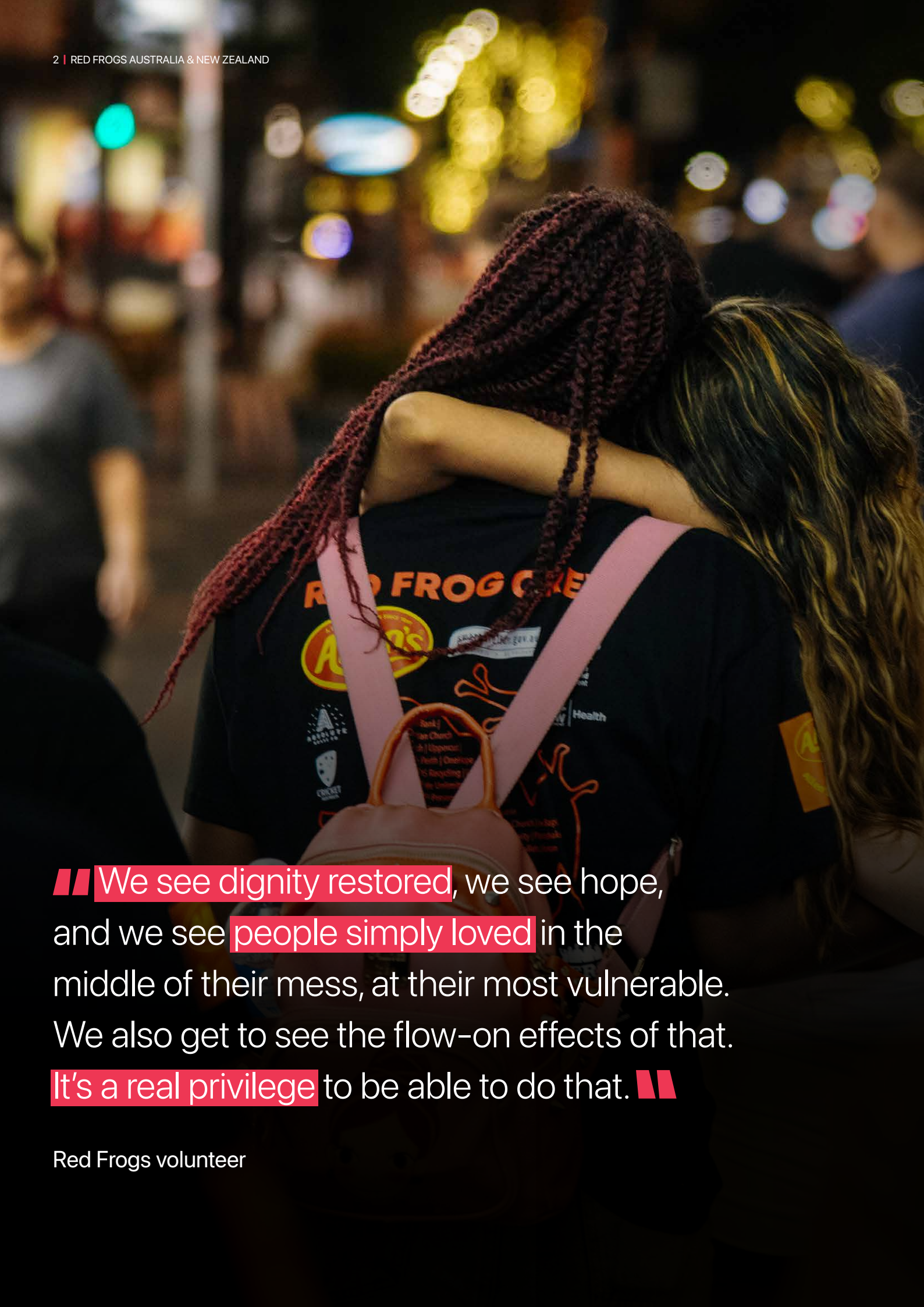




SAFEGUARDING A GENERATION

2023 IMPACT REPORT

AUSTRALIA & NEW ZEALAND

A photograph of a Red Frog volunteer hugging a woman with braids at night. The volunteer is wearing a black t-shirt with 'RED FROG' and 'Adrian's' logos. The woman has her arm around the volunteer's neck. The background is a blurred city street at night with bokeh lights.

“ We see dignity restored, we see hope, and we see people simply loved in the middle of their mess, at their most vulnerable. We also get to see the flow-on effects of that. It’s a real privilege to be able to do that. ”

Red Frogs volunteer

VISION

Our vision is to reduce suffering and safeguard a generation of young people.

MISSION

We do this by acting as a positive peer presence in order to empower young people to:

- make positive life choices and;
- become a voice of change within their culture.

