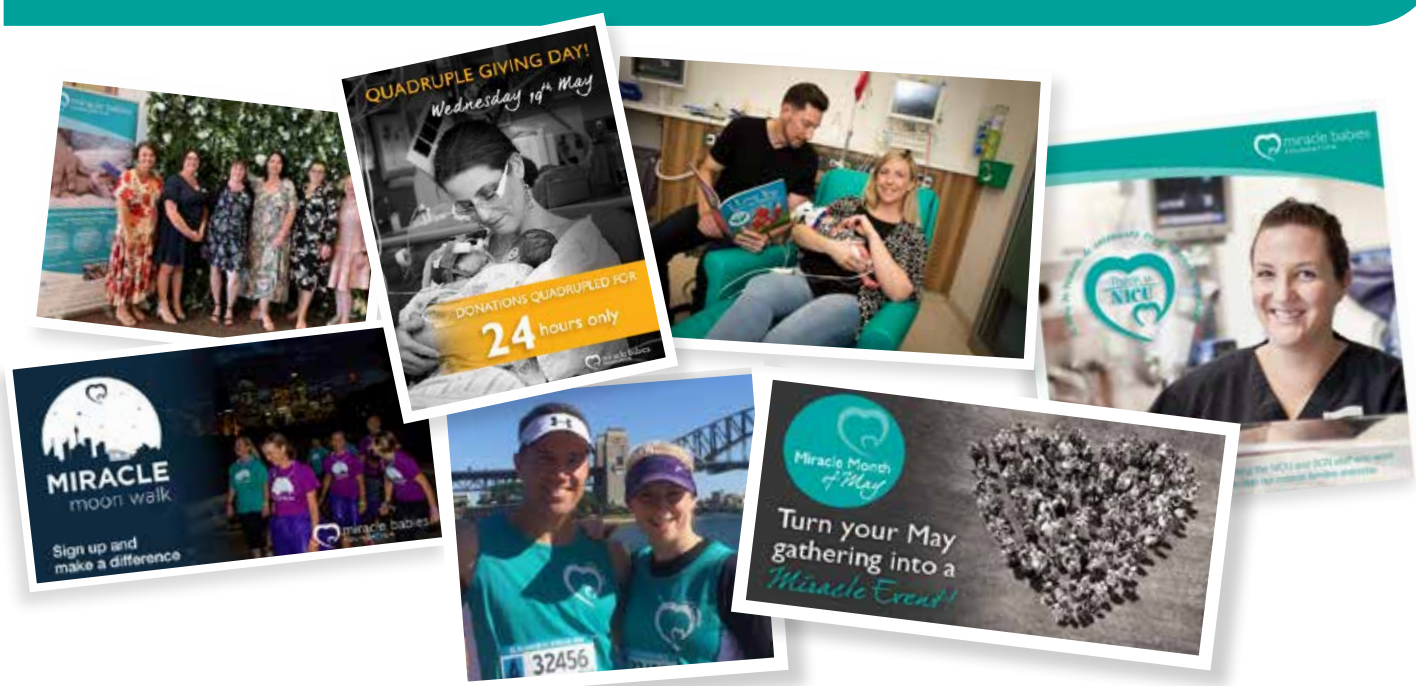
## 24 Hour Quadruple Giving Day Campaign

This was our fourth year running our '**24 hour Quadruple Giving Day**' Campaign, held on Wednesday 19th May 2021, with the opportunity for donors to have every single dollar quadrupled by our major donors. Thanks to our *Matching Donors: Mounties, Natalis, BabyLove Nappies, Tommee Tippee and WaterWipes*. Despite the financial pressures of the global pandemic, we raised an incredible \$246,250 (**117.44% increase on previous year**).

## Fun Runs

Unfortunately due to COVID-19 pandemic and the restrictions that ensued, most running events were cancelled or turned into virtual events with the amount of participants quite low. Two runners fundraised for the 2020 London Marathon, however for the second year running they haven't been able to participate - fingers crossed for 2022!





## Regular Giving

**Mission for Miracles**, Regular Giving program, continues to track well. Currently, we have 63 regular donors. Total income for 2020/21 was \$16,491.



