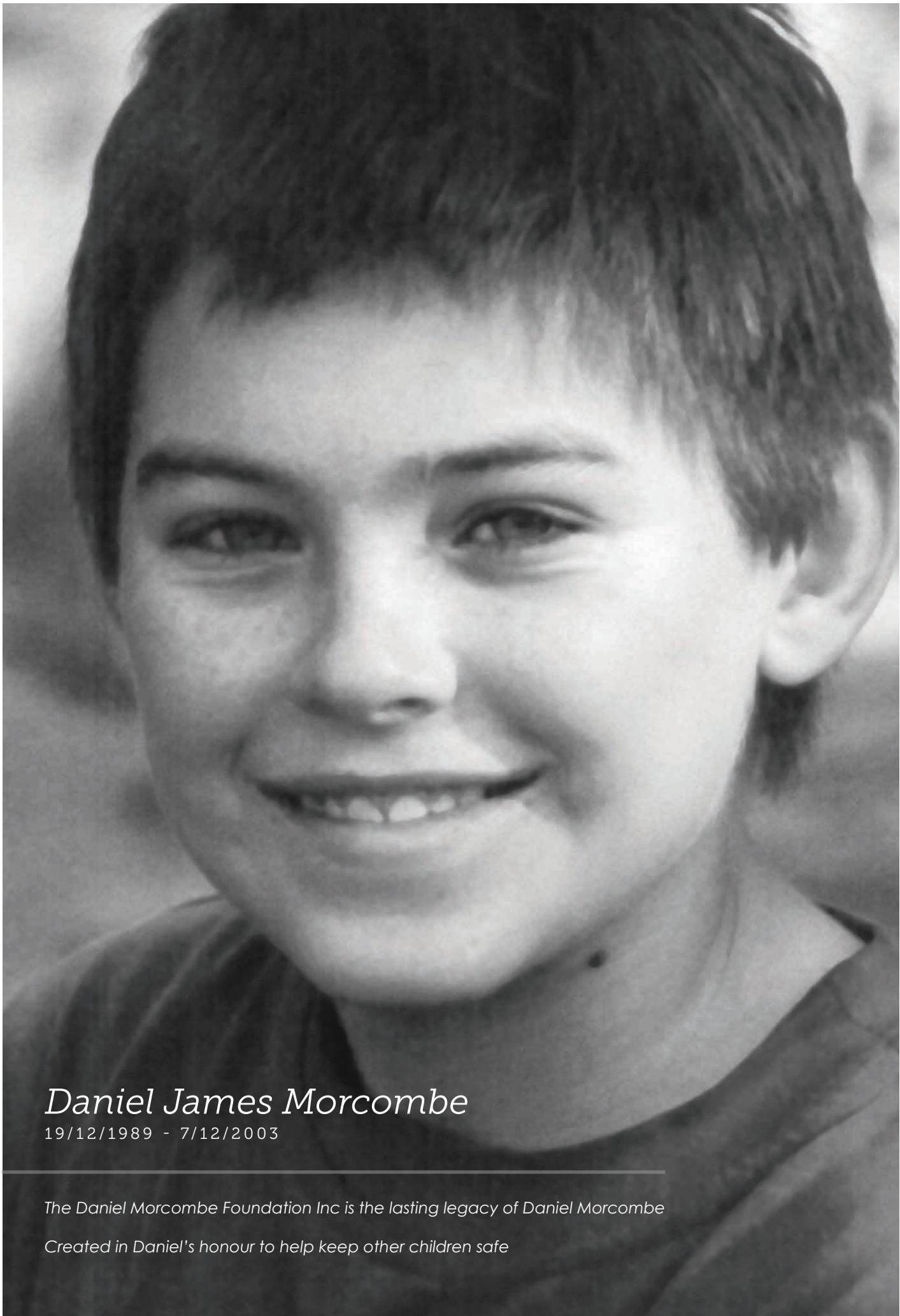




Annual Report
2017 / 2018





Daniel James Morcombe

19/12/1989 - 7/12/2003

The Daniel Morcombe Foundation Inc is the lasting legacy of Daniel Morcombe

Created in Daniel's honour to help keep other children safe

Daniel's Legacy

The Daniel Morcombe Foundation was established in 2005 as a lasting legacy to Daniel. The Foundation was established by parents Bruce and Denise after their son Daniel was abducted and murdered in 2003 on the Sunshine Coast in Queensland. Since then, Bruce and Denise have campaigned to make Australia a safer place for all children.

