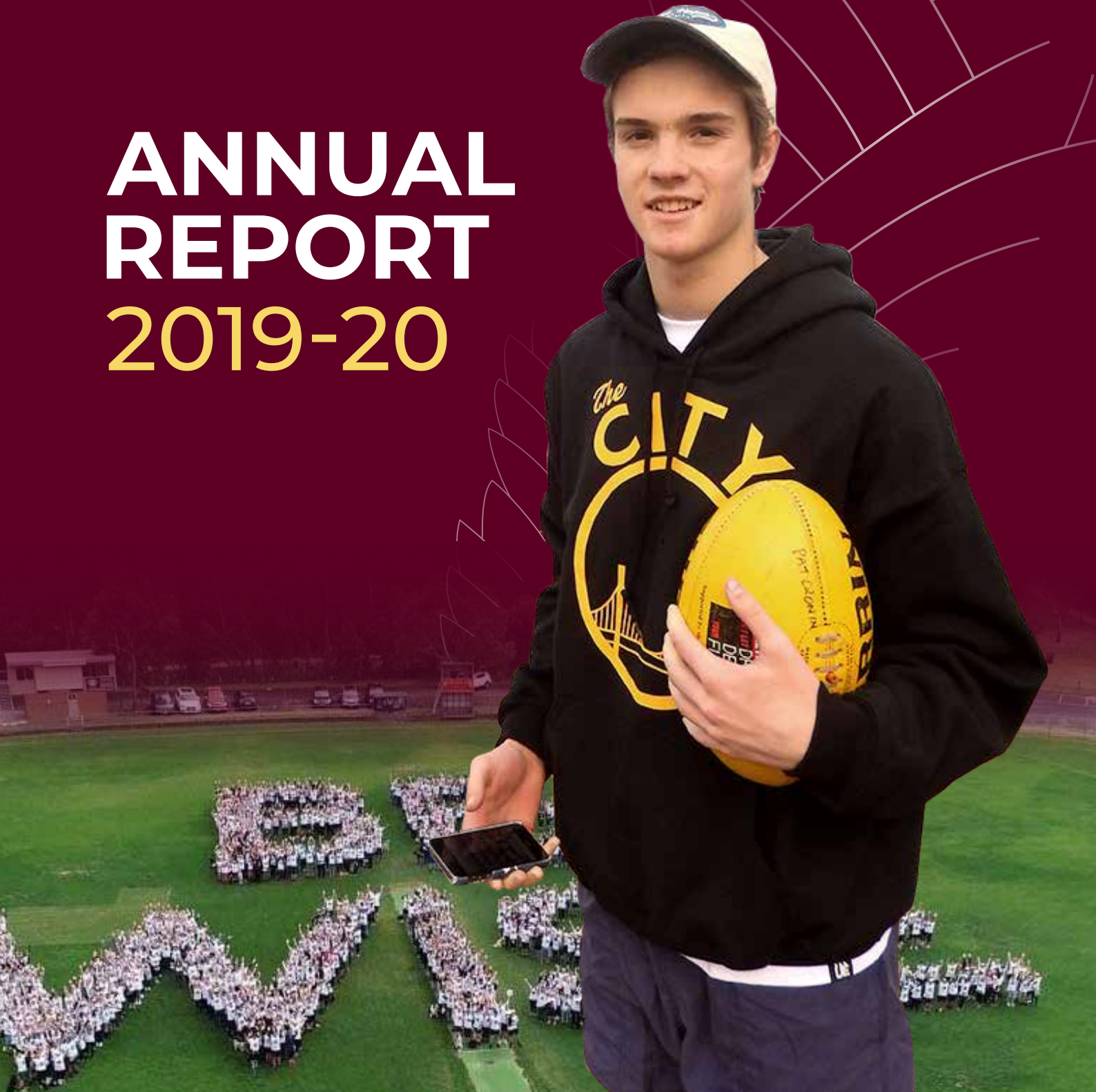




# PAT CRONIN FOUNDATION

---

# ANNUAL REPORT 2019-20



# Contents

Message from the Cronin Family	3
About us	4
Strategic directions and pillars	5
A year in review	6
Education	7
Awareness	8-9
Partners and supporters	10
Supporters in focus	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.

