



PAT CRONIN FOUNDATION

ANNUAL REPORT 2018-19



Contents

Message from the Cronin Family	3
About us	4
Strategic directions and pillars	5
A year in review	6
Education	7
Awareness	8
Research	10
Partners and supporters	11
Ambassadors	12
Financial sustainability	13
Fundraising	13
Financial statements	14
Our team	15



Message from the Cronin Family

Pat was a normal kid, from a normal family, from a normal suburb. If this could happen to Pat, it could happen to anyone.

We are a family of five. It is now over 3 years since Pat went out for a quiet Saturday night with some friends only to never come home. There are times when April 2016 seems like a lifetime ago and other times when it could have been minutes ago. Simple day to day activities can be a challenge with our breath being taken away as though someone has punched us in the stomach and yet we compose ourselves, take another deep breath and then move forward as best we can in our quest to honour Pat.

We often ask people, many of whom did not know Pat, why they have taken an interest in the Pat Cronin Foundation and a common theme is that they see Pat as someone in their lives whether that be a son, brother, cousin, grandson, mate, boyfriend, teammate, workmate, schoolmate. They know how much that special person in their lives means to them and then think about how they would feel if they were in our shoes and then very quickly they understand the importance of our Be Wise message and our quest to End the Coward Punch.

We are incredibly proud of the achievements of the Pat Cronin Foundation in the three years of existence and we could not have got to where we are without the incredible support and assistance of so many people and organisations (many of whom are acknowledged in this Annual Report). Please acknowledge these people and organisations if you come across them in your lives or business.

Some highlights of the past 12 months include:

- Successful trial and implementation of our Be Wise Education program
- Being presented with Pride of Australia medals for our anti-violence work in December 2018
- The success of our inaugural Be Wise Ball in May 2019

We look forward to some exciting developments in our Be Wise Education and Be Wise Awareness programs in the next 12 months including:

- Release of our Be Wise Story Books for Primary School aged children
- Expansion of our Be Wise Education program with our Teacher led education materials
- Our Be Wise App – an integral part of our digital strategy

Thank you for your continued support.
We will always be a family of five.

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 focus on 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.



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".

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



TRIAL OF BE WISE EDUCATION CLASSROOM RESOURCES ACROSS **3 SCHOOLS**



68 SCHOOLS WITH **76 BE WISE** EDUCATION PRESENTATIONS



14,500 YOUNG PEOPLE EDUCATED ON THE CAUSES AND IMPACT OF COWARD PUNCH ATTACKS



CONTINUOUS **EVALUATION AND IMPROVEMENT** OF THE BE WISE EDUCATION PROGRAM



OUR PROGRAM WAS **DELIVERED TO GOVERNMENT, CATHOLIC AND INDEPENDENT SCHOOLS**

Awareness



OUR **BE WISE AWARENESS CAMPAIGN** IN PARTNERSHIP WITH CONVENIENCE ADVERTISING DELIVERED OUR POWERFUL MESSAGES ACROSS **169 PUBS, CLUBS AND LICENCED VENUES** ACROSS VICTORIA VIEWED AN ESTIMATED **307,000 TIMES WEEKLY**.