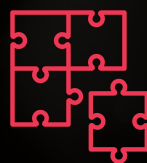
THIS LOOKS LIKE



PEER SUPPORT



EDUCATION



ALTERNATIVE ACTIVITIES



REFERRALS

OUR CORE VALUES

1. SERVING

2. INTEGRITY

3. RELATIONSHIPS

OUR STORY

1997

- ☛ Hotel Chaplaincy is born (later renamed to Red Frogs Australia)
- ☛ Party support begins at university O-Weeks

2003

- ☛ **6.2 tonnes** of Allen's Red Frogs
- ☛ **53** university residences have an active Red Frogs presence
- ☛ Skatepark programs are taking off

2007

1998

Red Frogs begins with **17 volunteers** and **80kgs** of Allen's Red Frogs at the Gold Coast (GC) Schoolies

- ☛ Allen's becomes a sponsor
- ☛ **3.2 tonnes** of Allen's Red Frogs
- ☛ **24/7** Schoolies Hotline is established
- ☛ **8,000+** high school students hear presentations

2006

- ☛ Red Frogs launches in New Zealand
- ☛ **17 Schoolies** locations, **1,500 volunteers**
- ☛ First patron welfare response at a music festival





- Red Frogs launches in South Africa, UK and Canada
- 10,000+ calls on the Schoolies Hotline
- 50,000+ high school students hear presentations

- 3,000+ volunteers
- 69,000+ high school students hear presentations
- 749,000+ festival patrons are served

- Red Frogs has a presence in 10 countries
- National Uni Summit launched
- 107,000+ volunteer hours at Schoolies/Leavers

2012

2015

2019

2020

2023

Andy Gourley shares a TEDx talk called *"Why you should take candy from strangers"*

Scan the QR code to watch



- 20,000+ food hampers delivered to students during COVID-19



FOUNDER PERSPECTIVE

As we reflect on another remarkable year at Red Frogs, I am reminded that every small act contributes to a larger wave of change. Since we began in 1997, equipped with a heart to serve and a bag of Red Frog lollies, Red Frogs has grown into a movement that safeguards young people across the globe.

Our mission has always been clear: to safeguard a generation of young people. The simple act of offering a Red Frog has literally opened doors, allowing us to support, encourage, and guide thousands of young people during critical moments in their lives. This year alone, the collective effort of over 3,564 individual volunteers has allowed us to interact with over a million people across Australia and New Zealand.

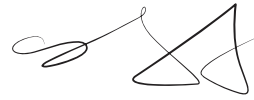
This year, we've also taken on the challenge of measuring our impact. While the tangible metrics—pancakes served, hydration provided—are straightforward, we know our influence extends to the people we serve. We are employing specific measures to understand the impact of our actions,

focusing on areas crucial to the well-being and safety of the young people we engage with. By attempting to quantify our impact, we can ensure our efforts translate into real, tangible outcomes.

Whether it's offering a listening ear to a student battling loneliness or providing a safe walk home for someone at risk, the stories we hear every day inspire us to keep pushing forward. The challenges faced by this generation are real and significant, and it is our privilege to walk alongside them.

I constantly return to the same question I asked myself in 1997, which is the same question I pose to you: "What's the one thing I can do?" I am so grateful to our volunteers, partners, and donors who have asked this question, where your "one thing" enables us to safeguard a generation.

ANDY GOURLEY



Founder & CO, Red Frogs

“ The simple act of offering a Red Frog has literally opened doors, allowing us to support, encourage, and guide thousands of young people during critical moments in their lives. ”



2023 SNAPSHOT



A PRESENCE IN
10
COUNTRIES



THE RED FROGS TEAM FIELDDED
7,000+ HOTLINE CALLS DURING
SCHOOLIES/LEAVERS



AUD\$5.3 MILLION WORTH
OF VOLUNTEER HOURS AT
SCHOOLIES/LEAVERS



1.2MILLION+
PEOPLE REACHED



230,000 CUPS OF
WATER HANDED OUT



54,000+ STUDENTS EDUCATED
ON SAFER PARTYING BEHAVIOURS



21.3 TONNES OF ALLEN'S
RED FROGS



3,564
VOLUNTEERS



612 HIGH SCHOOLS HOSTED
EDUCATION PROGRAMS



44 REGULAR UNI SOCIAL
EVENTS ARE HELD EACH WEEK

IMPACT METHODOLOGY

WHY WE MEASURE

To “safeguard a generation,” concerted efforts are required across multiple sectors, combining resources, knowledge, and expertise.

At Red Frogs, we understand that tracking and assessing our effectiveness is crucial to validating our programs and activities, optimising resources, staying accountable to our partners, and scaling our impact responsibly.

APPROACH AND LIMITATIONS

This is the first year Red Frogs has embarked on an impact measurement and evaluation approach anchored in the Theory of Change (ToC) framework. The ToC traces initial inputs through to long-term societal impacts.

The 2023 Impact Report focuses on Australia and New Zealand. We’ve developed a logic framework using a mixed-methods approach that combines quantitative data and qualitative insights. Through surveys and direct feedback, we have gathered evidence of the improvements in safety, wellbeing, and behaviour among young people. Personal stories and case studies highlight the human experience, offering insights into the transformative effects of our efforts.