Another 12 months have passed and there is not a day that goes past without us thinking about Pat and how he would have grown and developed as a young man.

Milestone dates and events come and go, and some say the pain of loss of a loved one diminishes with time however we are not so sure. The challenges of the COVID-19 situation has enabled us as a family to be closer to each other with lockdown periods having us under one roof and concentrating on the simple things in life. We wondered on many occasions how Pat would have handled the challenges of COVID-19 and our best guess is that he would have taken it in his stride as he did with most things in his life.

By now Pat would have completed University and would have been forging his career as a Physiotherapist. He would be enjoying helping others to overcome their personal physical problems and being a valuable member of society. We don't think he would have enjoyed being forced into taking a year off football.

Despite the COVID-19 setbacks in the latter part of the 2019/20 year we have continued to build the capabilities of the Pat Cronin Foundation and we are extremely well placed to deliver our vision of a society free from Coward Punches. The success of the Pat Cronin Foundation is truly a team effort and we rely on the collective effort of all involved to deliver our strategies to meet our goals. Whether you are a supporter who has 'liked and shared' one of our social media posts, someone who has attended one of our events, or simply someone who has bought

and wears one of our Be Wise End the Coward Punch wristbands, we know we need each and every one of you to End the Coward Punch.

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

### Some highlights of the past 12 months include:

- Delivery of 80 Be Wise Education sessions to 58 schools including adapting to virtual presentations
- Development of our Be Wise Classroom resources
- Completion of our wonderful Story Books for Primary School aged children
- Website update as part of our digital strategy

### Plans for the next 12 months include:

- The move to a funded model for delivery of our Be Wise Education sessions
- Completion of our Be Wise eLearning package to embed our messages in schools
- The official launch and widespread distribution of our Story Books to schools throughout Australia
- Finalisation of our Be Wise App

Thank you for your continued support and for remembering Pat. Together we can 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.

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".*

## About 2019-2020

**The Pat Cronin Foundation had a strong second half of 2019 and was geared up for a highly successful 2020.**

- Delivery of 80 Be Wise Education sessions to 58 schools including adapting to virtual presentations
- Development of our Be Wise Classroom resources
- Completion of our wonderful Story Books for Primary School aged children
- Website update as part of our digital strategy

Then COVID-19 changed everything.

### Impact

- Presentation bookings were wiped out overnight – removing a major revenue stream
- Little prospect of rebooking cancelled presentations for the remainder of the 2019-2020 financial year
- Cancellation of planned fundraising events – Be Wise Ball

### Response

The Pat Cronin Foundation responded proactively and reprioritised parts of our strategic plan quickly. This ensured that despite the crisis we continued to grow and strengthen the Foundation. In this way we have ensured we are in a good position to transition into a COVID-19 normal Victoria.

- Made sure our Education Presentations were available to schools via videoconferencing
- Brought forward our eLearning Module development by 12 months
- Focussed on internal projects
  - Implemented a new Customer Relationships Management System
  - Reviewed and redesigned our branding, collateral, and public facing materials in line with the new website
- Began to build new relationships to support the growth of our Be Wise Education Program