20 COMMUNITY ORGANISATIONS AND SPORTING CLUBS REACHED WITH **BE WISE AWARENESS** PRESENTATIONS



2,000 PARTICIPANTS IN 2018 WALK TO THE VALLEY RAISING OVER **\$100,000**



420 ATTENDEES AT THE **BE WISE BALL** RAISING OVER **\$40,000**

Research



DEVELOPMENT OF A **NEW PROGRAM** WITH THE VICTORIAN **MAGISTRATES COURT**



NEW RESEARCH PARTNERSHIP WITH THE VICTORIAN INSTITUTE OF FORENSIC MEDICINE



EXPLORATION OF **5 NEW RESEARCH PARTNERSHIPS**

Financial sustainability



16.5% INCREASE IN REVENUE



35.4% INCREASE IN DONATIONS AND FUNDRAISING



OVER **1,000 UNITS** OF MERCHANDISE **SOLD**



NET PROFIT OF **\$115,525** IN 2018-19

Media and advocacy



PRINT MEDIA ARTICLES IN HERALD SUN, THE AGE, LEADER NEWSPAPERS



RADIO APPEARANCES ON **3AW**



TELEVISION COVERAGE ON 7 NEWS, 9 NEWS, 10 NEWS, ABC NEWS, CHANNEL 31 LOCAL FOOTY SHOW, A CURRENT AFFAIR



MORE THAN **20,000 SOCIAL MEDIA FOLLOWERS**

Team and organisation



3 NEW SPECIALIST BOARD MEMBERS



2 NEW STAFF MEMBERS



MARKETING PLAN DEVELOPED



NEW BRAND GUIDELINES DEVELOPED



Education

Education is a core part of the Pat Cronin Foundation's model for creating cultural change, and in 2018-19 we reached more young people than ever with our Be Wise anti-violence message.

Our Education Manager, Ben O'Toole, delivered 76 Be Wise presentations in 68 schools in 2018-19. Ben not only shares Pat's story, but also discusses his own experience of being a coward punch victim in 2007. The Be Wise presentations are designed to help students better understand the impact of their actions and inspire them to Be Wise and choose non-violence in times of conflict.

Our Be Wise Education Program has been developed for students in years 10 to 12 with a focus on group discussion, reflection and empowerment. The program has been designed to be facilitated by a teacher rather than a representative of the Foundation to allow it to be scalable and sustainable. We provide a resource kit that includes teacher notes, a PowerPoint presentation, student workbooks and videos.

In 2018-19 we finalised the formal trial of our Be Wise classroom resource, which was delivered in three pilot schools, reaching more than 800 students. Feedback from this was overwhelmingly positive, and the material is now being implemented across Victoria.

This year, we also began discussions with the Victorian Department of Education to integrate our Be Wise Education Program into the formal Victorian curriculum. We are incredibly excited about this opportunity, which will see more young people than ever before have access to engaging and inspiring strategies to avoid violence and actively be part of the change required to end the Coward Punch.

Case study: Viewbank College

In late 2018 and early 2019, Viewbank College trialled our Be Wise classroom resource with 599 students across years 10 and 11. The trial was extremely successful, with the College also rolling-out the material to year 12 students in 2019.

Acting Assistant Principal Darren Murray described feedback from both students and staff as "overwhelmingly positive".

"We have found that this program links very well with the key messages of the Respectful relationships initiative that is a priority area for our College. In particular, this program is highly engaging for all genders.

The fact that Pat was a local student added to the relevance to our students and the high-quality video and support materials highlight this very well.

The links to aggressive behaviour are very clear, however, the many layers of the program to general safer socialising for older teenagers makes it a highly valuable tool.

We would be very willing to be involved in any future trials of similar programs due to the authentic quality of the work of the Pat Cronin Foundation."

Awareness

Our Awareness program and activities aim to 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.



Walk to the Valley

The Pat Cronin Foundation Walk to the Valley celebrated its third year in 2018 and built on the successes of 2016, where 800 people participated, and 2017, which had 1,500 participants. The 2018 Walk to the Valley followed the same picturesque path from Heidelberg to Lower Plenty and had close to 2,000 participants. The event wouldn't have been the success it was without the support of both the Heidelberg and Lower Plenty Cricket Clubs, who provided pre and post Walk facilities, hospitality and resources.

The Walk to the Valley raised over \$102,000 which has directly funded the Foundation's programs in Education, Awareness and Research. We are grateful to our sponsors who made the event possible.

Thank you to:

Gold sponsor: Barry Plant Eltham & Greensborough

Silver Sponsors: Max Kirwan Mazda, Back in Motion Montmorency, Wainscott Financial

Bronze Sponsors: Bakers Delight, Bendigo Bank – Eltham & District Community Bank, Camprint, Dyson's Buses, Eltham Leisure Centre, GFCA, Marbuilt, Wise Workplace

Convenience Advertising Partnership

The launch of the Pat Cronin Foundation's first awareness campaign in partnership with Convenience Advertising took place at Young and Jacksons Hotel in Melbourne's CBD in January 2019. The launch was attended by Police Commander, Tim Hansen and many of the Foundation's supporters, and featured on television network news broadcasts.

In partnership with the Pat Cronin Foundation, Convenience Advertising has enabled display of powerful messages in licensed venues across Victoria as an in-kind contribution.

