



# Annual report 2024-25

**Our Watch**

**OurWatch** Preventing violence  
against women



# Contents

- 4 | From the Chair
- 6 | From the CEO
- 8 | About Our Watch
- 10 | Our Watch Strategic plan 2024–2029
- 12 | Goal 1: Growing knowledge
- 22 | Goal 2: Inspiring action
- 32 | Goal 3: Leading for impact
- 42 | Goal 4: Strengthening performance
- 46 | Our Watch Institute
- 48 | Our governance
- 49 | Our members
- 50 | Corporate partners and supporters
- 52 | Financial report

**Acknowledgement of Country**

Our Watch acknowledges the Traditional Owners of the land across Australia on which we work and live. We pay respects to Elders past and present and recognise the continuing connection Aboriginal and Torres Strait Islander people have had to land, culture, knowledge and language for over 65,000 years.

As a non-Aboriginal organisation, Our Watch understands that violence against Aboriginal and Torres Strait Islander women and children is an issue for the whole community. As highlighted in Our Watch’s national resource *Changing the picture*, the evidence clearly shows the intersection between racism, sexism and violence against Aboriginal and Torres Strait Islander women.

Our Watch has an ongoing commitment to the prevention of violence against Aboriginal and Torres Strait Islander women and children, who continue to suffer from violence at a significantly higher rate than non-Aboriginal women.

We acknowledge all Aboriginal and Torres Strait Islander people and organisations who continue to lead the work of sharing knowledge with non-Indigenous people and relentlessly advocate for an equitable, violence-free future in Australia.



## From the Chair

# Imagine a world free from violence against women and their children.

**A world where women and their children are safe, equal and free from violence.**

**The horrific reality is that in Australia, violence against women is a national crisis and has been for some time. It is a complex and prevalent global problem with devastating and widespread impacts.**

Our national shame is reflected in the particularly high rates of violence against Aboriginal and Torres Strait Islander women and children. We all have a responsibility to take action and challenge violence-supportive attitudes and behaviours in every postcode, setting and community.

Violence against women takes many forms including intimate partner violence, sexual assault, workplace harassment and coercive control.

Violence occurs in the home, in workplaces, in social settings and public spaces, in institutions, systems and online. Women face violence on the streets, public transport and in our families. It's often compounded by racism, transphobia, discrimination and ageism. It includes many types of

abuse, but most in our nation believe it is unacceptable and want to be part of the solution.

Violence is both a symptom and cause of gender inequality. Inequality is at the heart of the problem and therefore must be at the centre of the solution. For all women and children to be safe, they must be equal, respected and their lives valued. We believe that a safer, more equal society is possible.

Primary prevention means stopping violence against women before it starts. Every day Our Watch works towards our vision of a nation where women and their children live free from all forms of violence. We are Australia's leader in the primary prevention of violence against women and we take that responsibility seriously.

We work in partnership with governments, private sectors and large institutions to support them to create the conditions for change.

We regularly meet with government and sector stakeholders to lead primary prevention discussions and to amplify the social change that is happening on the ground in communities across the country.

In the last year, we were particularly proud to support the South Australian Royal Commission into Domestic, Family and Sexual Violence and the development of the New South Wales Government's first primary prevention strategy.

Trust and respect for those doing the work have always been key priorities for Our Watch. We have increased stakeholder engagement mechanisms including national and state-based roundtables, as well as formal partnerships with key organisations using our *Relationship framework*.



For all women and children to be safe, they must be equal, respected and their lives valued

Prevention has to be done in partnership and we acknowledge the dedicated practitioners in many settings across our communities who face complex challenges in doing this work, often experiencing significant backlash and resistance.

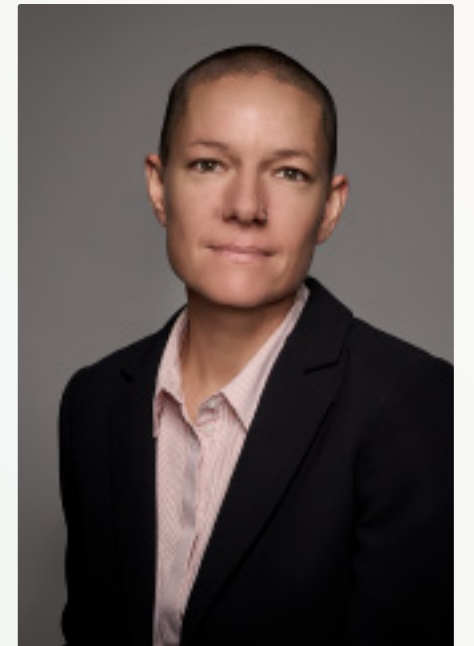
I sincerely thank everyone who has contributed to the prevention of violence against women and children and to Our Watch's work over the last year.

Thank you to the Our Watch Board for their steadfast commitment to good governance and future planning for the organisation. Thank you to Our Watch Chief Executive Officer Patty Kinnersly for her passion, focus and drive in leading this critical work and thank you to Our Watch staff for their ongoing dedication to contributing to change.

This annual report highlights some of the life-changing work of the amazing team at Our Watch.

### **Moo Baulch OAM**

Chair, Our Watch





## From the CEO

# This past year was marked by resilience, collaboration and meaningful impact.

**I'm incredibly proud of our team's ability to stay focused on our strategic priorities while driving exceptional engagement with our key partners.**

**A year into our *Strategic plan 2024-2029*, Our Watch is making strong progress towards achieving our bold strategic goals and moving closer to our vision of an Australia where women and their children live free from all forms of violence. But we know this is not work that can be done by one organisation alone.**

Across the country, governments, educators, workplaces, sporting codes, community leaders and advocates are working tirelessly to stop violence before it starts. Together, we are building a shared movement for change.

