

Starlight

Our aim is to brighten
the lives of all seriously ill
and hospitalised children,
and their families
throughout Australia.

Productivity Commission Inquiry

Submission



Submission

Executive Summary

Since 2002, the Queensland Club Industry has made a significant contribution to the lives of thousands of seriously ill and hospitalised children and their families through their fantastic support for the Starlight Children's Foundation programs through the Clubs Smile for a Child Foundation.

As the largest single community contributor to the Starlight Children's Foundation, the Clubs Smile for a Child (CSFAC) initiative has allowed the continuance and growth of a variety of programs provided by Starlight.

Without the support and generosity of the Club Industry, the Queensland branch of Starlight would not be achieving the current level of success in program delivery.

Since 2002 and across the span of Queensland, smiles and laughter have been made possible as a direct result of the CSFAC campaign; making significant differences to children living with a serious illness or disability and their families.

The strength and success of the relationship between Starlight and the Clubs Industry of Queensland is a strong foundation that can be built upon to give Queensland Clubs further opportunities to reinforce their commitment to the well being of seriously ill children and their families in their local communities.

Overview of Starlight's Activities & Business

STARLIGHT... MAKING SICK KIDS SMILE!

The pain, loneliness and isolation that sick children feel can dominate their lives. They often miss out on normal experiences healthy children taken for granted.

Many children will live with their condition all their lives, and for seriously ill children physical treatment is only part of the solution.

Since 1988, the Starlight Children's Foundation has been providing innovative programs designed to lift the spirits of these children and their families when they need it most.

Starlight brings fun and laughter to children no matter what their illness or where they live. Delivered both in and out of hospital, Starlight's programs provide a positive distraction to children, their siblings and their parents.

Quite simply... we help them lift their spirits and smile at a time when they need it most.

SUPPORTED BY RESEARCH AND THE HEALTH PROFESSION

Starlight's programs and services deliver meaningful benefits. Research has shown that our work:

- ☆ stimulates the senses and lifts the spirits;
- ☆ promotes the healing process;
- ☆ provides a more positive experience during hospital treatment;
- ☆ assists the health care team in patient compliance;
- ☆ provides essential respite from the strain of living with serious or chronic illness by giving a positive focus for the child and family; and
- ☆ enables important social connections with others facing similar challenges, and helps to maintain the family spirit.

“Looking after a child with a chronic or life threatening illness requires a comprehensive ‘total’ approach to care, a healing environment that includes entertainment, diversion, fun, laughter and joy.

Starlight is a key partner in providing these aspects of care”

Professor Les White
Executive Director, The Sydney Children's Hospital



STARLIGHT PROGRAMS

The Starlight Children's Foundation has created and manages a range of innovative programs for seriously ill children both within and outside the hospital environment.

Working carefully in conjunction with the child's medical treatment and medical staff, Starlight's programs aim to provide positive distraction and laughter, contributing to the total health care of the child.

Starlight's programs provide multiple touch points that enable these children and their families to connect with the magic of the Starlight world. They include:

- ☆ Captain Starlight – the human touch!
- ☆ Starlight Wish Granting and Escapes – the family experience
- ☆ Starlight TV, Radio and Fun Centres – the diversion and entertainment
- ☆ Livewire– the reach and technology (under development)
- ☆ Starlight Express Rooms (SERs) and Starlight Express Van (SEVs) – on location and on the move

Further information about Starlight's programs can be found in the Appendix A.

ASK THE PARENTS



"I can't begin to express the gratitude I feel for the experience you made possible. We will treasure our memories forever."

Parent of Joshua, age 15, who has cystic fibrosis

- ☆ 96% of Starlight parents agree that Starlight Programs provide emotional support.
- ☆ 89% agree that Starlight programs provide a distraction, an 'oasis' during their child's illness.
- ☆ 84% agree that Starlight programs reduce the trauma and stress of their child's illness.

Independent TNS Research Dec 2003

WHERE DO OUR FUNDS COME FROM?