Red Frogs recognises that external variables can influence and contribute to the impact it seeks to achieve. Where estimates have been made, we have taken a conservative approach. Conversely, because the ToC uses predefined outcomes, we can miss other areas of impact that we are not seeking to measure for this report.

THE 2023 DATA SUMMARY

Data collection and analysis have actively involved the cross-section of Red Frog’s stakeholders, including (but not limited to) volunteers and staff, event participants, community leaders, and partner organisations.

Aggregated event/program reporting.

Aggregated State/Territory reporting to a National level.

30 unique survey responses from **120+** university residential providers.

NB: Data is not statistically significant, with a 13% margin of error at a 90% confidence level.

Analysis of **36** unique and exclusive 2023 Impact Report qualitative interviews.

Analysis of the existing collection of stories, testimonials, and media mentions from 2023.

RED FROGS THEORY OF CHANGE

The Red Frogs Theory of Change outlines how the organisation affects those who interact with its activities and programs.

IMPACT	Red Frogs will safeguard a generation by 📢	
OUTCOMES	<ul style="list-style-type: none"> • Increasing the safety and wellbeing of young people in social settings; • Enhancing the awareness and knowledge of responsible behaviours; 	<ul style="list-style-type: none"> • Fostering the development of skills and capabilities in young people to make positive life choices; and, • Empowering young people to become a voice of change within their culture.
MEASURED BY	<ul style="list-style-type: none"> • Increase in perceived (or actual) safety at events; • Increase in wellbeing and social connection; 	<ul style="list-style-type: none"> • Increase in awareness of responsible behaviours and personal safety; and, • Increase in capability to make positive life choices in social settings.
OUTPUTS	We do this by 📢	
ACTIVITIES	This can look like 📢	
INPUTS	Impact is scaled through our 📢	

- Increasing the safety and wellbeing of young people in social settings;
- Enhancing the awareness and knowledge of responsible behaviours;

- Fostering the development of skills and capabilities in young people to make positive life choices; and,
- Empowering young people to become a voice of change within their culture.

- Increase in perceived (or actual) safety at events;
- Increase in wellbeing and social connection;

- Increase in awareness of responsible behaviours and personal safety; and,
- Increase in capability to make positive life choices in social settings.

- Mobilising volunteers who offer a positive peer support presence;
- Delivering training and education in both universities and high schools;

- Running alternative or preventative activities, such as coffee crawls, pancakes, hydration stations, or dinners; and,
- Offering referral pathways to other services and support.

- High school and university education programs on safe partying culture;
- Direct relief, harm minimisation and support at major events, such as Schoolies/Leavers and O-Week, including Hotline support;

- Regular social activities at university residences;
- Providing early intervention and patron welfare support at music festivals and large sporting events; and,
- Having a positive peer presence at skateparks through our Skatepark Shepherds program.

- Staff and volunteers;
- Financial resources;

- Training and capacity building; and,
- Sponsors and Program partners.

OUTCOME ONE

RIGHT PLACE, RIGHT TIME

OUTCOME MEASURED: INCREASE IN PERCEIVED (OR ACTUAL) SAFETY AT EVENTS

Volunteers are often in the right place at the right time, providing essential assistance to young people at their most vulnerable. Red Frogs volunteers are trusted on-the-ground support for individuals overwhelmed by the effects of drug use or intoxication, either their own or that of their peers. Most importantly, they know they will not be judged if they reach out to a Red Frogger for help.



Direct relief, harm minimisation and support at major events, such as Schoolies/Leavers and O-Week, including Hotline support.



Providing early intervention and patron welfare support at music festivals and large sporting events.

3,564

unique Red Frogs volunteers across Australia and New Zealand

230K+

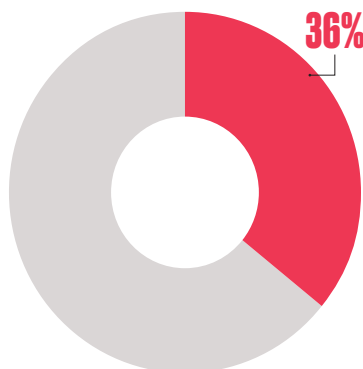
cups of water handed out at music festivals and large sporting events

7,700+

Hotline calls at Schoolies/Leavers

INTERVIEW INSIGHTS

Red Frogs volunteers are considered **“trustworthy”** and **“personable”** by young people and **“professional”** and **“efficient”** by partner organisations. Whether handing out water at a Taylor Swift concert, making pancakes for a partygoer who has had one too many, or just sitting with someone in crisis until emergency services arrive, Red Frogs is making events safer for young people.



STAKEHOLDER MENTIONS: INCREASE IN STUDENT SAFETY AT UNIVERSITY EVENTS

Out of the university residential providers surveyed, **36 per cent** reported, unprompted, that one of the primary areas of impact observed is that Red Frogs increases student safety at university events.