## Workplace Giving

Donations received via Good2Give. Benevity or directly from the employer. This year we have received a total of \$4,682.

*Organisations who have participated in Workplace Giving include:*

- Apple
- Australia Post
- Biogen MA Inc
- CAF America
- Challenger Group Services
- Ernst & Young
- Findex
- Google
- My Net Fone Australia
- National Australia Bank
- O'Brien Glass
- Pinnacle and affiliated Fund
- Rio Tinto Services
- Vicinity Centres PM
- Vita Group
- Westpac Group







## After NICU: Getting Involved

written by Miracle Mum, Nat Merida

*Nat's twins Raphael and Dante are featured on the front cover of this years Annual Report.*

My boys, my family – we are one of the lucky ones. However, despite our happy ending we still struggled.

The impact of having premature twins on our family unit was painful, silent and deep. The trauma lingered for years. The story of my boys' journey is here.

After everything my family and I had gone through I decided the best way I could move on was to embrace the experiences - the good, the bad and the scary. I was going to use my journey to reach out and get involved as a way to help other NICU families and the medical community who support and care for these families.

I started working with the Miracle Babies Foundation in 2015 as the Darwin NurtureGroup Support Officer. I was visiting babies and families in NICU, running a playgroup for ex-NICU families, and holding talks in hospitals about how Miracle Babies can help staff in caring for NICU babies and families.

I even signed up and trained for the New York marathon fundraiser. What an experience - when I crossed the marathon finishing line in 2018 I was tired, cold and hit by an enormous sense of relief. I had done it. The journey to get to that point (crossing the line) was tough. But hands down running the marathon and helping raise over \$11,000 for the Miracle Babies Foundation was one do the best things I have ever done and I would do it again in a heart beat."

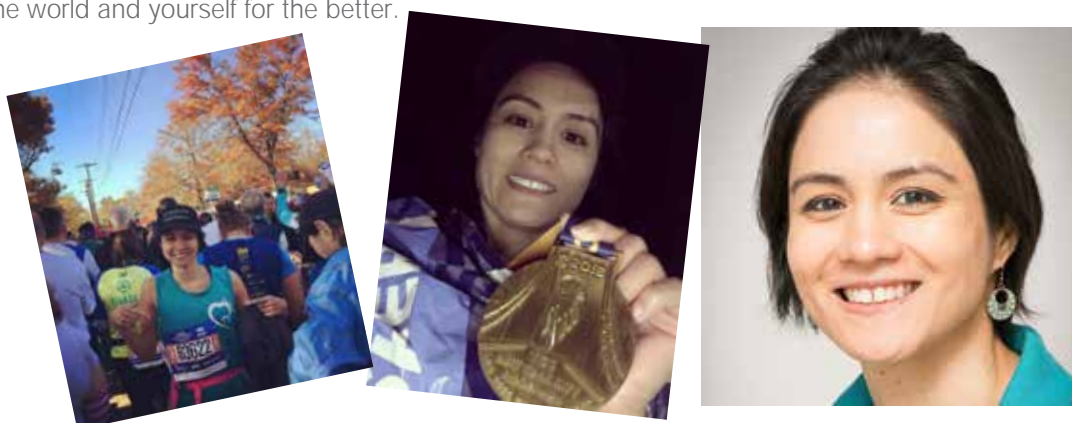
Getting involved with the Miracle Babies Foundation and helping other families has been a real privilege. It has enabled me to use my personal experience as an ex-NICU parent to reach out and provide comfort to others. I am fortunate to work with the most amazing team of staff and volunteers from around the country who are all driven by the desire to support these babies and their families.


Further involvement with Australian and New Zealand Neonatal Network (ANZNN)

In 2017 I become one of three inaugural consumer representatives (also known as consumers of the NICU experience) on the Australian and New Zealand Neonatal Network (ANZNN). In my role as a consumer representative I'm able to provide advice to the ANZNN from a parent's perspective. The inclusion of myself and the two other consumer representatives (the amazing Em Davis and Rachel Taufer) is a testament to the importance and value the ANZNN places on the views and experiences of current and past NICU parents to inform its work.

