

# Annual Report

July 2016 - December 2017



# OUR BEGINNINGS

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Since 1999 Australia's CEO Challenge has been working towards a vision of a world without domestic and family violence (DVF). As an organization we were inspired by the work of Dr. Jim Hardeman: the principal designer of Polaroid's workplace violence prevention policies and processes in the USA. Dr. Hardeman's work made Polaroid Corporation internationally recognised for its innovative workplace practices.

Based on this model, Brisbane Lord Mayor Councillor Jim Soorley took the advice of his Women's Advisory Council to establish an organisation to take action on domestic violence through the workplace. Led by Dianne Jeans and Lynette Palmen from Women's Network Australia, supported by several Brisbane based corporations, Australia's CEO Challenge was formed. Australia's CEO Challenge was incorporated as a company limited by guarantee and started operations in its own right in November 2002.

Today Australia's CEO Challenge has grown into a passionate and influential organisation experienced in delivering workplace training programs to address domestic and family violence. Recognising that two thirds of women living with domestic and family violence are employed, our workplace Domestic Violence Prevention Program ensures employees are trained to recognise the signs and symptoms of domestic and family violence in the workplace, and how to respond and support those affected.

As well as workplace programs, Australia's CEO Challenge also creates partnerships between businesses and local domestic and family violence services. These partnerships assist shelters to provide quality support to women and children escaping violent homes and provide an avenue for corporate partners' staff members to experience the power of contributing directly to the wellbeing of people in need, while increasing their understanding of the issue.

Everyone at Australia's CEO Challenge is inspired by the long-term potential of using workplaces as forums for social change. The combination of partnerships and workplace education and awareness not only transforms lives, it saves lives.



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# CHAIR'S REPORT

1

The Board chose me as the new Chair in July 2017. I place on record my thanks and congratulations to Dianne Jeans, the long-term, previous Chair of Australia's CEO Challenge. Dianne was instrumental in setting up Australia's CEO Challenge and has steered the work of our organisation since the beginning. Dianne has not walked away but remains on the Board. At this stage, Dianne is a resident of the United Kingdom but continues to work passionately on our Board as our Northern Hemisphere Director.

The 2017 year was a year of change and a year of growth at Australia's CEO Challenge. It was a year that we built on existing strengths to take our organisation to a whole new level.

Let's start with the existing strengths. Our CEO, Jacque Lachmund, has developed her team, implemented innovation programs and continued to build our reputation in delivering high-quality programs. Congratulations are in order to Jacque and her team. Jacque has been significantly responsible for the growth in our programs, our reputation and our financial position. Australia's CEO Challenge appreciates her leadership.

During the year, we formalised a partnership with the Queensland Government to build and deliver the new Challenge Zero workplace training program. This new program takes the existing Specialist and General Awareness training programs to the next level. Incorporating a maturity matrix, Challenge Zero allows workplaces to track their maturity as employers that value their people in a world where domestic and family violence is a horrific reality. Australia's CEO Challenge team has conducted a pilot implementation at Redland City Council. Our new program promises - "Together we contribute to zero incidences of domestic and family violence by being responsive workplaces". Challenge Zero is set to become our premier program to support responsive and responsible workplaces delivering that promise. At the same time, Australia's CEO Challenge delivered a record number of our traditional face-to-face and on-line training programs. Congratulations go to Matthew Pronger, the Programs and Partnerships Manager, and his program team for the professional delivery of our programs in 2017.

One of our core strategies deals with advocacy and engagement. We fulfil that high-level strategy in many ways but most principally through our events. Our two core events continued to grow and connect with workplace leaders in 2017. The Darkness to Daylight Challenge event was a major success. In 2017 over 2,000 people participated, raising \$148,945. This event is our major opportunity to raise awareness of domestic and family violence through the workplace. I would like to thank Jacque, her team and Director Robert Reed for their hard work in making the 2017 Darkness to Daylight Challenge an outstanding success.

Additionally, the CEO Race allowed four workplace heroes to shine the light on domestic and family violence, as well as raise funds for Australia's CEO Challenge. Congratulations go to Mr Neil Scales, the Director-General of the Department of Transport and Main Roads who was the winner of the 2017 CEO Race. A well done also goes out to Ms Kate Richards from Queensland Government Chief Information Office, Department of Science, Information technology and Innovation, Mr Chris Mills, the Managing Director of Strategenics and Mr Colin Bachinger, from Optus, for taking on the CEO Race this year. The Racers were very capably supported by Jacque Lachmund and Janine Gardner, our Events and Fundraising Coordinator.

