



PAT CRONIN
FOUNDATION

»Be Wise«

LET'S END THE COWARD PUNCH

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Message from the Cronin Family

Six years have passed since Pat went out for a quiet Saturday night with mates only never to come home. He would have graduated from University by now and would have been making his way in the world and no doubt making a contribution to whatever he applied himself to whether that be in the workforce or on the footy field.

The senselessness of his death continues to rock our lives as we watch our family, extended family and his friends move forward with excitement in their lives.

In positive news from our family, our beautiful daughter and Pat's sister, Emma turned 30 and shortly after she and her boyfriend (also named Patrick) announced their engagement. Pat's brother Lucas continues to thrive in all he does and he too has a lovely partner (Ellie).

Whilst we are able to smile and laugh with good things in our lives there always is an emptiness without Pat alongside us to celebrate.

One thing that 2021-22 proved to us is that Pat's story and our Be Wise message is still as strong today as it has ever been with record numbers of presentations booked and delivered—more of the numbers later in this annual report.

This year we were very pleased to formalise Corporate Partnerships with Barry Plant and Le Pine Funerals as well as a second year of funding from the Victorian State Government.



To our growing supporter base and all others who have supported our work we thank you from the bottom of our hearts.

The support we have received has allowed us to expand our small but dynamic team to deliver life changing education and spread our Be Wise message of optimism that we can make a difference for a better, less violent future.

This Annual Report will give you an insight into what we have achieved and what we have planned for the future.

Thank you for your continued support and for remembering Pat. Let's End the Coward Punch.

Matt, Robyn, Emma, Lucas (and Pat) Cronin

About us

The Pat Cronin Foundation is a pioneering not-for-profit focused on preventing ‘Coward Punch’ attacks. We take a public health approach to prevention by educating young people, raising awareness, and contributing to research on social violence.

We personally know the harm caused by senseless violence. On 16 April 2016, Pat Cronin was killed by a single Coward Punch as he went to assist a mate who was being attacked.

Despite not being knocked out, the force of that single Coward Punch was enough to fracture Pat’s skull, causing an inoperable bleed on his brain. Two days later, Pat’s parents, Matt, and Robyn Cronin, made the agonising decision to turn-off his life support system.

Quietly spoken and gentle natured but with a fierce determination, Pat was enormously popular and had a deep love for his family and friends. The Cronin family, in partnership with members of the broader community, established the Pat Cronin Foundation in 2016 to prevent Coward Punch attacks and honour Pat’s legacy.

Since 2016, the Pat Cronin Foundation has developed into a professional not-for-profit organisation with a multidisciplinary board, a dedicated and committed team, and a strong strategic plan that guides us towards our vision of a society free of Coward Punches.

We honour Pat in everything we do, and we provide an optimistic voice to end the Coward Punch by helping people feel empowered to make wise decisions.

ABOUT 2021-2022

The 2021-22 year was certainly a year of two halves with the first half of the year spent dealing with lockdowns and finally the re-opening of schools from Term 1 in 2022.

The Pat Cronin Foundation activity continued to be impacted by COVID-19 restrictions in schools and in the community in the second half of 2021. Schools remained a little hesitant to book incursions, although many were keen to talk to us again by January 2022. Little did we know how 2022 was going to take off.

The impact of two years of COVID-19 lockdowns has taken a huge toll on our communities and especially on our youth who have had so many of their milestones and rites of passage interrupted. This has manifested itself with poor behaviour in schools which resulted in record bookings for our Be Wise Presentations in the first two terms of 2022 as schools sought our help.

We also welcomed two new staff members to the Pat Cronin Foundation Team.

EDUCATION

In the second half of 2021 we had a steady number of presentations, completing 81 during terms 3 and 4. By 2022, terms 1 and 2 bookings were increasing rapidly and numbers soon started to look great:

- 2021-2022 we completed 287 presentations.
- Recruited a full time Education Development Manager and a full time Administration Assistant.
- Recruited a further four Schools Presenters to meet increasing bookings.
- Began development of Primary School Lesson Plans.

