



violence free families

THE FAMILY VIOLENCE PREVENTION FOUNDATION OF AUSTRALIA

ANNUAL REPORT

2012-2013

CONTENTS

Our Vision, Rationale and Objectives	2
History	3
Current Activities	4-5
The Directors	6-7
PR & Fund Raising	8
Community Support	9
The Future	10
Financial Statements	11



violence free families

The Family Violence Prevention Foundation of Australia trading as Violence Free Families.

The Foundation is an ambitious and visionary undertaking.

Our fundamental belief is that children and adults all have the right to live in homes free of violence and trauma, in “Violence Free Families”.

The potential for community benefit is enormous and it is our ambition that Violence Free Families will become a household name —and a reality —for all families in Australia.

www.violencefreefamilies.org.au

CHAIRMAN'S LETTER



In presenting this report of the activities of Violence Free Families in 2012/13, we hope that our supporters and other readers will be as delighted as we are with our achievements throughout the reporting period.

What has Violence Free Families done this year to free families of violence?

- It has commenced the development of an online behaviour change program to reach men who can't access a face-to-face program. This innovative concept will bring together contributing organisations with skills in social work, e-learning and computer security, as well as one of the universities for professional evaluation of the trials.
- Research into the long-term outcomes of behaviour change programs for violent men. On behalf of Violence Free Families, Monash University is conducting this longitudinal, comparative study which includes program providers from around Australia. Data collection is well under way and we hope to have early results by mid 2014.
- Education of primary school children. We are negotiating the development of new educational modules for children and their teachers.

How have we raised the funds for this challenging suite of activities?

Our sincere thanks go to:

- The Australian Government for its second grant of \$50,000 for the research project.
- An anonymous charitable trust for the donation of \$50,000, also towards the research project.

- The Rotary Club of Brighton for a donation of \$20,000 towards the costs of the online prevention program trials.
- Women in Rotary for part of the proceeds of its highly successful International Women's Day breakfast in March, 2013.
- The Impact Youth Organisation, other Rotary Clubs, private donors and organisations.

In total, we raised \$150,000, slightly above last year's figure. Virtually all of these funds are already committed to our projects.

How are we getting our message out?

We presented to Rotary conferences and conventions in Ballarat and Albury and numerous individual Rotary clubs around Victoria. In all, we estimate that in three and a half years since establishing VFF, we have presented to audiences totalling about 5,000 people.

We have upgraded the management of our website content and started a Facebook page.

Our Team

The dedicated work of our directors and the Rotary support shows the depth of community concern about family violence and its prevention. All of our work is done by volunteers in a most committed and professional way, leading to the solid progress detailed in this report and allowing us to to minimise overheads to absolute essentials and dedicate almost 100% of our valued donations to our projects.

A handwritten signature in black ink, appearing to read 'D Smyth', written over a light blue rectangular background.

David Smyth, Chairman

VISION, RATIONALE AND OBJECTIVES

Vision

Our vision is summed up in our public name, Violence Free Families. We aim to reduce all types of family violence: physical, psychological, financial and sexual. We provide a nation-wide community focus for action against violence. Fundamental to our existence is the belief that all children, and all adults, have the right to live in homes free of violence and trauma. The potential for community benefit is enormous.

Rationale

Family violence is:

- witnessed or experienced by one child in four in the nation. Children suffer, whether as victims or witnesses of violence
- the leading cause of premature death and injury among women aged 15 to 44
- experienced in some form by one in three Australian women in their lifetimes
- the main cause of youth homelessness
- associated with street and workplace violence
- estimated to cost the community \$10bn per year in medical costs, lost productivity and welfare services. Children from violent families have a high probability of becoming violent in their adolescent and adult lives, within and outside the family. Approximately 1.3 million children in Australia are affected.

Objectives

Our charter is to reduce family violence through:

- research into and development of prevention programs
- support of social welfare agencies in their work with perpetrators
- education and community awareness.



HISTORY

The Family Violence Prevention Foundation of Australia, trading as Violence Free Families, was established in 2009 to build on the previous 14 years of experience in family violence prevention activities by the Rotary Club of Brighton, Victoria.