“ They used to set up a detox unit at the hospital every New Year’s. The Senior Sergeant told us that they don’t have to do it anymore because they don’t need it since we’ve got Red Frogs. ”

Red Frogs volunteer, New Zealand

CASE STUDIES

STORY ONE

EVENT PRODUCER PERSPECTIVE (NSW)

As an event producer managing large-scale concerts and festivals, I have seen firsthand the challenges of ensuring the safety and satisfaction of both attendees and staff. Recognising this, we have partnered with Red Frogs since 2012, known for their expertise in harm minimisation.

The impact of partnering with Red Frogs has been profound. Their presence bolsters safety by efficiently managing distressing situations and makes the atmosphere more vibrant and reassuring for attendees and staff alike. I personally recommend Red Frogs within our industry, affirming the exceptional value they bring to every event we produce.

In late 2023, we called in Red Frogs for an event that was running on a 44°C day. Within a week, they had assembled multiple interchangeable teams. All our customers were getting fresh cold water served to them in the mosh pit, and we've mitigated our risk by practising crowd safety.

“ We get to catch issues in their infancy before they become a proper issue... They're in there just as it's starting to bubble up so we can deploy resources and can get on top of a crisis significantly quicker. ”

STORY TWO

RED FROGS STAFF PERSPECTIVE (NZ)

During our New Years activation, some kids come banging on the door at headquarters because a guy with an axe was chasing them. It was a coded locked door... so they [Red Frogs team] took the kids in and looked after them - then waited for the police to come. Eventually, the cops actually got hold of the guy.

I can't imagine what it's like when you're 16, 17, 18 years old and someone that you don't know is chasing you with an axe. We got an email from a parent a couple of days later: "...you can't imagine what it felt like for me to know that you guys were with my kids when this happened and just to know the love and support that you showed. I didn't know anything about you guys, but now knowing what you guys do and what you do to look after people, you just need to know I'm so thankful."

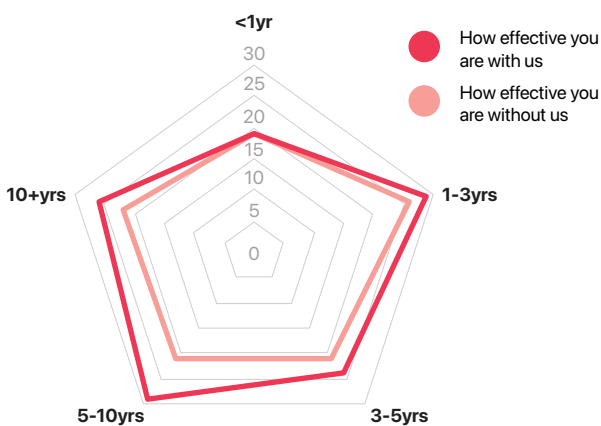
CATALYSING CONNECTIONS

OUTCOME MEASURED: INCREASE IN WELLBEING AND SOCIAL CONNECTION

There's a substantial body of research underpinning the premise that university students who have a higher sense of community are more likely to do well in their studies.¹ That is, college commitment and social connectedness have direct effects on retention.²

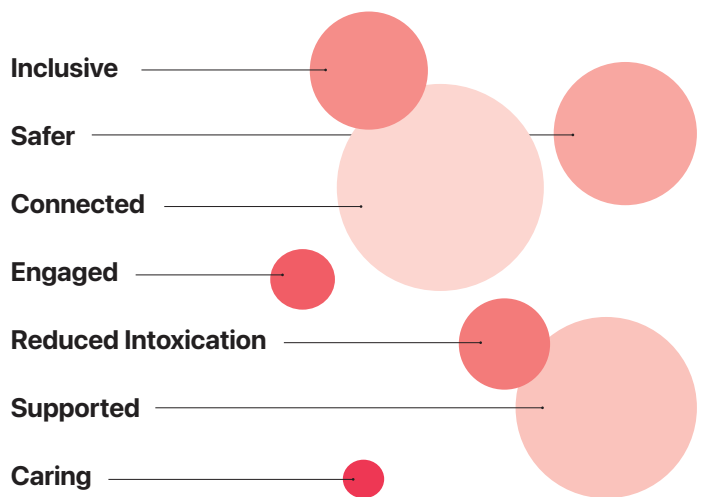
Throughout 2023, Red Frogs hosted, on average, over 44 regular community events held each week across student residences and universities in Australia and New Zealand. These events provide an important opportunity for students to connect socially and provide a welcome alcohol-free alternative to other student gatherings.

EFFECTIVENESS OF RED FROGS' ACTIVITIES TO INCREASE WELLBEING AND SOCIAL CONNECTIONS



83 per cent of respondents surveyed reported that, with the assistance of Red Frogs events, they were either "very effective" or "extremely effective" at promoting social inclusion and wellbeing. Effectiveness increased in correlation with the number of years the university residential colleges have been in partnership with Red Frogs.

