



# Impact Report 2022/2023

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Juiced TV acknowledges and pays respect to the past, present and future Traditional Custodians and Elders of this nation and the continuation of cultural, spiritual and educational practices of Aboriginal and Torres Strait Islander peoples.



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## Impact to Date

5,472+  
PATIENT INTERACTIONS

7.9 million+  
VIEWS

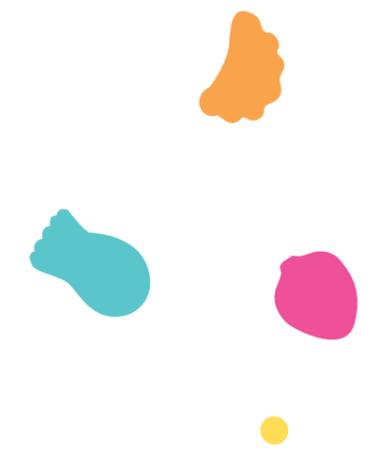
29,000+  
FOLLOWERS

220+ EXPERIENCES OUTSIDE  
OF HOSPITAL WALLS



## Our Mission

To provide entertainment and education to children and young people in hospital, no matter where they are in the world.



## From the Founder & CEO

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To all of our Juiced TV supporters and community,

For 8 and a half years now, we've been providing our service to patients and families at The Queensland Children's Hospital and beyond.

It's been a wild ride the past few years, and we were grateful that 2023 finally saw us return to our pre-Covid service operations - face to face with the kids at their bedside. What a welcome change for our team and those our service exists to impact!

It also marked a new era for us. We finished building and finally launched our Juiced App - a platform that complements our in-person service offering.

The Juiced App brings together our entertaining and educational content, allowing clinicians to customise playlists to help inform patients throughout their hospital journey, reducing their procedural anxiety.

Since the platform's release, the response from patients, families, healthcare teams and governing health bodies has been incredibly positive.

Health literacy is a nation-wide priority to improve health outcomes for children and young people, and we're thrilled to have created another world-first initiative through the Juiced App that will enhance the service we currently provide face-to-face.

The stories we'll share with you in our latest report highlight the impact we've made over the last 12 months. We also reflect on some important learnings and share where our sights are set for the future.

We would like to once again express our deepest gratitude to all of you for your continued support, and the opportunity to create some truly gamechanging offerings for sick kids across Australia and beyond. The foundations are set to scale our impact to unprecedented heights, and we look forward to sharing the next phase of our journey with you all.

**Pip Forbes**

Founder and CEO, Juiced TV

# Year in Review

2022 - 2023

**605**

**PATIENT + SIBLING INTERACTIONS**  
30% INCREASE\*

**65**

**SHOOT DAYS ONSITE AT QCH**  
45% INCREASE\*

**31**

**EXPERIENCES OUTSIDE HOSPITAL WALLS**  
58% INCREASE\*

**33**

**REMOTE FILMING & VIRTUAL VISITS**

**184**

**SEGMENTS PRODUCED**

**520**

**TOTAL NUMBER OF HOURS FILMED ONSITE AT QCH**  
165% INCREASE\*

**643**

**TOTAL NUMBER OF HOURS FILMED**

**11**

**TOTAL NUMBER HOSPITALS & HEALTH CARE FACILITIES VISITED IN QLD**

## Hands on Happiness + External Experiences

The Juiced TV Crew were finally back to delivering joy across Queensland face-to-face after the COVID disruptions. As a result, our experiences, interactions and minutes of produced content have significantly increased, and the patients and families couldn't have been happier.

\*Increases are compared to impact in 21/22 FY

### Highlights of Juiced TV Experiences at the Queensland Children's Hospital

Emma Memma



"My daughter Haven, was one of the children who asked Emma Watkins a question at her visit to have her 75th blood transfusion. I wanted to reach out and commend all of your team for how they interacted with Haven and made her feel so comfortable. She is always at the hospital and finds big crowds very overwhelming."