From 1995 to 2002 the Club provided men's behaviour change programs in the Bayside area through "Bayside Family Support", a non-profit company established for that purpose. In 2002 it transferred the operation of this service to prominent Melbourne counselling agency LifeWorks Relationship Counselling and Education Services. In that year, the program received a national Crime Prevention Award.

From 2002 to 2006 the Club supported the Bayside program and others run by LifeWorks with funding and professional advice. Thousands more families benefitted and an ongoing survey showed an encouragingly high success rate, at least in the short term.

In 2006, the Club sponsored a two-year study by Monash University into improving men's behaviour change programs, with the aid of Australian Rotary Health and LifeWorks. This was completed in August, 2009.

The Foundation continues a commitment that has now been sustained over 19 years, and is engaging wider community support. Over that time in excess of \$600,000 has been raised, largely from philanthropic institutions, individuals, donors and Rotary fundraising activities. The benefit to the community has been most rewarding.

CURRENT ACTIVITIES

An Online Men's Behaviour Change Program

Many men who need to attend behaviour change programs can't attend the normal face-to-face groups. Examples are shift workers, fly-in fly-out itinerant workers, those who live in remote areas without access to these programs or other areas where there is an insufficient supply of program places.

The concept of web delivery of a behaviour change program is innovative, and a world first as far as we know.

It will have many of the features of a standard face-to-face group program, with the exception of the need to attend in person. The physical group sessions will be replaced by online groups, adapting techniques developed by universities for virtual classrooms, and using other techniques that have been found effective for public health learning.

All of the usual safeguards for the safety of family members will be taken, with extra measures in view of the trial status of the online programs.

The Rotary Club of Balwyn has shown a keen interest in the concept and has undertaken to provide project management services and assist with fund raising. A Memorandum of Understanding for this purpose was signed last year and the Club has already provided generous financial support and services.

At the end of the 2013 reporting year, contracts with three services providers: for service delivery, for e-learning advice and for computer security, were all close to finalisation. Tenders for a fourth contract, for ongoing independent evaluation of the trials, were being evaluated. Preliminary work, in anticipation of execution of the contracts, had already begun.

Long Term Research Project into the Results of Men's Behaviour Change Programs

Objectives and Outline

It is comparing the results of the main types of behaviour change programs in current use and assessing their long-term results. This study will be the largest ever done in Australia and the second only in the world on this scale.

The credentials of the researchers are exceptional and they are supported by a multi-disciplinary and highly qualified Reference Committee, which has made valuable contributions from the outset of the study. This study has now been cleared by the Ethics Committees of Monash University, the Victorian Department of Justice and five of the individual participating agencies.

The following key outcomes are expected:

- Improved practice in this field by evaluating contending types of men's behaviour change intervention with men.

- Improved funding for programs. The value of men's behaviour change programs seems to be poorly understood and they are chronically under-funded. Long waiting lists are normal and this is, effectively, denial of service because men lose interest. Positive results from the study will give decision makers greater confidence in allocating funds. Conversely, if the results are negative, fundamental re-thinking of policy is required.
- Encouragement of both perpetrators and victims of violence to seek help earlier because of assurance of a better outcome. At present, families typically experience seven to ten years of violence before seeking help. In this time, irreparable damage is done, especially to children.

The ultimate beneficiaries of this study will be the children and women in the community who suffer family violence. It has been warmly welcomed by participating agencies and, especially, their field staff.

Independence of the Enquiry

The study is intellectually and financially independent of any provider of programs with the exception of LifeWorks, which is providing some professional advice and support.

Progress of the Study

Data collection is well in hand and we already have the participation of several hundred men and a considerable number of their partners. We have a total of eight participating agencies in three States, and at the date of this report, we are negotiating with a further agency in NSW.

We have raised, in cash or in kind, over half of the \$700,000 needed to complete the study. We were delighted to receive Commonwealth Government funding of \$100,000 for the study in late 2012 following their evaluation of the project. Work commenced early in 2011 and our initial contract with Monash University has been extended to 31 December 2014.