Getting involved has been an immensely rewarding experience for me. I have met so many amazing Miracle families, worked with the most dedicated and inspiring people and I have learnt so much about myself in the process.

If you are a NICU parent and have ever wanted to reach out and help others – please give it a go! There are just so many ways NICU parents can get involved. Your help, your voice and your dedication – it can change the world and yourself for the better.





*'People often ask how do these families cope... the truth is they don't'*

Dr Paul Craven Deputy Director  
Newborn Services Hunter New England Health





## Media

We had a another positive year with media coverage and raising awareness of Miracle Babies Foundation and our work.

We launched our new website and *Nurture* Information Hub in a Facebook Live on World Prematurity Day in November. Our November NICU Awareness Month received good media coverage with radio interviews and engagement through our social channels. We again drew attention to our advocacy message for review of Commonwealth Government legislation to better support families with a premature or sick newborn during November.

Our Miracle Moon Walk received attention with miracle family Alison, Dominic and baby Nicholas being interviewed on Channel 7 Sunrise and Nolan, a miracle baby himself, featured in Bathurst channel 9 news about his inspiring journey in giving back through the Miracle Moon Walk.

Miracle Month of May is always a great awareness month for us and receives fantastic media support. Working with our media partners, Media Cast, we had 69 media coverages, reaching over 13,130,627 people. Our media message for Miracle Month of May was focussed on our Nurture Information Hub and talking about the long term challenges and needs for families and also the child as they grow and develop. This new and Australian first provides information for families through primary school years, high school years and then talks to the now adult through the adult years. Highlighting long term needs and health challenges in later life is vitally important to help improve the long term outcomes for our community.









# Financial Statements

## MIRACLE BABIES FOUNDATION LTD. A.B.N. 14 137 434 596

### STATEMENT OF PROFIT OR LOSS AND OTHER COMPREHENSIVE INCOME FOR THE YEAR ENDED 30 JUNE 2021

	Note	2021 \$	2020 \$
<b>SALES</b>			
Sales		28,441.39	9,463.24
<b>LESS: COST OF GOODS SOLD</b>			
Opening Stock		14,836.00	11,590.50
Purchases		8,163.96	1,167.74
Closing Stock		(22,613.00)	(14,836.00)
		386.96	2,077.76
<b>GROSS PROFIT FROM TRADING</b>		28,054.43	11,541.00
<b>OTHER INCOME</b>			
Grants Received (State & Local)		693,342.27	504,739.89
<b>Other Income</b>			
CashFlow Boost Payments		28,359.75	47,264.00
Job Keeper Payments		331,650.00	114,000.00
Paid Parental Leave		-	26,661.60
COVID- Grant		-	10,000.00
		360,009.75	197,925.60
<b>Donations, Fundraising &amp; Corporate Partnerships</b>			
Corporate Partnerships		184,353.06	79,141.02
Donations		118,899.37	131,159.65
Fundraising		302,584.00	322,113.66
		605,836.43	532,414.33
Interest Received		1,132.46	2,560.78
		1,660,320.91	1,237,640.60
		1,688,375.34	1,249,181.60