Our role at Our Watch is to strengthen and connect that movement – generating knowledge, building capability and influencing the systems and structures that shape attitudes and behaviours.

In 2024-25, we grew knowledge of primary prevention through training and webinars, and via publications on topics including respectful relationships education, and men

and masculinities. We ventured into new settings to ensure prevention work reaches every community, including early childhood, faith and multicultural communities.

We have also continued to inspire action and influence change through collaboration – with sport, higher education, workplaces, media and others – showing what prevention looks like in practice.

Across the country, community-led organisations are driving vital primary prevention efforts to stop violence before it starts. There is so much breadth and value in prevention initiatives nationwide and I'd like to recognise and thank organisations around the country leading this work.

We are especially proud to have established an Aboriginal and Torres Strait Islander Strategy directorate, ensuring our work is grounded in self-determination and cultural strength.

Work is also underway to develop a new framework that supports prevention efforts for LGBTIQ+ communities. These are important steps toward ensuring that prevention is inclusive and equitable for everyone.

Meaningful and enduring partnerships with the primary prevention sector, governments, community leaders and influential organisations continue to be essential to prevent violence against women and children.

We are grateful for the expertise and partnership of organisations such as Rainbow Health Australia, Multicultural Centre for Women's Health, Jesuit Social Services and Nossal Institute for Global Health, along with many others who share our vision. We also value our partnerships with Commonwealth Bank, Mimco, AFL, Goodman Foundation, Minderoo Foundation, Monash University and Victoria University, whose commitment helps bring prevention to new audiences.



Our Watch's work is underpinned by strong relationships with our members – the Australian Government and all state and territory governments. Our work is also inextricably linked to the work of others. I thank the Domestic, Family and Sexual Violence Commission, the eSafety Commissioner, the Office for Women, ANROWS, the Workplace Gender Equality Agency and the Australian Human Rights Commission for their work and support.

We recognise the victims of violence and the strength of victim-survivors. It is for them we do this work, together with our sector colleagues in early intervention, crisis response and recovery. Our joint expertise is needed to end violence against women.

I would like to thank the Our Watch Board for their commitment and guidance, the Executive team for their leadership and every staff member for their hard work and dedication towards achieving Our Watch's strategic goals.

This report demonstrates not only what Our Watch has achieved, but what can be achieved when the entire community works with shared purpose towards lasting equality and safety for all.

**Patty Kinnersly**  
CEO, Our Watch





# About Our Watch

**Our Watch’s vision is an Australia where women and their children live free from all forms of violence.**

| THE ISSUE

**Violence against women in Australia is a serious issue. And not all women experience violence equally.**

Factors like racism, ableism, homophobia and other forms of discrimination all impact women’s experience of violence.

**The good news is that preventing violence against women is possible.**

| OUR SHARED VISION

**Our shared vision of an Australia where women live free from all forms of violence requires 3 kinds of expertise:**

1. Crisis response and recovery
2. Early intervention
3. Primary prevention

Our Watch is Australia’s national organisation for the primary prevention of violence against women.

DRIVERS OF VIOLENCE

DRIVER 1

Condoning of violence against women.

DRIVER 2

Men’s control of decision-making and limits to women’s independence in public and private life.

DRIVER 3

Rigid gender stereotyping and dominant forms of masculinity.

DRIVER 4

Male peer relations and cultures of masculinity that emphasise aggression, dominance and control.

| PRIMARY PREVENTION

**Primary prevention is about stopping violence against women before it occurs by changing the attitudes, structures and power imbalances that enable this violence.**

Australia’s national framework for the prevention of violence against women, *Change the story*, demonstrates that gender inequality sets the underlying context for violence against women.

The ‘drivers of violence’ above are the 4 factors that most consistently predict or ‘drive’ gender-based violence. When these factors are a ‘normal’ part of society, so is violence against women.

| WE WORK TOGETHER

**It’s our role to prevent violence by embedding gender equality everywhere we live, work, socialise and learn, both in person and online.**

Because the drivers of violence play out at every level of society, primary prevention activities also need to be implemented at every level of society.

That’s because violence against women is not only an individual problem, it is a social problem. We all make choices in a social context, including men who chose to use violence. And it’s the social context of this violence that primary prevention works to change.

That’s why we are committed to fostering meaningful partnerships with organisations and communities who share our vision for a violence free future. A crucial part of our role is to upskill, grow and share knowledge that helps primary prevention work to thrive.

There is no single solution to violence against women. It takes action and collaboration at every level of our society, from individuals and communities through to businesses and governments.

All of us, working together towards a future where everyone can live safe, happy, productive lives, free from all forms of violence.



# Our Watch Strategic plan 2024–2029

## | OUR VISION

An Australia where women and their children live free from all forms of violence.

## | OUR ROLE

To stop violence before it starts.

### Goal 1: Growing knowledge

**We build, share, and connect organisations, communities and governments to knowledge and evidence to support change.**

#### OBJECTIVE 1

We build and strengthen prevention evidence and knowledge.

#### OBJECTIVE 2

We test, evaluate, and monitor prevention evidence, activity and impact.

#### OBJECTIVE 3

We share and translate evidence and knowledge to make it accessible and impactful.

### Goal 2: Inspiring action

**We create transformation by inspiring organisations, communities and governments to act.**

#### OBJECTIVE 4

We lead a national conversation that inspires change in attitudes and behaviours.

#### OBJECTIVE 5

We motivate more people to take action across settings including workplaces, tertiary education, sport and media.

#### OBJECTIVE 6

We work to increase the skill, size, diversity and connection of the prevention sector.