The messages have been created to appeal to would-be offenders and their peers and friends. It challenges them on a very direct and personal level to think before they engage in senseless acts of violence. The thought-provoking messages have been displayed in 169 venues across Victoria, viewed approximately 307,000 times each week.



Pat Cronin Foundation Documentary

In August 2016, the Foundation commissioned independent film maker Reuben Street from Blueprint Studios to create a documentary recording Pat's story and the impact that his death has had on family, friends and the community.

In the past 12 months, several public screenings of the documentary have seen full auditoriums view an emotive and inspiring film. Pivotal parts of the documentary are included in the Foundation's Education and Awareness sessions. In mid-2019, the Foundation commissioned the second instalment of the documentary, which will be launched in 2020.



Media coverage

Media coverage of Pat Cronin Foundation events exceeded expectations in 2018-19. In addition, the Cronin family have been increasingly called upon by media outlets to commentate on incidents of social violence, being seen as a "voice of reason" on this issue.

Coverage has included interviews on all major TV networks, 3AW radio and articles in the Herald Sun, the Age and Leader Newspapers. The Pat Cronin Foundation's social media footprint reached new levels in 2018-19 with over 6,000 followers on Instagram, and over 16,800 likes on Facebook.



Be Wise Ball

The inaugural Be Wise Ball was held in May 2019 at Aerial, South Wharf. 420 revellers joined in the festivities of the night and helped raise over \$40,000.

A huge amount of appreciation goes to the attendees, supporters and sponsors of the event, particularly our major sponsor, Jellis Craig North East.

Be Wise Awareness sessions

The Pat Cronin Foundation has continued our important work in holding awareness sessions, seeking to change attitudes towards social violence and put an end to the Coward Punch. In 2018-19, the Foundation, led by Founders Matt and Robyn Cronin, delivered 20 sessions to sporting clubs and community organisations around Melbourne, reaching 1,500 people.

Research

Research is a key pillar of the Pat Cronin Foundation's strategic plan.

The purpose of this pillar is to drive a research agenda internally and externally and to highlight directions that will be essential in providing the Pat Cronin Foundation with flexible evidence-based options to end the Coward Punch in Australia. The Foundation is committed to develop collaborations to undertake research programs in a multi-disciplinary mode.

The Pat Cronin Foundation's success in increasing awareness has led to the Foundation building on a unique opportunity to pursue and grow research activity. Key to this is exploration of partnerships with institutions including the Victorian Institute of Forensic Medicine, Victorian Magistrates' Courts, Monash and La Trobe Universities, Queensland University of Technology and Ambulance Victoria. The Foundation is also beginning to actively seek other research partners to match our broad research framework, to be launched in early 2020 including Victoria Police and VicHealth.

These partnerships are in the development stage, but will aim to achieve research outcomes in some of the following streams:

- The prevalence of Coward Punch fatalities, combining data sources to understand the numbers of assaults and Coward Punch attacks that result in lesser or no physical injury
- The psychological impact on victims and families at each level of injury
- The financial impact of assaults to the community
- The combinations of drivers leading different people to behave in certain and different ways in a similar conflict situation
- Legal services delivery

Every aspect of the research program is designed to include an applied component which will further inform the activities of the Foundation and support our advocacy positions, allowing us to develop interventions aimed at behaviour change to end the Coward Punch.

Magistrates' Court Program

The Pat Cronin Foundation has identified an opportunity to link with Magistrates' Courts to inform research programs, while increasing learning and awareness of offenders. It provides a sentencing option for assault offenders that benefits both the offenders, and the community in general.

The aim of the program is to make offenders to take responsibility for their actions and reflect on the impact and consequences of their role in violent incidents. The program provides an opportunity to equip offenders with changed behaviour through learning, reflection and new understanding. The program comprises two elements:

1. That the offender attends a minimum of two Be Wise Awareness sessions, allowing their story to be used to illustrate unwise decision-making
2. Opportunity to engage offenders in anonymous research components informing the Foundation's research project

Victorian Institute of Forensic Medicine

It has long been established that all forms of injury present a cost to the community. All incidents have psychological impacts for victims and those close to them, and all incidents are socially and economically costly.

