

AUSTRALIA'S
CHALLENGE CEO

workplace partners against domestic violence

WHY "CEO CHALLENGE"?

Domestic violence is a tough issue. When a CEO takes up the challenge their organisation can make a real difference, partnering or supporting women's refuges and domestic violence prevention programs.

Australia's CEO Challenge

Annual Report 2007-2008

Workplace Partners Against Domestic Violence

Report from the Chair Australia's CEO Challenge Board of Directors

The 2007-08 financial year has been one of both change and progress for Australia's CEO Challenge. Our focus continued to be guided by the three-year Strategic Plan developed mid 2005 and refreshed in late 2007.

Its four key directions are:

- focus on partnerships
- promotions and campaigns addressing domestic violence
- professional delivery of our workshops and seminars program
- attracting resources to sustain our business.

This report outlines our progress on these issues.

We have once again had changes in our staff and our thanks goes to Ben Pennings, Executive Director until January 2007, Wendy Reid who has now taken on this role, and also to Tammy Concannon our Executive Assistant through out this period.

Once again I would like to thank the Board of Directors for their support throughout the year. The dedication, input and hard work of the group is much appreciated.

A particular thanks to Angela Musumeci who has been a Director from the start of the company – her continuing support for the program and commitment to the company's goals has been a benefit to us all.

Thank you to other directors who are moving – Mary Shortland, Marguerite Cameron and Lyndall Drennan. Welcome to new directors Donna Justo and Stephen Page. Welcome back to Judith Beal who has returned as the Company Secretary.

Dianne Jeans



Chair
Board of Directors

Australia's CEO Challenge

Australia's CEO Challenge acknowledges the originator of the program was initially established in the USA by Mr Jim Hardeman under the auspices of the Polaroid Corporation.

The Australian program was originally introduced in Queensland in 1999 with the support of the then Brisbane Lord Mayor, Cr Jim Soorley, through his Lord Mayor's Women's Advisory Council. Australia's CEO Challenge was incorporated as a company limited by guarantee and commenced operation in its own right from November 2002.

Since being established in 2001, Australia's CEO Challenge has brokered 35 partnerships between business and community services, mostly refuges for women and children leaving violent relationships. After an initial focus in Brisbane, the program has expanded into regional Queensland demonstrating the regional viability of the program and its ability to provide mutual benefits to the community and to the business sector.

External evaluation has estimated the value of these partnerships to be \$500,000 per year. This does not include the intangible benefits to business employees who know they are contributing to people in need, or to the employees of community services who feel valued in the relationships.

Our Vision

A world where women and children are safe in their homes and refuges are no longer required.

Our Mission

The mission of Australia's CEO Challenge (CEOC) is to reduce and prevent domestic, family and workplace violence. It does this by:

- Establishing and actively maintaining partnerships between the business and community sectors with the aim of providing support and resources for women and children to leave violent family situations;
- Raising awareness in workplaces of the impact of domestic and family violence on women, children, workers and families.

Our Values and Beliefs

- Living without violence is a basic human right.
- All sectors of the community can contribute to making our society safe.
- The workplace is a key arena for social change and participation.
- Mutual respect for the needs of partners and stakeholders
- Openness and accountability in all of our processes.

'The trigger for women to leave a violent relationship is usually other people's intervention – hospital, police, neighbours, school staff, family or friends' Macleod Accommodation Support Service

Our Strategic Objectives

- Increased engagement with individuals and businesses to address the impacts of domestic violence
- Services for people making the choice to leave violent situations are well resourced and staff are valued.
- Increased public awareness about domestic violence through partnerships, advocacy, media, training and promotions.
- Expansion of the program into other regions in Australia.
- A sustainable model of partnerships and funding.

Our Current Board of Directors

Dianne Jeans, Chair

Kerry Carmody, Director

Robert Reed, Director

Amy Stephenson, Director

Jacki Eames, Director

Carolyn Mason, Director

Stephen Page, Director

Donna Justo, Director

Judith Beal, Company Secretary

Thanks to outgoing Directors:

Marguerite Cameron, Chisholm

Lyndal Drennan, Corporate Educator, Facility of Business, QUT

Angela Musumeci, Department of Child Safety, Cairns

Mary Shortland, City Business, Brisbane City Council

'The level of funding (of refuges and staff salaries) hasn't been reviewed for 12 years – it's hard to keep good workers, even with salary sacrifice.'

*'The articles we provide for the newsletters are making it into workers homes... most of the workers are men, we're developing community awareness in a non-threatening way into small town homes'.
Kywong Refuge*

Our uniqueness – partnerships between business and community

During the last 12 months Australia's CEO Challenge has maintained nine partnerships between businesses and community agencies which aim to:

- Better support women and children leaving violent family situations, and
- Raise awareness amongst the business workforce of the impact of domestic violence in the workplace.