### Goal 3: Leading for impact

**We lead, coordinate, and collaborate with organisations, communities and governments to amplify impact.**

#### OBJECTIVE 7

We contribute to and support effective prevention infrastructure.

#### OBJECTIVE 8

We provide governments with the evidence and support they need to lead prevention and address the drivers of violence against women.

#### OBJECTIVE 9

We partner with and learn from Aboriginal and Torres Strait Islander, LGBTIQ+, migrant and refugee and disability organisations and communities in our collective prevention efforts.

### Goal 4: Strengthening performance

**We are a thriving, high-performing, values-led organisation.**

#### OBJECTIVE 10

We continuously improve our systems and processes to support the quality of our work and allow our people to excel.

#### OBJECTIVE 11

We invest in, support, celebrate and create a culturally safe workplace for our people.

#### OBJECTIVE 12

We have robust financial approaches and governance systems that support our work into the future.



## Goal 1: Growing knowledge

# We grow primary prevention knowledge.

**We do this by building, sharing and connecting organisations, communities and governments to the knowledge and evidence they need to support change.**

Growing primary prevention knowledge involves building and strengthening the evidence that helps people take action to prevent violence against women.

### OUR IMPACT

7,413

participants in Our Watch engagement and capacity building activities.

257

activities including training, webinars, presentations, communities of practice, forums and other events.

167

post-activity surveys collected with a total of

1,847

survey responses.

**It's our role to evaluate and monitor what's working to prevent violence. We translate this knowledge into practical tools and information that support people to take action in their own sphere of influence, whether that's in families, communities, media, workplaces or sporting clubs.**

In 2024-25, we engaged with organisations and individuals from the prevention sector, workplaces, education, media, sport and more.

**"Our Watch has made a phenomenal difference to my ability to articulate the importance of intersectionality in primary prevention practice;** my knowledge and confidence to discuss has improved a lot! I'd never come across a gender impact assessment or intersectional impact assessment before reading *Putting the prevention of violence against women into practice* and I'll use these tools for the rest of my life now!"

Our Watch stakeholder

## Our Watch makes a difference

**"The network meetings I participate in are invaluable.** It can be quite isolating doing primary prevention, particularly when our service delivery is focused on crisis support and case management so to have a place to connect, learn and share with others doing primary prevention is so important."

Our Watch stakeholder

**"The thing I rely on most from Our Watch is the frameworks and resources.** I have used the new masculinities resources to help build my understanding and navigate a new partnership involving work with men. I have used *Changing the landscape* in building internal understanding about what an accessible and disability inclusive approach to our work might mean and look like. In both instances, I used the resources to help my own understanding so I was better prepared to engage in conversations about these subjects when in conversations with colleagues."

Our Watch stakeholder





Changing the picture training at Women's Safety Services of Central Australia

## Learning and engagement across Australia

Our Watch is building the confidence of the Australian community to take action to address what drives this country's high rates of violence against women.

We do this by growing the knowledge, confidence and skill of people through training, webinars, presentations, communities of practice and forums about primary prevention. These activities inspire people to take action against violence where they live, work, rest, play and learn.

Our training is not only well attended, it is transformative. Participants consistently report increased confidence, deeper understanding and readiness to take action.

In the last year, after participating in training by Our Watch:

- **79%** of participants rated their increase in knowledge as moderate or major.
- **76%** of participants rated their increase in skills as moderate or major.
- **76%** of participants rated their increase in confidence as moderate or major.

**Three out of 4 people walk away from Our Watch training feeling more knowledgeable, skilled and confident to take action to prevent violence against women.**

## Change the story training

Australia's national framework for the prevention of violence against women, *Change the story*, provides a shared blueprint to guide national prevention efforts in a strategic and focused way.

Our Watch delivers training on *Change the story* and the drivers of violence against women, equipping participants with the knowledge and skills they need to lead prevention efforts in their own communities, workplaces and groups.

In February 2025, Our Watch delivered 3 consecutive days of training in Tasmania about the *Change the story* framework. Each day, 29 practitioners took part, representing women's legal services, family, domestic and sexual violence response services, and other non-government organisations.



Change the story training

The *Change the story in action* training guides participants through project planning and creative pitching of primary prevention initiatives. In the training we celebrate creativity, cross-sector collaboration and networking, while also equipping attendees with a suite of practical tools to advance primary prevention at every level of society.

At the end of the training, small groups developed a comprehensive project plan to prevent violence against women in each of the case studies. Two groups reported strong motivation and a high likelihood of implementing their plans within their current roles and organisations.

The training supports practitioners to engage in collective, preventative solutions for the complex problems associated with gendered violence that they are often repeatedly responding to in the course of their work. At the end of the training, several people commented that "they are inspired and hopeful after this experience", a testament to its energising and community-building effect.

Survey feedback from various *Change the story* training includes:

"I thought I was informed and aware having worked in many sectors requiring a trauma-informed approach and awareness of the impact of [gender-based violence.] **Today showed me how much I had to learn and how to broaden my thinking.** [The facilitators] were knowledgeable and warm in the delivery. I would recommend this training to anyone who is working to understand more about violence against Australia."

"**Presenters are excellent.** Our Watch research base is excellent and best practice."

"Loved the workshop. **Great facilitators and they engaged very sensitively with the participants.** So very valuable information. Thanks Our Watch."





Respectful relationships education in the classroom



New respectful relationships education blueprint

## Respectful relationships education

By teaching respect and equality in the classroom, we give the next generation the chance to build safer, fairer futures for everyone. Respectful relationships education is a holistic approach to school-based prevention of gender-based violence.

It uses the education system as a catalyst for generational and cultural change by engaging schools, as both education institutions and workplaces, to comprehensively address the drivers of gender-based violence and create a future free from violence.