# 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

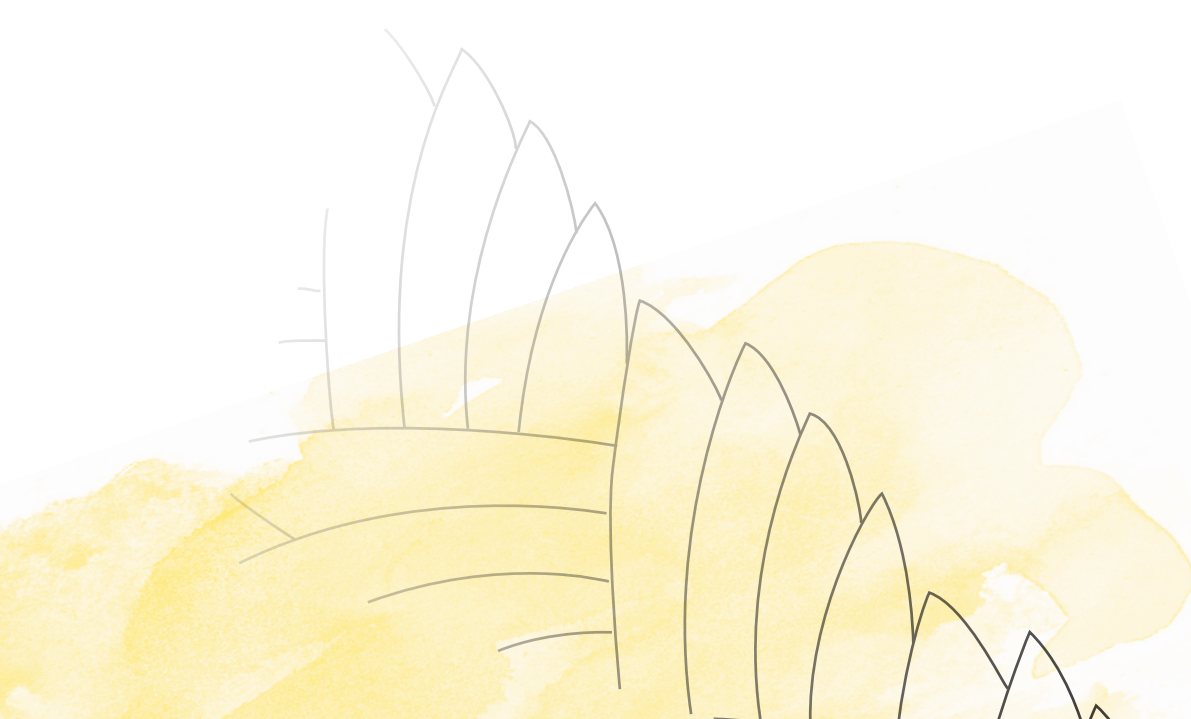
We will provide a whole of school education program to heighten understanding of the triggers and consequences of social violence, especially Coward Punch attacks, to make such behaviour socially unacceptable.

## 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



REVISED CONTENT FOR BE WISE EDUCATION **CLASSROOM RESOURCES** IN RESPONSE TO **SCHOOL FEEDBACK**



**DELIVERY OF PRESENTATIONS** ADAPTED FOR VIDEOCONFERENCING PLATFORMS



**58 SCHOOLS REACHED** WITH 80 BE WISE EDUCATION PRESENTATIONS



**4500 YOUNG PEOPLE EDUCATED** ON THE CAUSES AND IMPACT OF COWARD PUNCH ATTACKS



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



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



PRIMARY SCHOOL **STORY BOOKS PUBLISHED**, PRINTED AND PREPARED FOR LAUNCH

## 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**.



**1500 PARTICIPANTS** IN 2019 WALK TO THE VALLEY RAISING OVER **\$152,000**



**ELTHAM FUN RUN** THROUGH ELTHAM LEISURE CENTRE RAISED **\$16,500**

## Research



PROGRAM ON HOLD DUE TO **COVID-19**

## Financial sustainability



**STRONG BALANCE SHEET** – **NET ASSETS OF \$524,903**



BE WISE EDUCATION / AWARENESS REVENUE **UP BY \$26,585**



INCREASE IN FUNDRAISING / MERCHANDISE **SALES OF \$21,752**



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



COMMONWEALTH BANK GRANT **\$10,000**



NILLUMBIK SHIRE COUNCIL GRANTS **\$2,500**

## Media and advocacy



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



**RADIO APPEARANCES**



**TELEVISION NEWS INTERVIEWS**



**OVER 17,000 FOLLOWERS** ON FACEBOOK AND MORE THAN **6,000 FOLLOWERS** ON INSTAGRAM

## Team and organisation



**NEW ADMIN AND MARKETING ASSISTANT**



**5 CASUAL PRESENTERS** APPOINTED



**CUSTOMER RELATIONSHIP MANAGEMENT SYSTEM** INTRODUCED



**NEW WEBSITE LAUNCHED**



**COMPLETE ASSET REFRESH**



## Education

Education is a key mechanism for the Pat Cronin Foundation's model for creating cultural change, and in 2019-20 we launched our updated Be Wise Program aiming to deliver 200 school presentations with our Be Wise anti-violence message.