The chart at the end of this section shows that the greatest part of our expenditure this year was on the research project.

Education

This year, we have investigated an independent contribution to the education of young people in primary schools and negotiations are under way with a provider of other specialist programs to develop suitable modules, along with suitable literature and teachers' guides.

THE DIRECTORS



Kaye Swanton, Norman Thomas, David Smyth, Katherine Strain, Barry Hickman and Kerry Kornhauser. (Absent: Thea Brown, Tom Crampton)



Dr David Smyth

BE (Elec), BA, PhD, FIE Aust., FIET, Chairman and member of Research Committee. He is a former Director of the Rotary Club of Brighton and current Chairman of its Family Violence Prevention Committee.

David was a consultant to the Board of Bayside Family Support (a provider of men's behaviour change programs), Chairman of John Knox Close (Victorian Housing Commission accommodation) for eight years and is former Director of Girrawheen Aged Care. After a career as a telecommunications engineer and senior postal executive, for 17 years he served as a UN and World Bank expert on postal legislation and business planning.



Professor Thea Brown

PhD, is Professor (Research) in the Department of Social Work at Monash University and former Head of Department. She is also the director of the Well Being of Children Following Separation and Divorce, an inter-university research consortium.

Thea's research in the last decade has covered family violence, family breakdown and family law. She co-authored a recent book on "Child Abuse and Family Law". Another book on "Community Based Mediation Following Parental Separation" was published in 2011. She was the lead researcher in the two-year evaluation completed in 2009 for the Rotary Club of Brighton, LifeWorks and Australian Rotary Health.



Ms Kaye Swanton

Grad Cert Bus Mgmt, M App Sc, FAIM, MAICD, is the CEO of LifeWorks Relationship Counselling and Education Services, which has been providing men's behaviour change programs and whole-of-family violence prevention strategies for over 20 years. Kaye has a 25 year history in governance, strategic management and senior executive positions. She has been a city councillor, a company director and is a member of the Research Reference Committee.



Mr Barry Hickman

Director, Community Services, Rotary Club of Brighton; Company Director and Chief Executive of CI Studios, a promotional photography company.

Through Rotary, he has also led fund raising activities and acted as a mentor for the White Lion foundation for youth in trouble with the law.



Mr Norman Thomas

Member Family Violence Prevention Committee, Rotary Club of Brighton, and former Director and Secretary of the club. He has held senior executive and board positions, including Chief Executive Officer and Managing Director with several companies. He commenced his own consulting practice 25 years ago and has since led a wide variety of Australian and foreign companies through organisational change and strategic development. He is a past partner of Laney Pickett Thomas Consulting and is now Managing Director of Norman Thomas Associates Pty Ltd. He also leads a sailing program for disadvantaged youth.



Ms Katherine Strain

Kate was the co-founder and foundation Director of Brainwave Australia 1994 - 2008, a charity established to support treatment and care of children suffering from brain illnesses. From 2002-2012 she was a Synod Board member of St. Leonard's College, Brighton. She is Managing Director of Sandangel Pty Ltd, importer and distributor, and a Director of the Rotary Club of Brighton North.



Ms Kerry Kornhauser

Kerry started her career in the advertising industry with the Clemenger's & George Patterson agencies. She continued in the private health sector, creating the biggest private hospital chain. She now holds a management position in a corporate hotel in Carlton.

She joined the Rotary Club of Albert Park in 2008 and was awarded the Royce Abbey Award in 2009. After taking on various Board positions, she was President of the Club in 2011/12. Kerry is also leader of the Women in Rotary Network, with a mission to increase the percentage of women members from 17% to 20%.



Mr Tom Crampton (appointed 15 September 2012).

BA, MBA, is the Managing Director of Trusted Impact Pty Ltd, a specialised consulting firm focused on information security. He has more than 25 years of management consulting, technology and P&L business leadership experience working throughout Asia, North America, Europe and Australia.