## Respectful relationships education blueprint

Our Watch plays an important role in respectful relationships education across Australia, working in partnership to develop and share the evidence base, supporting policy development and implementation in several states and territories across all school sectors, and facilitating information sharing and coordination of policy and practice across governments and school sectors.

In May 2025, Our Watch launched a blueprint for policy and decision makers outlining how to successfully implement, coordinate and monitor an evidenced-based approach to respectful relationships education across Australian education systems and school sectors.

*Respectful relationships education: A blueprint for preventing gender-based violence through education systems* emphasises establishing strong foundations and clear actions for governments to ensure schools are supported to embed respectful relationships education to help prevent gender-based violence before it starts.

We have worked extensively with governments to support implementation of respectful relationships education nationally, and have provided briefings on the blueprint to government and non-government stakeholders across jurisdictions, receiving positive feedback about its effectiveness:

**"The clarity and support that the blueprint provides the Department as we implement the Australian Government's Consent and Respectful Relationships Education measure is invaluable. We are particularly grateful for guidance and leadership to ensure a nation-wide approach is consistent and evidence-based to ensure effective implementation and positive outcomes."**

Hon Blair Boyer MP, South Australian Minister for Education, Training and Skills



Michael Jenkins, Acting Principal at Yarrunga Primary School

## Respectful relationships education in action

At Yarrunga Primary School in Wangaratta, Acting Principal Michael Jenkins has seen first-hand how respectful relationships education (RRE) is transforming the classroom. Students are kinder, more cooperative and behaviour has improved.

**"I think one of the really powerful things RRE does is that it builds emotional literacy and emotional intelligence in young people."**

Young people are not always aware of how their behaviour can impact other people and they are often mimicking behaviours that they think are OK and it has gone unchallenged.

Our school provides a safe place to support them to discuss these things.

RRE also helps young people know what to do when they're not travelling well, or feeling good within themselves. Rather than just dealing with it alone, they learn what they can do to address the issues, such as seeking help if they need it from a trusted adult.

At times it can be challenging for the teachers to discuss different topics, and they can be anxious that the students will be really silly, but my experience has been that young people are really interested and engaged.

RRE is a very important part of what we do, but it's not a magic wand, it's a process and it takes time. We need to make sure we are role-modelling the things we are teaching, such as leading with respect and being reflective on your own behaviours.

The reality is that we are teaching young people how to be good young people in the world, and respectful relationships education is a key part of that."



Our Watch staff Dr Emma Partridge and Renata Field give evidence at the NSW Inquiry into the impacts of harmful pornography

## Impact of pornography on young people

In November 2024, Our Watch responded to the NSW Government's [Inquiry into the impacts of harmful pornography on mental, emotional and physical health](#).

The submission identified a range of potential areas and measures to guide government action. It identified respectful relationships education as a priority, alongside regulatory approaches and the need for cross sector collaboration to prevent the harmful impacts of pornography.

The [Impact of pornography on young people](#) report was developed to support our submission and summarises the findings of an online survey Our Watch commissioned to explore young Australians' attitudes to pornography.

Key findings showed that the average age participants first saw pornography was 13.6 years (young men: 13.2, young women: 13.9) and that 31% of young people surveyed reported watching pornography as a form of sex education, even though many know it is not a good way to learn about sex.

The report also highlighted key priorities for governments across Australia to consider as part of their role in addressing the harmful impacts of pornography on children and young people.

There was significant interest from the media in the report, with 178 stories appearing in print media. The report also featured as part of podcasts, and across Instagram and YouTube, **reaching a total of 3.8 million people.**





Violence against women and girls with disabilities is a preventable violation of human rights



Changing the landscape webinar

## Preventing violence against women and girls with disabilities

Violence against women and girls with disabilities is a prevalent, serious and preventable violation of human rights. In 2022, Our Watch and Women with Disabilities Victoria developed *Changing the landscape*, an evidence-based framework to prevent violence against women and girls with disabilities.

In December 2024, Women with Disabilities Victoria and Our Watch partnered again to co-deliver a webinar titled *Changing the landscape – new resources for preventing violence against women and girls with disabilities*. Designed for those working in primary prevention, the session introduced newly-developed practice resources that have been translated from the *Changing the landscape* framework by Women with Disabilities Victoria and Our Watch.

The event prioritised the voices of people with lived experience, featuring a diverse group of expert MCs, panellists and guest speakers.

Strong interest in the webinar reflects the growing commitment within the prevention sector to build capacity and drive change. The session attracted 117 attendees, with an additional 215 registrations. Since then, the recording has received a further 243 views on YouTube.

Participants shared positive and thoughtful feedback about the webinar, including: "Understanding the principles and how to apply them, as well as learning about resources from other organisations, was so useful. I especially appreciated the inclusion of lived experience throughout."

The webinar marked an important step in supporting prevention practitioners to act and embed intersectional, disability-inclusive approaches in their work.

"Women's Health Grampians was honoured to speak on the panel for the *Changing the landscape: new resources for preventing violence against women and girls with disabilities* webinar. As one of Victoria's rural women's health services, we shared how we use the *Changing the landscape* resource in our prevention program, *Accessibility for all*. We discussed our work with CoRE (Communities of Respect and Equality) member community groups and organisations, **focusing on action that is inclusive of women with disabilities across the Grampians region.**

It was a wonderful opportunity to collaborate with Our Watch and Women with Disabilities Victoria to demonstrate how we work and support each other to prevent violence against women with disabilities."