Our Be Wise Education Program offers schools three options. We provide face to face presentations with a Pat Cronin Foundation presenter, providing clear articulation of our messages and opportunity for students to pose questions and discuss their emotions and empowerment towards Ending the Coward Punch.

Secondly, we provide a package of modules designed to be facilitated by a teacher to allow it to be scalable and adaptable to a schools' needs, the materials include teacher notes, a PowerPoint presentation, student workbooks and videos. Finally, during 2020 we prepared to launch our Be Wise Story Books aimed at primary school age students, introducing them to the need to Be Wise, Think Carefully and Act Kindly, and giving them an idea of the consequences of rough play and anger.

As the Covid-19 related events of 2020 changed how schools operated, we had to respond swiftly.

- Made the Be Wise Education Content available via online videoconferencing platforms
- Schools hesitant – preferring to wait for face to face opportunities later
- By late June bookings were coming
- This approach will extend our reach beyond Victoria even after the Covid-19 crisis
- Accelerated the creation of Be Wise eLearning modules
- Secured a \$10,000 grant from Commonwealth Bank and engaged Melbourne based Learning Studios
- eLearning launch planned for late 2020

### Case study:



In May 2020, around 100 Year 11 students at Huntingtower College participated in our first remote Be Wise Education Presentations. Education Presenter Ben O' Toole was streamed live into the school's performing arts centre onto a big screen with the students organised appropriately by teachers. The session was extremely successful, with students stating how they hoped it would be repeated each year.

Year 11 Co-Ordinator Daniel Borbely was enthusiastic in his support stating, "Ben's presentation was fantastic!" Daniel continued "Ben was knowledgeable, and his manner was genuine and professional. The information was clear and presented in an engaging way through stories, images, and powerful anecdotes, some from his own personal experience. Pat's story was affecting, and students were particularly moved and focused during the part of the presentation that detailed his life journey and his tragic passing. The online process worked well and having test sessions prior to going live in front of students was invaluable.

We look forward to working with you for years to come."



## 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 reached its fourth year in 2019 and built on the successes of previous years. The 2019 Walk to the Valley between Heidelberg and Lower Plenty had around 1,500 walkers of all ages. The event wouldn't have been the success it was without the continuing support of our friends at both the Heidelberg and Lower Plenty Cricket Clubs, who provided pre and post Walk facilities, hospitality, and resources.

The Walk to the Valley 2019 raised over \$152,000 (profit of \$90,000) which has been used to fund our programs in Education, Awareness and Research.

We are grateful to our sponsors who made the event possible.

### Convenience Advertising Partnership

The partnership with Convenience Advertising entered its second year and continued to be successful.

Through the FY 2019-20 (prior to lockdown in March) our messages challenging people very directly to think before using violence had been displayed in nearly 200 licensed venues across Victoria – being viewed over 300,000 times each week.

Closure of venues suspended this campaign, but it will be resumed as soon as restrictions on opening are lifted.

### Pat Cronin Foundation Documentary Part 2

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, the Foundation have been working with Reuben Street towards finalising the second instalment of the documentary, which will be launched in 2021. This film will tell the story of the Cronin Family's journey through the court process and beyond and will be an eye-opening account of what they endured.

### Media coverage

The media has continued to turn to the Cronin family for comment on violence related matters. These issues are always extremely emotive yet the Cronins have been 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.





## Keynote Address

In March, Robyn and Matt were invited to attend the Police Detective School Graduation Ceremony and deliver a Keynote Address. The Pat Cronin Foundation was recognised as a leader in the community that champions values similar to those of Victoria Police: Safety, Integrity, Leadership, Flexibility, Respect, Support and Professionalism. Robyn and Matt spoke to the graduating Detectives about Pat's story, their own journey, and the journey of the Foundation so far.