The partnership between the Pat Cronin Foundation and the VIFM, in conjunction with Monash University will see a collaborative program be undertaken to research prevalence, characteristics of incidents, outcomes and the financial impact on the community and the justice system to gain a more comprehensive understanding of what societal impacts these incidents have in real and measurable terms.

Advocacy

The Pat Cronin Foundation is a dedicated and proud advocate in the areas of social violence and victims of crime.

The Foundation's Founders and General Manager regularly meet with senior politicians, public sector organisations and other not-for-profits with the aim of influencing public policy and strategic directions to end the Coward Punch.

Key meetings and appointments in 2018-19 included:

- Founder and Chairman, Matt Cronin appointed as a member of the Victorian Attorney-General's Victims of Crime Consultancy Committee
- Meeting with the Victorian Premier, Hon. Daniel Andrews and the Minister for Victim Support, Hon. Ben Carroll in February 2019
- Meeting with the Victorian Deputy Premier and Minister for Education, Hon. James Merlino
- Meeting with CEO of Victorian Curriculum and Assessment Authority, Dr David Howes in March 2019
- Meeting with Danny Green to discuss shared goals of his campaign and the Pat Cronin Foundation in June 2019.



Partners and supporters

The Pat Cronin Foundation is grateful for the support of its community, government and corporate partners.

Their in-kind and financial contributions make a significant difference to the Foundation and its operations. For example, Le Pine Funerals has made a contribution which means that every young person attending an awareness session gets a free wristband with the Be Wise and End the Coward Punch messages, while the Northern Football & Netball League has made a massive impact on awareness activities by hosting their annual Pat Cronin Foundation Round.

A huge thank you to all our partner organisations:

Northern Football & Netball League, Le Pine Funerals, Barry Plant Victorian Government, Victorian Curriculum and Assessment Authority, La Trobe University, Eltham Leisure Centre, Whitefriars College, ampfpa, Convenience Advertising, Jellis Craig,



Ambassadors

The Pat Cronin Foundation's Ambassadors are respected public figures with strong connections to their communities. The intention is for our Ambassadors to have a sense of purpose, passion and connection to the Foundation.

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 a number of Channel Seven sporting shows, and as a football commentator on both television and radio.



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. In addition to Ambassador for the Pat Cronin Foundation, Matthew is an Ambassador for The Baker Institute.



Greg Davies

Greg Davies served as a police officer in the Victoria Police force for 37 years and was head of the Police Association from 2009 to 2014. Following his retirement from the police force, Greg was appointed as Victoria's first Victims of Crime Commissioner in 2014 and retired from that post in 2019.



Jaylyn Robotham

Jaylyn is the Foundation's Youth Ambassador. As a 16-year old schoolboy, Jaylyn became a member of the Toyota 86 Racing Series in 2018. The Toyota 86 Racing Series is a support category to the V8 Supercars Championship. Jaylyn is currently in the top 10 in the 2019 Championship and this year made his debut in the TA2 Asia Series.



Kevin Sheedy

Kevin Sheedy is an icon of AFL football, as a player and coach over five decades. His involvement in the sport has surpassed 1,000 games and achieved eight premierships. He has been inducted into the AFL Hall of Fame and is a Legend of the Essendon Football Club. Kevin was admitted as a Member of the Order of Australia in 1998 for his service to sport and the community, especially his work with indigenous communities.



Andrew Gaze

Andrew is a five-time Olympian and one of Australia's greatest ever basketballers, having won the NBL's MVP Award a record seven times, and playing in the NBA, winning a championship with the San Antonio Spurs in 1999. Andrew was admitted as a Member of the Order of Australia in 2002 for his contribution to sport. Since retiring from basketball, Andrew has had a successful media career.

Financial sustainability

To support activity under its three pillars of Education, Awareness and Research, the Pat Cronin Foundation has been established with sustainability as an imperative.

The Foundation's strategy and business planning is built around robustness to ensure we are operating from a sound financial base.

The financial results for 2018-19 saw a strengthening of the Foundation's financial position, aided by the introduction of several new revenue streams. Revenue increased by 16.5%, largely due to new and increased fundraising activities, as well as the increased demand for awareness and education programs.

Expenditure also increased year-on-year due to the growth of the Foundation's activities necessitating the engagement of human resources. A General Manager was employed in April 2018, while an Education Manager commenced in February 2019.