Carly Myers OAM, Gender and Disability Advisor, Women's Health Grampians



Production of Men in focus videos

## Men and masculinities in primary prevention

Men's violence against women occurs across all levels of society, in all communities and across cultures. While not all men perpetrate violence against women, all men can – and should – be part of the solution.

It's vital that we are working with men and boys to promote healthy, positive ways of being a man, and this forms a core part of our work at Our Watch.

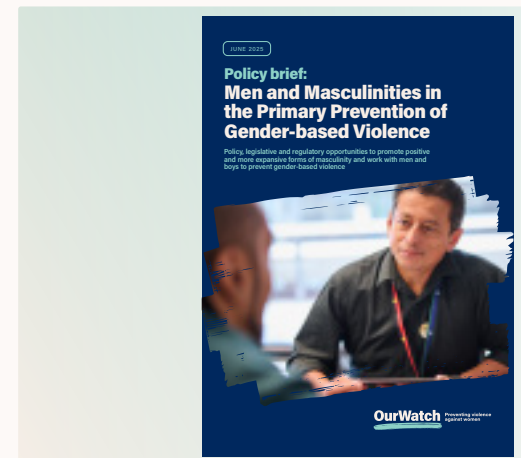
### Men in focus practitioner resources

In November 2024, Our Watch launched new *Men in focus practitioner resources*.

The resources include 14 videos, 3 infographics and 8 practitioner support guides, which provide tailored, accessible tools for practitioners working on transforming masculinities and working with men and boys in prevention. They unpack Our Watch's *Men in focus* evidence and guiding principles, and offer practical strategies to help foster safe, effective prevention.

The resources were promoted to practitioners through network meetings, communities of practice and a dedicated webinar that was held in March 2025. More than 150 people attended to learn more about the resources and hear from a practitioner panel.

- **91%** of respondents to a feedback survey found the *Men in focus practitioner resources* 'very engaging' or 'engaging'.
- **96%** of survey respondents were very likely or likely to recommend the resources.



Policy brief: Men and Masculinities in the Primary Prevention of Gender-based Violence

"These are tremendously helpful! **They support me in being able to confidently answer questions and translate prevention theory into everyday practice.** This work is of critical importance to driving meaningful conversations and creating space for reflection and growth."

Primary prevention practitioner

## Men and masculinities policy brief

Our Watch published a policy brief on men and masculinities in the primary prevention of gender-based violence. It outlines practical ways Commonwealth, state and territory governments can use policy, regulation and legislation to promote more positive and expansive forms of masculinity, and work with men and boys to prevent gender-based violence.

The development of the policy brief was a key priority from a 2024 national consultation involving 50 stakeholders, who came together to consider what is needed to build more coordinated and evidence-informed approaches to working with men to prevent gender-based violence.

Opportunities identified in the policy brief include leveraging government operations like procurement and grants processes, the role of government in having a positive impact on cultures of masculinity online, and establishing mechanisms to ensure work with men and boys to prevent gender-based violence is high quality.

The policy brief was informed by input from over 40 stakeholders and a rapid desktop review. Following feedback from Aboriginal and Torres Strait Islander organisations, Our Watch has begun a process to consult with Aboriginal and Torres Strait Islander men with a view to developing a separate policy brief based on the results of the consultation.





First meeting of the project advisory group for the *Faith as a strength* project

## Prevention in new settings

Our Watch is committed to developing evidence in emerging areas of prevention – like early childhood education, faith communities and digital spaces – where evidence is still developing, but the potential for impact is significant.

### Faith as a strength

Our Watch is partnering with University of Melbourne's Nossal Institute for Global Health to undertake a new project, *Faith as a strength: preventing violence against women*, which responds to the need for strengths-based framing for prevention work with faith communities.

A literature review and stakeholder feedback from national consultations have shaped the direction of the project, finding that faith-based communities are increasingly challenging the condoning of violence against women.

More than 65 people from faith contexts across Australia attended the project launch – demonstrating the strong interest from faith leaders in undertaking primary prevention activity in their communities.

As part of the first phase of the project we have established a project advisory group, which, together with specialist advisors to the project, will provide input and feedback on the development of resources to support prevention activity in faith settings.

## Aboriginal and Torres Strait Islander Community Controlled Organisations lead culturally safe prevention in early years settings

As part of exploration into early childhood education and care as a setting for prevention, Our Watch undertook an evidence review and consulted with those in early years organisations, finding:

- the early years sector is actively engaged in primary prevention activity
- Aboriginal and Torres Strait Islander communities are leading primary prevention programs in early years settings that promote self-determination, positive representation of Aboriginal and Torres Strait Islander communities and connection to Country and culture
- opportunities exist to further explore prevention activity and evidence building in early years settings
- further evaluation is needed to better support primary prevention work being led by Aboriginal and Torres Strait Islander communities.

Our Watch called for proposals from Aboriginal and Torres Strait Islander Community Controlled Organisations for a prevention of gender-based violence project within early childhood education and care settings. As a non-Indigenous organisation, Our Watch recognises that Aboriginal and Torres Strait Islander peoples, communities and organisations hold the expertise, cultural and community connections and strengths to lead this work.

The successful applicant will be appointed in late 2025.





## Goal 2: Inspiring action

# We inspire action on gender equality.

**We create transformation in society by inspiring organisations, communities and governments to act on gender equality.**

It's our role to lead a national conversation that inspires people to change their attitudes and behaviours. We motivate people to take action to prevent violence against women.