**MIRACLE BABIES FOUNDATION LTD.**

**A.B.N. 14 137 434 596**

**STATEMENT OF PROFIT OR LOSS AND OTHER COMPREHENSIVE INCOME  
FOR THE YEAR ENDED 30 JUNE 2021**

	Note	2021 \$	2020 \$
<b>EXPENSES</b>			
Accountancy Fees		5,800.00	2,600.00
Auditor's Fee		3,600.00	2,100.00
Advertising		12,441.69	9,227.04
Amortisation		228.00	228.00
Bank Charges		491.39	992.76
Consultancy Fees		17,083.36	7,345.25
Computer & Software Supplies		900.00	7,470.25
Depreciation		20,213.00	9,372.00
Electricity		-	(255.90)
Freight & Cartage		786.90	9,030.51
Fundraising Expenses		74,319.12	71,096.75
Grants Paid to Industry		15,196.73	34,215.80
Plant Hire		1,500.00	17,185.89
Insurance		27,190.84	24,412.54
Merchant Fees		1,959.51	856.12
Marketing Expenses		8,000.00	-
NP Operation Expenses		89,017.72	105,649.07
Motor Vehicle Expenses		5,059.44	7,176.54
Office Supplies		3,167.01	2,084.35
Postage		1,527.36	4,915.88
Printing & Stationery		8,501.93	17,442.73
Provision for Employee Entitlements		12,020.23	8,053.70
Rent		56,326.27	33,733.43
Repairs & Maintenance		16,264.45	3,406.44
Staff Training & Amenities		1,848.56	2,667.49
Subscriptions		9,801.00	7,463.78
Superannuation Contributions		63,132.11	55,541.95
Telephone		17,640.60	20,773.19
Travelling Expenses		-	3,830.01
Wages		735,011.41	751,778.38
Volunteers Expenses		1,093.65	1,357.82
		<u>1,210,122.28</u>	<u>1,221,751.77</u>
<b>Profit before income tax</b>		<u>478,253.06</u>	<u>27,429.83</u>



**MIRACLE BABIES FOUNDATION LTD.**  
**A.B.N. 14 137 434 596**

**BALANCE SHEET**  
**AS AT 30 JUNE 2021**

	Note	2021 \$	2020 \$
<b>ASSETS</b>			
<b>CURRENT ASSETS</b>			
Cash and cash equivalents	3	1,012,933.20	735,665.08
Trade and other receivables	4	51,864.45	72,072.62
Inventories	5	22,613.00	14,836.00
Prepayments		4,355.54	10,791.86
<b>TOTAL CURRENT ASSETS</b>		<b>1,091,766.19</b>	<b>833,365.56</b>
<b>NON-CURRENT ASSETS</b>			
Property, plant and equipment	6	93,613.94	56,159.47
Intangible assets	7	4,037.82	1,484.00
<b>TOTAL NON-CURRENT ASSETS</b>		<b>97,651.76</b>	<b>57,643.47</b>
<b>TOTAL ASSETS</b>		<b>1,189,417.95</b>	<b>891,009.03</b>
<b>LIABILITIES</b>			
<b>CURRENT LIABILITIES</b>			
Trade and other payables	8	24,212.96	16,077.33
Provision for Leave		75,185.62	63,165.39
Grants Received in Advance		-	200,000.00
<b>TOTAL CURRENT LIABILITIES</b>		<b>99,398.58</b>	<b>279,242.72</b>
<b>TOTAL LIABILITIES</b>		<b>99,398.58</b>	<b>279,242.72</b>
<b>NET ASSETS</b>		<b>1,090,019.37</b>	<b>611,766.31</b>
<b>EQUITY</b>			
Retained earnings	9	1,090,019.37	611,766.31
<b>TOTAL EQUITY</b>		<b>1,090,019.37</b>	<b>611,766.31</b>





**MIRACLE BABIES FOUNDATION LTD.**  
**A.B.N. 14 137 434 596**

**CASH FLOW STATEMENT**  
**FOR THE YEAR ENDED 30 JUNE 2021**

	<b>2021</b>	<b>2020</b>
	<b>\$</b>	<b>\$</b>
<b>CASH FLOWS FROM OPERATING ACTIVITIES</b>		
State, local and other grants	1,081,792.27	727,063.83
Receipts from donations, bequests and raffles	605,836.43	322,113.66
Payments to suppliers and employees	(1,353,824.40)	(1,266,490.06)
Interest received	1,132.46	2,560.78
<b>Net cash provided by (used in) operating activities</b>	<b>334,936.76</b>	<b>(214,751.79)</b>
<b>CASH FLOWS FROM INVESTING ACTIVITIES</b>		
Payments for property, plant and equipment	(57,668.64)	(35,723.85)
<b>Net cash used in investing activities</b>	<b>(57,668.64)</b>	<b>(35,723.85)</b>
Net increase (decrease) in cash held	277,268.12	(250,475.64)
Cash at beginning of financial year	723,290.08	973,765.72
Cash at end of financial year	<b>3</b> 1,000,558.20	<b>723,290.08</b>



## **NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 30 JUNE 2021**

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The financial statements cover the business of MIRACLE BABIES FOUNDATION LTD. and have been prepared to meet the needs of stakeholders and to assist in the preparation of the tax return.

