



Annual Report

2022

Challenge DV

Acknowledgement

Challenge DV respectfully acknowledges the Traditional Custodians of the land on which we work and live, and recognise their continuing connection to land, water and community.

We pay respect to Elders past, present and emerging.

Board Chair Report

Jane Hedger



It's finally sinking in across the world that the new normal is constant disruption and change as we adjust to shifting landscapes and rapidly developing technology. In the DV space, whilst sadly statistics and funding continue to trend in the wrong direction, many state governments are working positively on critical legislative change, and the community emphasis is slowly shifting towards prevention. Our time is NOW and it couldn't be more exciting!

I really want to highlight our investment this year in finally being able to identify, measure and promote the social impact that our Challenge DV programs have. We engaged ANU to provide us with the academic framework to map out what we are trying to achieve, and then measure the impact of our activity. We are then able to match that to investing in new social impact activities. This puts real data behind our decisions, and we are able to show that we are genuinely making a difference – and investing the hard raised D2D funds in projects that are raising awareness and resulting in preventative interventions.

I have been passionate about us telling the incredibly impactful stories from our workplace programs and being able to show where we are getting traction since I first became involved in ACEOC in 2012. I am so excited to finally see us achieving this. I'm overwhelmed by the feedback that we are starting to collect which shows that our training cuts through, that it gets people thinking and doing differently, that it IS changing behaviours and lives. That's why we are here.

It's been another big year for governance. The Board continued to have operational management of the organisation until everything was in place and sufficiently skilled staff in our key positions. Jacque Lachmund left the organisation after 5 years as our CEO and public face of ACEOC and then Challenge DV. We thank her for her significant contribution over this time. In October the Board handed back management to acting CEO Keith Tracey-Patte and breathed a very big sigh of relief after nearly 3 years. We took time to reflect on some valuable lessons learnt, and I am incredibly proud of, and thankful for, my fellow directors, our staff, and everyone who supported us and the organisation through a very difficult time.

I would like to thank Marnie Went, who resigned from the Board in January 2023. I want to acknowledge her energy and interest in the organisation over the past 6 years and the frontline services connection that she brought to the Board. We have a number of Board vacancies at present which we haven't filled whilst we consolidated the business and firmed up our financial position. We are now confident that the business is in good shape and good hands, and we plan to undertake a market recruitment for additional Board members across 2023. If you are interested in joining our Board, please get in contact with me.

Again – my sincere thanks to our Board, to Keith and all of our staff, our subcommittee members, MinterEllison and all our many partners and sponsors – and of course to our members.

CEO Report

Keith Tracey-Patte



After several years of significant change, 2022 was a year of consolidation for Challenge DV. The foundations for sustainable growth were put in place and we face the coming year with optimism and a renewed commitment to our vision of a world without domestic and family violence.

We have grown to meet the demand for our services. There is increasing community and business awareness of what we do and how together we can make a difference. Our financial result during the year was a small profit, reflecting our decision to invest in building our team. I am so lucky to go to work each day with such dedicated, clever and passionate humans. It is truly humbling.

Our increased confidence as we move beyond the impacts of the pandemic has also meant we are investing more boldly in domestic and family violence prevention projects. I am particularly pleased that we have launched our inaugural social impact strategy in 2022. This strategy creates a framework to inform decision making about where best to invest the donations given to us by the community into projects that will have an impact.

We have strengthened and expanded our workplace training and consulting services during 2022. The engagement of our incredible Workplace Programs Manager, Sian Fullerton, and the recruitment of additional facilitators across the country has provided us the capability to deliver more workplace offerings in more places. We have facilitators living and working in nearly every state and territory across Australia. We have delivered sessions everywhere from the mines in Western Australia to Local Councils in North Queensland to ASX100 listed companies in Sydney. Our facilitators who deliver this training have deep experience across multiple professional disciplines and are bringing fresh eyes and new perspective to what we do.

We are grateful for the support of the Australian National University's Social Research Centre for assisting us to develop a program logic and evaluation framework. These new tools support our decision making about which workplace programs we should provide and how to measure their effectiveness. This has given us greater clarity about how best to support our workplace partners.