### OUR IMPACT

**Over 1.6 million**  
social media impressions from Our Watch corporate social channels.

**7.4%**  
engagement rate on Our Watch corporate social channels.

**5,152**  
media mentions of Our Watch.

**18**  
CEO keynote speeches delivered.

**8,471**  
newsletter subscribers.

**In 2024-25, Our Watch reached millions of Australians online, at work, at events and through the media to share our vision of a future free from violence.**

"Our Watch plays a vital role in shaping how the media approaches reporting on violence against women. Their resources, expertise and willingness to engage with journalists have made a real difference in improving accuracy, sensitivity and public understanding. **As a journalist, I've found their insights invaluable in helping frame this issue not just as a crisis, but as a preventable one.**"

Dr Kate O'Halloran, Digital Journalist, ABC

## Media training

The media remains an important way to inform public understanding about why violence against women occurs and how it can be prevented.

Our Watch works closely with editors, journalists, media professionals and digital content creators to share resources and improve their knowledge, confidence and skill in reporting on violence against women.

*Media making change* training supports journalists and media professionals in their responsible, evidence-based and accurate reporting. The introductory session provides an overview of violence against women and why it occurs, the media's role and practical exercises on framing, sources and support helplines.

Recognising the evolving media landscape, the *Media making change* training was adapted for online content creators to support podcasters, influencers and digital storytellers to use safe and respectful storytelling to positively shape attitudes towards gender and violence prevention. The first delivery of this session drew 11 prominent creators with a combined audience exceeding one million.



In the last year we have delivered the following media training services:

- **15 Media making change newsroom training sessions**
- **1 webinar** exploring the positive influence media can have representing men and masculinities
- **2 practice forums** for *Masterclass* participants (on Backlash and resistance, and Media, men and masculinities)
- **2 state-based newsroom training sessions** in partnerships with Embolden (South Australia) and Women's Safety Services of Central Australia (Northern Territory)
- **5 media organisations requested staff training:** Australian Community Media, Australian Associated Press, ABC Sports News, SBS and Southern Cross Austereo Brisbane
- **217%** growth in subscriptions to our media newsletter
- **14 new media videos** with **1,137** views
- **28.5 hours of training delivery** with **650** event attendees.

**"Our Watch training sessions have taught me to be aware of hidden meanings, dog whistles and stereotypes that colour the perception of family violence and sexual abuse in Australia.** I cover breaking crime news for dozens of regional and rural mastheads, and this means that my reporting shapes the way traditional gender roles and gender-based violence are understood by our communities.

The Our Watch training session on media, men and masculinities helped me to appropriately frame gender dynamics in my stories, particularly at a time when extremists are pushing back on reporting of gender-based violence. The session on backlash and resistance also helped to anticipate critiques of my coverage and to source appropriate experts to justify my approach."

Anna Houlahan, National Crime and Breaking News Reporter, Australian Community Media, speaking about the Our Watch *Masterclass* training program

## Yarning circle about media representation

Media plays a powerful role in influencing how Aboriginal and Torres Strait Islander women and children are seen, or not seen. A lack of nuanced reporting on violence against Aboriginal and Torres Strait Islander women can create barriers to justice, healing and prevention, and can perpetuate a culture of racism that normalises violence.

As part of our deep and ongoing commitment to address the disproportionate rates and severe forms of violence against Aboriginal and Torres Strait Islander women, Our Watch commenced a new project to address poor media representations of Aboriginal and Torres Strait Islander women and girls.

We began this project with a yarning circle to ensure we were using a culturally grounded approach to consultation, steeped in deep listening and shared understanding. Aboriginal and Torres Strait Islander journalists, academics, sector specialists and media management joined Our Watch Aboriginal staff for the one-day yarning circle to share expertise and yarn about the challenges and opportunities in media practice.

An Aboriginal counsellor and an Aboriginal weaving artist helped to create a culturally safe space for participants by reinforcing cultural protocols and providing comfort and grounding. Findings from the yarning circle were captured in a report written by an Aboriginal journalist and will inform the development of new capacity-building packages for journalists and editors.

This activity is co-led by Aboriginal and non-Indigenous staff, and guided by Aboriginal and Torres Strait Islander leadership.



Our Watch Award for Excellence in Reporting on Violence Against Women winners

## Walkley Foundation mid-year media prizes

Our Watch works with the Walkley Foundation to improve the quality of media reporting on violence against women and their children.

Our Watch sponsors the Our Watch Award for Excellence in Reporting on Violence Against Women at the Walkley Foundation's mid-year media prizes every year, to recognise exceptional reporting that explores the drivers of violence against women.

A record number of entries were received in 2025, marking a positive shift in how journalists are approaching this issue.

The 2025 Our Watch Award for Excellence in Reporting on Violence Against Women was awarded to the *ABC News Breakfast* team for their ground-breaking coverage *Not Just A Number*. This series devoted a full week of programming to exploring men's violence against women, centring the voices of victim-survivors and offering thoughtful, evidence-based reporting.

The award recognised the team's "nuanced, accurate and courageous reporting" and the broader role media must play in shaping attitudes and preventing violence against women.



New Our Watch Ambassador Nat Grider

## Our Watch ambassadors

Our Watch uses select, trusted voices to amplify our prevention messaging and spread the word on stopping violence before it starts to people across Australia.

In 2024, we appointed Nat Grider, Co-Vice-Captain of the Brisbane Lions AFLW team, as a new Our Watch Ambassador. Nat's accessible and personable voice has supported activity for *The Line* campaign, exploring the differences between healthy boundaries and controlling behaviours.

"Being an Our Watch Ambassador is something I'm incredibly passionate about. I feel so grateful for the opportunity to stand alongside an organisation doing such important work to prevent violence before it starts.

This cause is close to my heart, and I believe the conversations we're having and the change we're striving for are absolutely vital. The programs and campaigns are not only insightful but carry messaging that has the power to shift attitudes and inspire action.

