

ANNUAL REPORT 2018

Pat Cronin Foundation

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A message from the Cronin Family

The seeds of the Pat Cronin Foundation were sown in April 2016 following the senseless death of Pat Cronin who was killed by a single Coward Punch as he went to assist a mate who was being attacked. Pat wasn't knocked out and he did not hit the ground. The force of that single Coward Punch was enough to fracture his skull which lead to an inoperable bleed in his brain.

Many of our friends and family wanted to rally behind a cause to put an end to the type of senseless death that had been inflicted on Pat and the knock on effect to the family, friends and community.

The Pat Cronin Foundation honours Pat by providing an optimistic voice to awareness, education and research about the coward punch. Helping people feel empowered to make change through wise decisions.

The Pat Cronin Foundation became a registered charity on the Harm Prevention Charities Register in June 2016 and was granted Deductible Gift Recipient (DGR) status in December 2016.

Since 2016 we have been building towards achieving our goals in:

- Awareness
- Education
- Research

The purpose of this Annual Report is to give you an idea of what we have achieved to date and what we have planned for the future.

Our Vision

A society free from Coward Punches



The journey so far

The following is a snap shot of some of our progress so far:

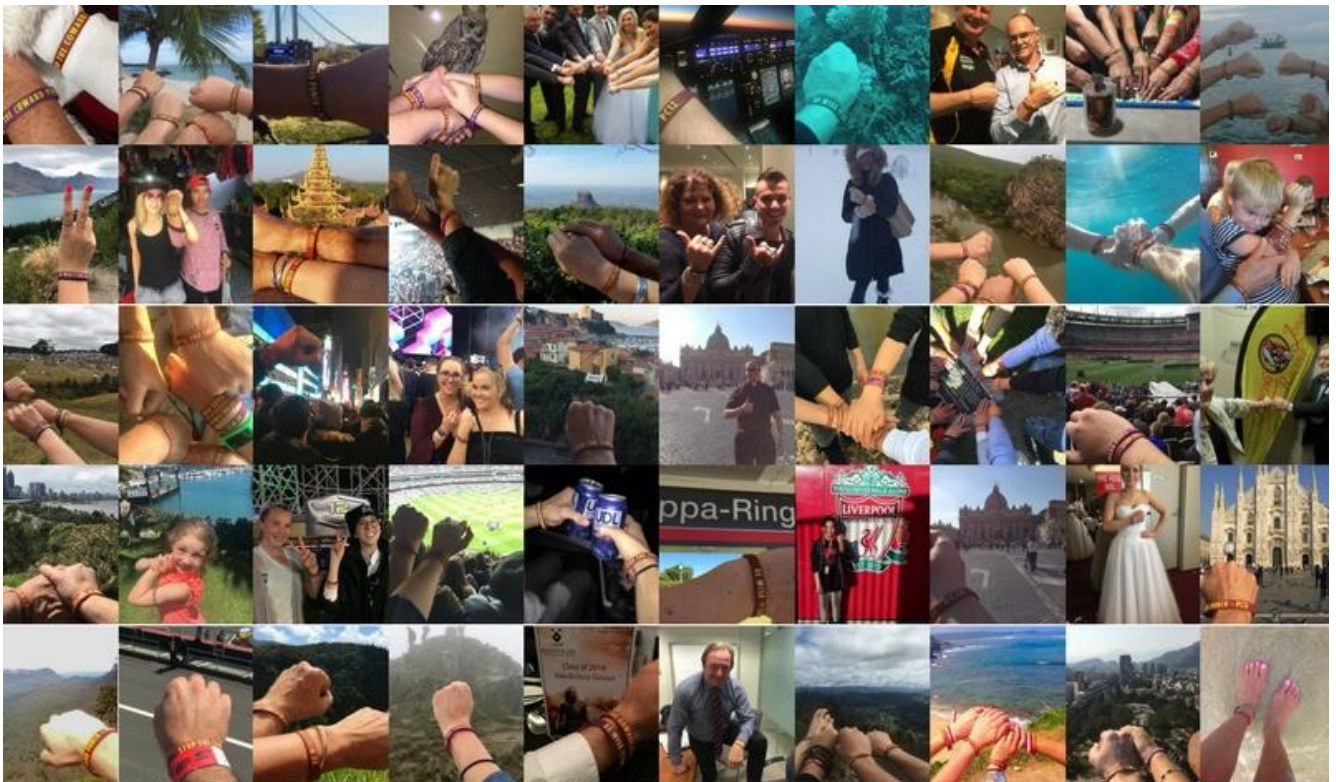
Awareness

Wristbands around the world – spreading the word to Be Wise and to End the Coward Punch

Pat's brother Lucas came up with the idea of our Be Wise. End the Coward Punch wristbands and funded the purchase of the first supply of wristbands. The first batch of wristbands sold out in a couple of days so a further order was made, then another order and so on.

