
AUSTRALIA'S CEO CHALLENGE

ANNUAL REPORT 2020

Acknowledgement

Australia's CEO Challenge 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.

JANE HEDGER

BOARD CHAIR

In every crisis there is also opportunity. After two years of declining performance, the Board came into 2020 planning significant change. Then came the pandemic. Our program income was deeply impacted, and the financial statements reflect our dependency on JobKeeper and government support. The Board decided to step into interim operational management of the organisation, implementing a plan to Reduce, Review, Reinvent, and Rebuild.

We worked with the team to improve cashflow management and reduce costs, then commissioned an external review to understand what ACEOC would need to survive and thrive. The review reinforced our programs, meaningful partnerships, and enormous value in the sector. It also made recommendations to bring on specialist expertise, leverage partnerships, and renew our brand and marketing. The pivot to a delayed, then virtual, D2D bought record participants and donations. We then reinvented our structure, expanded the executive team, and developed a new look and feel re-energised for the new year ahead.

The Board is also rebuilding - farewelling Suzanne Marlow, Sarah Kirk, and Shane Klintworth. I would like to acknowledge their huge impact and the ongoing work of Deputy Chair Robert Reed, Directors Dianne Jeans and Marnie Went, and Company Secretary Nicole Reithmuller, and our subcommittee members Julia Zimmerman, Cathy Barrett and Matt Wordsworth. We also welcomed new Directors Aye Clark, Damian Topp and Leonie Vandeven.

The ACEOC team is made up of many good people. This was evidenced in the incredible way everyone stepped up to sustain the important prevention work that we do. We would not be launching anew in 2021 without the incredible generosity of MinterEllison, Rio Tinto, and our partners, sponsors and D2D participants – and the hard and dedicated work of our staff and Board.

Thank you all.

This year bought some horrific acts of domestic and family violence, and people were locked down in homes that were unsafe. The importance of our work became clear as employers sought support for staff who could not safely work from home.

Now, more than ever, we need to lead for change.

I am so excited for the next phase of ACEOC and I hope you will be too. Together we can make a difference.



JACQUE LACHMUND

CEO

Like so many others, 2020 was a very challenging year for ACEOC and the word unprecedented became a part of our new language as we navigated uncharted waters. The ACEOC team and Board were impacted both personally and professionally, and I am truly proud of the exceptional resilience, leadership, and commitment shown by each individual. There were many outstanding highlights I would like to acknowledge:

- the way we worked together pivoting, adapting and focusing on making it through the pandemic,
- being inspired by Robert Reed's 110km individual overnight run in May (also known as Rob's Run), and having the privilege of sharing the videos, the messages, and incredible community support created from Rob's Run,
- having our long-term partner, Rio Tinto, make a significant financial donation to help with the work we do with our partnerships program,
- Job Keeper, and
- the amazing success of Darkness to Daylight in a new virtual format.

There were also incredibly tough periods. Times when we had to say goodbye to team members and the pressure mounted. Times when our mental health was put to the test and we found ourselves wondering if we could go on. I am personally grateful for the unwavering support I received from the Board, my team, family, and friends. On reflection I take pride in the hardships, learnings, and triumphs that presented themselves in 2020. For it is with renewed purpose and energy that we move into another year of unknowns, and if there is one thing we can be certain of, it is ACEOC's commitment to making a difference and our relentless pursuit to end DFV.



A YEAR LIKE NO OTHER

In a year that devastated local and global economies alike, ACEOC too felt the extreme shockwaves created by COVID-19. With all face-to-face training paused, ACEOC shifted training to an interactive online format. In doing so, ACEOC continued to deliver training to workplaces and, moving forward, will be able to offer a blended learning approach providing vital opportunities to support learning in regional and remote areas. 2020 also meant most of our community were confined to their homes. Devastatingly, this was not always a safe place. It is with renewed purpose and drive that ACEOC approaches 2021 and pledges to not stop until DFV stops.