AWARENESS

- Sports Club and Community Group presentation numbers continued to be down towards the end of 2021 as groups faced ongoing restrictions. Numbers picked up into 2022 and we completed 71 presentations.
- The Be Wise Walk 2021 was online again as the Walk To Anywhere Week and was a huge success.

RESEARCH

In 2022 we introduced Student Surveys to start working on evaluating impact made by our Education work. Students receive a link to an anonymous survey both before and after the presentation.

These include items asking the students about their attitudes towards violence. This process allows us to monitor changes following the presentations. We will aggregate these results across all schools and will report outcomes at the end of the school year.

FINANCIAL SUSTAINABILITY

- Secured Victorian State Government Funding for calendar year 2022.
- We continued our valued corporate partnerships with Barry Plant and Le Pine.

Strategic direction

OUR VISION

A society free from Coward Punches.

OUR MISSION

To honour Pat by providing an optimistic voice to education, awareness and research about the Coward Punch, helping people feel empowered to make change through wise decisions.

OUR VALUES

- ✓ **Personal**
- ✓ **Authentic**
- ✓ **Targeted**
- ✓ **Credible**
- ✓ **Passionate**
- ✓ **Committed**

Strategic pillars



EDUCATION

We will provide a whole of school education program to heighten understanding of the triggers and consequences of social violence, especially Coward Punch attacks, to make such behaviour socially unacceptable.



AWARENESS

We will deliver strong messages to the community to build awareness of the devastating incidence and impact of Coward Punch attacks, to empower the community to make violence socially unacceptable.



RESEARCH

We will play a significant role in high-quality research and will support collaborations within the research community, to grow understanding about social violence and provide evidence and evaluation for our programs.

A year in review



EDUCATION

- Four new presenters contracted—total is six.
- Education Development Manager appointed.
- Our presenters visited 197 schools and delivered 287 Be Wise Education presentations.
- Over 41,000 students educated on the causes and impact of Coward Punch attacks.
- Our program continued to be delivered to Government, Catholic and Independent Schools.
- Continued to strengthen ties with regional schools in Victoria, and with schools in Tasmania.



AWARENESS

- Our Be Wise Awareness campaign in partnership with Convenience Advertising was updated with a summer message across 172 pubs, clubs and licenced premises and sports venues across Victoria with an estimated 1,140,680 patron visits per month.
- 650 participants in 2021 Be Wise Walk to Anywhere raising over \$77,000.
- Eltham Fun Run Walk through Eltham Leisure Centre raised \$2,000.



RESEARCH

- Began evaluation of presentation Impact using pre and post presentation students surveys in January of 2022. Complete results to be aggregated and reported by calendar year.



FINANCIAL SUSTAINABILITY

- Strong balance sheet—net assets of \$584,082.
- Net loss of (\$72,575).
- Merchandise and ticket sales of \$110,179.
- Victorian State Government funding of \$165,000.



MEDIA AND ADVOCACY

- Print media articles in Herald Sun and The Age.
- Radio interviews.
- Television coverage.
- Podcast interviews.
- Our social media following has remained constant with around 18,500 followers on Facebook and more than 6,000 followers on Instagram.



TEAM AND ORGANISATION

- Website User Experience/Development consultant engaged.
- New Education Development Manager and Administration Assistant appointed.
- Kelly Sexton finished her time as a Board Member.

Education

In 2021-2022 our Education Program really took off. Education is a core activity of our drive to create cultural change.

In December of 2021 we were again recognised by the Victorian State Government who partnered with us and provided \$165,000 to deliver 200 presentations to Victorian Secondary schools in the 2022 calendar year.

This included \$75,000 towards a target of 100 schools between January and June 2022, a target which we exceeded by 73. The data below shows the numbers of presentations for the first and second halves of the 2021-2022 FY, and overall.

