

2025



IMPACT REPORT



About CPR Kids

CPR Kids is a certified Social Enterprise, founded in 2012, that provides education on prevention, recognition and response to illness and injury in babies and children.

Our classes include paediatric CPR, First Aid and Recognition of the Sick Child, and are designed for families and carers of babies and children, as well as professional development for clinicians and first aid trainers.



CPR Kids classes are taught by paediatric nurse educators with current AHPRA registration in a variety of settings:

- In partnership with major public and private maternity hospitals
- Community classes
- Online classes
- Corporate classes
- Specialist programs for not-for-profit organisations
- Professional Development programs for Registered Training Organisations
- Private classes
- Clinician inservices

We currently employ Registered Nurses in NSW and Queensland, and educate over 8000 families Australia wide every year.

We believe every family deserves access to respectful, inclusive and accessible education.

Guided by our values, we are committed to creating learning environments that honour diversity, promote safety and belonging, and continually evolve as we listen, learn and improve our digital and in person programs.

Our Classes

Over 8000 people empowered with life saving skills and knowledge in 2025



8
rural/regional
areas visited



Over 8,000
people
empowered



2 new health
facility
partnerships
established



Net Promoter
score of 96



Over 360
families
educated via
online sessions



Hosted 2
education
conferences



Education
content
viewed 25.5
million times



10 new
Nurse Educators
joined the team



211,000
followers on
social media

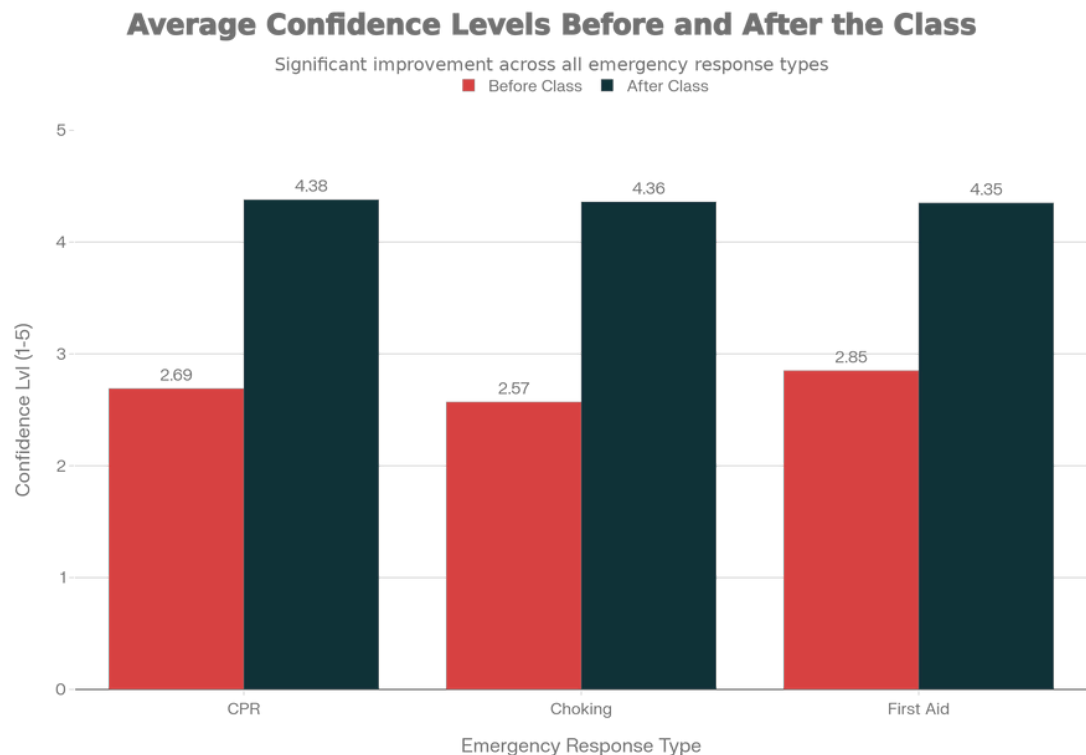


Over 500
face-to -face
sessions
held

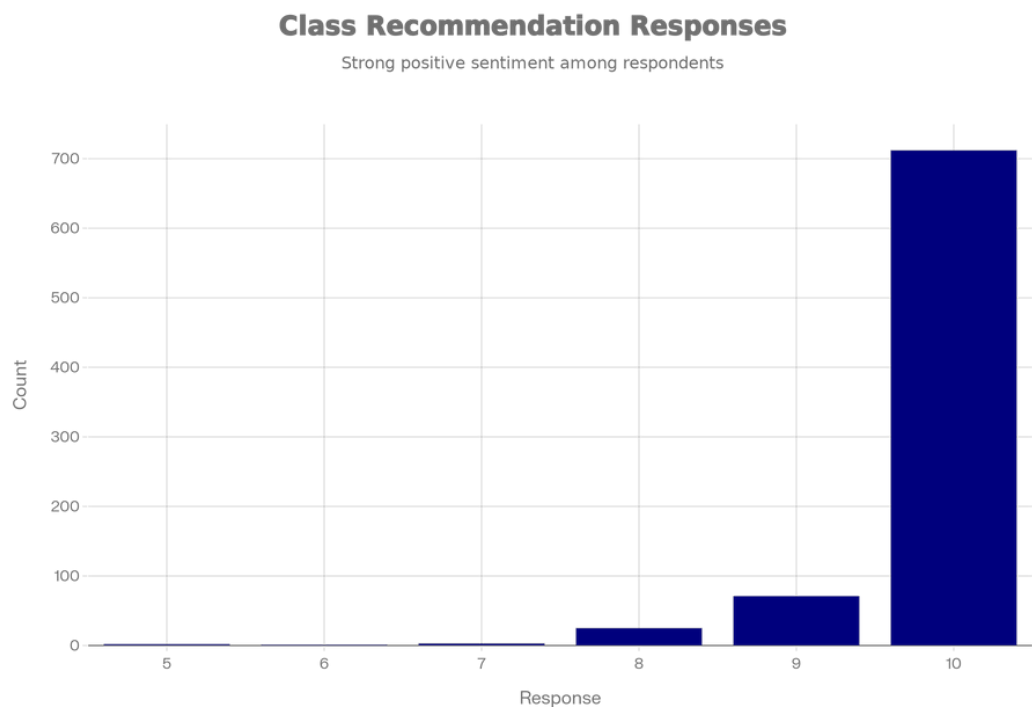


Participant Survey Results

Our classes go beyond teaching life saving skills by building the confidence to act in an emergency.