Haven's Mum

Ed Sheeran



Brisbane Heat



Nitro World



- Ed Sheeran
- Emma Memma
- William Barton
- Brisbane Heat
- Brisbane Roar
- Nitro World
- Firebirds
- Brisbane Bullets
- Martin Edge Artist (Autism QLD Ambassador)
- Erth Prehistoric Picnic
- The Very Hungry Caterpillar Cast Visit
- Learning Auslan

William Barton



"One of my Year 6 students, Dwayne, is a proud First Nations' boy from Boggabilla. A few weeks ago he expressed an interest in learning to play the didgeridoo ... Having the opportunity to meet one of Australia's best didgeridoo players and musical composers is truly magical."

QCH School Teacher

## Highlights of Juiced TV Experiences outside of hospital walls



Josh Brown

"Thank you for all you did to co-ordinate this special moment... the text we got in our family chat was that it "was the best day ever! After so many nights in hospital - this was just so uplifting."

Ollie's Mum



Brisbane Roar



Lionesses training session



Andy's Amazing Adventures

- Tour of the USS AMERICA
- Ekka 2022
- Jellurgal Aboriginal Cultural Centre
- Disney: Magic of Animation at Queensland Museum
- DC League of Superpets, Antman Movie Review and Super Mario Bros Movie Premieres
- Lionesses World Cup training session
- Andy's Amazing Adventures Show at Brisbane Powerhouse
- Tour of Parliament House
- Queensland Museum - Turtle Hatchery
- Australia Zoo
- Brisbane Roar Soccer Game and Coin Toss
- Queensland Symphony Orchestra Harry Potter in Concert