These partnerships, with domestic violence refuges and a sexual assault service, directly contributed to better outcomes for 678 women and 1005 children, who left violent family situations during the year.

Partnership activities were tailored to meet the practical and day to day needs of the community agencies, a sector that is severely under resourced and unable to meet demand.

Contributions included:

- Improvements to agency premises (playgrounds for children, landscaping and maintenance, painting and capital improvements);
- Supporting client needs (food and new clothing drives; books and toys; legal services, white goods, school needs, furniture and linen for women moving into independent living; cash donations; Christmas hampers; Easter Egg drives; Mothers Day gifts);
- Service staff support (training, IT, pro bono legal advice, volunteering time).

The value of these contributions is estimated to be worth half a million dollars. Current business and community partners include:

- GHD Brisbane with Kalparrin
- Brisbane City Council, City Business Division and Gareema
- Clayton Utz with Jebb
- St Vincent's Hospital (Toowoomba) and Manna House
- Australia Post and Zig Zag Young Women's Resource Centre
- QBuild (Gold Coast) and Macleod Accommodation Support Service
- Tarong Energy and Kywong Young Women's Refuge
- St Vincent's and Holy Spirit Health (Southside) and Madonna House
- St Vincent's and Holy Spirit Health (Northside) and Windana

'The staff really pull together when we have a fundraiser – it gives them a sense of us as caring about the community, people...women and kids.... in crisis who we will never know but who we can help so easily.' GHD

In total, our business partners employ over 5000 staff. Australian statistics tell us that on any one working day, 1 in 50 female employees will be directly affected by violence in their intimate relationship and whose work will suffer due to injury, stress, errors, forgetfulness, low output, and poor service.

Amongst our business partners this could be as many as 50 women on any one working day. The costs are huge, and estimated by Access Economics to cost the Australian economy \$8.1 billion each year.

In return for their business partner's support, community partners are available to raise awareness of domestic violence in the workplace by providing talks and resources, and educate employers on how to best respond to an employee who may need help. This is augmented by Australia's CEO Challenge which offers a comprehensive range of training and awareness modules relating to domestic and family violence.

Australia's CEO Challenge also provides advice and support to businesses to implement comprehensive human resource policies for responding to employees affected by domestic and family violence.

We welcome three new partnerships signed in September 2008. These include:

- Charlton Brown Group and Chisholm
- GHD Sunshine Coast and Sonshine Sanctuary
- Smart Service Queensland and Koongoora.

We estimate that these three new partnerships will increase the number of women and children supported to leave violent family situations in the next 12 months to 820 women and 1327 children.

'Christmas is very hard for young women who are no longer part of their family because of being abused. To receive a beautifully wrapped high quality gift lets them know that they do matter to someone' Zig Zag Young Women's Service

Corporate Partners – enabling Australia's CEO Challenge

Australia's CEO Challenge is supported by its own business partner Minter Ellison Lawyers, under the guidance of Senior Associate Lawyer Rob Reed, who manages Minter's Community Investment Program.

The contribution made by Minter Ellison includes office space and overheads, IT support, meeting rooms, function facilities and catering, and is valued at \$100,000 per year. In addition Minter Ellison offers pro bono legal support to refugees and their clients who need advice.

The Brisbane City Council is committed to addressing domestic and family violence in our community and is a long term supporter of Australia's CEO Challenge. In 2007 a grant from the Brisbane City Council supported annual operating costs. Support was also received from Lord Mayor Campbell Newman who launched the 2008 Race at Brisbane City Hall; CEO Jude Munro who is participating in the 2008 RACE; and Mary Shortland, Manager at Brisbane City Council's Business Division, who has been a highly valued Board Director.

Charlton Brown Group became a Corporate Sponsor of Australia's CEO Challenge with a contribution to our annual income and the White Ribbon Day cocktail event. CEO Kay Ganley participated in (and won!) Australia's CEO Challenge 2007 Race. We are delighted to deepen our relationship with Charlton Brown to include a partnership with Chisholm refuge.

Harrington Family Lawyers also made a valuable contribution to Australia's CEO Challenge and the domestic violence sector in the past 12 months with the provision of a training session by specialist family lawyer (and new Board member), Stephen Page. The training was provided free of charge to workers in the domestic violence sector and focussed on Family Law Courts and allegations of child sexual abuse.

Thank You

'Staff often work in crisis situations, they can get to feel quite isolated and that society doesn't care – so having staff of a business offer support really gives a sense of support'. Chisholm

Events in 2007 and 2008

The Race

Australia's CEO Challenge RACE is a novel and innovative event aimed at raising awareness of domestic and family violence, whilst also raising annual operating funds for Australia's CEO Challenge.

