

AUSTRALIA'S  
CHALLENGE **CEO**  
workplace partners against domestic violence

# ANNUAL REPORT 2014–2015



# OUR BEGINNINGS

Australia's CEO Challenge began in 1999 with a vision of a world without domestic violence, inspired by the work of Dr. Jim Hardeman.

As principal designer of Polaroid's workplace violence prevention policies and processes in the USA, Dr. Hardeman made Polaroid Corporation internationally renowned for its innovative workplace safety practices.

Drawing on this model, the then Brisbane Lord Mayor Councillor Jim Soorley took the advice of his Women's Advisory Council to create a similar venture. Led by Dianne Jeans and Lynette Palmen from Women's Network Australia, and the support of several Brisbane based corporations, Australia's CEO Challenge was formed.

- One in three women in Australia will experience domestic violence in their lifetime.
- One in four children in Australia witness violence against their mother or stepmother.
- Domestic and family violence is estimated to cost Australia \$21 billion annually. The direct cost to employers is over \$3 billion per annum.

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# 1. CHAIR'S REPORT

The 2014-15 year has been a challenging year in many respects.

As I write this I am heartened by the growing public awareness and outrage at the existence of domestic violence and the increasing demand that action is taken to address this issue. At the same time I am saddened that this public awareness has come at the expense of the lives of many women and children killed by people who are meant to love them. We must make sure that this momentum is not lost and that all opportunities to capitalise on this public awareness is taken so that these lives are not without some meaning in creating a future world where violence is not acceptable - ever.

Within Australia's CEO Challenge itself, we have been pleased with the recognition of the value of workplace programs and partnerships received in the Taskforce report - "Not Now, Not Ever" and acknowledgement of our program as having a contribution to make. We have seen an upsurge in take-up up of workplace programs, particularly from Queensland Government agencies as a result of the previous CEO of the Public Service Commission being one of our 2014 Race Challengers. The partnership with the Department of Communities, Child Safety and Disability Services has also been of great benefit to both parties.

At CEO Challenge we have had a number of staff changes with Wendy Reid leaving the position of Executive Director and Amanda Sams coming into the role of CEO. I would like to thank Wendy for her many years contribution to the growth and maturity of our organisation. Other staff changes have seen the departure of Nathalie Prince and incoming engagement of Angelica Gapusan in

the Administration Manager role and Jacque Taka taking up a new role as Program Manager. We have also had the support of a number of volunteers to supplement our capacity and capability throughout the year.

Thanks to each and every one for your passion for the issue we exist to deal with and your dedication and support for the organisation.

Once again I would like to thank the Board of Directors and our company secretary for their support throughout the year as we have moved through a number of changes. These directors contribute freely their time, expertise and wisdom which enable our organisation to keep on ticking and delivering on important programs and outcomes.

We continue to challenge.

Dianne Jeans  
Chair, Board of Directors



## 2. WE CHALLENGE

### 2.1 Our vision

A world where families and workplaces, in all their diversity, are places of safety for all members.

### 2.2 We believe

- Living without violence is a basic human right
- All sectors of the community can contribute to making our society safe
- The workplace is a key arena for social change and participation
- In mutual respect for the needs of our partners and our stakeholders

### 2.3 Our purpose

Australia's CEO Challenge works with the business sector to prevent domestic violence—because people affected by or who use violence are the same people employed in our workplaces and living in our community: they are our co-workers and employees, our customers and suppliers, and our friends, neighbours and family.

- Two thirds of Australian women who report violence by a current partner are in paid employment
- Of these, 1 in 5 say the violence follows them to work in the form of abusive emails, text messages and phone calls, and the perpetrator of the perpetrators family presenting at their workplace.