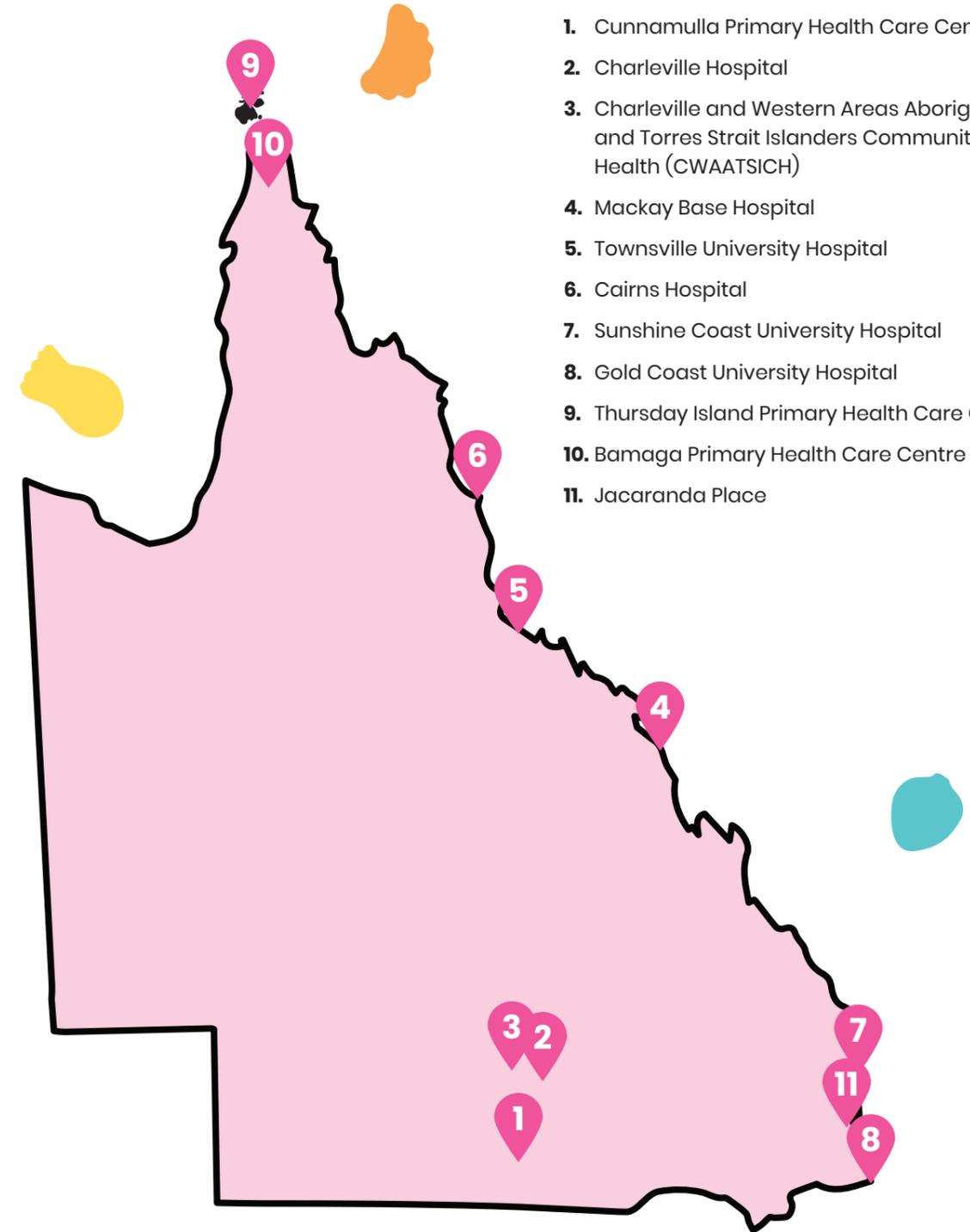
Harry Potter



Queensland Museum



## We delivered our service to the following locations:



1. Cunnamulla Primary Health Care Centre
2. Charleville Hospital
3. Charleville and Western Areas Aboriginal and Torres Strait Islanders Community Health (CWAATSICH)
4. Mackay Base Hospital
5. Townsville University Hospital
6. Cairns Hospital
7. Sunshine Coast University Hospital
8. Gold Coast University Hospital
9. Thursday Island Primary Health Care Centre
10. Bamaga Primary Health Care Centre
11. Jacaranda Place

See some of our travels throughout regional Queensland here



# Strategic Focus

Our focus remained on creating a sustainable funding base that allows our program to scale into new territories, and to continue delivering product and service excellence to all of our stakeholders and supporters.



# Innovation & Impact delivery

## What we did

### Juiced App Development and Launch

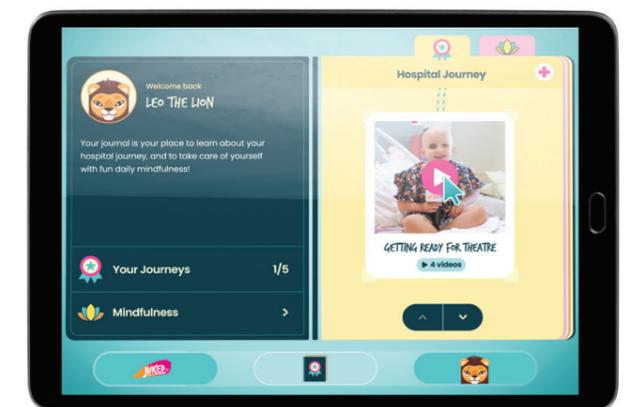
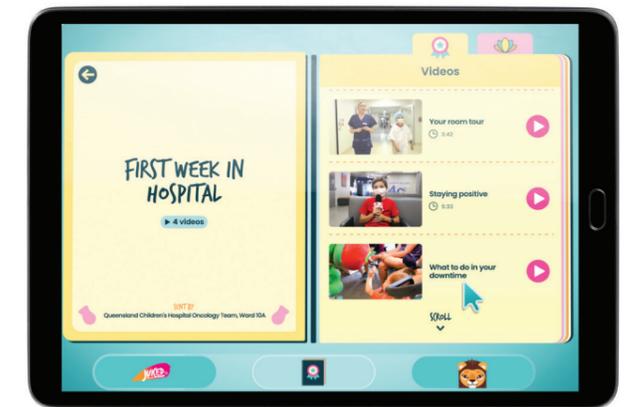
After 18 months of development, our tech platform the Juiced Box was re-imagined and launched as 'The Juiced App' in June 2023.