JULY 2021 - DEC 2021			
Sector	Schools	Presentations	Students
Government	14	35	3,904
Catholic	4	7	910
Independent	6	3	1,082
Totals	24	45	5,164
JAN - JUN 2022			
Sector	Schools	Presentations	Students
Government	111	168	2,5183
Catholic	27	39	7,361
Independent	35	35	3,802
Totals*	173	242	36,346
*The totals include 80 presentations at 54 regional schools across all three education sectors with over 10,000 participants.			
2021-2022 FY			
Sector	Schools	Presentations	Students
Government	125	203	2,9087
Catholic	31	46	8,271
Independent	41	38	4,152
Totals	197	287	4,1510



The Be Wise Presentation was incredibly moving. There were so many lessons to learn from Pat's story, all of which resonate with students and teachers alike. Thank you for sharing Pat's story with us!

Teacher (Government Secondary School)

Our Be Wise content continues to gain tremendous feedback from schools. Students discuss emotion and ask questions, and report the presentation is highly engaging and thought provoking.



I think it is a great presentation and talk about what a simple, yet stupid thing can affect someone or an entire group so heavily. Just by a decision that someone could have decided not to do. This was definitely one of the more extreme issues. It does teach us a simple decision to hit someone or not and walk away can save so much trouble.

Year 10 Student

New education presenter

PETER EAMES

Peter is based in Bendigo and showcases his presenting skills with schools and community groups across the Goldfields Region and surrounding areas.

He is the first presenter that the Foundation has engaged outside of Greater Melbourne. The popularity of Be Wise presentations in northern Victoria will certainly keep him busy—and his location means we save on costs and time by not sending a Melbourne based presenter on regular trips.

Peter brings a wealth of contacts and first-hand experience to our rapidly expanding program in schools and clubs across the state.

He was awarded the Victoria Police Star in 2001 in recognition of the serious injuries he sustained during a 19-hour standoff in Kangaroo Flat on October 1, 1999.

While that night will never be forgotten, the 62-year-old has found new purpose with the Pat Cronin Foundation—a cause close to his heart.

Peter also has extensive experience working with youth, having worked closely with the Bendigo Children's Court on a variety of programs.

His extensive experience in violence prevention makes him an invaluable member of the Pat Cronin Foundation team.



“

I've handled many cases of assault, as well as similar incidents to that involving Pat. The toll on others can be heartbreaking, and one of the most difficult things I've ever had to do is inform parents that their child has passed away.

Peter Eames

Awareness

Our awareness program and activities deliver strong messages to the community to build understanding of the devastating impact of Coward Punch attacks, to empower the community to make violence socially unacceptable, and to provide young people with the tools to make wise decisions.

BE WISE WALK TO ANYWHERE WEEK

The Pat Cronin Foundation Be Wise Walk 2021 was again forced online due to COVID-19 restrictions so we repeated the successful Be Wise Walk to Anywhere Week as in 2020. Most of our sponsors remained with us for the 2021 event and we thank them for their continued support.

We ended up with 650 participants who held their own walks all over Melbourne and across Australia and the world including walks in London, Italy and the USA. Whilst our plans were to revert to an in-person event in 2021 unfortunately we have yet again been forced into another virtual event—here's hoping we can once again hold a mass participation event in 2022.

We still managed to raise over \$77,000 (profit of \$65,000) which has been used to provide fully funded Be Wise education sessions.



CONVENIENCE ADVERTISING PARTNERSHIP

The 'in-venue – narrowcasting' partnership with Convenience Advertising entered its fourth year and continued to be successful. For summer 2021 we refreshed our poster campaign with 'New Normal.' As Victoria re-opened our messages were shown in nearly 200 licensed venues across Victoria—being viewed over 300,000 times each week.

MEDIA COVERAGE

The media has continued to turn to the Cronin family for comment on violence related matters. These issues are always extremely emotive and the Cronins continue to be seen as a voice of reason and composure yet still with a strong message of prevention and that more needs to be done to protect the rights of victims. The Pat Cronin Foundation's social media presence increased again over 2021-22 with over 18,500 followers on Facebook and more than 6,000 followers on Instagram. We also began posting on LinkedIn and Twitter.