The average confidence level graph illustrates participants' confidence before and after the class in CPR, Choking, and First Aid, measured on a scale of 1 to 5, where 1 represents "Petrified" (lowest confidence) and 5 indicates "I feel confident" (highest confidence). The significant increase in confidence levels after the class across all categories demonstrates the positive impact of the training.



Participant confidence in CPR, choking management and first aid increased significantly after the class. Confidence was measured on a scale from 1 (petrified) to 5 (confident), with clear improvements across all areas, demonstrating the positive impact of the training on both skills and confidence to act.

Partnerships & highlights



Some of the fabulous CPR Kids Nurse Educators

CPR Kids partners with 23 public and private maternity hospitals to provide our classes to the community. A key component of this partnership is providing hospital-wide paediatric first aid education sessions for over 300 midwives, nurses, doctors and allied health staff in the past year.

Highlights of 2025 include:

- Onboarded 10 new educators, strengthening the depth, consistency, and excellence of our teaching team.
- Completed a full review and redevelopment of all training materials, including a complete overhaul of our flagship class to maximise clarity and learning impact.
- Onboarded 2 hospitals with a combined estimated reach of +1000 people p.a.
- Empowered approximately 300 healthcare professionals through in-service education sessions.
- Upskilled 150+ trainers and RTOs with advanced paediatric skills and audience engagement techniques, creating a nation wide ripple effect that ensured thousands of Australians received accurate, life saving information.
- Empowered 200+ parents at Maternity Services Open Days through free CPR Kids sessions.
- Established a new model to partner with Councils to deliver partly subsidised classes, with 30 families in initial sessions.