MENTIONS: RED FROGS INCREASES WELLBEING AND SOCIAL CONNECTIONS



University residential providers interviewed stated that due to Red Frogs activities, they have observed their students to be more "connected" and "supported".

“ The participation in Red Frogs activities has contributed to a more connected, responsible, and supportive student community, positively impacting their overall university experience. ”

University residential provider, NSW

¹Since COVID-19 the correlation has become even more apparent. "Correlational analyses revealed positive relationships between academic motivation and sense of belonging, and negative relationships..." Marler, E.K., Bruce, M.J., Abaoud, A., Henrichsen, C., Suksatan, W., Homvisetvongsa, S. and Matsuo, H., 2021. The impact of COVID-19 on university students' academic motivation, social connection, and psychological well-being. "Scholarship of Teaching and Learning in Psychology".

²Allen, J., Robbins, S.B., Casillas, A. and Oh, I-S., 2008. Third-year college retention and transfer: Effects of academic performance, motivation, and social connectedness. "Research in Higher Education", 49, pp.647-664.

CASE STUDIES

STORY ONE

STUDENT PERSPECTIVE (SA)

Tatiana, a university student hailing from South America, quickly found her footing in Australia thanks to the vibrant and supportive residential community fostered by Red Frogs.

I faced the daunting task of adapting to a new culture without my family close by. My journey of settling in was significantly eased by the supportive community cultivated by Red Frogs. I felt a sense of belonging when I stepped into their welcoming events.

Reflecting on my time since arriving, I see the profound impact Red Frogs has had on my personal and cultural growth. Regular community events, such as Sunday coffee gatherings, have been instrumental in improving my English skills and deepening my understanding of the diverse society here.

“It’s good for new students because no parents, no family [are] here. Sometimes you feel afraid, or you feel stressed about that. Red Frogs helps to change the environment with games, with the different events.”

STORY TWO

UNIVERSITY RESIDENTIAL PROVIDER PERSPECTIVE (SA)

Our partnership with Red Frogs started about two years ago when we recognised the need to enhance social connections and wellbeing in our building. Red Frogs hosts two to three regular events a month, like morning toasties, hiking trips, beach days, and fishing trips.

“They also help with practical support during busy periods, such as moving days, and provide additional support structures, like assisting international students with documentation. Since our partnership with Red Frogs, students have shown increased engagement and trust, attending events and building genuine relationships.”

Red Frogs’ presence has helped create a supportive community, reducing isolation and promoting meaningful connections. Without Red Frogs, we would have to work much harder to bridge the gap and prevent isolation. We would need to find other ways to offer similar support and engagement opportunities.

Our students are definitely better off with Red Frogs around, and I believe the partnership will continue to grow and benefit our community.”

EDUCATING FOR A SAFER TOMORROW

OUTCOME MEASURED: INCREASE IN AWARENESS OF RESPONSIBLE BEHAVIOURS AND PERSONAL SAFETY

Red Frogs' education programs cover safe partying culture, educate students on the choices and challenges they will face in life, help them to understand the consequences of their actions, and build healthy ways to navigate social contexts physically and mentally.

Through participation in Red Frogs high school and university education programs, many more students know the signs to watch for and how to look after themselves and their friends. Red Frogs also recognises the importance of being positive role models, where trained volunteers actively demonstrate safe and responsible behaviours.

“They offer such great training around how to have safe parties. Keep[ing] people safe in the moment.”

Ashley, Managing Director and Founder, Alcohol & Drug Education Specialists

612

high school education programs

54,000+

students educated

1,000+

one-off university events supported

INTERVIEW ANALYSIS & COMMENTARY

Universities and colleges report that the Red Frogs education programs have a significant impact on student behaviour:

01 Students stay hydrated when drinking alcohol

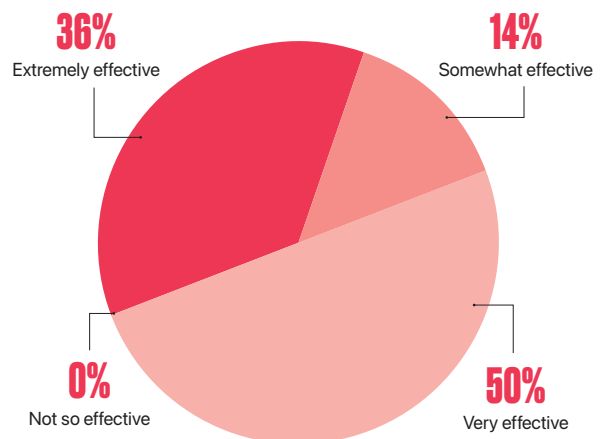
02 Students don't as readily make drinking the main focus [at events]

03 Students feel looked after, and that lifts the overall care factor across the cohort

According to university and college partners, it is not only the education programs but the behaviour of Red Froggers themselves at events that is linked to more caring and inclusive attitudes in the student body. *“A sense of looking out for each other is role-modelled by Red Frogs—which enables younger peers to do the same.”*

University residential provider, ACT

EFFECTIVENESS OF RED FROGS TRAINING AT INCREASING AWARENESS OF RESPONSIBLE BEHAVIOURS AND PERSONAL SAFETY



86 per cent of university residential providers said Red Frogs is “very effective” or “extremely effective” at increasing the awareness of responsible behaviours and personal safety.