# CHAIR'S REPORT continued

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The 2017 year was also a year where we improved our supporting operational and financial systems. We have implemented a new accounting system and changed banking arrangements. My thanks go to Donna Harvey, Operations Manager in steering this series of changes to our systems. With our operational and financial successes come a need for continued focus on governance.

There was substantial renewal at Board level during 2017. Three Board Committees were formalised to support the work of Australia's CEO Challenge and the management team. The new Directors added to our Board in 2017 were Sarah Kirk, Matthew Granfield, Scott Reid, Marnie Wendt and Shane Klintworth. Unfortunately, Matthew Granfield had to retire from our Board due to work commitments. My thanks go to all directors for their professional governance and support during 2017.

Finally, I would like to thank all of the team at Australia's CEO Challenge, at all levels, for their hard work and their professionalism. From an operational and financial perspective, Australia's CEO Challenge is going extremely well.

**John F. Minz**

Chair, CEO Challenge

# WORDS FROM THE CEO

## 2

We have had an incredible year of growth, building capability and capacity to deliver our workplace DFV programs across the country. We grew from 3 Program facilitators to 11 and supported 13 Queensland Government agencies to become White Ribbon Accredited. This was an extremely proud moment.

We updated our online E-Learning Program and have a new module launching early 2018. The online program continues to be taken up across the country, with a high level of positive feedback.

In the past 18 months we have had opportunities to work with male dominated industries who we see as champions of change. We take time to reflect on organisations who are leading the way in recognising that DFV is a workplace issue and took action to support those affected. Check out page 21 to see our acknowledgement of all Australia's CEO Challenge supporting organisations.

Our two annual events "The Darkness to Daylight Challenge and The CEO Race" created positive change and thinking within workplaces and the community. The Darkness to Daylight event brought 2065 business and community advocates together to stand up, speak out and remember those who have been affected and those who currently need our support.

Our CEO Races saw seven business leaders come together, committed to educating, raising awareness and engaging their workplaces and networks to contribute to change. What an inspiring outcome it was. We heard the stories of their journey, reasons why, the passion and the challenge to stand up and speak out. We acknowledge each and everyone of our incredible Racers and thank them for leading the way for supporting not only Australia's CEO Challenge but their workplaces and community.

The coming year will see a focus on our strategic approach to supporting more workplaces to recognise, respond and refer through our Business Campaign – Challenge Zero, as well as engaging, collaborating and driving change through business to community partnerships. We see the work we do as vital to creating a world without violence.

**Jacque Lachmund**  
CEO

**The Domestic and Family Violence Implementation Council - Annual Report 1 December 2016 to 30 November 2018 highlights the following:**

"Reflecting on the important role that workplaces can play in addressing domestic and family violence, recommendation 48 of the Not Now, Not Ever report called for businesses and non-government organisations to sign up to Australia's CEO Challenge, an organisation dedicated to supporting workplaces address domestic and family violence".

# AUSTRALIA'S CEO CHALLENGE STRATEGY

# 3

## 3.1 Our vision

Our world without violence

## 3.2 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

## 3.3 Our Purpose

To work with the business sector to prevent domestic and family violence.

## 3.4 Workplaces CAN make a difference

Australian workplaces are increasingly recognising that they must take action to address domestic and family violence. There are key reasons why employers need to address domestic and family violence:

1. Domestic and family violence affects employees in the workplace
2. Domestic and family violence costs money in terms of absenteeism, poor customer service, stress, search, hiring and retraining costs and loss of labour capacity
3. Domestic and family violence is a performance and productivity concern in the workplace for all those affected, and has flow-on effects to other staff in the workplace
4. Domestic and family violence is a Workplace Health and Safety, security and liability concern
5. Domestic and family violence can be detrimental to the physical and emotional wellbeing of staff
6. Domestic and family violence is a management issue
7. Leadership taking action in response to domestic and family violence works

"I'm proud to be personally connected with Australia's CEO Challenge. I believe as leaders, we must do everything in our power to eliminate domestic and family violence which is why, for the third consecutive year, I've participated in the CEO Race. Together, we can break the cycle of violence by giving the issue of domestic and family violence the prominence it deserves."