ABOUT US

YOUR WORKPLACE PARTNER TO CREATE A WORLD WITHOUT DFV

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

OUR STRATEGY

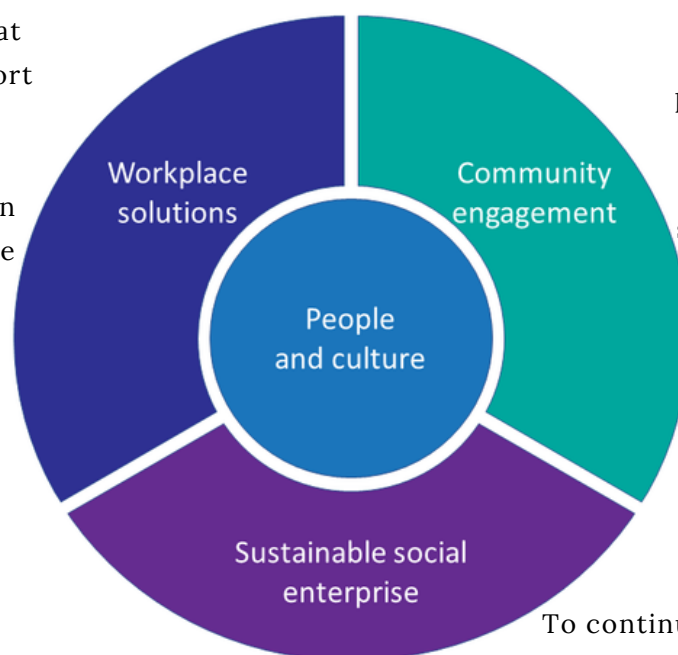
OUR VISION

A world without domestic and family violence.

OUR MISSION

To create community change through partnering with workplaces to spark 1 million conversations about domestic and family violence by 2025.

To be recognised as a leading organisation that offers solutions to support workplace maturity. Together ACEOC and workplaces will make an impact at work, at home and in the community.



To continue to build and foster collaborative partnerships that create positive change within the DFV sector. Develop campaigns that build strong engagement within workplaces and the community

To continue to grow as a social enterprise and be self-sustainable.

OUR PEOPLE

At the core of ACEOC's strategy is the organisation's commitment to its people. ACEOC recognises that the people and culture within an organisation are the main drivers of effectiveness and organisational viability. This area of the business is driven by the People and Culture committee. As a result of COVID-19 and the impact on ACEOC's revenue stream, the work hours of the ACEOC team were reduced to 50 per cent. To ensure the safety and wellbeing of the team during this time regular team check-in meetings were conducted along with individual check-in meetings, and all team members were encouraged to use the Employee Assistance Program if they needed it. During 2020, many organisations witnessed higher rates of staff turnover and teams significantly shrink. ACEOC was no different and will now look to rebuild and grow moving into 2021.

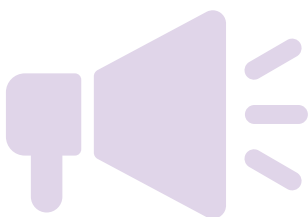
HOW WE CREATE CHANGE

WORKPLACE PROGRAMS



Workplace programs have been designed to empower businesses and government departments to be part of the solution to end DFV. ACEOC understands workplaces can be powerful places for change and can play an active role in driving DFV prevention. ACEOC offers a suite of workplace education programs, assists with DFV policy development, and works to educate managers and staff to recognise the signs of DFV and respond appropriately.

ADVOCACY & ENGAGEMENT



ACEOC engages not just workplaces but also the wider community to increase awareness and advocate to end DFV. ACEOC is positioning itself as a thought-leader by attending and speaking at various DFV sector events, and collaborating with other agencies and organisations that exist to end DFV. Major events, like Darkness to Daylight, provide fundraising opportunities and unite the community starting a movement to end DFV.

PARTNERSHIP PROGRAM



In 2020, ACEOC continued to partner hard-working frontline services with amazing businesses and government departments that want to make a difference. With 38 partnerships currently underway, we know these organisations, groups and departments are making a significant contribution to our community.

WORKPLACE PROGRAMS

ACEOC's Domestic and Family Violence Training Programs provide the tools needed to 'Recognise, Respond and Refer' individuals who may be impacted by DFV. Through a coordinated approach that integrates all levels of management, participants develop the knowledge, confidence and skill set to better respond to a situation involving DFV.

ACEOC is enhancing and evolving workplace programs in the following ways:

- redeveloping the e-learning offering,
- pivoting all workplace programs to allow for a virtual offering, and
- continued development of new programs that enhance the maturity of organisations such as the Challenge Zero program.