This new platform brings together entertainment and education in an interactive way to improve the hospital journey for kids and families. Offering an extensive library of health literacy content, healthcare teams are able to create customised playlists about hospital journeys, procedures, services and people. Each playlist can then be shared directly to a patient own device to help reduce their procedural anxiety at various points of their journey.

Consultation within the healthcare system through focus groups, information gathering sessions and reviewing assessment needs of patients and clinical teams means that we have created a health literacy platform that is strongly validated, and greatly needed.

While the launch of this app as a publicly accessible platform is a key milestone in increasing our impact, our subscription offering will generate an additional and sustainable revenue stream for Juiced TV.

The Juiced App was officially launched to Government, Business and key hospital and health industry stakeholders on Monday 5th June at The Queensland Children's Hospital. The Juiced App is free to download for tablets across Google Play and the App Store.



Watch the Juiced App Hype Reel here



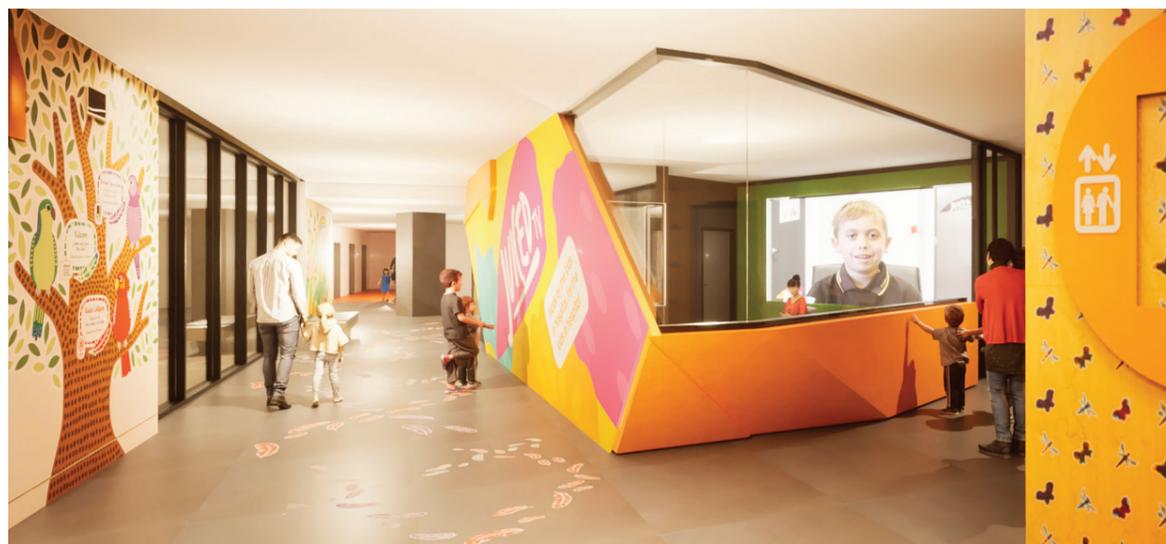
# Innovation & Impact delivery

## What we did

### Ongoing Research and Impact Measurement

Juiced TV have secured an additional two research projects with QUT Psychology Honor Students to 1) help build a system to measure the user experience of our app and its role on improving the overall hospital experience; and 2) provide evidence that the production and delivery of our health literacy content is the most effective method to reduce procedural anxiety in children and young people during their hospital journey.