Previously a Vice President of the global consultancy, A.T. Kearney, he has also held senior management roles with Telstra, American Management Systems and Solution 6. His early consulting career began with Deloitte & Touche.

PUBLIC RELATIONS & FUNDRAISING

Website

Following redevelopment of the website last year, we now have the support of a volunteer who is assisting with further development, daily monitoring and a Facebook presence. We are very grateful for her assistance.

Publicity to Rotary and Other Community Organisations

Violence Free Families presented to two large Rotary conferences early in 2013 and gratifying levels of interest were shown.

There were also many addresses to individual Rotary Clubs and negotiations are continuing with some of them to develop joint programs. Several donations were received, for which VFF was most grateful.

Rotary District Endorsement

In 2010/11, the Rotary Club of Brighton received the annual Rotary District Significant Achievement Award for its family violence prevention work, recognising its leading role in the Foundation. It received the Community Service Award at the same time.

During 2011/12, the District, which contains 70 clubs throughout a large part of Victoria, gave its official recognition and support for the work of the Foundation by designating Violence Free Families as a District Endorsed Project for the following three years.

Fund Raising

Our fund raising base has broadened this year but, in common with many other charities, it is difficult. This year, our total of \$150,000 was slightly ahead of last year, a tribute to our many hard-working supporters. This figure includes deferred income, net accrued income and cash income.

The chart below shows the breakdown of sources of income. The second tranche of our research grant from the Commonwealth Government and a significant contribution from an anonymous philanthropic institution were most gratefully received and allowed us to extend the contract for our long-term study.

Rotary Clubs continued to provide most valuable support. A total of \$32,350 was received or promised. The Rotary Club of Brighton promised \$20,000 towards the online men's behaviour change program trials (this is shown as an accrual), and Women in Rotary (sponsored by the Rotary Club of Albert Park), contributed \$10,000 from the proceeds of its International Women's Day Breakfast.

We are most grateful to both of these clubs and to all of the other clubs that made donations.

Breakdown of Revenue

Cash income for the year was \$128,000, including deferred income. The pie chart shows that the Foundation had a better spread of sources of income than last year, but the income base remains fragile.

Figure 1: Violence Free Families Revenue Breakdown (cash basis), 2012/13

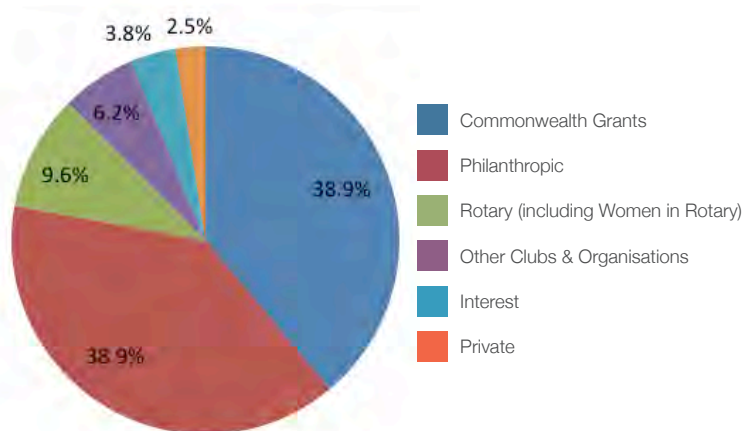
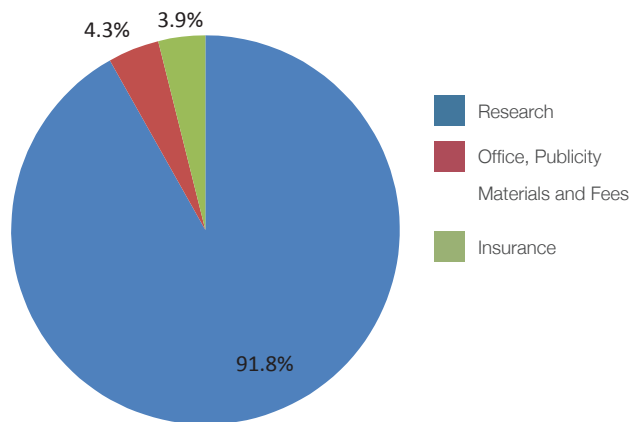


Figure 2: Expenditure (cash basis)



COMMUNITY SUPPORT

VFF continues to rely heavily on Rotary volunteers and their support is vital to realise our vision.