**Neil Scales OBE,**  
Director-General,  
Department of  
Transport and Main  
Roads





# WORKPLACE PREVENTION PROGRAMS

# 4

## Workplace Program Update:

From July 2016 to December 2017, our team of experienced facilitators have delivered over 1076 hours of workplace training to 13 government agencies and 17 private organisations. We would also like to acknowledge the male dominated industries for exploring diverse ways to support those affected by domestic and family violence in their workplaces - Rio Tinto, Dalrymple Bay Coal Terminal (DBCT), DP World, Ports North and Transurban.

We are proud to report that all 13 Government Agencies that took up our specialist DFV Training have now received their White Ribbon accreditation.

We had the opportunity to educate and raise awareness to over 7,600 participants in the last 18 months across Australia.

## 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:

- Specialist training for Human Resource and leadership professionals including applying the policy to support staff affected by domestic and family violence.
- Domestic and family violence awareness training for all staff on prevalence, signs and how to respond to domestic and family violence. Training educates employees to understand the prevalence and nature of DFV and the impact that it has in the workplace in terms of absenteeism, performance management, stress, and the flow on affect to other staff. It outlines ways to recognise the signs and symptoms of DFV, to know what to say and do, and how to support an affected person to seek help.
- A best practice domestic and family violence policy document for workplaces to adapt to their industry and workplace A best practice workplace policy takes into consideration all the ways domestic and family violence impacts the workplace and outlines an appropriate and proactive response in line with local state and territory requirements. It outlines a clear process for responding appropriately to all those affected by DFV and concerned colleagues.
- Opportunities to partner with local domestic and family violence services and provide resources to support all those affected.



Training with the Department of Justice and Attorney General



Training with the Queensland Ambulance Service

# WORKPLACE PREVENTION PROGRAMS continued

## 4.2 Online Learning

In the last 18 months we have reviewed and analysed our online learning through a collaborative process. This process has led to the redevelopment of our online learning programs. We have commenced rollout of this new program across the Queensland Government and to businesses nation-wide.

The new eLearning program has been made possible with the support of the Queensland Government, Aurizon, Go1 and Strategenics.

ACEOC continues to work tirelessly to create an online platform that supports workplaces to respond effectively to DFV and satisfies the requirements needed for our clients to achieve White Ribbon accreditation. We strive to present training of a difficult subject matter in a way that prioritises safety and inclusivity.

## 4.3 eLearning Development

Module 5 is nearing completion. This module explores a gendered framework for understanding DFV to increase our client's knowledge. This module builds on the previous 4, focusing on deepening the participants knowledge of how gender plays a role in DFV, increasing participants commitment towards gender equality.

This adds to our already established online learning package, which is part of our delivery of our vision for innovative leadership to address domestic and family violence in the workplace.

We have been working tirelessly with the Queensland Government, Strategenics and Network Ten to finalise this module and we are really excited to launch in 2018.

The results thus far are impressive and module 5 promises to be our most robust and engaging training that we have developed to date.

We extend our gratitude to Strategenics who worked closely with us on the build. We also extend special thanks to Network Ten who recorded our CEO Jacque Lachmund and one of their bright stars, Lachlan Kennedy, who lent his voice for narration in the module. Network Ten were also responsible for the filming of the video, recording of Lachlan's voice, created background graphics and narration for the module and general editing of these elements.



eLearning: training video  
featuring CEO Jacque Lachmund



eLearning: training video  
featuring Lachlan Kennedy  
(Network Ten)

# WORKPLACE PARTNERSHIPS

# 5

## 5.1 Workplaces supporting local domestic violence shelters

As part of its Workplace Program, Australia's CEO Challenge creates and supports partnerships between workplaces and local domestic and family violence services so that services are better resourced to support all of those affected by domestic and family violence.

Partnerships provide acknowledgment of the essential role that domestic and family violence services have in supporting women and children at a critical time. They recognise and give support and encouragement to the staff of the services and build understanding of the work they do.

Organisations 'adopt' a local service, formalised in a Partnership Agreement. Staff of these organisations actively provide support in the form of donated goods, cash, in kind, volunteering and pro bono contributions. These contributions help families whose lives have been devastated by domestic and family violence. In exchange, workers from the services provide information, advice and anecdotes to the workplace so that staff have a 'real' experience of making a difference, and the issue of domestic and family violence is kept alive in a positive manner.

