



PAT CRONIN  
FOUNDATION

# ANNUAL REPORT

## 2025



*Be Wise*

LET'S END THE COWARD PUNCH



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# Nine years on ...

It's been nine years since we lost Pat to a Coward Punch.

Pat was struck from behind while trying to pull a friend away from a brawl on what was supposed to be a quiet night out in Melbourne in 2016.

For those who loved him, the grief remains. Every birthday, every Christmas, every family moment - there's a space where Pat should be.

We haven't moved on, but we've found a way to move forward.

Through the Be Wise Education Program - an evidence-based initiative for Prep to Year 12 -

we honour Pat's memory by equipping young Australians with the skills to avoid violence and build safer communities.

Face-to-face presentations are a powerful part of this program, bringing his story directly into classrooms.

In doing so, we also hope to end the Coward Punch, which has claimed more than 170 lives in Australia since the year 2000.



# Mission One One Million



2025 marked a turning point for the Pat Cronin Foundation with the launch of our most ambitious initiative yet – Mission One Million.

The goal of this national campaign is to reach one million Australians with our life-saving education and spark conversations that extend far beyond the classroom.

From humble beginnings in 2016, we are now firmly on the path to real change.

Every conversation, lesson and step forward brings us closer to a safer Australia – and an end to the Coward Punch.

This year, Pat Cronin Foundation Round grew again, adding two new leagues including Yarra Juniors - one of the nation's largest in junior football.

With a 30 per cent bigger footprint, the Round brought together more than 72,000 footballers

and netballers - along with 250,000 supporters - in a united stand against violence.

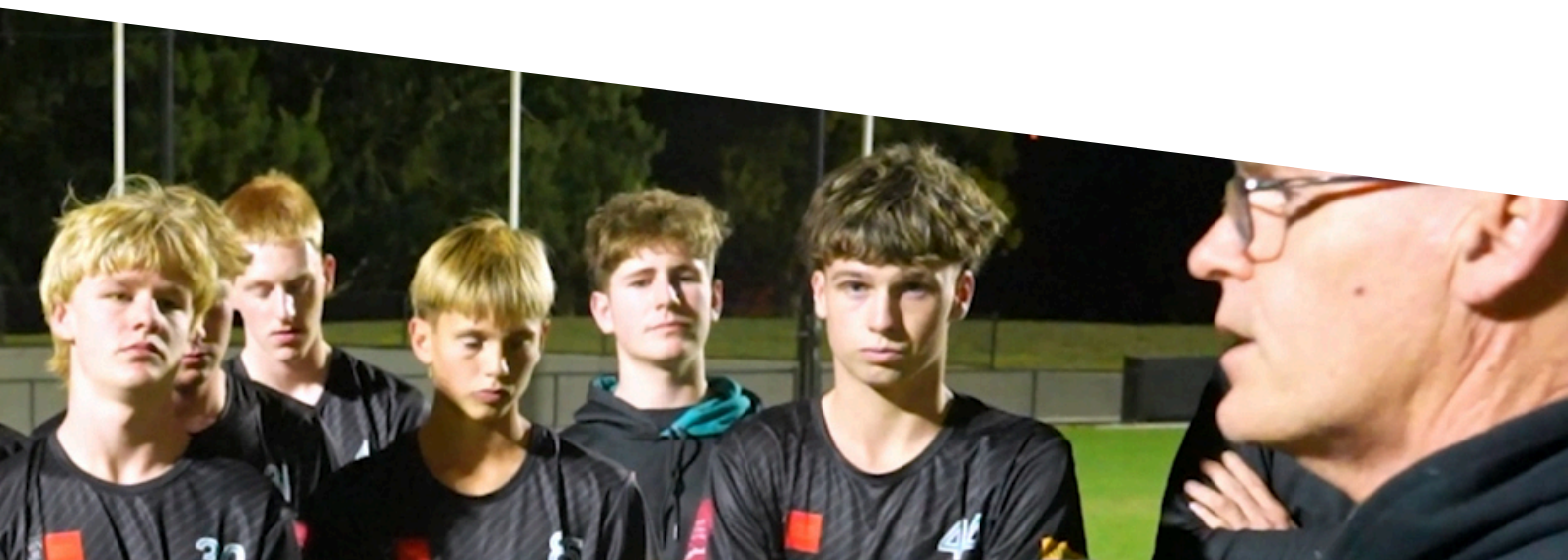
This year the event truly sealed its position as one of Melbourne's premier sporting weekends, gaining widespread media coverage.