Revenue was bolstered by an increase in donor and fundraising receipts. The Foundation held the inaugural Be Wise Ball in May 2019, which was highly successful in generating profit. Several new fundraising events were held to support the Foundation and the delivery of its programs.

Awareness sessions in sporting clubs and community organisations across Melbourne, and the Foundation's Be Wise Education Program, which has been delivered to 68 schools, are key revenue streams for the Foundation.

The revenue obtained through the Foundation's fundraising activities, and from our donors and supporters is vital in supporting the Foundation's delivery of Education, Awareness and Research programs. 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 message.

Fundraising

The Foundation is incredibly grateful to the dedicated individuals, organisations and community groups who fundraise on our behalf to help us achieve our strategic goals. We could not do the work we do without their support.

Key fundraising activities in 2018-19 included:

- Wylie Dalziel Spring Carnival event held in November 2018 raised over \$10,000
- Whitefriars College Annual Golf Day held in November 2018 raised over \$5,000
- Eltham Fun Run Walk in December 2018 had 800 participants and raised \$15,000



REVENUE
INCREASED BY
16.5%



DONOR AND
FUNDRAISING
RECEIPTS
INCREASED BY
35.4%



EMPLOYEE HEADCOUNT
AND FTE **DOUBLED**



NET PROFIT OF
\$115,525
FOR 2018-19

Financial statements

at 30 June 2019

Statement of Financial Position	2018	2019
Total Assets	\$456,048	\$585,589
Total Liabilities	\$0	\$6,986
Net Assets	\$456,048	\$578,603

Statement of Profit or Loss	2018	2019
Revenue	\$307,033	\$366,756
Other Revenue	\$5,294	\$8,788
Contractors	(\$12,500)	(\$35,000)
Depreciation	(\$373)	(\$2,037)
Event & Fundraising Costs	(\$30,658)	(\$111,263)
Merchandising costs	(\$28,840)	(\$23,378)
Staff Costs		(\$48,888)
Other expenses	(\$17,679)	(\$32,423)
Total Profit or (Loss) for the Year	\$222,277	\$122,555

Statement of Cashflows	2018	2019
Receipts from donors & fundraising	\$230,169	\$311,627
Receipts from sale of merchandise	\$76,864	\$37,463
Receipts from education & awareness sessions	-	\$17,666
Interest received	\$5,294	\$8,788
Payments made to suppliers & employees	(\$89,151)	(\$272,695)
Net cash provided by operating activities	\$223,176	\$102,849

Our team

We have welcomed several new staff and board members to the Pat Cronin Foundation over the past two years as we continue to sustainably grow the Foundation to achieve our vision and mission. The results we have achieved in 2018-19 are a testament to the dedication and hard work of our team.

Board



Matt Cronin
Chair

- Pat's father
- Founding director
- Certified Financial Planner



Robyn Cronin
Board Director

- Pat's mother
- Founding director



Kelly Sexton
Board Member

Senior consultant specialising in communications, advocacy, engagement and strategy



Rick Atkinson
Board Member

Certified financial planner and former Chair of the AMP Financial Planners Association



Liam O'Brien
Board Member

Health and recreation specialist with a background in business development and sales



Jilly Charlwood
Board Member

Marketing professional specialising in behaviour change



Anthony Guy
Board Member

Chartered accountant with qualifications in commerce and law



David Hrovat
Board Member

Secondary school teacher

Staff

Dr Geoff Smith
General Manager

Geoff joined the Foundation in 2018, bringing more than 20 years' experience in working in research and management in not-for-profit settings across social violence, healthcare and strategy. As General Manager of the Foundation, Geoff leads our work across education, awareness and research, with a specific focus on strategy delivery and organisational development.

Ben O'Toole
Education Manager

Ben joined the Foundation in 2019 and brings over five years' experience in public speaking and sharing his story as a victim of assault. Ben leads our Education Program, including delivering presentations at schools, community organisations and sporting clubs across the country.

BE WISE END THE COWARD PUNCH



PAT CRONIN
FOUNDATION

✉ info@patcroninfoundation.org.au

📍 patcroninfoundation.org.au ☎ 0419 508 858

📘 @patcroninfoundation 📷 @patcroninfoundation

🐦 @PatCroninPC12 🌐 @patcroninfoundation