## Advocacy

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

Matt Cronin completed his two-year term as one of six victim representatives on the Victorian Government's Victims of Crime Consultative Committee. The most significant accomplishment during this term was the suspension of the prisoner permit program where prisoners were being allowed to speak with Year 11 students without adequate guidelines in place (this program has still not be reinstated) as well as the amendment of the program to not allow prisoners convicted of a serious crime to be allowed leave to play community football. Without the very good work of the victim representatives these programs may have been allowed to continue unchecked

## New Relationships

We were also able to establish new relationships with influencers that will allow us to extend our reach when we return to more normal conditions. We are exploring many opportunities with:

- Drinkwise
- Victorian Student Representative Council
- Director of Independent Schools Victoria
- Country Education Department
- Catholic Education Office
- Nillumbik Shire Council – Mayor and CEO very supportive and received some small operational council grants (total \$2500)

## Magistrates' Court Program

The Pat Cronin Foundation Magistrates' Court program provides a sentencing option for assault offenders that benefits both the offenders, and the community in general. The aim of the program is to encourage offenders to take responsibility for their actions and reflect on the impact and consequences of violent incidents. The program provides an opportunity to equip offenders with changed behaviour through learning, reflection, and new understanding.

The program sees offenders attend a minimum of two Be Wise Awareness sessions, allowing their story to be used to illustrate unwise decision-making.

Also there may be opportunity to engage offenders in anonymous research components informing the Foundation's research project.

The Covid-19 situation delayed implementation of this program. However, the delay allowed us to further inform our content, update collateral in line with our asset refresh and build a launch strategy to go live in early 2021 subject to any Covid-19 restrictions.

## 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, our partnership with the Eltham Leisure Centre as the beneficiary of their annual Eltham FunRunWalk event has provided funding to develop our innovative Be Wise App (due for launch in 2020/21)

### The Pat Cronin Foundation would like to thank the following partners:

Barry Plant, Eltham Leisure Centre, NFNL, La Trobe University, Convenience Advertising, Le Pine Funerals, The Advisers Association, Nine Network, 3AW, Whitefriars College.

In addition, we thank other organisations who have supported the Foundation through sponsorships and in-kind assistance including:

Bakers Delight, Max Kirwan Mazda, Roma Caravans, YVE, Dyson Group, Bendigo Bank, Camprint, Marbuilt, MC Labour, Greensborough Osteopathy, GFCA, Alliance Laser Cutting, Xpresso Mobile Coffee Solutions, Blueprint Studios, Tailored Lifetime Solutions, Jellis Craig, M&M Printworks, Pearson Publishing, Minuteman Press Abbotsford, Greenland Audio, Ausign, Lower Plenty Cricket Club, Heidelberg Cricket Club, Ebony Wijnen, David Wingyin and Lisa Stockman.



## Supporters in focus

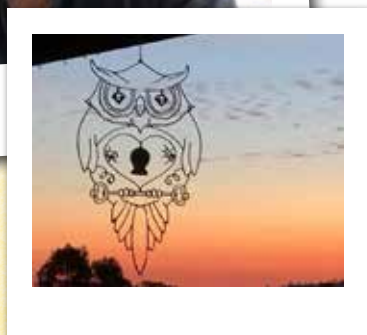
The Pat Cronin Foundation is very fortunate to have so many people assisting us behind the scenes. This annual report simply isn't long enough to name and highlight everyone who helps us out however we would like to share the story of just two of our supporters.

**Darren Cummings** is a friend of the Cronin family and is one of the owners of Alliance Laser Cutting as well as being part of the GFCA group who Matt, Lucas and Pat have camped with for many years.

Darren has been a member of the organising committee for our Walk to the Valley events as well as donating the outside artwork owls for the Foundation. Darren is married to Gabby and they have 2 children, Zach and Kyla.

**Keith Townend** is the General Manager of the business that Matt is a part owner of, Tailored Lifetime Solutions. Keith is a Chartered Accountant and diligently prepares the accounts each month for the Pat Cronin Foundation on a voluntary basis.

This is one of those unsung jobs that needs to be done to ensure the Foundation meets its obligations. Keith is married to Ann and they have 3 children and 5 grandchildren.



## 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.

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 a number of 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 30 supporters of 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 Helliar 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 Gold104.3 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.



# Financial sustainability

Our financial position remains very strong with net assets of \$524,903 and the ability to comfortably cover all expected expenses for the foreseeable future.