### 2.4 Workplaces CAN make a difference

Australian workplaces are increasingly recognising that they must take action to address domestic violence. In summary, there are 8 reasons employers need to address domestic violence:

1. Domestic violence does affect employees in the workplace
2. Domestic violence costs money in terms of absenteeism, poor customer service, stress, search and hiring costs, retraining costs and loss of labour capacity
3. Domestic violence is a performance and productivity concern in the workplace for both victims and perpetrators, and has flow on effects to other staff in the workplace
4. Domestic violence is a security and liability concern
5. Domestic violence is a health care concern
6. Domestic violence is a management issue
7. Taking action in response to domestic violence works
8. Legislation requires workplaces to be informed and active with the inclusion of domestic violence clauses in the Fair Work Act in July 2013.

## 3. HIGHLIGHTS

### Addressing the Impact of Domestic Violence in the Workplace

- Eighteen new workplaces purchased the Workplace Domestic Violence Prevention Program.
- 27 workplaces implemented a Workplace Domestic Violence Policy to support staff affected by domestic violence.
- Delivered 138 training and awareness sessions to 2,261 staff across 54 locations.
- Online training module on Workplace Domestic Violence Prevention developed in partnership with the Department of Communities, Child Protection, and Disability Services.

### Developing Awareness and Supporting Relationships between Workplaces and Services

- Facilitated and supported 14 partnerships between workplaces and local domestic violence shelters.
- Workplaces contributed \$250,000 as the total from cash donations, donated goods, in kind, pro bono and volunteer support to their partner shelters.

### Contributing to Public Debate and Policy Development

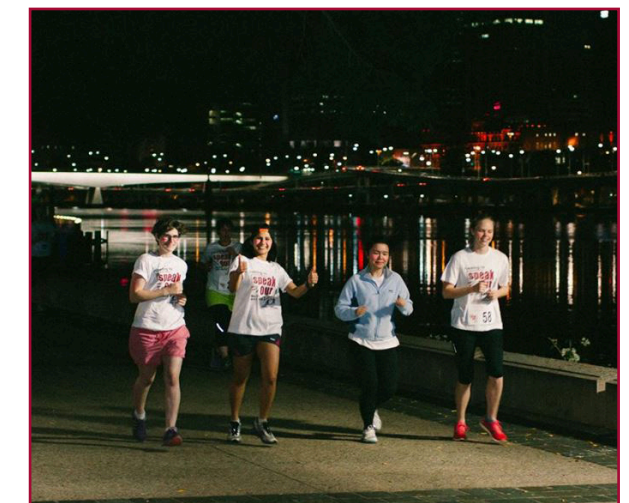
- Provided a submission to the Queensland Domestic Violence Task Force
- Specifically mentioned in the recommendations from the Queensland Domestic Violence Task Force report called *Not Now, Not Ever – Putting an End to Domestic and Family Violence in Queensland*, led by Dame Quentin Bryce.

### Involving Leaders to Build Awareness of Domestic Violence

- 2014 CEO Challenge Race raised almost \$100,000
- Racers spread the message to over 4 million people through all communication channels

### Public Involvement against Domestic Violence

- Over 300 people participated in the Darkness to Daylight Challenge
- Darkness to Daylight Challenge raised over \$30,000.



D2D Racers run through the night alongside the Brisbane River, South Bank Promenade.

# 4. WORKPLACE DOMESTIC VIOLENCE PREVENTION PROGRAM

## 4.1 Policy, Education & Training

The aim of ACEOCs Workplace Domestic Violence Prevention Program is to create workplaces that are appropriately and proactively responsive to staff affected by domestic violence. It provides:

- **A best practice domestic violence policy** document for workplaces to adapt to their particular situation.
- **Specialist training** for Human Resource and Management professionals on applying the policy to support staff experiencing domestic violence.
- **Domestic violence awareness training** for all staff on prevalence, signs and how to respond to domestic violence.
- **Opportunities to partner** with local domestic violence shelters and provide resources to support women and children who have escaped domestic violence.