**Working together, we can challenge harmful behaviours, raise awareness, and help create communities built on respect and equality.**

I'm proud to play a small part in something that has such a meaningful and lasting impact."

Nat Grider, Our Watch Ambassador





## Prevention in the workplace

In 2024-25, Our Watch concluded a multiyear initiative on preventing sexual harassment in the workplace as part of the Respect at Work Amendment Act reforms. As part of this initiative, we worked closely with 4 large businesses across the telecommunications, retail and construction industries to create psychologically safe and supportive workplaces that actively prevent sexual harassment and unwanted behaviours.

We developed a variety of training and resource kits to support workplaces in fostering workplace equality and respect.

We also identified key learnings on how to engage and support employers in preventing workplace sexual harassment throughout the project, including using workplace data to get leadership buy-in and ensuring language and prevention concepts are understandable and drive workplaces to act.

**In the last year, 514 people attended workplace training events including 9 presentations and one webinar.**

**"I rated the program highly because it actually made me stop and think about how I lead and what I can be doing better to support the women in my team."**

I didn't join just to tick a box, I joined because I wanted to put it into action and that's exactly what I've done.

Since starting GEM (Gender Equality Men Program), I've been way more intentional with how I back my team in. It also gave me more confidence to pull up behaviour that doesn't align with the culture I want. I've made hard calls including letting someone go for how they treated others and I stand by it. If I say I value respect then I've got to follow through."

Luke Rushby, Cooperative Bulk Handling, and participant in the National Association for Women in Operations Gender Equality Men Program



## Australian Football League partnership

Our Watch is proud to continue its strong partnership with the Australian Football League (AFL), using the power of sport to drive cultural change and embed gender equality at the heart of one of Australia's most iconic sporting codes.

In 2024-25, we delivered tailored 2-hour *Equality and respect in sport* workshops to AFL and AFL Women's (AFLW) athletes, with 9 AFLW and 2 AFL sessions completing training at each of the 18 clubs.

Evaluation of the workshops demonstrated that participants increased their knowledge, skills and confidence to recognise and address the gendered drivers of violence. The athletes learned practical skills to promote gender equality and take meaningful action both on and off the field.

Participants found the sessions engaging and impactful, with the interactive format and safe learning environment fostering deep reflection and discussion. The training also helped the athletes feel empowered to be part of the solution, encouraging a sense of responsibility and leadership in preventing violence against women.

90.9% of AFL athletes and 93.4% AFLW athletes reported increased confidence to translate knowledge and skills gained during the training into action to prevent violence against women.

Participants were inspired by the training and provided the following feedback:

**"I liked the interaction, before the session I was really dreading it, how it was going to be a bit of a waste but I was engaged and thought it was presented really well!! Definitely better informed for the future and has me thinking how I can be a role model for future generations."**

AFL athlete

**"Informative and interactive. The information shared with us was really eye opening and we were able to apply it in a practical sense. Creates conversations that are otherwise uncomfortable or wouldn't be addressed. Left me feeling more empowered and aware of my influence as a female athlete."**

AFLW athlete

**"It was insightful, engaging and I think it will make many people just think slightly differently towards day-to-day comments and behaviour."**

AFL athlete

**"Interactive, didn't shy away from tough topics, gave us hope and actions rather than keeping us banging our head against the wall."**

AFLW athlete





Me/We campaign materials

## Our campaigns

### Me/We campaign

*Me/We* is a nationwide campaign to increase understanding of the link between gender inequality and violence against women among Australian adults. The campaign highlights how sexism, disrespect and harmful gender norms create an environment where violence is normalised or dismissed.

The *Me/We* campaign invited Australians to take collective responsibility for changing these behaviours and ensuring a safer, more equal society.

Results from *Me/We* included:

- more than **154 million** impressions across all channels including Google Display, YouTube, Meta, Spotify, TikTok, and Reddit, with particularly strong engagement on TikTok and Reddit
- out-of-home advertising reached **26 million** people.

**The campaign was also effective in changing attitudes, with 56% of viewers agreeing that there is a link between gender inequality and violence against women, and 53% of viewers feeling more strongly about speaking up about gender inequality after seeing the campaign.**



Respect. It's the GOAT campaign materials

### The Line

*The Line* is an award-winning social marketing campaign supporting young people (aged 14-20 years) to understand what's okay and what's not when it comes to sex, dating and relationships.

It's crucial for us to engage with adolescents and young adults during the time they're forming their attitudes to gender roles, sex and consent. Our evaluations of *The Line* show that this always-on campaign fills a critical information gap for young people and remains a trusted source of knowledge.

### Respect. It's the GOAT

*The Line* collaborated with TikTok to deliver *Respect. It's the GOAT*, a creator-led content campaign that highlights the importance of respect and shows how young men can take action to stop disrespect towards women.

The campaign featured well-known people relevant to young people including Olympic diver Sam Fricker, comedian Lachlan Fairbairn, Fox Footy presenter Jarra Davis and others.

The campaign ran from 20 March to 17 April 2025 and delivered exceptional results:

- 28.6 million** video views
- more than **263,000** engagements
- 73** unique media stories with **554** syndications
- almost **5,000** new followers for *The Line's* TikTok channel.

The collaboration resonated with young men aged 16-24, sparked conversations and equipped them with real strategies to challenge disrespect.



Comfort Zone campaign video

### Comfort Zone

*Comfort Zone* is the latest initiative from *The Line* to support young people aged 14-20 to understand healthy boundaries in relationships.

*Comfort Zone* features an interactive game designed to help young people explore and communicate healthy boundaries in all types of relationships. Through real and relatable prompts, *Comfort Zone* encourages reflection, builds confidence and supports young people to recognise the warning signs of controlling behaviour.