CASE STUDIES



STORY ONE

VOLUNTEER PERSPECTIVE (WA)

I've witnessed firsthand the tangible impact our sessions have on attendees' behaviour at Leavers. The feedback is overwhelmingly positive; many young people come up to me during events to share how the strategies we discussed have shaped their approach to safety and responsibility.

Often I feel like I have such an in because my sister does a lot of the school sessions - which gives me an instant connection. Then I can ask them, "What did you take away from it? What are you doing?". Often they'll say, "No, no—we actually did listen; this is our sober person for tonight," or "This is our meeting point at the zone," or "No, we've had food today," because that's what we've talked about at their high school.

“ I love hearing how they listened at our education talks and then all the strategies they put in place. ”

STORY TWO

PARTNER PERSPECTIVE

We've worked so closely with the Red Frogs, about 13 years. We're seeing a huge shift where there are a lot more non-drinking events in the university space than 10 years ago.

I think that's a credit to people like the Froggers and all their hard work.

What we've done is over such a long period of time that we often lose sight of the impact we have had. I couldn't put a percentage on it, but if they [Red Frogs] were not around I don't think the impact would be as big.

Ashley, Managing Director and Founder, Alcocups

OUTCOME FOUR

BUILDING BETTER CHOICES

OUTCOME MEASURED: INCREASE IN CAPABILITY TO MAKE POSITIVE LIFE CHOICES IN SOCIAL SETTINGS

Red Frogs assists young people in making positive life choices in social settings by equipping them with the practical skills to respond in various party environments, such as after parties and music festivals, providing alternative opportunities for socialising and connecting, and encouraging young people to look out for themselves and their friends.



High school and university education programs on safe partying culture

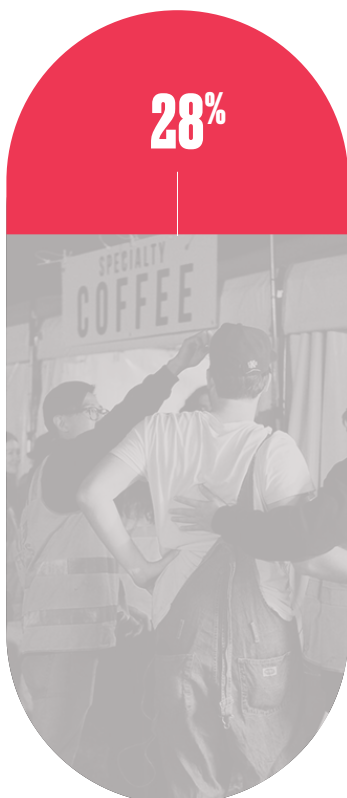


Regular social activities at university residences



Having a positive peer presence at skateparks through our Skatepark Shepherds program

28% OF RESPONDENTS REPORTED A REDUCTION IN STUDENT INTOXICATION AS A RESULT OF RED FROGS



Throughout the interviews and surveys, a recurring theme was that the alcohol-free events, such as 'coffee crawls', run by Red Frogs, are not only an alternative for student engagement, they also provide a practical model for social activities that students will then replicate. *"Red Frogs offer something unique. They are happy to chat with students and show them fun can be had without the need for alcohol and drugs."*

University residential provider, SA

Red Frogs volunteers model modes of engagement that help younger students combat the peer pressure they would usually feel to consume alcohol. Campuses that have a Red Frogs presence report *"more pride/ lower stigma about not wanting to participate in activities with alcohol."*

University residential provider, NSW

“ Having them [Red Frogs] at events helps set a tone for the event. This is before they have even given out their first pancake, icy-pole or Red Frog. **”**

University residential provider, QLD

CASE STUDIES

STORY ONE

VOLUNTEER PERSPECTIVE (WA)

It's really cool to hear how often young people at Schoolies talk about the strategies we teach.

They'll say: "Red Frogs came to our school and did the leavers and party safe training with us, and this is what we're implementing."

It's just cool to see the impact that it's having. And I think definitely the education around drugs in particular, or even mixing drugs and alcohol, has led to young people making better life choices. We'll have people say to us: *"We're on this medication, and we want to know if we can have alcohol with it."* We tell them we're not qualified to answer that question, but we're really glad they're asking because they've heard through the training that some don't mix well. And so they're trying to look out for themselves and their friends a lot more, which I think is really cool.



STORY TWO

VOLUNTEER PERSPECTIVE (WA)

There was a young guy I met whilst Frogging—helping with hydration and providing fairy bread at a party, just practical help. He came and connected with us afterwards and said that he was enjoying university life, but he was feeling peer pressure to engage with alcohol and substances.