Family and friends wore the wristbands proudly as a sign of support and then one day, one of Pat's former team mates from the Lower Plenty Football Club posted a photo to our Facebook page in front of the Hollywood sign in Los Angeles and a trend was started. Soon we were getting photos sent to us from all over Australia and all around the world.

At last count we have had wristband photos sent to us from more than 50 countries and all seven Continents (including Antarctica) with a theme of spreading the word to Be Wise and to End the Coward Punch.



Pat Cronin Foundation Walk to the Valley

The Pat Cronin Foundation Walk to the Valley was the brainchild of two locals from the Diamond Valley (Luke Anderson and Nick Carlton) who didn't know Pat but they had an idea to do a charity walk to raise much needed funds for local charities. They approached the Pat Cronin Foundation as well as a number of other charities and we were the only ones to respond positively.

The first year (2016) had around 800 people do the challenging walk from Heidelberg to Lower Plenty with fantastic support from both the Heidelberg and Lower Plenty Cricket Clubs. 2017 saw close to 1,500 participate and as we write this report we are well on track to exceed that number for the 2018 walk.

The media attention that this event has attracted helps us enormously to spread our message to Be Wise and to End the Coward Punch.



Our intention will be to continue to grow this event to be a must do on the social calendar.



Pat Cronin Foundation documentary

In August 2016, the Pat Cronin Foundation engaged the services of independent film maker Reuben Street from Blueprint Studios to commission the creation of a documentary to tell the devastating story of what happened to Pat and the impact on his family and friends.

What started as an idea for a 5 minute video turned into a heartbreaking yet inspiring 35 minute documentary that is a must see for anyone.

We have now held a number of public screenings of the documentary and it continues to receive critical acclaim. Snippets of the documentary have been used with our Be Wise Awareness and Education sessions.

If you are interested in hosting a screening of the Pat Cronin Foundation documentary please contact us at info@patcroninfoundation.org.au



**Pat Cronin
Foundation
Documentary
Screening**

MONDAY 4TH JUNE
PLEASE ARRIVE AT 7:30PM FOR THE
FILM TO START AT 8:00PM

FILM RUNS FOR 30 MINUTES AND
AFTERWARDS HEAR AN UPDATE
ON THE FOUNDATION

VILLAGE CINEMAS DONCASTER
619 DONCASTER RD DONCASTER

BUY YOUR TICKETS NOW AT
PATCRONINFUNDATION.ORG.AU

**BE WISE. THERE IS NO EXCUSE
END THE COWARD PUNCH**



Official Launch of the Pat Cronin Foundation – La Trobe University – April 2018

We were very pleased to finally announce the Pat Cronin Foundation to the broader community in April 2018 with the official launch at La Trobe University hosted by Vice Chancellor John Dewar.

A big crowd of supporters and dignitaries attended the launch with a special appearance from our first Ambassador Matthew Richardson.

This was also the first official function to attend for our General Manager, Geoff Smith. Geoff came to us with a background in the Not for Profit sector and he has been a tremendous asset to the Pat Cronin Foundation so far.



Be Wise Awareness sessions

Following the conclusion of the criminal trial for the offender in 2017, the Pat Cronin Foundation no longer had any impediments to talk about what needed to be talked about – change in attitudes towards social violence and putting an End to the Coward Punch.

The first of our Be Wise Awareness sessions were presented by Matt and Robyn during the months of April, May and June at a range of sporting clubs and community groups and the reaction to each session far exceeded our expectations. The level of conversation that the sessions generated was so positive about the need for change. Our message is simple, if this could happen to Pat, it could happen to anyone.

If you are interested in arranging a Be Wise Awareness session at your sporting club or community group please contact us at info@patcroninfoundation.org.au



Media contact

We have in a very short period of time become a voice of reason in matters of social violence and Coward Punch attacks. We are being sought out for comment on such matters by the media – both print and television including:

- Neil Mitchell (3AW) interviews
- John Faine (774) interview
- A Current Affair (Channel 9) story
- Herald Sun – numerous articles
- The Age – numerous articles
- Leader Newspapers – numerous articles
- Seven News
- Nine News
- Eyewitness New
- ABC News



Education

Be Wise Education program trial

We have developed our Be Wise Education program and this was piloted with a small group of recent Secondary School graduates to get their feedback. The target audience for our program is Year 10 to Year 12 students.