Australia's CEO Challenge is currently supporting twelve active and strong partnerships and have signed up six new ones in the last six months.

The following organisations have engaged with partnerships in the last Eighteen months:

- Department of Environment and Heritage Protection - Maybanke (shelter)
- Department of National Parks, Sports and Racing - Flora House (shelter)
- Department of Natural Resources and Mines - Mary & Martha's Refuge
- Unity Water - Jebbs Refuge
- Department of Energy and Water Supply - Windana Women's House
- Department of Transport and Main Roads - Ada's Haven

In addition to our partnerships, Australia's CEO Challenge facilitated two Christmas appeals and back to school drives. These were generously supported by MinterEllison, Brisbane Catholic Education, Transurban, Robert Walters, Bank of Queensland and Queensland Ambulance Service.

The 2016 Christmas appeal (supported by the staff at MinterEllison's Brisbane office) supported twelve domestic violence shelters. This appeal provided hampers and presents to 104 women, 247 children and an amazing cash donation of \$1014.10 to a refuge in Townsville.

The 2016 back to school drive, support by Catholic Education, donated thousands of dollars' worth of stationary to various shelters across South East Queensland to help ease the financial burden for families in need.



# WORKPLACE PARTNERSHIPS continued

The 2017 appeal supported by staff at the MinterEllison Brisbane office, Transurban, Robert Walters, Bank of Queensland and the Queensland Ambulance Service supported nine domestic violence shelters. The Christmas appeal provided bags containing gifts and basics to 84 women and 187 children between the ages of 2 weeks to 17 years old.



# ADVOCACY AND ENGAGEMENT

# 6

## 6.1 The CEO Challenge Races

The annual 'CEO Challenge Race' is a competition where CEOs, senior business executives, highly ranked 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.

These opinion leaders can instigate real change, what they think and do influences their networks, staff, suppliers, customers and the community 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 Three prominent leaders took on the Challenge in 2016 with Glenn Walker coming in as 2016 CEO Race winner:



**Glenn Walker**

2016 CEO Race winner  
Managing Director  
Gravelroad Group



**Ian Smith**

Vice President  
Optus



**Neil Scales OBE**

Director General  
Department of Transport &  
Main Roads

Together the 2016 Racers sent out domestic violence prevention messages that reached over 20,000 of their staff and external industry colleagues. Total funds raised was \$66,233.50. What a magnificent effort by everyone involved!



# ADVOCACY AND ENGAGEMENT continued



# ADVOCACY AND ENGAGEMENT continued

**6.3** The 2017 CEO Race saw four Racers make it to the finish line obliterating the initial fundraising target of \$75,000 to reach a combined total of \$99,211.

Each Racer took to the podium at the Black and White cocktail event and stood before 50 people and shared their belief and their journey of what the CEO Race meant to them and how they raised their funds and shared their message over the six months



**Neil Scales OBE**  
**\$39,794**

## **CEO Race winner 2017**

"Only by working together with individuals, workplaces, communities and organisations such as ACEOC, can we put an end to domestic and family violence in homes and communities across the country. Together, we are making a difference."



**Kate Richards**  
**\$50,827**

## **Challenge Award 2017**

"I believe we need to do more for the victims after the fact. I don't believe we as a community are doing enough to address this and this will be my next journey. During my campaign, I continually raised awareness via varied communication and social media channels across government. I will continue to do this into the future."



**Colin Bachinger**  
**\$5,300**

"The experience of being a racer this year has really opened my eyes up to the very real problem of domestic violence in Australia. As I have been lucky enough to grow up in a family void of this I was shocked in the prevalence of DV and the stories people shared."



**Chris Mills**  
**\$3,070**

"I've learnt of a lot this year from ACEOC. This has been my first foray into corporate fundraising, and I've found it harder than I expected. While I feel comfortable we were reaching our target market, I feel I could have achieved more to convert these conversations into donations or commitment to the ACEOC."