The Red Frogs connected him with a local group that goes and plays cards on Sunday nights, hangs out, and has 50 cent wings. He gave us this feedback:

"I just think it's incredible that there's a group of guys who get together without alcohol, without pressure, without substance, every single week to encourage one another on a Sunday night to have an epic week. And this community just means so much to me. I don't know how I'd get through university without it."

SAFER SCHOOLIES

SCHOOLIES/LEAVERS CASE STUDY

The Red Frogs Schoolies Program supports young people, particularly during Schoolies/Leavers week, a transition time and rite of passage for many, marked by significant alcohol consumption and partying. The program aims to provide safety, relief, and support, promoting responsible behaviour among young people.

Red Frogs provides a positive peer presence in party environments, educating young people on safe partying behaviours and offering alcohol-free activities. Volunteers engage in various support activities, including room visits, pancake cook-ups, and walking attendees home, ensuring their safety and wellbeing.

THE 2023 PROGRAM STATS

Each volunteer will spend an average of 84 hours assisting schoolies/leavers during Schoolies/Leavers week. That's an estimated **AUD\$5.3 million** of social value contributed.³

14

locations (globally)

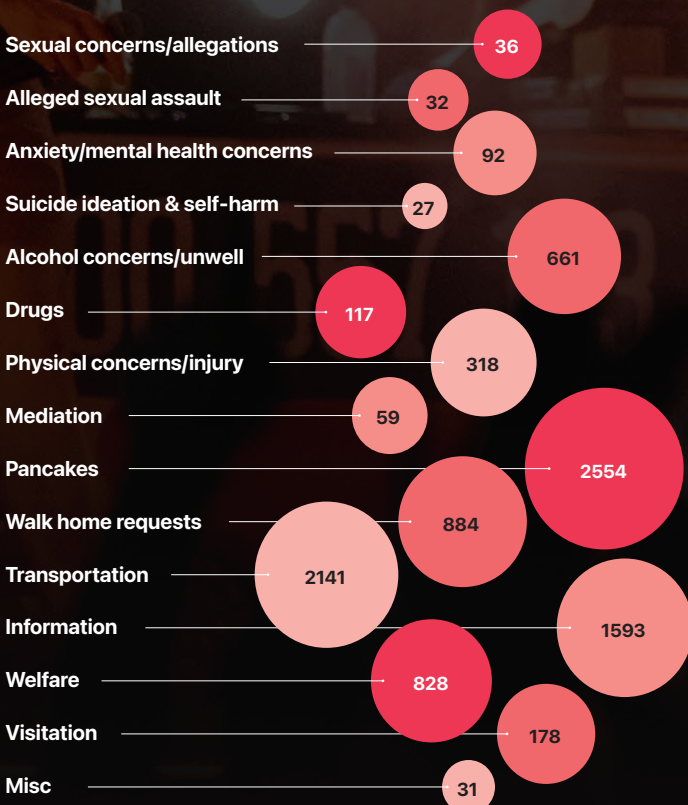
1,280

volunteers

80,000+

estimated number of attendees

JOBS LOGGED (AUSTRALIA)



STORY 1

VOLUNTEER PERSPECTIVE

We begin following a crowd of people into the bush, behind the dunes.

We were only two steps into the party when a guy stumbles out. He's not responsive, and his friends say he's taken a bunch of different drugs. This guy must have been about 120 kgs—so six of us carry him out of the bush doof to the beach where it is easier to find him.

Because the Red Frogs have an app, we can show our precise location—so we get to the beach just as the ambulance does—just in time. It's just amazing. All these things happened to get this guy the help that he needed.

³The volunteering SROI methodology is based on Deloitte Access Economics analysis (2024). Pluri used the Australian Bureau of Statistics average weekly earnings for healthcare and social assistance workers of AUD\$1875 and median hours worked of 38 hours per week to calculate the estimated value per volunteer hour.

IMPACT OBSERVED IN 2023

Major themes that emerged from the stakeholder interviews included: harm minimisation, prevention of alcohol and drug misuse, and the importance of a supportive community environment.

There is a mixed correlation between Red Frogs involvement, the percentage growth of Schoolies attendees and Hotline calls. This could be due to one of several factors. For example:

- (1) Increased effectiveness of prevention and education programs leading to fewer crisis calls;
- (2) Higher visibility and awareness of Red Frogs' presence, resulting in proactive rather than reactive engagement by Schoolies/Leavers;
- (3) Changes in event dynamics (i.e. increased police and/or security measures) or attendee demographics (generational trends) that impact typical behaviour patterns.

It is anticipated that the continued program expansion will foster safer Schoolies/Leavers for future generations.

The presence of Red Frogs volunteers can significantly deter risky behaviour and empower young people to make different, positive choices.