The Daniel Morcombe Foundation is committed to providing child safety education to children and young people to prevent abuse. We support parents, carers and educators through the provision of resources and education and also directly support young victims of crime.

Table of contents

4	Our objectives
5	Founder's message
6	CEO's message
	Patron's message
7	Chairperson's message
	Our Committee
8	Educating children about safety
9	Supporting young victims of crime
10	Remembering Daniel
11	Supporting families of missing persons
12	Amazing people



Make Australia a safer place for all children

Our objectives are

- 1 To educate children regarding their personal safety (including abduction)
- 2 To assist victims of crime, particularly where crime involves children
- 3 To remember Daniel with suitable child safety community awareness events
- 4 To support the families of Missing Persons particularly where it involves children

We are



Innovative



Evidence Based



Courageous



Collaborative



Sustainable

We will

- Extend our reputation, resources, reach, ability and activities
- Increase our efficiency and effectiveness through leadership, excellence, expertise, purposefulness and collaboration
- Engage and support our relationships with all key champions
- Influence and inform all child safety actions and efforts
- Reflect on our outcomes to improve and excel

Founder's message

Thank you for supporting the Daniel Morcombe Foundation and thank you for never forgetting our son Daniel.

From huge tragedy grows a movement to prevent all child abuse in Australia. Together we can keep kids safe.

Denise Morcombe Bruce Morcombe

Denise Morcombe OAM

Bruce Morcombe OAM



CEO's message

One year on in the role of CEO and it continues to be a privilege to work in my chosen field, prevention of child abuse, in such a well-loved and nationally recognised organisation alongside #TeamDMF.



The year has had many highlights most relating to the stories of people whose lives we have influenced and who have influenced ours in a positive and protective way.

We continue to develop child safety resources, support children and young people who have survived violent crimes and advocate for a safer world for all children. We have work ahead to be able to call ourselves a sustainable organisation as we rely almost solely on donations.

This is an honour as we genuinely continue to exist thanks to our general public and a small group of sponsors. We are thankful. It does make for constant efforts to fund raise and that sometimes seems inexplicable for such an essential and emotional cause.

Thank you for your ongoing support. You are appreciated. Together we make a difference.

Holly Brennan OAM

Patron's message

Every year, Daniel's legacy grows stronger, bigger, bolder and brighter!

Every year, Daniel's legacy grows stronger, bigger, bolder and brighter! I remain enormously humbled to serve as Patron of his Foundation. Bruce and Denise and their dedicated team are always looking for ways to stay relevant and engaged with children and their families.

To go online and deliver the country's biggest ever child safety lesson was strategic and effective, spreading an important message to hundreds of thousands of people. The annual Day for Daniel just keeps growing with communities around the country coming together with the common goal of keeping kids safe. And while helping build a safer future for our children, this year the team's also building a House for Daniel – somewhere young victims of abuse can be counselled and nurtured. Truly outstanding achievements.

What excites me most is the collaboration that's taking place. The Foundation is working alongside Act for Kids. Bruce and Denise are now National Ambassadors for the children's charity and synergy is also growing with Protect All Children Today.

By sharing passion, skills and strategy, the Daniel Morcombe Foundation is reaching millions of children around the country. We'll never know exactly how many little lives have been saved or healed, but I do know for sure, 13 year old Daniel would be mightily proud of what his mum and dad and so many others have achieved.

Kay McGrath OAM





Chairperson's message

Most children and young people live in safe and supportive environments however some will sadly experience child abuse. This may be physical, sexual or emotional abuse, neglect or exposure to family violence.

We have reached our 13th anniversary and are continuing to provide vital information to children, teachers, parents and carers with important tips on how to stay safe online and in the physical world.

Holly Brennan OAM celebrated one year as our CEO and has progressed many exciting new projects and initiatives. Most notable was Australia's Biggest Child Safety Lesson. Over 100,000 students watched the live stream on Day for Daniel.