The unique aspect of our program is that it has been designed to be presented by the teacher and not a representative from the Pat Cronin Foundation to allow the program to be scalable and sustainable. We provide a resource kit including teacher notes, powerpoint presentation, student workbook and video.

Our program tells the students about Pat and the type of person he was and then group discussion is facilitated by the teacher covering anger and aggression. Snippets of our documentary are included followed by reflection from the students and importantly an action plan is suggested to empower the students to deliver what it means to Be Wise.

Our formal trial of the program is currently underway in three Secondary Schools.

Some quotes from students

'The Pat Cronin incident reminded me of the dangers, associated with fighting'

'This could happen to anybody without warning and can change lives in an instant'

'The coward punch is so wrong and must be stopped so that nobody else has to experience the loss of family or friends'

'I believe that this foundation will be very successful in delivering their message and educating young people of how senseless violence can have consequences'

'Pat Cronin wasn't even in the fight and was attempting to pull his mates out of the brawl and yet he was still struck and unfortunately killed due to a stupid decision'

Primary School Story Books

A good friend of the Foundation has drafted three children's story books aimed at three age groups in Primary Schools. The stories have an anti violence message and what it means to Be Wise from a very early name.

Without giving the story lines away we can say that the main character's name is Patch! We are currently working with a volunteer group from a leading publisher and will have positive news on the development of this wonderful resource in the near future.

Our aim will be to have a set of these books in every Primary School in Australia in the next two years.



Research

Research project being scoped

Pat was studying Health Science at La Trobe University on a Vice Chancellor's Scholarship so it is very fitting that we are partnering with La Trobe University to work on a research program around Coward Punches.

Whilst the project has not yet been defined, we are working with La Trobe on the scope of the research project. Broadly it will be around the reasons why these cowardly attacks happen and what preventative measures can be put in place to reduce or eliminate such behaviour.



Finances

A healthy position but more funds will be needed to achieve our goals

The Pat Cronin Foundation has been prudently managed since inception with our accounts audited each year despite not being required to do so.

For the year ended 30 June 2018 a profit of \$222,277 was achieved (up 23% on the previous year) and the majority of this being generated from donations, fundraising and merchandise.

Our Total Current Assets are just over \$450,000 which provides a good launch pad to allow us to achieve our goals over the short and medium term.

Whilst we are in a healthy position to meet all of our obligations we need to fully develop our funding and fundraising models to ensure long term financial sustainability of the Pat Cronin Foundation.



What's next? The work has only just begun.

Since April 2016 the single most common reaction to Pat's death is that this could have happened to anyone. When we talk about Pat's story we talk about the fact that Pat was a normal kid, from a normal family, from a normal suburb, and if this could happen to Pat it could happen to anyone.

For this reason and in order to meet our intention of honouring Pat, we need to keep 'spreading the word' to Be Wise, that There Is No Excuse for violence of any level and of the need to End the Coward Punch.

Some of our plans for the 2018/19 year are as follows:

Awareness

- Increase the number of Be Wise Awareness sessions at sporting clubs and community groups – to do this we will train additional people who have a personal connection to Pat to deliver these sessions.
- Continue to look for key note address opportunities to tell Pat's story – we will target conferences and corporate training sessions to do this.
- Develop a media / communications plan to ensure that our messages remain relevant in people's minds.
- Rollout our first dedicated advertising campaign with the help of Convenience Advertising to get our Be Wise message into licenced venues across Victoria to begin with.

Education

- Complete our Be Wise Education program trial for Years 10 to 12 and use the feedback to refine our resource package for Secondary Schools. We aim to have at least 50 schools deliver our program by 30 June 2019.
- Fully develop an education program for Years 7 to 9 to fill the need for a solution so desperately being asked for by teachers at these levels. We have already arranged a focus group of interested parties to commence this process.
- Finalise the publication of our three Primary School Age story books and commence the distribution of this valuable resource to Primary Schools across Australia.
- Work together with the Education Department to ensure that our education resources are seen as endorsed resources across all schools.