Comparatives are consistent with prior years, unless otherwise stated.

### **1 Basis of Preparation**

The Company is non reporting since there are unlikely to be any users who would rely on the general purpose financial statements.

The special purpose financial statements have been prepared in accordance with the significant accounting policies described below and do not comply with any Australian Accounting Standards unless otherwise stated.

The financial statements have been prepared on an accruals basis and are based on historical costs modified, where applicable, by the measurement at fair value of selected non current assets, financial assets and financial liabilities.

Significant accounting policies adopted in the preparation of these financial statements are presented below and are consistent with prior reporting periods unless otherwise stated.

#### **COVID-19 impact on the use of estimates and assumptions**

While the effects of COVID-19 do not change the significant estimates, judgements and assumptions in the preparation of financial statements, it has resulted in increased estimation uncertainty and application of further judgement within those identified areas.

### **2 Summary of Significant Accounting Policies**

#### **Inventories**

Inventories are measured at the lower of cost and net realisable value. Cost of inventory is determined using the first-in-first-out basis and is net of any rebates and discounts received.

Net realisable value is estimated using the most reliable evidence available at the reporting date and inventory is written down through an obsolescence provision if necessary.



## **NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 30 JUNE 2021**

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### **Property, Plant and Equipment**

Each class of property, plant and equipment is carried at cost or fair value less, where applicable, any accumulated depreciation and impairment.

#### **Depreciation**

Property, plant and equipment excluding freehold land, is depreciated on a straight line basis over the assets useful life to the company, commencing when the asset is ready for use.

### **Impairment of Non-Financial Assets**

At the end of each reporting period the company determines whether there is an evidence of an impairment indicator for non-financial assets.

Where this indicator exists and regardless for goodwill, indefinite life intangible assets and intangible assets not yet available for use, the recoverable amount of the asset is estimated.

Where assets do not operate independently of other assets, the recoverable amount of the relevant cash-generating unit (CGU) is estimated.

The recoverable amount of an asset or CGU is the higher of the fair value less costs of disposal and the value in use. Value in use is the present value of the future cash flows expected to be derived from an asset or cash-generating unit.

Where the recoverable amount is less than the carrying amount, an impairment loss is recognised in profit or loss.

Reversal indicators are considered in subsequent periods for all assets which have suffered an impairment loss, except for goodwill.

### **Cash and Cash Equivalents**

Cash and cash equivalents comprises cash on hand, demand deposits and short-term investments which are readily convertible to known amounts of cash and which are subject to an insignificant risk of change in value.



**MIRACLE BABIES FOUNDATION LTD.  
A.B.N. 14 137 434 596**

**NOTES TO THE FINANCIAL STATEMENTS  
FOR THE YEAR ENDED 30 JUNE 2021**

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**Revenue and Other Income**

Revenue is recognised when the business is entitled to it.

**Sale of goods**

Revenue from the sale of goods is recognised at the point of delivery as this corresponds to the transfer of significant risks and rewards of ownership of the goods and the cessation of all involvement in those goods.

**Interest revenue**

Interest revenue is recognised using the effective interest rate method.

**Dividend revenue**

Dividends are recognised when the right to receive payment is established.

**Rendering of services**

Revenue in relation to rendering of services is recognised depends on whether the outcome of the services can be measured reliably. If this is the case then the stage of completion of the services is used to determine the appropriate level of revenue to be recognised in the period. If the outcome cannot be reliably measured then revenue is recognised to the extent of expenses recognised that are recoverable.

**Other income**

Other income is recognised on an accruals basis when the company is entitled to it.

**Goods and Services Tax (GST)**

Revenue, expenses and assets are recognised net of the amount of goods and services tax (GST), except where the amount of GST incurred is not recoverable from the Australian Taxation Office (ATO).

Receivables and payables are stated inclusive of GST.

Cash flows in the cash flow statement are included on a gross basis and the GST component of cash flows arising from investing or financing activities which is recoverable from, or payable to, the taxation authority is classified as operating cash flows.