Day for Daniel 2017 increased in school registrations and continues to play a part in shaping a child safe community, reinforcing that it is the responsibility of all adults to keep children safe. Our relationships with other charities and agencies have continued throughout the year and we have aligned with Protect all Children Today, (PACT) as well as the Australian Federal Police. Together, we supported Missing Persons Week in August and in Child Protection Week last September with "Tour De Tassie" presenting to schools on the Apple Isle.

I was privileged to be part of a fundraising Trek for women in the Flinders Rangers with nine others organised by Act for Kids. Together, we raised important funds to assist our continued commitment to support children who are victims of crime via counselling and educational, sporting and medical needs with our Walk Tall Programme. Bruce and I were also appointed as National Ambassadors for ACT for Kids. Other fundraising activities included Dance

for Daniel in Townsville and Brisbane and Drive for Daniel golf day in Carbrook (organised by the Queensland Travel Industry), all fun events. The Ultra Marathon for Daniel by Billy Tindall and his team was another highlight. Billy completed 1800kms finishing on the Sunshine Coast at Walk for Daniel.

Bruce and my diminished responsibilities at the office, as joint CEO'S, has been challenging and also a time to reflect and to work on our role as Founders. Our exciting new home and counselling facility will be built in the second half of 2018 and is due to open in February 2019. We celebrated the turning of the first sod in May with Kay McGrath, our Patron, and the Hon. Di Farmer, MP, Qld Minister for Child Safety, Youth and Women and Minister for the Prevention of Domestic and Family Violence. Our links and partnerships with government leaders, business people, industry professionals, educators, police and media continue to be strong and vibrant.

Thank you to our committee members, staff and volunteers who are committed to continuing Daniel's legacy and *Keeping Kids Safe*. In particular, I wish to acknowledge Holly for stepping up to the challenge of continuing to shape and grow the Daniel Morcombe Foundation providing a path forward that excites us all.

Keep safe,
Denise Morcombe OAM

Our Committee

Chairperson
Deputy Chairperson
Secretary
A/Treasurer
General Members

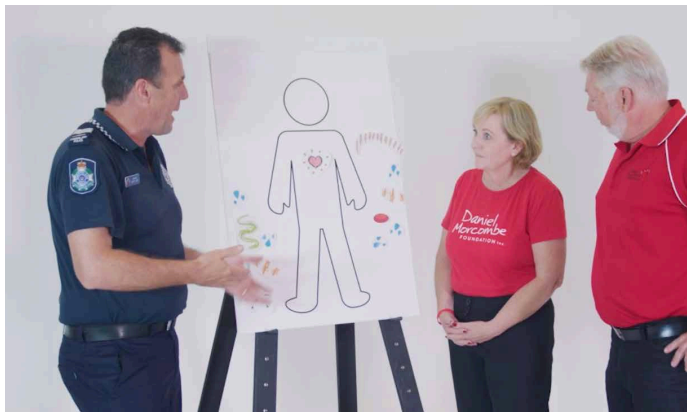
Denise Morcombe OAM
Bruce Morcombe OAM
Dean Morcombe
Bruce Morcombe OAM
Peter Boyce OAM
John Pearce
Tim Ryan



From left, Peter Boyce, CEO Holly Brennan, Bruce Morcombe, Hon. Di Farmer MP, Denise Morcombe, Dean Morcombe, Patron Kay McGrath, Tim Ryan, John Pearce

1 To educate children regarding their personal safety (including from abduction)

As part of Day for Daniel, we entered the brave new world of online broadcasting. We hosted Australia's Biggest Child Safety Lesson. Our vision was to have the largest simultaneous lesson possible. Bruce and Denise shared the messages of Recognise, React, Report with Sergeant Marty Hunt from Police and Citizen's Youth Club (PCYC). We estimate that over 100 000 students watched the lesson on the day.