The RACE is a call to CEOs, senior business executives and prominent community leaders to compete against each other. Participants each receive \$1000 from Australia's CEO Challenge and compete against the others over 6 months using the seed dollars to raise the most funds and awareness about the issue of domestic violence and its impact on the workplace.

The winner is decided by members a panel of judges including members of the CEO Challenge Board and in 2007 the previous winner, Lady Mayoress Lisa Newman. The award is equally based on both funds and awareness raised by participants.

In 2006, The Race was won by the Lady Mayoress of Brisbane, Lisa Newman. In 2007, the CEO of Charlton Brown, Kay Ganley, narrowly beat the CEO of REIQ, Dan Molloy, to take the prize. As part of her prize Kay enjoyed lunch with the Premier, Anna Bligh.



Participants do not need to compete in The Race on their own. They are able to use, as appropriate, the time, resources and ideas of their staff and networks to assist them in the challenge. Participants are free to choose their own fundraising ideas, so long as they are ethical and legal!

The 2008 RACE participants are:

- John Baird, Operating Centre Manager, GHD who will trek Kokoda as part of his RACE.
- Kay Giles, Institute Director SkillsTech Australia. Kay will hold a number of events to raise awareness on the impact of violence in relationships amongst the largest group of apprentices state-wide.
- Patricia Hopkins, Qld State Manager, Dimension Data will target the IT sector with her awareness and fundraising activities.
- Michael Klug, Partner in Charge of Clayton Utz will incorporate his fundraising and awareness activities into the many corporate and social events sponsored by Clayton Utz.
- Jude Munro, CEO, Brisbane City Council, who will place awareness-raising messages on buses in the Brisbane CBD.
- Glenn Nott, VP & Managing Director Asia Pacific, Skillsoft, will use the resources of his company which is a leading provider of comprehensive e-learning content and technology products for business and IT professionals.

The winner of this year's RACE will be announced at our cocktail function on White Ribbon Day, 25th November 2008. The prize is a lunch or dinner meeting with The Hon Tanya Plibersek, Federal Minister for the Status of Women and Federal Minister for Housing. Ms Plibersek is also responsible for the new National Council to Reduce Violence against Women and Children.



Working in partnership
against family violence.



Queensland Government
Department of Communities



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A copy of the message to be used on City Council buses, September to December 2008.

White Ribbon Day - November 25

White Ribbon Day is the United Nations International Day for the Elimination of Violence against Women and falls on the 25th November every year.

The White Ribbon Campaign is the largest effort in the world of men working to end men's violence against women. Wearing a white ribbon is seen as a personal pledge never to commit, condone or remain silent about violence against women.

White Ribbon Day in Australia was organised nationally in 2007 by both UNIFEM and the White Ribbon Day Foundation. UNIFEM handed the governance of White Ribbon Day to the WRD Foundation once it was legally formed in 2007. The national organising body forms partnerships with state based bodies to organise events, produce educational materials, and work with local media and communities.

In 2007 Australia's CEO Challenge again coordinated White Ribbon Day for Queensland with support from a reference group comprising representatives from various stakeholder groups, and with crucial financial support from the Queensland Government.

An awareness campaign was designed to appeal to as wide a cross-section of men as possible. Famous football stars from 3 codes dressed in their most passionate opponent's jerseys to make men notice their message that the level of violence against women is an embarrassment to all Australian men.

TV, radio and print ads featuring Gordon Tallis in a NSW jersey featured in Queensland media as well as appearing at football games, in sporting club promotions and at community events.



I don't care how embarrassing this is.

I gave more than ten years of blood, sweat and pain to the Maroons. So am I embarrassed to be wearing this? You bet! But nothing is more embarrassing than knowing my kids are growing up in a country where almost half of the women will be victims of physical or sexual abuse in their lifetime. So if wearing this makes Australian men realise how serious this issue is, you know, I don't care how embarrassing it is.

Gordon Tallis, Second-row forward Queensland, 1994-2003

Stop violence against Australian women. Wear a white ribbon on November 25.
whiteribbonday.org.au

Numerous White Ribbon Day events were held throughout Queensland featuring a diverse range of men - from business and political leaders at our Brisbane and Townsville corporate events to 'bikies' at Bundaberg events.

Our appreciation goes to all the wonderful men and women who spent their valuable time organising these events and associated publicity and educational opportunities.

Taking the Message to Workplaces and Community – Training and Awareness

Australia's CEO Challenge offers a series of high quality corporate awareness sessions and training seminars which aim to help people in workplaces understand and respond to domestic and family violence and their impact on children, families and the workplace.