# ADVOCACY AND ENGAGEMENT continued

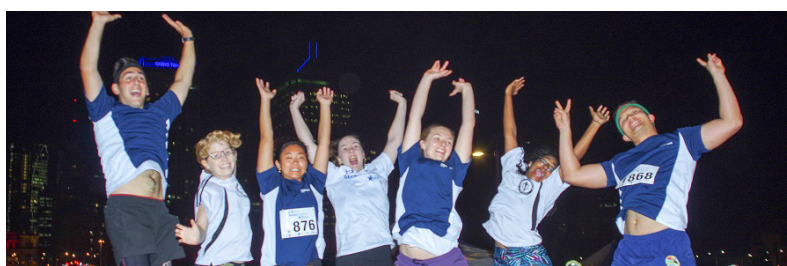
## 6.4 The Darkness to Daylight Challenge

The fourth 110km Darkness to Daylight Challenge 2017 overnight run saw an increase of 38% in participant registrations from 1503 in 2016 to 2,067 in 2017. The 110 kms represent 1 km for every life lost as a result of domestic and family violence each year in Australia.

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

Coordinated with volunteers from law firm MinterEllison, government and business sector and the community, the 2017 Darkness to Daylight Challenge received significant media attention, raised the profile of Australia's CEO Challenge, increased awareness of domestic and family and raised \$148,945 through fundraising, registrations and sponsorships.

The event continues to raise awareness of domestic and family violence in our community by Australia's CEO Challenge which wouldn't be possible without our media supporters Network Ten and 97.3fm.





# HIGHLIGHTS

# 7

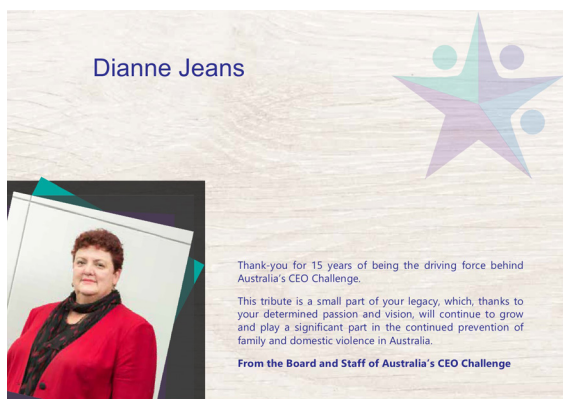
## Addressing the Impact of Domestic and Family Violence in the Workplace

- 25 new workplaces purchased the Workplace Domestic and Family Violence Prevention Program. Taking the total number of workplaces engaged to 61 and positively impacting staff in Queensland, New South Wales, Victoria, Australian Capital Territory and Perth.
- Delivered 1076 hours of training and awareness sessions to 7691 staff across Queensland, New South Wales, Victoria and Perth in the last 18 months.
- Rolled out our revised eLearning to the entire Queensland Government and sold more than 9000 private licences.
- Contributed to the development of the 'Domestic and Family Violence – A workplace approach to employees who use or may use violence and abuse: a resource for Queensland workplaces' alongside Public Service Commission, MinterEllison and DVconnect.
- Consulted with Commonwealth Bank Australia on 'Addressing Financial Abuse: A domestic and violence community resource guide Queensland.'

We are proud to report that all 13 Government Agencies that took up our Specialist DFV Training have now received White Ribbon accreditation.

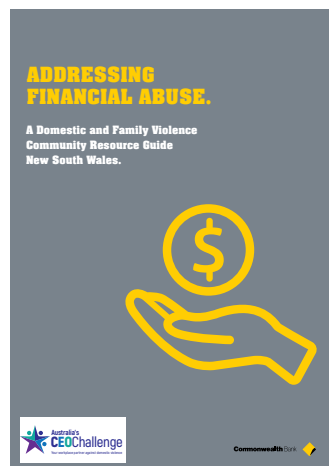
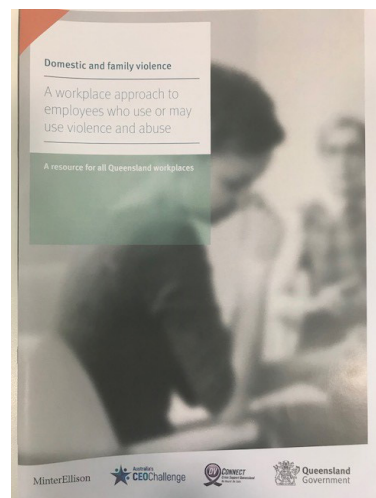
## Developing Awareness and Supporting Relationships between Workplaces and Services

- Facilitated and supported partnerships between workplaces and local domestic violence shelters with 6 new partnerships formed.
- We had 12 businesses continue their partnerships with front line services and making a difference.
- Workplaces have continued to contribute in cash, donated goods, in kind, pro bono and volunteer support to their partner shelters.
- We have also begun formally supporting the Combined Women's Refuge Group in the excellent work they are doing.