### Commenced building of our new Creative Studio Space and Home of Juiced TV at The Queensland Children's Hospital



## What we're looking forward to:

- Opening the Juiced Creative Studio at the Queensland Childrens Hospital in late 2023. This partnership with QCH and Juiced TV further secures our future within Children's Health Queensland and will allow Juiced TV production services to expand for both Juiced TV content and corporate production projects.
- Formalising partnership with Queensland Health and their Reform team whose charter is to build better outcomes for Queensland kids and families in their first 2000 days of life. Juiced TV have presented to various departments within Queensland Health, which has led to endorsement from Deputy Director Generals. Follow up conversations continue to take place while Juiced develops a case for support for an enterprise agreement for statewide rollout.
- Continuing to build on newly developed relationships with other government agencies including e-Health Queensland, Department of Education, Department of Innovation, and Office of Chief Entrepreneur.

# Funding stability

## What we did

### Partnership Growth

- Our 'production-for-purpose' paid services with Childrens Health Queensland grew by 54%, offering a stable revenue stream and reputation driver for our brand
- Brisbane Heat Charity Partnership
- Community Fundraising increase
- Continued partnership arrangement with children's stationary brand Spencil
- Concerted effort to build upon our current partner base, continuing our 3-year partnership agreement with Children's Hospital Foundation, and 1-year recurring QSuper agreement (now under Australian Retirement Trust)
- Developed strong alignment and engagement with Queensland Health

### Commenced DGR Registration

- With probono support from our legal team Clayton Utz, we have commenced our DGR application. Anticipating this should be approved by end of October 2023.



## What we're looking forward to:

- Execute community fundraising strategy and crowdfunding campaign with a \$200,000 target
- Rollout of Juiced service at Gold Coast University Hospital Children's Ward
- Conversion and rollout of service to another 4 new hospital sites that we are in discussions with
- Formalising new major corporate partnership opportunities, including one with Village Roadshow
- Building our case for support to help us reach an additional \$1 million fundraising target by Q2 2024
- Receiving DGR status



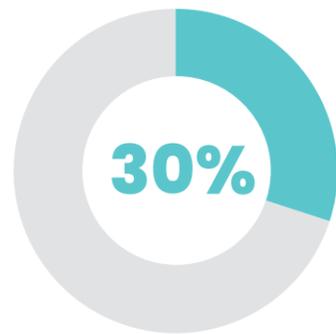
# Financials

2022 - 2023

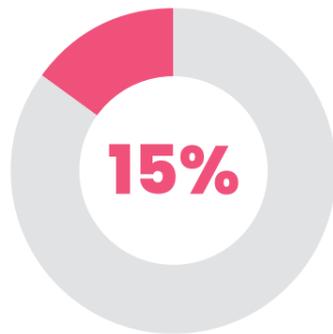


- \$665,040**  
Foundations, Trusts & Grants
- \$90,678**  
Corporate Partnerships
- \$17,020**  
Juiced App Revenue
- \$88,329**  
Production-for-Purpose
- \$22,471**  
Community Donations

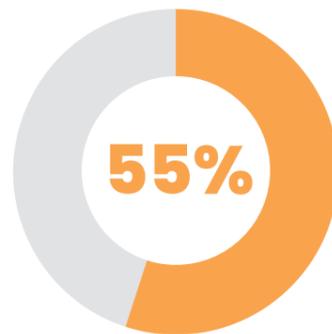
## Resource Allocations



Entertainment & Interactions



Pre and Post Production



The Juiced App

# Thank you

**We know** our purpose is to have a positive impact on the mental and social wellbeing of children and their families when they're at their most vulnerable.

**We know** we'll achieve this by continuing to deliver unique content, services and resources to patients and families, throughout Australia and beyond.

**And we know** we wouldn't have had the impact we have over the past 8 years without the ongoing support of our community, supporters and partners.

We are incredibly grateful for your continued belief in our efforts and our mission. Thank you!



**JUICED**TV  
(.COM.AU)