Our workplace policy considers all the impacts domestic violence has on the workplace. It outlines appropriate and proactive responses in line with flexible work arrangements required by the Fair Work Act. It includes clear processes for responding to victims, perpetrators and concerned colleagues. It covers important considerations such as confidentiality, safety in the workplace, flexible work arrangements, and performance management.

Our workplace training educates people at work to understand the prevalence and nature of domestic violence and its impact on the workplace such as absenteeism, lateness, stress, reduced productivity and the effect on other staff. Employees learn to recognise the signs and symptoms of domestic violence, know what to say and do, and how to support those affected to seek help.

A total of 28 workplaces participated in the Workplace Program, potentially reaching 72,000 staff in Queensland, NSW and Victoria. They include:

- Aurizon
- Morgans Financial
- Mackay Regional Council
- Southern Downs Regional Council
- Unitywater
- Smart Service Queensland
- Multicultural Development Association
- Heritage Bank
- DP World
- Department of Housing & Public Works
- Department of Transport & Main Roads
- Department of Energy and Water Supply
- Public Safety Business Agency
- Queensland Police Service
- Queensland Fire and Emergency Services
- Department of Environment and Heritage Protection
- Department of National Parks, Recreation, Sports and Racing
- QSuper
- Queensland Corrective Services
- Department of Science, Information Technology and Innovation
- St Vincent's Hospital Toowoomba
- Prostitution Licensing Authority
- Department of Education and Training
- Department of Communities, Disability Services, and Child Safety
- University of Southern Queensland
- Public Service Commission
- Workcover Queensland
- Department of Natural Resources and Mines

## 4.1 Workplaces Supporting Local Women's Shelters

As part of our Workplace Program we broker and support partnerships between workplaces and local domestic violence services.

Businesses formally 'adopt' a local shelter for a three-year period. Staff actively provide support in the form of donated goods, cash, in kind, volunteering and pro bono contributions to help women and children whose lives have been devastated by domestic violence.

These partnerships provide acknowledgment of the essential role of domestic violence services in supporting women and children at a critical time. They recognise and give support and encouragement to the staff of the service, and deepen understanding of the work they do.

Partnering business and domestic violence shelters include:

- Public Service Commission and Madonna House (Ozcare)
- Department of Transport and Main Roads and Gareema (Save the Children)
- Clayton Utz and Jebb (Save the Children)
- Dimension Data and Windana House
- St Vincent's Hospital Toowoomba and Manna House (Ozcare)
- Smart Service Queensland and Koongoora
- University of Southern Queensland and Domestic Violence Prevention Service – Southern Downs (Relationships Australia)
- GHD Brisbane and Koolkuna & Koolkuna (Lifeline Community Care)
- GHD Gold Coast and Macleod Accommodation Service
- GHD Sunshine Coast and Sonshine Sanctuary
- GHD Toowoomba and Ada's Haven (YWCA)
- Unitywater and Lions Emergency Accommodation Service
- Mackay Regional Council and Lowanna House
- Cisco and Chisholm

Workplaces are part of the broader community and are in a strong position to be part of a collective response to prevent domestic violence.



University of Southern Queensland Human Resources staff attending training on applying a domestic violence policy.



Members of the Queensland Domestic Violence Task Force at the launch



Southern Downs Regional Council workers attend an early morning session on domestic violence



## 5. NOT NOW, NOT EVER - QUEENSLAND DOMESTIC VIOLENCE TASKFORCE

In September 2014 the Queensland Premier asked Dame Quentin Bryce to lead a Task Force to investigate and make recommendations to end domestic violence. Australia's CEO Challenge contributed to the Queensland Domestic Violence Task Force in several ways:

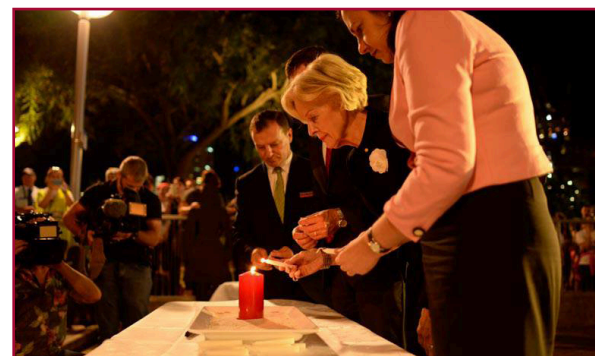
- Supporting a young woman who had lost her job due to the impact of domestic violence on her workplace to make a personal submission;
- The Executive Director speaking at the launch of the Task Force on the important role workplaces can take to prevent domestic violence;
- Making a formal submission to the task force with suggested recommendations.

Dame Quentin Bryce presented the Premier with the final report on 28 February 2015. Australia's CEO Challenge was specifically mentioned in the recommendation 48:

*Business and non-government organisations in Queensland sign up to the CEO Challenge to build relationships with domestic and family violence support services, and foster workplaces that do not tolerate violence and support victims.*

The recommendation recognises that a workplace domestic violence response is simple and cost effective. Employers can be major players in stopping domestic violence by helping those affected remain employed as they navigate pathways to safety, thus reducing cycles of unemployment and homelessness.

The recommendation recognises that our Workplace Domestic Violence Program is a simple and cost effective way for employers to be major players in stopping domestic violence.



Dame Quentin Bryce and Premier Annastacia Palaszczuk light candles to remember those who have lost their lives.



Deborah Wilson, winner of the 2014 CEO Challenge Race



George Theo, CEO of Unitywater and Dame Quentin Bryce.

## 6. SPEAKING OUT ABOUT DOMESTIC VIOLENCE

### 6.1 The 2014 CEO Challenge Race

The annual 'CEO Challenge Race' is a competition where CEO's, senior business executives and influential people, and prominent community leaders compete against each other across a period of 6 months to promote awareness of domestic violence and its impact on the community – and while doing so raise funds to support the work of Australia's CEO Challenge.

Three prominent leaders took on the Challenge in 2014:

**Andrew Chesterman**, Commission Chief Executive, Public Service Commission.

**George Theo**, CEO, Unitywater.

**Deborah Wilson**, Executive Director – Client Development, Trevor-Roberts.

Together these Racers reached over 4 million people with violence prevention messages using social media, traditional media, emails, letters and public speaking - and raised almost \$100,000.

Four leaders have taken on the 2015 CEO Challenge. They are:

- **Helen Jentz**, CEO Toowoomba Chamber of Commerce
- **Andrew Mills**, CIO, Queensland Government
- **Shaan Ross**, Acting Director, Offender Rehabilitation and Management Services, Queensland Corrective Services
- **Neil Scales**, Director General, Department of Transport & Main Roads

These opinion leaders can instigate real change—what they think and do influences their networks, staff, suppliers, customers and the public to say "no" to domestic and family violence. Encouraged

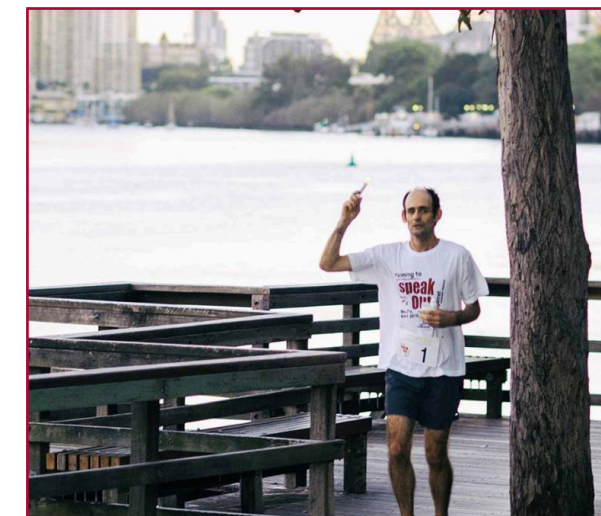
to use the time, resources and ideas of their team, staff and other stakeholders, Racers are free to choose any awareness and fundraising strategies, so long as they are ethical and legal.