As we continue to provide education resources at no cost for children and young people, we are proud to announce that our Keeping Kids Safe resources had an update. Written for a diverse range of students from prep to senior years, the suite contains over 20 videos and activities. They are best used as part of a comprehensive

whole school approach to child safety education and are aligned with the following:

- Australian Curriculum, Assessment and Reporting Authority (ACARA)
- Daniel Morcombe Child Safety Curriculum
- Health Promoting Schools Framework
- Respectful Relationships Education

Teachers have access to teacher guides to support classroom delivery and parent/carer resources are available to encourage discussions about child safety at home. Check them out here www.recognisereactreport.com.au

Bruce and Denise personally visited nearly 50 schools and spoke with over 12 000 students across Tasmania and Queensland. Our focus is on schools providing a comprehensive child safety program that the Foundation can supplement as external visitors. Feedback to Bruce and Denise on their child safety lesson demonstrates strong support for them to continue on their tours.

The Daniel Morcombe Foundation also spoke at several conferences and tertiary institutions about #KeepingKidsSafe in Western Australia, Victoria, New South Wales and Queensland. We love building the capacity of professionals to have those empowering conversations with children and young people.

9,300,000
media reach



100,000



students watched Australia's Biggest Child Safety Lesson



2,800 & 400
registered schools & businesses



over 1 million
people participated

#DayForDaniel
trending hashtag

1,200
walked for Daniel



Statistics from 2017 Day for Daniel



2 To assist victims of crime, particularly children

The Daniel Morcombe Foundation is proud to announce that this year we have hit our target: Fundraising and spend 1 million dollars in support of young victims of crime.

We assist young survivors of crime by providing everyday items that contribute to the rebuilding of people's lives after they have experienced abuse.

The Foundation has provided support in various ways including tutoring, stationery, laptops and tablets, bikes, helmets and locks, shoes and clothing, counselling, sports equipment and fees, travel fares and zoo visits.

Stacey's story

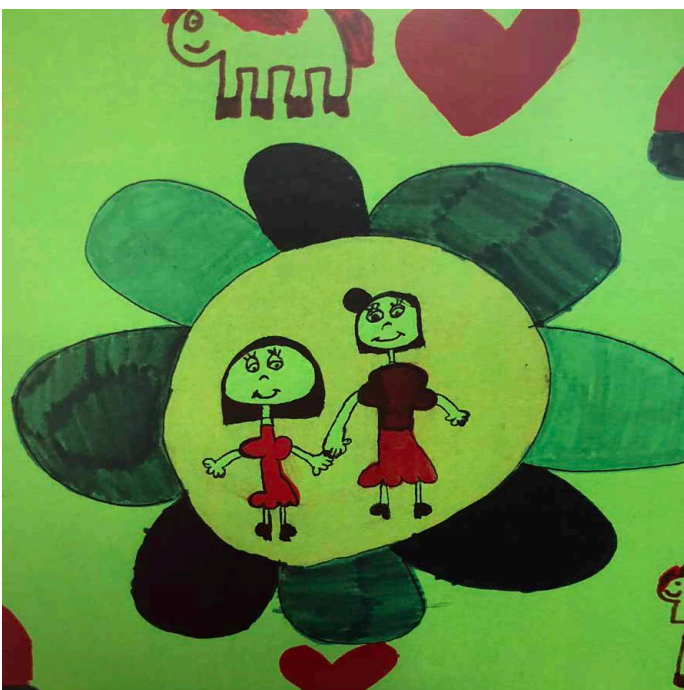
Stacey is a survivor of abuse. Stacey was able to tell someone and get support. Stacey moved into a foster home and her and her step mother Toni, still support each other today.

The Daniel Morcombe Foundation helped Stacey in many ways through her healing journey. She joined us at the Dance for Daniel March 2018 to tell us a little about her experience with the Foundation including how she became an author and illustrator of a book to help other young people.

Walk Tall Counselling Service

As part of our commitment to ensuring healthy outcomes for children and young people, the Foundation fundraises to support the Walk Tall counselling service run by ACT for Kids.

Located on the Sunshine Coast, Caboolture and Ipswich in regional Queensland, the service provides counselling and support for children and young people who have either experienced or are at risk of physical, emotional and/or sexual harm.



3 To remember Daniel with child safety community awareness events

Daniel House



Bruce and Denise, along with the Hon. Di Farmer, Minister for Child Safety, Youth and Women, turned the first sod at a Ground Breaking Ceremony in Palmwoods on May 9 2018, with over 50 invited guests. The building, when complete, will be named Daniel House. It will be the Foundation's administrative hub and will include the Walk Tall program which provides free counselling and support for young survivors of crime.