BE WISE BALL

Much Anticipated Return

After several cancellations, the second Be Wise Ball was held at the iconic Melbourne Town Hall on the 25th of June 2022 where over 600 supporters gathered to remember Pat and raise vital funds for the Foundation.



Our wonderful emcee for the event was Denis Walter OAM from 3AW.

We were entertained by acoustic duo Matt & Taylor and finished the night on the dance floor to the sounds of the Chantoozies.



BE WISE APP LAUNCH

Our long awaited Be Wise App was launched at an event outside the MCG in December 2021 with excellent news coverage. The Be Wise App uses geolocation technology to send messages to users while they are out with mates.

We were joined by Sharon McKinnon from Victoria Police as well as our Education Ambassador Mark Murphy (Principal of Whitefriars College).



ADVOCACY

The Pat Cronin Foundation is a dedicated and proud advocate in the areas of social violence and victims of crime. Matt Cronin has met with both sides of politics with the aim of influencing public policy and strategic directions to end the Coward Punch.

We are often contacted by families of victims of Coward Punches and do our best to offer comfort, support and direction where we are able to.



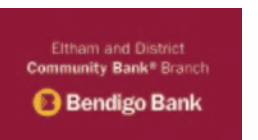
Partners and supporters

The Pat Cronin Foundation extends a huge thank you to all our partner organisations. Their in-kind and financial contributions make a significant difference to our mission and allows us to continue bringing our fully funded education, resources and training to schools and clubs.

CORPORATE PARTNERS



CORPORATE SUPPORTERS



GOVERNMENT PARTNERS



EDUCATION PARTNERS



COMMUNITY PARTNERS



Ambassadors

Our Ambassadors help to amplify and spread our messages and work with the Foundation to End the Coward Punch. We encourage Ambassadors to support our work, attend our events, wear our merchandise and promote our work and messages. The Pat Cronin Foundation is grateful for the support and commitment of our Ambassadors.



MATTHEW RICHARDSON

Matthew Richardson was a successful AFL footballer, playing 282 games with the Richmond Football Club. Since retiring, Richo has become a strong media performer, featuring on several Channel Seven sporting shows, and as a football commentator on both television and radio. This year Matthew assisted us with promotional videos for our events.



SAM SWITKOWSKI

Sam Switkowski is a current player in the AFL at the Fremantle Football Club. Sam played junior football with Pat and is passionate about supporting the work of the Pat Cronin Foundation. Sam co-ordinated a Walk to Anywhere event in Perth attracting new supporters to the Foundation. Sam has also arranged for an introduction to the Fremantle Football Club for us to be a charity partner of the club (work in progress)



PETER HELLIAR

Peter Helliard is a well-known comedian, actor, television presenter and writer. Since 2014 Peter has been one of the regular hosts of The Project on Network Ten. Peter participated in the 2019 Be Wise Walk to the Valley and cited it as one of his top 10 highlights of the 2019 year. When Matt and Robyn approached him to assist the foundation as an Ambassador, he didn't hesitate to help us out.



CRAIG HUGGINS

Craig 'Huggy' Huggins is a radio broadcaster on Melbourne's Gold 104.3 and is a family friend of the Cronins. Huggy got to know Pat through the Research Junior Football Club where his son Tye also played. Huggy has been our MC and Ground Announcer at each of our Be Wise Walks and is always happy to promote our Be Wise message.



MARK MURPHY

Mark is the Principal of Whitefriars College—the secondary school Pat attended. He is married to Caroline, and they have five children (including Luke who was in the same year level as Pat at Whitefriars). Mark is our first Education Ambassador, and he was only too happy to add his voice to let others in the education sector know about our important work.

Financial sustainability

The 2021-22 year was a challenging year for the Pat Cronin Foundation as the COVID-19 impacts dragged on.