The 2nd half of the 2019/20 financial year proved to be challenging from a financial perspective. COVID-19 resulted in lower than expected Be Wise Education sessions at schools, leading to a drop in expected revenue.

We also lost one of our major fundraising events from the cancellation of the Be Wise Ball that was due to be held in May.

Our financial documents show a loss of \$53,700 for the year, but when we factor in one off expenses / investments such as the website and Be Wise App development, the production of the Story Books (revenue for sales falls into 2020/21) and some pre-paid expenses for the Be Wise Ball the overall position would have been a small profit.

Revenue was assisted by Government COVID-19 grants including JobKeeper and PAYG tax credits (\$32,000), an increase in Be Wise Education / Awareness revenue (up by \$26,585) and an increase in fundraising / merchandise sales (up by \$21,752).

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 End the Coward Punch message.

We added to our staff numbers in August 2019 with the appointment of a part time Administration and Marketing Assistant.



NET ASSETS OF  
**\$524,903**  
AT 30 JUNE 2020



BE WISE EDUCATION  
& AWARENESS  
REVENUE UP BY  
**\$26,585**  
(FROM \$17,666  
TO \$44,251)



GOVERNMENT  
COVID-19 GRANTS OF  
**\$32,000**



EMPLOYEE  
HEADCOUNT  
INCREASED BY  
**0.6 FTE**

## Financial statements at 30 June 2020

<b>Statement of Financial Position</b>	<b>2020</b>	<b>2019</b>
Total Assets	\$549,956	\$585,589
Total Liabilities	\$25,053	\$6,986
<b>Net Assets</b>	<b>\$524,903</b>	<b>\$578,603</b>

<b>Statement of Profit or Loss</b>	<b>2020</b>	<b>2019</b>
Revenue	\$281,459	\$366,756
Other Revenue	\$8,103	\$8,788
Depreciation	(\$5,349)	(\$2,037)
Event & Fundraising Costs	(\$70,022)	(\$111,263)
Merchandising costs	(\$15,802)	(\$23,378)
Staff Costs	(\$111,948)	(\$83,888)
Other expenses	(\$70,867)	(\$14,460)
<b>Total Profit or (Loss) for the Year</b>	<b>(\$53,700)</b>	<b>\$122,555</b>

<b>Statement of Cashflows</b>	<b>2020</b>	<b>2019</b>
Receipts from donors & fundraising	\$193,514	\$311,627
Receipts from merchandise, registration & tickets	\$43,694	\$37,463
Receipts from education & awareness sessions	\$44,251	\$17,666
Interest received	\$8,103	\$8,788
Payments made to suppliers & employees	(\$344,327)	(\$272,695)
<b>Net cash provided by operating activities</b>	<b>(\$54,765)</b>	<b>\$102,849</b>

# Our team

## Board



**Matt Cronin**  
Chair

Pat's father, Founding director, Certified Financial Planner



**Robyn Cronin**  
Founding Director

Pat's mother and heart and soul of the Foundation



**Kelly Sexton**

Senior consultant specialising in communications, advocacy, engagement and strategy



**Rick Atkinson**

Certified Financial Planner and former Chair of the AMP Financial Planners Association



**Liam O'Brien**

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



**Jilly Charlwood**

Marketing professional specialising in behaviour change



**Anthony Guy**

Chartered accountant with qualifications in commerce and law



**David Hrovat**

Secondary school teacher

## Staff



**Dr Geoff Smith**

General Manager  
Management and research experience in not for profit sector



**Emma Crupi**  
Marketing and Administration Assistant

Marketing experience to deliver marketing plan and social media growth

## Education Presenters



**Ben O'Toole**

Experienced public speaker and Coward Punch survivor



**Steve O'Malley**

Family friend and anti-violence advocate



**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



PAT CRONIN  
FOUNDATION

📧 [info@patcroninfoundation.org.au](mailto:info@patcroninfoundation.org.au)

🌐 [patcroninfoundation.org.au](http://patcroninfoundation.org.au) ☎️ 0419 508 858

📘 @patcroninfoundation 🐦 @PatCroninPC12

🌐 @patcroninfoundation