A committee of 14 individuals from many professional and business backgrounds, drawn from nine Rotary clubs, assists with various aspects.

A number of non Rotarians who share our vision also help. We do not have any paid staff.

We have been pleased to welcome strong recognition by the Australian Women in Rotary network.

The activities of VFF have attracted widespread support from the professional community and the following organisations and individuals are involved in various capacities:

- Monash University Department of Social Work.
- LifeWorks Relationship Counselling and Education Services; the CEO is also a Director of Violence Free Families.
- Social Welfare Agencies including LifeWorks, Relationships Australia (WA), Child and Family Services Ballarat, MonashLink, Relationships Australia (NSW), Catholic Care (NSW) and others who are participating in the long term research study.
- Advice on the online behaviour change project from Gippsland TAFE and Trusted Impact Pty Ltd, South Melbourne.
- Snapsite Pty. Ltd, for website management.
- Ms Kim Edwards, Manager, Marketing and Communications, LifeWorks Relationship Counselling and Education Services, design and other assistance with this and previous Annual Reports.
- Ms Rebecca Heitbaum for management of the website content.



THE FUTURE

Violence Free Families believes that male violence is the most significant element in the complex and multi-faceted problem of family violence. It recognises that in a majority of incidents family violence is perpetrated by men against women, with children present in too many cases. Our current programs are therefore directed towards this element as a priority.

We recognise that the problem of family violence is so extensive in the community that only governments have the resources to deal with it on a comprehensive scale. We therefore advocate the allocation of greater resources, especially in view of the social and economic costs to the community. In this connection, we were pleased to note the joint initiative of the Commonwealth and Victorian Governments in establishing the Foundation to Prevent Violence against Women and their Children late in the reporting year.

We envisage VFF as a centre of excellence in family violence prevention, which will include support to professionals, schools, community education and more.

We note the model of the Family Violence Prevention Fund in the USA, which has been established for over thirty years and has been influential at government policy and program levels.

At the program level, for the near future, we will focus on the projects already commenced and the new education initiative.

SUMMARY OF FINANCIAL RESULTS

STATEMENT OF FINANCIAL POSITION AT 30 JUNE 2013			
	Notes	30-Jun-13	30-Jun-12
Current assets			
Cash at bank (General Account)		95,874	80,453
Cash at bank (DGR Account)		125,173	94,005
Receivables (GEN Account)		20,000	0
Accrued Income (GEN)		429	107
Accrued Income (DGR)		2,083	432
Total current assets	1	243,559	174,997
Non Current Assets			
Plant & Equipment		0	0
Total non current assets		0	0
Total assets		243,559	174,997
Current Liabilities			
Provision for Contracts	2	36,845	34,503
Deferred income	3	97,896	0
Total current liabilities		134,741	34,503
Non current liabilities			
Total non current liabilities		0	0
Total liabilities		134,741	34,503
Net assets/liabilities		108,817	140,494
Company equity			
Retained profits brought forward		140,494	76,633
Retained profits this year		-31,677	63,862
Total company equity		108,817	140,494
COMPREHENSIVE INCOME STATEMENT			
		2013	2012
Total revenues from ordinary activities		52,503	136,120
Profit from ordinary activities before income tax		-31,677	63,862
Total comprehensive income	4	-31,677	63,862
Notes			
1. The directors have determined that no contracts should be entered into without having the necessary assets in hand or firmly promised.			
2. Contractual obligation to Monash University for research project progress payment.			
3. Income received for specific projects that would have to be returned if not spent on the designated project.			
4. See details under "Fundraising" in report.			



violence free families

The Family Violence Prevention Foundation of Australia trading as Violence Free Families.

ABN 97 140 937 382

www.violencefreefamilies.org.au