We continue to be extremely humbled by the ongoing support and commitment of our key partners. The Queensland Government has made our eLearning available to every single employee and more than 80,000 employees accessed this training during the year. This commitment means that each Queenslanders who comes in contact with a Government service is much more likely to be understood and supported if they are affected by violence. This eLearning would not have been possible without the ongoing support of our technology platform provider Go1. And, of course, where would we be without the unwavering support of MinterEllison, our founding partner? We are so lucky and so grateful.

Darkness to Daylight in 2022 was our biggest and best ever. Led by Darkness to Daylight Founder, Rob Reed, we were overwhelmed by the record number of people that participated. It was a little more exciting than originally planned as we had to postpone the live event to June due to an extreme weather event. This was a tough decision but the safety of our community is always paramount. This event is, of course, not possible without our sponsors, supporters, volunteers, and participants and we sincerely thank you for your steadfast support. We would particularly like to thank Event Management Solutions Australia who delivered such a high-quality and professional event for us.

I am so excited about the opportunities in front of us to make a difference. Together with this incredible community, we at Challenge DV will not stop until the violence and abuse stops.

About Us

We know that ending DFV starts in the workplace

Founded in 1999 by Dianne Jeans and Lynette Palmen with support from the sitting Lord Mayor Jim Soorley, Challenge DV understands workplaces are powerful places to create social change and provide meaningful support. For more than 20 years Challenge DV has been empowering CEOs and industry leaders to be proactive in breaking the silence and the cycle of domestic and family violence (DFV). At its core Challenge DV does this by providing far-reaching education programs in workplaces and advocating to end DFV.

Our Strategy

Our Vision

A world without domestic and family violence

Our Purpose

We believe that workplaces are powerful places to challenge for change. We partner to educate, advocate and empower people to end domestic and family violence.

Our Values

Challenge DV values are:

- Excellence
- Integrity
- Respect
- Partnership

Strategic Goals

Challenge DV's strategic goals focus around:

- Workplace solutions
- Strategic partnerships
- Sustainable social enterprise
- Advocacy

Workplace Programs

In 2022, Challenge DV continued to grow its training and consulting services to Australian workplaces. Our training helps raise awareness of domestic and family violence and encourages staff to be able to Recognise the signs, Respond appropriately and safely, and Refer the person for support.

As the world has shifted since the COVID-19 pandemic, our learning offerings are increasingly being delivered online. More than 90% of all classroom based learning is now being delivered virtually through Zoom and there has been significant uptake of our award-winning eLearning modules. Our workplace partnerships with Queensland Governments have continued to grow with the eLearning modules being used by more than 80,000 Queensland Government employees in 2022.

2022 Results



42 workplaces



371.75 hours of training delivered to 2,595 participants



95% reported increasing their knowledge of domestic and family violence as a result of a Challenge DV program



94% felt more confident recognising signs of domestic and family violence



92% felt more confident responding to someone affected by domestic and family violence



92% would recommend Challenge DV training

Darkness to Daylight

Darkness to Daylight is Challenge DV's community education, awareness and fundraising event for domestic and family violence prevention. It is a 110km challenge, with each kilometre symbolising a life lost through domestic and family violence in Australia in the year the event launched.

2022 was the most successful event ever for participation and fundraising. More than 3200 participants walked or ran over the course of domestic and family violence prevention month in May before 100km virtually, and then came together as a community to complete the final 10km – or 3km – before the challenge concluded with a closing ceremony at the live event. It was a record fundraising year with more than \$418,000 in donations received.

The iconic Queensland Parliament House hosted the live event which was postponed from Tuesday 31 May to Tuesday 28 June due to an extreme weather event. It was the first time an event of this style had been held at Parliament House.

This year, we partnered with the Government's Domestic and Family Violence Prevention Council to encourage families to join the 3km walk and have conversations about the importance of healthy and respectful relationships.