A new program:

We launched Special Start, our specialist Special Care Nursery/neonatal Intensive Care Unit parent education program led by our specialist neonatal nurses. Designed to support families during periods of high uncertainty and anxiety, the program equips parents with the knowledge, confidence, and reassurance needed to prepare for their baby's transition home.

Early delivery achieved 10/10 ratings across engagement, overall satisfaction, and likelihood to recommend, demonstrating strong immediate impact. Interest from partnering hospitals has been high, with multiple hospitals seeking to embed Special Start into their ongoing education programs.

Community and Social Impact

As a certified social enterprise, CPR Kids reinvests its profits to increase access to life saving education for families who need it most. We work closely with hospitals, not for profit organisations and community partners to deliver inclusive, low or no cost paediatric first aid education. This includes reserving places in hospital classes for vulnerable families, tailoring programs to meet the needs of specific communities, adapting classes for accessibility, and providing multilingual resources and interpreter supported sessions. Through this model, CPR Kids reduces barriers to essential health education and supports safer outcomes for children across diverse and underserved communities.

Priority Sustainable Development Goals

CPR Kids aligns its work with the United Nations Sustainable Development Goals by delivering accessible, evidence based paediatric health education that improves outcomes for children and families. Our programs prioritise early intervention, health literacy and equitable access, particularly for vulnerable and underserved communities.

Our priority SDGs are:

SDG 3 Good Health and Wellbeing

- Equipping parents and carers with life saving skills to support early recognition of illness, timely action and improved child health outcomes.

SDG 4 Quality Education

- Delivering high quality education led by qualified paediatric nurse educators to build confidence, skills and long term health literacy.

SDG 5 Gender Equality

- Supporting flexible employment for nurse educators, many of whom are mothers, and creating inclusive learning environments where babies and breastfeeding are welcome.

SDG 10 Reduced Inequalities

- Improving access to paediatric first aid education through multilingual resources, online delivery and targeted outreach to regional, culturally diverse and vulnerable communities.

Not-for-profit organisations we currently work with:

- | | |
|--|--|
| • Junction Works | • Anglicare |
| • Mirambeena Children's Centre | • Bear Cottage |
| • Motherhood Village | • Big Little Wins |
| • Mothers Connected | • Birth & Beyond Alice Springs |
| • Mountains Outreach Community Service | • Choice Pharmacy Families |
| • Project Youth | • Glugor Yourtown Young Parents Program |
| • SAHSSI Lake Illawarra | • Gold & Sunshine Coasts Multiple Birth Families |
| • The Sisterhood Project | • Healthy Outback Communities |
| • Youth Resolutions Saints Care | • Irish Support Agency |

Words from participants

"All the most important First Aid knowledge, easily digestible, thorough and expertly explained.

If I could give this course more than 5 stars I would! Honestly I don't know how it could have been any better.

The teacher was 10 out of 10 and I thought the takeaway quick reference guide and magnets to put around the house was a good touch. I wasn't expecting the extra online info and updates they provide, I will definitely be going through it all and studying as much of it as I can."

Think1st - CPR Kids class participant

"I took this course 5 years ago, and I was thrilled to revisit it for a refresher. Kirsten is incredibly knowledgeable, combining solid theoretical concepts with real-life examples from her extensive experience as a pediatric nurse and working in ICU. Her practical approach makes complex medical topics easy to understand, and her real-world stories really help put everything into context.

Whether you're a new parent or just looking for some reassurance, this course is a must. It provides valuable knowledge on how to handle emergency situations with your child, and the skills learned could make all the difference in a critical moment. Highly recommend it as a preventive measure for any parent who wants to be prepared for the unexpected!"

Madison C - CPR Kids class participant

"I highly recommend CPR Kids training! The instructors were knowledgeable, patient, and made the session practical and easy to follow. As a parent, I now feel confident handling emergencies like choking or CPR. The course was well-organized, hands-on, and incredibly empowering. A must for anyone looking to learn life-saving skills!"

Julie E - CPR Kids class participant



Memberships

Australian Sudden Cardiac Arrest Alliance
National Institute of First Aid Trainers
Social Enterprise Council for NSW and ACT
ACON Welcome Here project
Social Traders
People and Planet First

Contact

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