The Queensland State Government provided \$900,000 in capital works funding to help complete the build. Murphy's Builders have been engaged as the contractor to oversee the project.

Local businesses from the Sunshine Coast have also been very generous in contributing, making this very much a community project. Daniel House has been a decade long dream and this facility will ensure Daniel's legacy lives on.

Walk for Daniel



Walk for Daniel takes place annually on the Sunshine Coast to launch Day for Daniel. It's the walk that Daniel never finished and is a way that we can remember Daniel and continue to promote the importance of education about personal safety for children and young people. This year's walk was attended by 1200 people, including representatives from all levels of government across a variety of parties as well as local celebrities including members of the Sunshine Coast Lightning team.

Dance for Daniel



Emotions ran high several times during the evening at Brisbane City Hall in March as speakers remembered Daniel and thanked Bruce and Denise for their ongoing efforts helping communities across Australia.

The 13th Dance for Daniel raised over \$70 000 towards supporting children and young people to be safe.

Thank you to Kim Skubris our MC Extraordinaire, Swagamama the dance troupe with a difference, Big T and his vocal power, Dave Hughes and his laconic wit, Justin Vievers our wonderful auctioneer and the Kimberley Alexis Band who filled the dance floor.

In Townsville, Dance for Daniel was held in October. More than 350 people honoured Daniel and made Bruce and Denise Morcombe feel like royalty for the work they do keeping kids safe.

Ultra Marathon for Daniel



Billy Tindall's efforts left us in awe, running 1800km from Melbourne to the Sunshine Coast. His dedication and commitment to supporting the Foundation has been inspiring to us and we are grateful. Billy arrived back on the Sunshine Coast in time to join us for Walk for Daniel where he pounded the pavement for another 4kms. A simply amazing effort and thanks again Billy and your fantastic support crew.

4 To support the families of Missing Persons particularly children

A national child abduction system known as an Amber Alert was launched this year in Australia. The alert system, which flashes urgent information about missing children via Facebook, is the culmination of a campaign to which the Daniel Morcombe Foundation is proud to have contributed.

The alert via Facebook has strict criteria which means only urgent cases where a child is at risk of death or serious injury and there is information, such as a registration

number plate, that can help locate a child, will be used. The Amber Alert is shared within an approximate 160 km radius of where the child has gone missing.

The Daniel Morcombe Foundation is proud to be part of this initiative. It is great to think about social media in a helpful light. There are over 15 million Facebook users across Australia and it could act as a vital resource to reunite children with their families.



NATIONAL LAUNCH OF
FACEBOOK AMBER ALERTS

Amazing people and businesses

Supporters

Without the support of many individuals, communities and businesses we would not be able to achieve all that we do. Your support comes in such varied and innovative ways. It is your time, your skills and your commitment to improving the lives of children and young people that keeps us going. We thank you all for the valuable contributions that you have made to the Daniel Morcombe Foundation.

Community

9 Cares
10 Hastings Boutique Motel & Café
Acres Noosa
ARIA Brisbane
Assist First Aid
Aussie World
Austral Business Machines
Australia Zoo
Avis Car & Truck Rental
Maroochyodore
A-Z Pools
Barcoo Photography Blackall
Bidfood Australia
Big Pineapple Corp
Billy Tindall
Brady's Fruit Barn
Brisbane City Council
Buderim Ginger Limited
Bunnings Maroochyodore
Butler McDermott Lawyers
Caloundra Music Festival
Casper Jumping Castles
Cooroy Mountain Spring Water
Craiglea Stud
Crown Bet
Daniel Morcombe Kids ID Alert - Townsville
Dave's Transport
Donna Gibb
East Coast Traffic Services
Eckersley's Kawana
Epicure at Brisbane City Hall
Evergreen Tours
Fantaseas Houseboat Holidays
Flipbelt Australia
Float Noosa
Freedom Fuels
Fresh Meats
Global Production Services
Hairypants Photography
Hilton Hotel Surfer's Paradise
Homebodii
IGA Woombye
IKEA North Lakes
Jeff 'The Hornet' Horn
Kara Rosenlund Photographer
Kim Skubris
Kuluin Butcher
Kookaburra Showboat Cruises
Lago Cold Stores
Lexus Brisbane
Lions Club
LOD Promotions
Mad Dance House
Maleny Dairy Farm
Maroochy River Golf Club
McGrath Estate Agents
McGuire's Hotels