**MIRACLE BABIES FOUNDATION LTD.**  
**A.B.N. 14 137 434 596**

**NOTES TO THE FINANCIAL STATEMENTS**  
**FOR THE YEAR ENDED 30 JUNE 2021**

	<b>2021</b>	<b>2020</b>
	<b>\$</b>	<b>\$</b>
<b>3 Cash and Cash Equivalents</b>		
Bond- Childs Rd	12,375.00	12,375.00
Westpac 4693	275,932.80	107,595.57
CBA 0320	61,021.32	23,135.61
CBA 0312	663,307.49	592,262.31
Petty Cash Account	296.59	296.59
	<u>1,012,933.20</u>	<u>735,665.08</u>
<b>Reconciliation of cash</b>		
Cash and Cash equivalents reported in the cash flow statement are reconciled to the equivalent items in the balance sheet as follows:		
Cash and cash equivalents	<u>1,000,558.20</u>	<u>723,290.08</u>
	<u>1,000,558.20</u>	<u>723,290.08</u>
<b>4 Trade and Other Receivables</b>		
<b>Current</b>		
Trade Debtors	51,193.48	55,463.24
BAS Amount Payable	670.97	16,609.38
	<u>51,864.45</u>	<u>72,072.62</u>
<b>5 Inventories</b>		
<b>Current</b>		
Stock on Hand	<u>22,613.00</u>	<u>14,836.00</u>





## NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 30 JUNE 2021

	2021 \$	2020 \$
<b>6 Property, plant and equipment</b>		
Motor Vehicles - at cost	50,323.19	24,959.55
Less: Accumulated Depreciation	<u>(17,609.17)</u>	<u>(14,028.00)</u>
	32,714.02	10,931.55
Office Furniture & Equipment - at cost	11,699.08	11,699.08
Less: Accumulated Depreciation	<u>(8,567.00)</u>	<u>(7,269.00)</u>
	3,132.08	4,430.08
Software Development - at Cost	43,142.84	43,142.84
Less: Accumulated Depreciation	<u>(42,749.00)</u>	<u>(42,007.00)</u>
	393.84	1,135.84
Website - at Cost	104,290.00	71,985.00
Less: Accumulated Depreciation	<u>(53,206.00)</u>	<u>(40,182.00)</u>
	51,084.00	31,803.00
Plant & Equipment	16,850.00	16,850.00
Less: Accumulated Depreciation	<u>(10,560.00)</u>	<u>(8,991.00)</u>
	6,290.00	7,859.00
<b>Total Plant and Equipment</b>	<u>93,613.94</u>	<u>56,159.47</u>
<b>Total Property, Plant and Equipment</b>	<u>93,613.94</u>	<u>56,159.47</u>
<b>7 Intangible Assets</b>		
<b>Formation Expenses</b>		
Formation Expenses	912.00	912.00
Less: Amortization	<u>(456.00)</u>	<u>(228.00)</u>
	456.00	684.00
Trademark	3,581.82	800.00
<b>Total</b>	<u>4,037.82</u>	<u>1,484.00</u>
<b>8 Trade and Other Payables</b>		
<b>Current</b>		
Sundry Creditors & Accruals	6,102.89	4,266.46
Trade Creditors	13,258.00	-
Employment- Consultants	<u>4,852.07</u>	<u>11,810.87</u>
	<u>24,212.96</u>	<u>16,077.33</u>



## NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 30 JUNE 2021

	2021 \$	2020 \$
<b>9 Retained Earnings</b>		
Retained earnings at the beginning of the financial year	611,766.31	584,336.48
Net profit attributable to members of the company	478,253.06	27,429.83
Retained earnings at the end of the financial year	<u>1,090,019.37</u>	<u>611,766.31</u>

### 11 Subsequent Events

COVID-19 and its associated economic impacts remain uncertain. The Company continues to closing monitor developments with a focus on potential financial and operational impacts. The Directors, on the date of approving these financial statements, are of the view the effects of COVID-19 do not change the significant estimates, judgements and assumptions in the preparation of financial statements, however note that the situation is continuing to evolve.