Australia's CEO Challenge celebrates 15 years

# HIGHLIGHTS continued



# OUR BOARD

# 8



**John Minz**

Chair of the Board



**Suzanne Marlow**

Company Secretary



**Sarah Kirk**

Treasurer



**Robert Reed**

Board Member



**Dianne Jeans**

Board Member



**Deborah Wilson**

Board Member



**Shane Klintworth**

Board Member



**Scott Reid**

Board Member



**Marnie Went**

Board Member



# OUR STAFF

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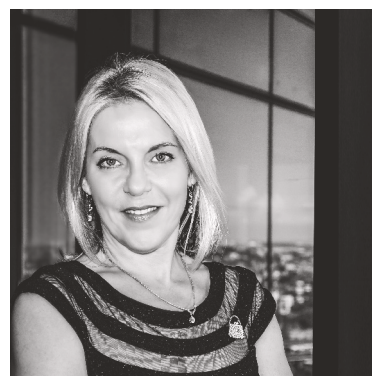
**Jacque Lachmund**

CEO



**Matt Pronger**

Programs and Partnerships Manager



**Donna Harvey**

Operations Manager



**Zuzanna Napieralski**

Marketing and Communications Manager



**Janine Gardner**

Fund Raising and Events Co-ordinator



**Lorraine Adams**

Partnerships Coordinator



**Shan Corrigan**

Research Officer

# OUR SUPPORTERS

# 10

## 10.1 Major Corporate Partner

Our corporate partner MinterEllison is one of Australia's leading law firms. Under the guidance of Special Counsel Rob Reed, who manages MinterEllison'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. Rob Reed is a long-term Director on the Board of Australia's CEO Challenge, and the Board is also provided support through minute taking and secretarial support.

MinterEllison

## 10.2 Government

The Queensland Government has supported us in the past 18 months in the following ways:

- Collaborating and support in redevelopment of our eLearning 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 13 Departments purchasing the Program.
- Departmental support of domestic violence services including the Department of Science, Information Technology and Innovation with Koongoora Women's Shelter; Public Service Commission with Madonna House; and Transport and Main Roads with Gareema Women's Refuge.
- A grant of \$6,050 through the Community Benefit Fund to purchase handbag brooches for fundraising.



## 10.3 Media Partners

Network Ten  
97.3fm

## 10.4 Corporate Supporters 2016-2017

Strategenics  
Aurizon  
Extreme Marquees  
G01

# OUR SUPPORTERS continued

## 10.5 Workplaces supported by ACEOC 2016 -2017

Arts Queensland

Aurizon

Blue Mountains city council

Dalrymple Bay Coal Terminal

Department of Communities, Child Safety and Disabilities  
Services

Department of Energy and Water Supply

Department of Health

Department of Justice and Attorney General

Department of Natural Resources and Mines

Department of Science, Information Technology and Innovation

DP World

Ergon Energy

Gold Coast Waterways

Livingstone Shire Council

McCullough Robertson

Morgans Financial

Network Ten

Ports North

Prostitution Licensing Authority

Public Service Commission

Queensland Ambulance Service

Queensland Fire and Emergency Service

Queensland University of Technology

Redlands City Council

Smart Service Queensland

Tourism and Events Queensland

Unity Water

Work Cover

Australian Nuclear Science and Technology Organisation

Bank of Queensland

Clayton Utz

Department of Aboriginal and Torres Strait Islander Partnerships

Department of Education and Training

Australian Nuclear Science and Technology Organisation

Bank of Queensland

Clayton Utz

Department of Aboriginal and Torres Strait Islander Partnerships

Department of Education and Training

Department of Environment and Heritage Protection

Department of Housing and Public Works

Department of National Parks, Sports and Racing

Department of Prime Minister and Cabinet

Department of Transport and Main Roads

Energy Queensland

GHD

Heritage Bank

Mackay Regional Council

MinterEllison

Multicultural development Association

Optus

Powerlink

Public Service Business Agency

QSuper

Queensland Corrective Services

Queensland Police Service

RACQ

Rio Tinto

St Vincent's Hospital Toowoomba

Transurban

University of Southern Queensland





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