Research

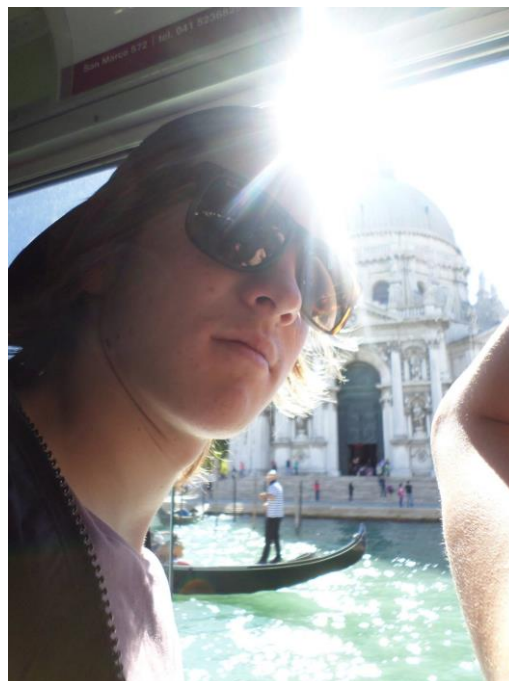
- Finalise the scope of the research project with La Trobe University so work can commence to validate our education and awareness programs.
- Commence a Be Wise Diversion Program trial with the Magistrates Courts in Victoria where violent offenders will be forced to make a donation to the Pat Cronin Foundation, participate in a research program and finally attend one of our Be Wise Awareness sessions to prove their remorse for their actions.

Structure

- Build our Board capabilities by adding Board members to assist us in developing our strategic plans and delivering our goals.
- Add to the team to run the Pat Cronin Foundation in a sustainable manner including but not limited to education expertise, marketing/communications, administrative support.

Finances

- Continue to develop our Funding model (Corporate and Government)
- Build on our Fundraising model (Events, Merchandise, Donations)
- Launch our Be Wise Council as a source of ideas and fundraising. The Be Wise Council will be made up of supporters who want to make a difference.



Our Board

The Board of the Pat Cronin Foundation is made up of a small group of volunteers with passion and commitment to make a difference to put an end to the Coward Punch.

The intention of our Board is to provide leadership and strategy for the Foundation.

We thank our Board Members for their contribution through the year:

- Matt Cronin – Chairman and Founding Director
- Robyn Cronin – Founding Director
- David Kelsey
- Rick Atkinson
- Deb Sukarna
- Robyn Goodwill
- Tom McMahon (resigned February 2018)
- Katrina Wilkins (resigned February 2018)

Our Ambassadors

We have a number of high profile Ambassadors who assist us in spreading the word to Be Wise and to End the Coward Punch and we thank them for their contribution.

- Matthew Richardson – AFL / Richmond Football Club legend
- Kevin Sheedy – Former AFL coach and player
- Greg Davies – Victims of Crime Commissioner
- Andrew Gaze – Australian Basketball legend
- Matthew Keenan – SBS Cycling Commentator
- Jaylyn Robotham – Youth Ambassador – Toyota Series driver



Thanks to our wonderful supporters

As a registered charity we have an obligation to seek tax deductible donations from our supporters of which we have too many to mention here. We would however like to acknowledge the support of a number of businesses / organisations who have been very generous with either a financial contribution or their support otherwise.

Ray White Plenty	Wainscott Financial	Eltham Village Shopping Centre
Bendigo Bank – Valley Financial Services	Camprint	Marbuilt
GFCFA	Apprenticeship Employment Network	Dysons Group
Bakers Delight	Tailored Lifetime Solutions	Jordan Financial Services
PFG Financial Services	Commonwealth Bank	Blueprint Studios
AMP Financial Planners Association	AMP Financial Planning	Whitefriars College
Catholic Ladies College	St Helena Secondary College	Our Lady Help of Christians Primary School
Eltham Leisure Centre	ELC Ultra Beast Crew	Northern Football Netball League
FPS Real Estate	Nelson Alexander Real Estate Greensborough	Lower Plenty Football Club
Jsala Soy Candles	InvestBlue	Strategic Financial Planning



The content in this document is provided for information purposes only and is provided on the basis that all persons undertake responsibility for assessing the relevance and accuracy of its content. We welcome any enquiries in relation to the activities and programs of the Pat Cronin Foundation – info@patcroninfoundation.org.au

Information correct as at October 2018 ©Pat Cronin Foundation

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

Be Wise
There is no excuse
End the Coward Punch



PAT CRONIN
FOUNDATION