3,245
participants

Participation

Darkness to Daylight 2022 is a record year for participation with 3,254 who took part. The live event welcomed around 1,840 participants, with 740 taking part in the 3km walk and 1,100 taking part in the 10km run.

\$418,820
funds raised

Fundraising

It is also a record year for fundraising, with \$418,820 raised. This surpasses our amended fundraising target of \$400,000. It is the highest amount ever raised for Darkness to Daylight in its previous nine years, up 10% from last year.

119
teams

Involvement

We have also just surpassed the number of teams that formed from last year's team figures, up from 115 in 2021. Teams came together from across local and state government, charities, the private sector, and community members.

100,000+
conversations

Engagement

Through Darkness to Daylight, participants were encouraged to have open and honest conversations about respect. Growing our community has meant even more people can engage in awareness raising to end domestic and family violence.

Social Impact

The funds raised in Darkness to Daylight and from other giving are used by Challenge DV in domestic and family violence prevention activities. In 2022, we released our inaugural Social Impact strategy to inform this investment. Successive years of successful events and continued growth in our workplace programs have given us the confidence to be more ambitious in our projects.

To support the implementation of the strategy, a Social Impact Advisor was engaged in 2022 to develop and implement social impact projects. These projects have included:

- Forum with Afghan community leaders to listen to their needs and ideas
- Screening of and community conversation about UNDER COVER, a documentary uncovering why women over the age of 50 are the fastest growing cohort of homeless Australians
- Support for the Combined Women's Refuge Group to provide secretariat services and to develop a strategic plan for refuge leaders' voices to be amplified
- Support for the Society for Prevention and Elimination of Abuse Qld, the peak body for men's behavioural change professionals, including secretariat, subsidising attendance of regional participants to their forum, and hosting a listening event at the forum to capture prevention ideas from those working with men
- Financial and administrative support for Strong Women Talking, a grass roots movement of First Nations sisters and aunties who are passionate about breaking the cycle of violence by creating a culturally safe space to educate, equip and empower one another.

Challenge DV has also continued to connect businesses and government with frontline services to provide support. This program continued to grow during 2022, including through new partnerships with Rotary clubs across Southeast Queensland who have provided direct funding and material support to a number of women's refuges.

Social Impact Strategy

Building advocacy and uniting communities around ending domestic and family violence

- Educating and empowering workplaces through our market-leading workplace strategies
- Raising awareness and building advocacy through public affairs and impactful communications and engagement activities.
- Uniting communities through events, such as Darkness to Daylight

Connecting workplaces and communities to end domestic and family violence

- Consulting with community leaders, government agencies and stakeholders about the key drivers for domestic and family violence and creating opportunities to develop impactful domestic and family violence prevention programs and strategies

Creating change with workplaces and communities

- Investing in initiatives that prevent domestic and family violence and developing new workplace solutions based on insights.
- While our social impact work supports domestic and family violence prevention for every community, we will focus investment on the intersectional impacts of DFV, including:
 - First Nations
 - Ethno-specific communities
 - LGBTIQ+ communities
 - People with disabilities
 - Older women

MinterEllison

Foundation Partner

MinterEllison's support as Challenge DV's Foundation Partner began in 2000 as part of its Community Investment Program. Since then MinterEllison's support has been ongoing and immeasurable, and has grown from a mutually beneficial relationship to a partnership that has unlocked countless possibilities and opportunities.

Under the guidance of Robert Reed OAM, Special Counsel, Pro Bono And Community Investment Senior Manager, the partnership includes:

- Office space and administrative support
- Vital legal support
- Support for the Board
- Hosting events including venue and catering
- In-kind support for Darkness to Daylight.

During another challenging year, Challenge DV was truly humbled by the unwavering support provided by MinterEllison and we want to thank the MinterEllison team for its help to end DFV.



Challenge DV Board



Jane Hedger
Chair



Dianne Jeans
Director



Aye AC Clark
Director



Damian Topp
Director



Leonie Vandeven
Director



Marnie Went
Director



Challenge DV

WE'RE HERE TO END DOMESTIC VIOLENCE