2020 RESULTS



1095

PARTICIPANTS
ATTENDED
VIRTUAL TRAINING

87%

FEEL MORE CONFIDENT
RECOGNISING SIGNS AND
SYMPTOMS OF DOMESTIC
AND FAMILY VIOLENCE



313

PARTICIPANTS
ATTENDED
FACE TO FACE
TRAINING



202

HOURS OF VIRTUAL TRAINING

DELIVERED

86%

FEEL MORE CONFIDENT
RESPONDING TO SOMEONE
AFFECTED BY DOMESTIC
AND FAMILY VIOLENCE



50

HOURS OF FACE
TO FACE TRAINING

DELIVERED



FROM
MARCH
ALL TRAINING
WENT VIRTUAL



95%

WERE HAPPY THAT THE
DELIVERY STYLE MET
THEIR LEARNING NEEDS



87%

INCREASED THEIR
KNOWLEDGE OF REFERRAL
PATHWAYS AND SUPPORT
SYSTEMS



93%

WERE HAPPY THAT THE
QUALITY OF TRAINING
MET THEIR EXPECTATIONS

ADVOCACY & ENGAGEMENT

In 2020, ACEOC led the DFV conversation and collaborated with The Male Champions of Change, National Association of Women in Operations (NAWO) and Rio Tinto, and supported events like Man to Man, an anti-violence virtual event promoting positive, healthy masculinity and the mental wellbeing of men. In addition to this, ACEOC delivered events, like Darkness to Daylight, designed to start a conversation and unite our community to end DFV.

DARKNESS TO DAYLIGHT



Founded by ACEOC Board Director Robert Reed in 2014, Darkness to Daylight is about running with a message, a purpose and a hope that together we can create a world without DFV. When the event started, in Australia 110 lives were lost to DFV on average each year. Darkness to Daylight is a 110km journey with each kilometre representing a life lost. Participants can complete the distance individually or as a team. Prior to 2020, Darkness to Daylight was a live overnight event whereby participants would run through the night and in doing so gain a small understanding of the turmoil a person impacted by DFV goes through.

A year like 2020 needed the community to stand together against DFV and, not wanting to cancel the event, we moved Darkness to Daylight to a virtual event format. The health and wellbeing of participants was paramount and participants completed the 110km distance individually or in a team throughout October. The event raised more than \$368,000, a 163 per cent increase on the amount raised in 2019.

Robert Reed, Founder, also completed a 110km solo run around his local area in May during Brisbane's lock-down period. Rob's display of physical endurance, spiritual strength and unwavering commitment to ending DFV provides a shining example of living the ACEOC values.

101
TEAMS

\$368,175
RAISED IN 2020



195,858
TOTAL KM COVERED

163% INCREASE ON 2019



PARTNERSHIPS PROGRAM

This year, unfortunately many of the activities around the partnerships program were unable to proceed as planned. That said, ACEOC was able to maintain a portfolio of 38 active partnerships where businesses and government departments are supporting frontline services. Moving into 2021, ACEOC will continue to broker and nurture relationships that are critical to providing support to people who are impacted by DFV.

MINTERELLISON

OUR FOUNDATION PARTNER

MinterEllison's support as ACEOC'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,
- representation on the Board,
- hosting events including venue and catering,
- in-kind support for Darkness to Daylight.

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

RIO TINTO

ACEOC also acknowledges Rio Tinto's generosity in donating \$80,000 to assist ACEOC continue its meaningful work during a very challenging year. ACEOC understands nearly every organisation struggled in 2020 and we were moved by Rio Tinto's kindness and steadfast support. Thank you to the Rio Tinto team.

OUR BOARD



Jane Hedger
Chair



Robert Reed
Deputy Chair



Dianne Jeans
Director



Aye AC. Clark
Director from Dec 2020



Nicole Riethmuller
Secretary



Damian Topp
Director from Dec 2020



Leonie Vandeven
Director from Dec 2020



Marnie Went
Director



Sarah Kirk
Treasurer
2017 - Aug 2020



Shane Klintworth
Director
2017 - Feb 2020



Suzanne Marlow
Director 2019 - Mar 2020
Company Secretary 2018 - 2019

OUR TEAM



Jacquie Lachmund
CEO



Jacinta Messer
Chief Communications &
Partnerships Officer from Dec 2020



Hollie Brown
Community Engagement
Coordinator



Donna Harvey
Operations Manager



Cassandra Iseppi
Programs Administrator from Dec 2020



Tess Poplawski
Marketing Coordinator
2019 - Mar 2020



Gordana Indic
Events Assistant
2019 - Apr 2020



Kathleen Baulch
Training & Development Coordinator
2018 - June 2020



Nicole Sheehan
Challenge Zero Program Developer
2019 - Sept 2020



Sharon Iseppi
Programs Administrator
2019 - Dec 2020



Australia's **CEOChallenge**

Your workplace partner against domestic violence