The seminars include skills and strategies to respond to people affected by domestic, family or workplace violence including bystanders and perpetrators. All sessions are interactive, using a mix of structured and experiential learning using examples from participant's business and personal lives, anecdotes, examples, and useful handouts.

Seminar topics include:

- Understanding domestic and family violence. The dynamics of power and control, theories of violence and its causes.
- Domestic and family violence as a workplace issue. Workplace responses to domestic violence. Workplace bullying and harassment.
- Responding to violence. Managing conflict with respect. Skills for responding and managing conflict in our own lives.
- The impact of domestic and family violence on children. Skills for parenting children free from conflict and violence.

St Vincent's called and asked how many women and children and staff would be at the refuge on Christmas day. They provided a roast meal and dessert, carefully packed to keep the meals hot – we picked them up in the van. It meant we all ate Christmas lunch together at the refuge.' Manna House

This seminar series was developed under funding from the Gambling Community Benefit Fund, allowing us to update our training resources and skill staff from our community partners to present a new and professional program to their business partners.

During the year we were again fortunate to have a visit from Dr Jim Hardeman who founded CEO Challenge in the USA. Dr Hardeman was the principal designer of Polaroid's workplace violence procedures, protocols and guidelines in the 1990s. His work in the field of family violence and workplace violence prevention made Polaroid Corporation internationally known for its workplace safety practices.

Dr Hardeman is a survivor of domestic violence and child abuse and has founded a women's shelter and a perpetrator's treatment program. He also has a wealth of experience in the field of sexual harassment, substance abuse, training and stress reduction.

During his week-long visit in June 2008 Dr Hardeman presented at ten functions hosted by business partners and supporters to audiences ranging from staff, students, workers in the domestic violence sector, business clients and key suppliers. Dr Hardeman's presentations deepened audience understanding of the dynamics of domestic violence and its impact in workplaces, as well as providing opportunities for networking and spreading the word about Australia's CEO Challenge.

Our appreciation goes to GHD for funding Dr Hardeman's flights and accommodation, and all of those who hosted and attended the breakfasts, forums, lunches and dinners.

'The effects on kids are huge. If Mum decides to return (to her violent partner) we can tell that the kids don't want to go back - but they have no choice on staying or going'. Refuge worker

How to be involved:

There are a number of ways you can become involved with Australia's CEO Challenge and the work we do to respond to domestic and family violence:

- Become a member (see insert).
- Volunteer your time for office work or events such as Domestic Violence Month and White Ribbon Day.
- Make a donation or a gift (see insert).
- Organise a seminar or presentation in your workplace.
- Take on a community or business partnership.
- Offer your business or skills to a refuge.
- Join our mailing list to keep updated (leave your card in the bowl).
- Sign up for Australia's CEO Challenge 2009 RACE.
- Sign up for Australia's CEO Challenge Larapinta-Uluru Trek for Family Peace in May 2009 (see insert).

'Most of the time when you hear on the news about a death, a murder, the media don't link it to domestic violence.....'

How to contact us:

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'At Christmas we put up a huge tree and the staff bring a gift – some have told me why they chose that particular gift, what it means to them'. Australia Post

Our Grateful Thanks to our Sponsors, Supporters and Donors

- AB Sea Cruises
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- Australia Post
- Blaze Consulting
- Brisbane City Council
- Brisbane Lions
- Cha Cha Char
- Charlton Brown Group
- Chisholm
- Clayton Utz
- Data # 3
- Dimension Data
- Edible Blooms
- Equipment Finance
- Ernst & Young
- Executive Excellence
- Gareema
- GHD
- Gold Coast City Council
- Hamilton James Bruce
- Harrington Family Lawyers
- Heritage Building Society
- Indooroopilly Golf Club
- Integrated Group
- Jebb
- Kalparrin
- Kelly Services
- Koongoora
- Kywong Women's Refuge
- Lifeline Community Care
- Madonna House
- Manna House
- Marina Quays
- Marriott Brisbane
- McLeod Accommodation Support Services
- Minter Ellison Lawyers
- New Level Personal Training
- Ord Minnett
- Orotan
- Ozcare
- QBuild
- QUT
- REIQ
- Save the Children - Qld
- Sisters of Charity
- Skillsoft
- SkillsTech Australia
- Smart Services Queensland
- Sonshine Sanctuary
- St. Vincent's & Holy Spirit Health
- St. Vincent's Hospital Toowoomba
- Steinway & Sons
- Tangalooma Wild Dolphin Resort
- Tarong Energy
- Tattersall's Club
- Thiess
- Toadshow
- Wilson HTM Investment Group
- Windana Support Centre
- Zig Zag