Red Frogs volunteers become critical initial responders in situations such as:

- (1) Intervening in alcohol and drug-related emergencies before they escalate;

- (2) Providing support and guidance during mental health crises;

- (3) Assisting in conflict resolution before incidents escalate;

- (4) Distributing "pre-load" pancakes to ensure Schoolies/Leavers are eating while drinking.

Stakeholder interviews indicated that this has a direct positive impact on early intervention of potentially life-threatening situations when the individuals involved may not have called 000.

Challenges and Resolutions

Volunteers need continuous training to handle complex situations effectively and to maintain a safe space for them. Red Frogs has both training and pastoral systems and processes in place for this purpose.

Recommendations for the future



Expand preventive education and outreach



Increase the volunteer base



Enhance local partnerships

STORY 2

VOLUNTEER PERSPECTIVE (QLD)

Sometimes the support Red Froggers give is simply to encourage Schoolies to keep making positive life choices.

We were in Queensland for Gold Coast Week 1, and a young man came and asked us for help.

He was training as a swimmer. "I'm training, I'm not drinking, I'm not partying. I'm being a responsible friend." He was literally babysitting, and I felt sorry for him. So I asked him, "Who's your idol in the swimming world?"

It just so happened that one of the people that he listed was someone that loves Frogs. So I jumped on the phone to him that night and said,

"Hey, can you just film something for this guy called Tom? Here are his accomplishments...He's not drinking this week. He's training all week. Can you just encourage him?"

So he did. He sent a video of him saying, "Hey, Tom, can't wait to be swimming with you on the circuit. Can't wait to have you on the Australian team. Looking forward to meeting you. Keep doing what you're doing."

And it made his week.

“ Knowing that organisations like the Red Frogs are there to assist us, gives us more peace of mind. ”

“ During the time that I have been involved with the Schoolies, particularly over the last eight years in the command, I have found that the rapport has been built with the Red Frogs team and the School leavers. It gives us a foot in the door. Often we're finding out about incidents before they become more significant.

Knowing that organisations like the Red Frogs are there to assist us, gives us more peace of mind. Their presence forms part of our risk matrix in ensuring that we do have access to school leavers at a greater capacity.

I do believe that there would be a lot of cases where the patient would have been in a worse condition prior to our arrival if Red Frogs weren't around.

Red Frogs would advocate to the friends in the room and insist that an ambulance is required. Getting there sooner is better than not getting there at all.”

Justin P., Senior Operations Supervisor
Special Events Planning Service - Queensland
Ambulance Service, Gold Coast



OUR DONORS/SPONSORS

The generosity of our volunteers, partners, and donors has enabled us to reach over 1.21 million people in 2023, moving us closer to our vision of safeguarding a generation.

As we seek to enhance our impact, there are a number of ways you can partner with us:

MAKE A DONATION

TO MAKE A ONE-OFF DONATION VISIT OUR WEBSITE BELOW OR SCAN THE QR CODE

W: redfrogs.com.au/donate



SCAN THE QR CODE TO DONATE

FRIENDS OF THE FROG

TO SIGN UP FOR REGULAR GIVING

W: redfrogs.com.au/support/friendsofthefrog

CORPORATE PARTNERSHIPS

TO FIND OUT HOW YOUR BUSINESS OR ORGANISATION CAN PARTNER WITH RED FROGS

W: redfrogs.com.au/partner

P: 1300 557 123

E: corporate@redfrogs.com.au

KEY FINDINGS

HERE ARE SOME OF OUR HIGHLIGHTS

86%

of respondents reported that Red Frogs is “very effective” or “extremely effective” at increasing the awareness of responsible behaviours and personal safety.

83%

of respondents reported that, with the assistance of Red Frogs events, they were either “very effective” or “extremely effective” at promoting social inclusion and wellbeing.

28%

of respondents reported, unprompted, that they observed a substantial reduction in student intoxication as a result of Red Frogs’ presence at their social events.

OTHER MAJOR THEMES

Trusted

“International students are generally apprehensive. The fact that they are engaging shows that there is trust.”

University residential provider

Broad

“It’s not just the youth. It’s the security guards, the event staff. We’re there to help and support them as well.”

Red Frogs volunteer

“Really good support, not only for students but also for staff as well.”

University residential provider

Generational

“It may not be the same team member, right? But it’s the shirt that you remember.”

Red Frogs partner

2024 IMPACT MEASUREMENT

Red Frogs is committed to expanding the quality of our impact measurement and evaluation. Our objectives for the 2024 reporting year include:

- Increasing the quality and consistency of event and program data collection by State/Territory/Country.
- Implementing data tracking tools to better measure behavioural changes and program effectiveness across the university and high school education programs.
- Implementing processes and systems to start capturing presentations at “Chill out zones” and triage responses at major events (e.g. music festivals, sporting events, university O-Week and Schoolies/Leavers).
- Increase qualitative analysis to include a greater representation of broader program partners, including (but not exclusive to) local council representatives, emergency service providers, and sports management.



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SCAN THE QR CODE
TO VISIT OUR WEBSITE



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REDFROGS