Other than the above, no matter or circumstance has arisen in the interval between the end of the financial year and the date of this report that has significantly affected, or may significantly affect the operations of the Company, the results of those operations or the state of the affairs of the Company in the future financial years.



**MIRACLE BABIES FOUNDATION LTD.**  
**A.B.N. 14 137 434 596**

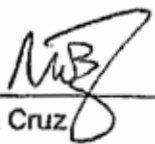
**RESPONSIBLE ENTITIES DECLARATION**

In the opinion of the Responsible Entities of Miracle Babies Foundation Ltd:


1. The financial statements and notes, as set out on pages 3 to 17, are in accordance with the Australian Charities and Not-for-Profits Commission Act 2012, including
  - (a) comply with Australian-Reduced Disclosure Requirements (including the Australian Accounting Interpretations) and the Australian Charities and Not-for-Profits Commission Act 2012; and
  - (b) give a true and fair view of the financial position of the company as at 30 June 2017 and of its performance for the year ended on that date.
2. There are reasonable grounds to believe that Miracle Babies Foundation Ltd will be able to pay its debts as and when they become due and payable.

This declaration is made in accordance with a resolution of the Board of Directors.

Director:

  
Melinda Cruz

Director:

  
Kylie Pussell

Dated this day of

6th September 2021.





**AJS BUSINESS AUDIT & COMPLIANCE**

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AJS/AJSBAC/MBFLTD

## **2021 AUDITORS INDEPENDENCE DECLARATION**

**UNDER SECTION 60-40 OF THE  
AUSTRALIAN CHARITIES AND NOT-FOR-PROFITS COMMISSION ACT 2012  
TO THE DIRECTORS OF  
Miracle Babies Foundation Ltd  
YEAR ENDED 30-June-2021**

I declare that to the best of my knowledge and belief, during the above year ended there have been :

- i. no contraventions of the auditor independence requirements as set out in the Australian Charities and Not-for-Profits Commission Act 2012 in relation to the audit; and
- ii. no contraventions of any applicable code of professional conduct in relation to the audit

Alex Stojanovic

Director

Alexander Stojanovic

02-September-2021

**Liability limited by a scheme approved under Professional Standards Legislation**



**INDEPENDENT AUDITOR'S REPORT  
TO THE MEMBERS OF  
MIRACLE BABIES FOUNDATION LIMITED  
ABN 14 137 434 596**

**Report on the Audit of the Financial Report**

We have audited the financial report of Miracle Babies Foundation Limited, which comprises the statement of financial position as at 30 June 2021, the statement of comprehensive income, statement of changes in equity and statement of cash flows for the year then ended, and notes to the financial statements, including a summary of significant accounting policies, and the responsible entities' declaration.

In our opinion the financial report of Miracle Babies Foundation Limited has been prepared in accordance with Division 60 of the *Australian Charities and Not-for-Profits Commission Act 2012* (ACNC Act), including:

- (a) giving a true and fair view of the registered entity's financial position as at 30 June 2021 and of its financial performance for the year then ended; and
- (b) complying with Australian Accounting Standards to the extent described in Note 1, and Division 60 of the Australian Charities and Not-for-profits Commission Regulation 2013.

**Basis for Opinion**

We conducted our audit in accordance with Australian Auditing Standards. Our responsibilities under those standards are further described in the *Auditor's Responsibilities for the Audit of the Financial Report* section of our report.

We are independent of the registered entity in accordance with the ethical requirements of the Accounting Professional and Ethical Standards Board's APES 110 *Code of Ethics for Professional Accountants* (the Code) that are relevant to our audit of the financial report in Australia. We have also fulfilled our other ethical responsibilities in accordance with the ACNC Code.

We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

**Emphasis of Matter - Basis of Accounting**

**(a) Audit Scope**

The financial report has been prepared for the purpose of fulfilling Miracle Babies Foundation Limited's financial reporting responsibilities under the ACNC Act. As a result, the financial report may not be suitable for another purpose. Our opinion is not modified in respect of this matter.

**(b) Subsequent Events**

In accordance with ASA 720 'Subsequent Events'; we draw attention to the Subsequent Event COVID-19 note in the financial report regarding the current adverse financial ramifications evident from the COVID-19 Pandemic.