Melbourne Storm
Mel Watt Photography
Melissa Doyle
Mini Nanny Agency
Mister Minute Sunshine Plaza
MIX FM
Mocka Toys
Novotel Brisbane Airport
Opera Queensland
Ofium Group
Palmwoods Cricket Club
Palmwoods Police
Palmwoods Rugby League
Pan Macmillan
Peppers Noosa Resort & Spa
Philcomm
Project 365
PW Foundation Pty Ltd
Qld Ballet
Qld Dep. of Communities
Qld Education Department
Qld Police Service
Radisson Sydney
Ralph Rogers
Rapid Relief Team
Remondis
Ross Eason Photographer
Scott Christensen Seascapes
Senator Derryn Hinch
Seven Network Limited
Shane Webcke
SkirtSportsSPS Audit
Suncoast Christian College
Suncoast Church
Sunshine Coast Churches
Soccer Association
Sunshine Coast Community
Sunshine Coast Council
Sunshine Coast Daily
Sunshine Coast Lightning
Sunshine Coast Turf Club
Tangalooma Resort
Taronga Park Zoo
The Big Kart Track
The Blue Room Cinebar
The Caxton Hotel
The Good Guys
The Gosling Foundation
The Marriot Surfer's Paradise
The Mecure & Pullman King
George Square
The Sit Down Comedy Club
The Spirit House
The Wales Family Foundation
Token Management
Townsville Dance for Daniel
Transdev
Travel Team
Trent's Lawn Mowing
- Sunshine Coast
Ultimate Shower Screens
Ultra Marathon for Daniel
Vick Pattison
Village Roadshow
Vodafone Messaging
We Meat Again Butcher
Western Australian Police
- Mud Run
Wide World of Sports
Wildlife HQ
WIN Corporation
Woodford Folk Festival
Woolworths
Woombye Bakery
Woombye Butcher

Partnerships

Act for Kids
Australian Federal Police
E-Safety Commission
Protect All Children Today (PACT)
Positive Schools Australia

Awards

2018 Joint Winners, Bruce and Denise Morcombe | Sunshine Coast Australia Day Awards
Citizens of the Year

2018 Winner | Sunshine Coast Australia Day Community Group/Organisation Award

Morky Awards

Billy Tindall
Julianne Cork
Neil Carrington

Staff

Holly Brennan OAM
Georgia Grayson
Georgina Livingstone
Tracey McAsey
Johanna Moberg
Robin Sherwell

Volunteers

Sandra Cathcart
Marilyn Chew
Gail Davies
Susan Day
Queensland Department of Communities, Child Safety and Disability Services
Naomi Fox
Garry Gibson
Rebecca Ledgard
Brenda McFadzen
Kayla Monckton
Johannah Morris
National Australia Bank
Stephen Parr
Janelle Poole
Shelley Stalk
Bernadette Strow
TAFE QLD East Coast
Sharna Taylor
Cara Thornton
Justin Veivers
Charlie Wetere
Greg Williams

Committees

Queensland Child Protection Advocates
Queensland Child Protection Week Committee
Queensland Government Bus Safety Forum
Sunshine Coast Child Protection Week Committee
Victorian Child Awareness and Prevention Group Department of Education

Submissions

Inquiry into improving the delivery of respectful relationships and sex education relevant to the use of technology in Queensland state schools - August 2017
National Framework for Protecting Australia's Children 2009 - 2020
Proposed focus and scope of the Fourth Action Plan 2018 - 2020 - March 2018
Queensland Anti Cyber Bullying of Young People Taskforce - June 2018
Queensland Sentencing Advisory Council: Sentencing for criminal offences arising from the death of a child - June 2018

Disclaimer: All care was taken in compiling this document. Sincere apologies if we have neglected to thank or acknowledge a contribution.

Corporate Sponsors & Grants





Daniel
Morcombe
FOUNDATION

Keeping kids safe!