We receive no government funding in Queensland and revenue comes from corporate donations (40%), events and campaigns (35%) and other community donations (25%).

Starlight also receives in-kind donations of goods and services. The majority of this support enables Starlight to keep its administration and fundraising costs to a minimum.

STARLIGHT CHILDREN'S FOUNDATION QUEENSLAND ADVISORY BOARD

Starlight Queensland has its own Advisory Board, which has the following members:

- *Philip Hennessy, Chairman – KPMG*
- *Wendy Calder – Warner Village Theme Parks*
- *Debbie Sargent – Mater Hospitals (currently on leave)*
- *Gary Ward – Executive Publishing Network*
- *Elizabeth Lynn*
- *Sean Ryan – Radio Nova 106.9*
- *Chris Moyle*
- *Christine Cameron – Rockcote*
- *Les Hart – Nine Network Australia*
- *Helen Brodie – Australia Post*
- *Chris Wayman – Source Property Group*

STRUCTURE OF ORGANISATION

Starlight is a national organisation with offices in Victoria, New South Wales, Queensland, South Australia, Western Australia and Northern Territory. This national structure allows Starlight to minimise its administration, fundraising and program delivery costs as infrastructure for the organisation is shared.

PHILOSOPHIES

Starlight is an organization with a clear focus – to Shine brightly in meeting the needs of seriously ill children and their families. Starlight is a unique family - an energetic, creative, caring and enthusiastic team who share a passion for innovation, for having fun, putting smiles on people's faces and “wowing” others.

Stars are our culture and our values. Our Stars shine brightly, lighting and leading the way. Stars inspire and motivate us. They lead us to success and fulfilment as we bring a touch of magic into the lives of seriously ill children and their families.

Shine brightly for seriously ill children and their families
Work as one cohesive and caring Team
Take pride in our Achievements
Be Responsible for Starlight's performance
Share ideas, knowledge and experiences

Our stars benefit all - the children and families we are here to entertain, our corporate partners and supporters, the Starlight team, the wonderful volunteers who give freely of their time – and all those who come into contact with the Starlight Children's Foundation in the communities in which we operate.

Value of Community Club Support

Working together to brighten lives and bring smiles

The parallel between the Starlight Children's Foundation and the *Clubs Smile for a Child* program has been, in part, demonstrated by the success and growth of the initiative over the past six years. The close working relationship we have enjoyed with *Clubs Smile for a Child Foundation (Clubs Queensland)* has allowed us to gain a thorough understanding of our organisations, allowing for a sharing and strengthening of our values and goals.

Participating Clubs and their surrounding communities have embraced fundraising and raising awareness of Starlight and genuinely appreciate the work our organisation does for seriously ill children and their families. Clubs throughout Queensland have met local Starlight families and volunteers, this has allowed them to understand and celebrate the value our programs provide in their local communities.

In the same way Starlight has supported the Clubs industry through this sponsorship raising awareness for the CSFAC program in the community. This is evidenced through such initiatives as the creativity corner branding and the Townsville morning tea.

The name of this important Club industry program communicates its key message- that the Club industry and their communities are committed to working together to put smiles on the faces of children. The Starlight Children's Foundation is a perfect fit for this ethos as we work to "*Brighten the lives of seriously ill and hospitalised children*". Everyday we at Starlight work towards putting smiles on the faces of children who in many cases have no reason to smile.



Beachmere Bowls Day



Captain Starlight presents at Golf Day

Summary

At Starlight Children's Foundation we highly value the wonderful relationship that our organizations have developed over the past six years. We are very proud of the strength and success of our relationship with Queensland's Club industry and look forward to our relationship blossoming and providing future opportunities for Queensland Clubs to reinforce their commitment to the well being of seriously ill children in their local communities. We also welcome further opportunities to work closely with the other charity beneficiaries of the Clubs Smile for a Child program.

Without the dedication of Clubs Queensland in achieving their goal of helping Queensland children in their local communities, we simply could not deliver our programs throughout regional Queensland.

We thank them for their previous support and look forward to a bright future together.

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