### 6.2 The 2015 Darkness to Daylight Challenge

The second 110km Darkness to Daylight overnight run saw 304 people run or walk the course. The 110 kms represent 1 km for every woman and child who dies as a result of domestic violence each year in Australia.

Once again Division 1 of the Australian Defence Force provided support with 50 personnel patrolling the course, and the Queensland Police ensured a police presence throughout the 15-hour event.

Coordinated with volunteers from law firm Minter Ellison, the 2015 Darkness to Daylight Challenge received significant media attention, raised the profile of Australia's CEO Challenge, increased awareness of domestic violence to new sectors of the public, and raised over \$30,000.



Rob Reed, Board Member and Founder of D2D finishing his 100kms

# 7. OUR BOARD, STAFF AND SUPPORTERS

## 7.1 Board of Directors



*Chair of the Board*

**Dianne Jeans** LLB, B.Comm,  
Grad Dip Law & Policy, Grad Cert  
(Management), Grad AICD

Founding Director and was appointed Chairman of the Board in October 2002. Dianne is the Program Executive, Advance Queensland Implementation, Department of Science, Information Technology and Innovation.



*Deputy Chair*

**Robert Reed** BA, LLB (Hons)

Appointed to the board in July 2003. Rob is Special Counsel at Minter Ellison Lawyers.

### Board members



**Deborah Wilson** AICD Dip, Dip  
Management

Appointed to the board in September 2010 and is the Executive Director Client Development for Trevor-Roberts Associates.



**Bob Shead** BBus (Accountancy),  
MBA (Hons)

Appointed to the board in February 2012. Bob is a consultant and semi-retired Partner at BDO Qld specialising in public sector consulting and infrastructure.



**John Minz** BCom, GradDip  
Commercial Computing,  
GCertBankFin

Appointed to the board in October 2013. John is the CEO of Heritage Bank.

### Company Secretary



**Stephen Knight** B Bus  
(Management), B Law (Hons 1),  
GradDip Legal, Practice, Skills and  
Ethics, Master of Law

Appointed as Company Secretary in September 2011 and is a Senior Associate at Minter Ellison Lawyers.

## 7.2 Staff



**Wendy Reid** Executive Director, to  
December 2014



**Amanda Sams** CEO, from January  
2015



**Jacque Taka** Program Manager,  
appointed May 2015



**Angelica Gapusan** Administration  
Manager, appointed March 2015



**Nathalie Prince** Marketing  
Specialist to March 2015.

## 7.3 Major Supporters

**MinterEllison**  
LAWYERS

Our corporate partner Minter Ellison Lawyers is one of Australia's leading law firms. Under the guidance of Special Counsel Rob Reed, who manages Minter Ellison's Community Investment Program in Brisbane, the firm contributes office space and overheads, IT support, meeting rooms, function facilities and catering, and pro bono legal support to Australia's CEO Challenge, valued at \$150,000 each year. Rob Reed is a long term Director on the Board. Senior Associate Stephen Knight is Company Secretary.



The Queensland Government supported our work with the following activities :

- In partnership with the Department of Communities, Child Safety & Disability Services, development of an e-learning module on a Workplace Response to Preventing and Responding to Domestic Violence.
- Support from the Public Service Commissioner and the Premier for all Departments to take up the Workplace Domestic Violence program, resulting in 15 Departments purchasing the Program.
- Departmental support of domestic violence services including Smart Service Queensland with Koongoora Women's Shelter; Public Service Commission with Madonna House; and Transport and Main Roads with Gareema Women's Refuge.
- A grant of \$20,000 to broker and support business-shelter partnerships



- Provided 100 free tickets for women and children in domestic violence shelters to attend the White Christmas event at Dreamworld in December 2014.
- Provided free tickets to games throughout the year, which were given to Gold Coast based women's shelters.



## Contact Us

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