The pandemic has created the following uncertainties:

- (1) Maintaining positive financial results within a down turning economic environment;
- (2) Potential loss mitigation; and,
- (3) Support strategies to ensure the appropriateness for using the going concern as a basis for accounting in the Financial Statements relying on future financial recovery.

At the date of this report the Directors have confirmed their best practice procedures to ensure the continued viability of the group by remedial actions to reduce trading expenses and ensuring the safety of its Directors and staff.

However, the ramifications of future financial losses and appropriateness in applying the 'going concern basis' for the Financial Statements cannot be confirmed or quantified at this stage. Therefore, doubt exists if the group can maintain its current levels of financial performance since such considerations are directly dependent upon the duration of the pandemic, the rate for both the global and Australian economic recovery 'as a whole' and the financial sustainability of the niche market in which the group operates.

### **Responsibility of the Responsible Entities for the Financial Report**

The responsible entities of the registered entity are responsible for the preparation of the financial report that gives a true and fair view and have determined that the basis of preparation described in Note 1 to the financial report is appropriate to meet the requirements of the ACNC Act and the needs of its members. The responsible entities' responsibility also includes such internal control as the responsible entities determine is necessary to enable the preparation of a financial report that gives a true and fair view and is free from material misstatement, whether due to fraud or error.

In preparing the financial report, the responsible entities are responsible for assessing the registered entity's ability to continue as a going concern, disclosing, as applicable, matters relating to going concern and using the going concern basis of accounting unless the responsible entities either intend to liquidate the registered entity or to cease operations, or have no realistic alternative but to do so.

The responsible entities are responsible for overseeing the registered entity's financial reporting process.

### **Auditor's Responsibilities for the Audit of the Financial Report**

Our objectives are to obtain reasonable assurance about whether the financial report as a whole is free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our opinion.

Reasonable assurance is a high level of assurance, but is not a guarantee that an audit conducted in accordance with the Australian Auditing Standards will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of the financial report.

As part of an audit in accordance with Australian Auditing Standards, we exercise professional judgement and maintain professional scepticism throughout the audit.

We also:

- Identify and assess the risks of material misstatement of the financial report, whether due to fraud or error, design and perform audit procedures responsive to those risks, and obtain audit evidence that is sufficient and appropriate to provide a basis for our opinion. The risk of not detecting a material misstatement resulting from fraud is higher than for one resulting from error, as fraud may involve collusion, forgery, intentional omission, misrepresentations, or the override of internal control.
- Obtain an understanding of internal control relevant to the audit in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the registered entity's internal control.
- Evaluate the appropriateness of accounting policies used and the reasonableness of accounting estimates and related disclosures made by responsible entities.



- Conclude on the appropriateness of responsible entities' use of the going concern basis of accounting and, based on the audit evidence obtained, whether a material uncertainty exists related to events or conditions that may cast significant doubt on the registered entity's ability to continue as a going concern. If we conclude that a material uncertainty exists, we are required to draw attention in our auditor's report to the related disclosures in the financial report or, if such disclosures are inadequate, to modify our opinion. Our conclusions are based on the audit evidence obtained up to the date of our auditor's report. However, future events or conditions may cause the registered entity to cease to continue as a going concern.
- Evaluate the overall presentation, structure and content of the financial report, including the disclosures, and whether the financial report represents the underlying transactions and events in a manner that achieves fair presentation.

We communicate with responsible entities regarding, among other matters, the planned scope and timing of the audit and significant audit findings, including any significant deficiencies in internal control that we identify during our audit.

#### **Report on Other Legal and Regulatory Requirements**

There are no matters that have come to our attention with respect to the requirements of section 60-45(3) (b) of the ACNC Act, where we are required to describe any deficiency, failure or shortcoming in respect of the matters referred to in paragraph 60-30(3)(b), (c) or (d) of the ACNC Act.

**Alexander John Stojanovic**

Director & Registered Company Auditor

AJS Business Audit & Compliance

Auditor Registration Number: 4512

CAANZ Membership Number: 30209

**Dated this 6th Day of September 2021**





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**- End of Report -**