Over 350,000 young Australians have now attended our programs. In Queensland alone, we've reached 12,500 students, including our first regional trip thanks to QANTAS support.

We also welcomed new corporate partners this year, partly as a result of a concerted push to expand our presence on the corporate speaking circuit - building meaningful connections, sharing our mission and engaging new supporters nationwide.

Together we're proving that change is possible.

**Matt and Robyn Cronin,  
Directors - Pat Cronin Foundation**



# Financial Statements

As at 30 June 2025

## STATEMENT OF FINANCIAL POSITION

|                   | 2024           | 2025           |
|-------------------|----------------|----------------|
| Total Assets      | \$ 379,245     | \$ 444,044     |
| Total Liabilities | 73,939         | 142,948        |
| <b>Net Assets</b> | <b>305,206</b> | <b>301,096</b> |

## STATEMENT OF PROFIT OR LOSS

|                                      |                |              |
|--------------------------------------|----------------|--------------|
| Revenue                              | 831,368        | 1,117,866    |
| Other Revenue                        | 10,559         | 4,352        |
| Depreciation                         | 16,451         | 17,319       |
| Event and fundraising costs          | 100,589        | 177,083      |
| Education and awareness costs        | 265,397        | 214,039      |
| Merchandising Costs                  | 6,118          | 16,448       |
| Staff Costs                          | 502,476        | 522,030      |
| Other expenses                       | 160,327        | 179,509      |
| <b>Profit or (Loss) for the Year</b> | <b>209,431</b> | <b>4,210</b> |

## STATEMENT OF CASH FLOWS

|  |                |               |
|--|----------------|---------------|
| Receipts from donors and fundraising             | 283,809        | 524,675       |
| Receipts from merchandise sales                  | 14,778         | 21,060        |
| Receipts from education and awareness sessions   | 153,681        | 186,726       |
| Receipts from grants                             | 216,500        | 242,905       |
| Receipts from partnerships                       | 162,600        | 142,500       |
| Interest received                                | 10,559         | 4,352         |
| Payments made to suppliers and employees         | 1,058,304      | 1,040,112     |
| <b>Net cash provided by operating activities</b> | <b>216,377</b> | <b>82,106</b> |

# Our corporate partners

The support of our partners - both corporate and community - is crucial to the work we do.

 BARRYPLANT

 SPORTS FLOORS  
BY NELLAKIR

 Le Pine  
FUNERALS

 TigerTurf™

 yve



 Lonsford

Blended Services  
Group

Major corporate partners in 2024-25 were Barry Plant Real Estate, YVE and Le Pine Funerals. We also welcomed TigerTurf, Blended Services, Lonsford Insurance and Nellikir Australia.

Here's why they stand with us ...



The work the Pat Cronin Foundation does has become a meaningful and positive impact on the local communities we live and work in. Our long-term partnership has become an inherent part of the Barry Plant story, both now and into the future.

**Lisa Pennell**  
CEO | Barry Plant Real Estate



Our partnership with the Pat Cronin Foundation is extremely important to our team. The educational programs are life changing, and we are very proud to support the "Be Wise" message and honour Pat's legacy.

**Andy Brown**  
Regional Manager | Le Pine Funerals



We're proud to be partnering with the Foundation for the next three years. The Be Wise Program is confronting but mostly inspiring. I urge all workplaces to engage with the community to further educate everyone to make better decisions.

**Mick Harford**  
CEO | Blended Services



We're really pleased to be on board.. If we can help the Foundation get its messages out, then that's a really great thing.

**Nick Kerr**  
National Sales/Marketing Manager  
TigerTurf

YVE are proud to be a major partner of the Pat Cronin Foundation. The Foundation's values aligned extremely closely with ours. Our core principle, "My Family My Safety", is something that guides all our work. We all want to go to work, be safe and come home. This principle should be the same in social settings.