We added to our staff numbers in January 2022 with the appointment of Nadine Curphey as our Education Manager and Sharyn Noy as our Administration Assistant.

We also added five more presenters to our team who are employed as contractors to deliver our Be Wise Presentations.

Our financial documents show a loss of \$72,575 in 2021-22 compared to a profit of \$131,755 in 2020-21.

Whilst disappointing to post a loss we are comfortable that the funds have been used wisely to deliver more presentations to more young Australians.

Our financial position remains very strong with net assets of \$584,082 and the ability to comfortably cover all expected expenses for the foreseeable future.

Our challenge for the future is to secure more funding through all sources including government, corporate, fundraising and sale of our eLearning and Primary School Programs.

The revenue obtained through the Foundation's fundraising activities, and from our partners, donors and supporters is vital in supporting the Foundation's delivery of fully funded Education and Awareness sessions.

Every dollar raised is invested back into the Foundation to support its aims, grow its reach, and increase its capacity to deliver the Be Wise End the Coward Punch message.



Financial statements

AT 30 JUNE 2022

STATEMENT OF FINANCIAL POSITION	2022	2021
	\$	\$
Total Assets	607,308	675,521
Total Liabilities	23,226	(18,863)
Net Assets	584,082	656,658

STATEMENT OF PROFIT OR LOSS	2022	2021
	\$	\$
Revenue	498,171	481,171
Other Revenue	1,937	3,626
Depreciation	(11,530)	(9,338)
Event & Fundraising Costs	(77,954)	(39,501)
Merchandising costs	(26,240)	(28,210)
Staff Costs	(258,577)	(142,995)
Other expenses	(97,514)	(63,709)
Total Profit or (Loss) for the Year	(72,575)	131,755

STATEMENT OF CASHFLOWS	2022	2021
	\$	\$
Receipts from donors & fundraising	78,921	174,654
Receipts from merchandise, registration & tickets	110,179	126,138
Receipts from education & awareness sessions	18,751	15,965
Receipts from Government Grants	165,600	164,414
Receipts from partnerships	124,720	0
Interest received	1,937	3,626
Payments made to suppliers & employees	(561,698)	(375,372)
Net cash provided by operating activities	(61,590)	109,425

Our team

We have welcomed two new staff members to the team over the past year as we continue to sustainably grow the Foundation to achieve our vision and mission.



Nadine Curphey
Education Development Manager



Sharyn Noy
Administration Assistant



Dr Geoff Smith
General Manager
Management and research experience in not for profit sector



Steve Layt
Partnerships Manager
Building relationships with corporate partners

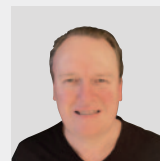


Emma Crupi
Marketing and Administration Assistant
Marketing, product development and design

EDUCATION PRESENTERS



Ben O'Toole
Experienced public speaker and Coward Punch survivor



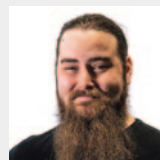
John Linn
Ex-Scots' Guardsman and keen soccer coach



Steve O'Malley
Family friend and anti-violence advocate



Alan Latu
Seasoned public speaker and a respected sport coach



Aidan Phelan
Education, special needs and challenging 'skewed ideals of masculinity'



Gail Ackroyd
School chaplain, with counselling experience in the juvenile justice system



Peter Eames
Extensive experience working with youth

CASUAL PRESENTERS



Peter Treseder
Family friend and professional presenter



Patrick Turnbull
Pat's friend since kindergarten



Nick Eggleton
Schoolmate of Pat's



Hayden Bowkett
Friend of Pat's

BOARD



Matt Cronin
Chair
Founding Director, Pat's father, Certified Financial Planner



Robyn Cronin
Board Director
Founding director, Pat's mother



Rick Atkinson
Board Member
Certified Financial Planner



Liam O'Brien
Board Member
Health & recreation specialist



Anthony Guy
Board Member
Chartered accountant with qualifications in commerce and law



David Hrovat
Board Member
Secondary school teacher

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