**Alasatir Garlick**  
General Manager | YVE

# Our partners and supporters

## Corporate Supporters



## Government/Education Partners



## Community Partners



# Our team



**Dr Geoff Smith**  
General  
Manager



**Belinda Ceritelli**  
Operations  
Manager



**Steve Layt**  
Partnerships  
Manager



**Nadine Foster**  
Education  
Development  
Manager



**Sharyn Noy**  
Administration  
Assistant



**Megan Bata**  
Marketing  
Lead



**Shannon Bowkett**  
Marketing  
Coordinator



**Darren Grant**  
Media  
Manager

## BOARD



**Matt Cronin**  
Chairman



**Robyn Cronin**  
Board  
Director



**Stella Pruscino**  
Board  
member



**Phillip Ralph**  
Board  
Member



**David Hrovat**  
Board  
member



**Michael Bishop**  
Board  
member



**Grant Nichol**  
Board  
member

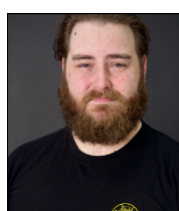


**Geoff Dixon**  
Board  
member

## FACILITATORS



**Alan Latu**  
Seasoned  
public speaker  
and sports  
coach



**Aidan Phelan**  
Background in  
education and  
special  
needs



**Stacey Dvorak**  
Embraces  
choices for  
personal  
growth



**Peter Kennedy**  
Family friend  
and  
experienced  
TAFE teacher



**Blaine Healy**  
In Pat's  
school year



**Martine McKee**  
Mental health  
advocate



**Cathryn Mahon**



**Peter Treseder**  
Highly  
experienced  
professional  
educator



**Warren Richards**  
Family  
connection  
adds authenticity  
to presentations

# Our ambassadors



## Matthew Richardson

AFL legend Matthew Richardson played 282 games with Richmond Football Club. Since retiring "Richo" has become a strong media performer. He appears on several Channel Seven sports shows and is a football commentator on television and radio.



## Craig Huggins

Craig "Huggy" Huggins is a radio broadcaster on Melbourne's Gold 104.3FM 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 ambassador at each of our Be Wise Walks and is always happy to promote our Be Wise message.



## Matthew Keenan

Matthew is Australia's pre-eminent cycling broadcaster and leads coverage of the Tour de France and Giro d'Italia for Australian audiences, as well as hosting The Bike Lane on SBS Television. Matt is also a regular on SEN, ABC and 3AW Radio and is a frequent contributor to print media.



## 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 coordinated a Walk to Anywhere event in Perth attracting about 30 supporters to the Foundation.



## Ash Riddell

Ash Riddell is not only one of the AFLW's brightest talents - she's also a passionate advocate for safer communities. As a former classmate of Pat's, Ash carries a deeply personal connection to the Pat Cronin Foundation and proudly stands alongside us as an ambassador.



## Sarah Rowe

From County Mayo, Sarah is a former Republic of Ireland international who is now one of the stars of AFLW for Collingwood. Sarah says: "After listening to Robyn, I came to understand they've gained an incredible sense of purpose in changing attitudes to violence as well as raising awareness of its potential long-term impacts through an understanding of Pat's story."



## Mark Murphy

Previously principal at Marcellin College, Bulleen (VIC), Mark has been involved in Catholic Education for 30+ years and attended Whitefriars as a student, graduating in 1982. He is married to Caroline, and they have five children (including Luke who was in the same year level as Pat at Whitefriars).



## Peter Hellier

Well-known comedian, actor, television presenter and writer, Peter first participated in the Be Wise Walk in 2019 and cited it as one of his top 10 highlights of the year. When Matt and Robyn approached him to assist the Foundation as an ambassador, he didn't hesitate to help us out.



## Denis Walter

Denis is a popular tv and radio presenter and media personality. His career as a singer spans 40 years, 16 albums and two Be Wise Ball performances. He is a proud grandfather of two boys, and was awarded an OAM in 2015 for service to the performing arts.



**PAT CRONIN**  
**FOUNDATION**



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