*Comfort Zone* launched on 3 June 2025 and ran to 30 August 2025. It was brought to life by a diverse group of influencers, including TikTok creators Taz and Alessia, AFL teammates Jake Soligo and Josh Rachele, and *Heartbreak High* stars Sherry-Lee Watson and Bryn Chapman Parish who model honest conversations about boundaries, respect and healthy relationships.

It reached young people where they are across TikTok, SnapChat, Instagram, YouTube, Reddit, Twitch and mobile gaming platforms. It also expanded *The Line's* content into live and interactive formats for the first time, including a Twitch livestream, a Reddit "Ask Me Anything" and a TikTok filter game.

*Comfort Zone* was co-designed with young people across Australia through Our Watch's Youth Advisory Panel and Creative Hub to ensure it was relevant and reflected authentic youth voices.

*Comfort Zone* delivered excellent results, with strong interest from our target audience and a high level of engagement with content.





## Inspiring action in higher education

All members of the higher education community deserve to study, work and live in a safe environment, free from gender-based violence. Universities and TAFEs have an important role to play in helping create an Australia where women are safe, equal and valued.

## Strategic influence on national reform and priorities

The introduction of the *National Higher Education Code to Prevent and Respond to Gender-based Violence* has increased universities' focus on primary prevention of violence, and Our Watch continues to contribute to prevention work across the sector.

Our Watch had the opportunity to provide expert and strategic advice to the university sector on national reforms and initiatives across 2024-2025 through key advisory roles including:

- Expert Advisor to the Commonwealth Department of Education's Working Group on the *Action Plan Addressing Gender-based Violence in Higher Education* (from February to August 2024)
- Member of the Expert Reference Group for the *National Higher Education Code to Prevent and Respond to Gender-based Violence* (from May 2024 to February 2025)
- Member of the *National Student Safety Survey Stakeholder Forum* (from March 2025).

## Executive leaders training

Recognising that leadership engagement is critical to success, Our Watch developed and delivered the *Universities executive leaders training package*.

We had significant interest from over 20 universities to undertake this training and delivered 5 training sessions in 2024-25 to 77 higher education leaders.

This training supports university leaders to feel confident in their role in developing and delivering whole-of-organisation prevention approaches, and to align their strategic plans to the incoming *National Higher Education Code to Prevent and Respond to Gender-based Violence*.

Survey and qualitative feedback from participants demonstrated:

- **Knowledge gains:** Over two-thirds reported increased understanding of gender-based violence and its drivers in the university context.
- **Leadership commitment:** Participants highlighted the importance of a whole-of-institution approach and their personal role in fostering cultural change.

"Your session was helpful in **highlighting the role all leaders need to play** and us each reflecting on where we are at in the journey on preventing gender-based violence."

Participant, Universities executive leaders training package

"It's made me think about multiple ways of encouraging reporting and **what I can do as a senior leader to encourage shifts towards a reporting culture that is not fearful.**"

Participant, Universities executive leaders training package



TAFE summit

## Student leaders training

Our Watch understands the important role student leaders have in shaping their university communities, and has developed and delivered a training package for student leaders in residential accommodation.

This training was developed through consultation with staff and students in residential accommodation, as well as survivor-advocates and experts. It equips student leaders to identify the drivers of gender-based violence in their accommodation environments and explore actions they can take to address those drivers and create safer, more equitable living spaces for all students.

In 2024-25 Our Watch delivered 7 training sessions to 135 participants.

**"I loved that it was catered directly to us as Resident Assistants, and they made very clear links between college/university life and gender-based violence."**

Participant, Student leaders in residential accommodation training

"I liked how realistic the scenarios were and made people think and challenge behaviour that would be seen in everyday life and not necessarily recognised as gender-based violence rather than the obvious signs. **I also liked learning about the intersections on discrimination in other areas and how they interlink for some people.**"

Participant, Student leaders residential accommodation training

## Respect and equality in TAFEs

Supporting TAFEs to enhance gender equality and prevent violence against women was the key aim of the *Respect and equality in TAFEs* project which concluded in December 2024.

During the 3-year project, Our Watch delivered a series of facilitated sessions, communities of practice and summits with newly formed working groups at 5 TAFE and dual sector institutes across Australian Capital Territory, South Australia, Tasmania and Northern Territory, to help them develop gender equality action plans.

The project produced foundational change with all 5 TAFEs developing their first gender equality action plan, with a focus on achievable goals such as policy reviews, inclusive language adjustments and monitoring processes.

There was also individual impact, with participants reporting increased understanding of gender equality and confidence in addressing primary prevention within their institutions. Examples of institutional impact include revised recruitment practices, inclusion-focused enterprise agreements and greater integration of gender equality into teaching practices.

TAFE stakeholders were thrilled with the outcomes of the project: "I think the community of practice really helped me personally because we could hear stories, find common problems and share information which was so valuable."

Under funding for the *National Plan to End Violence against Women and Children*, Our Watch's scope has broadened from supporting 5 TAFEs to supporting all TAFE and dual sector institutes nationally until June 2027.





### Goal 3: Leading for impact

We model inclusive leadership.

We do this by leading, coordinating, and collaborating with organisations, communities and governments to amplify impact.

Our role at Our Watch is to provide organisations and governments with the evidence and support they need to build effective prevention infrastructure and address the drivers of violence at a structural level.

#### OUR IMPACT

290 meetings with government stakeholders.

80 attendees at Our Watch's annual Parliamentary event.

14 resources, reports and briefs produced for government.

12 submissions to government.

7 attendances at government-led consultations.

3 appearances at inquiries and Royal Commissions.

**All governments, at a local, state/territory and federal level, have an important role to play in preventing violence against women, and we are committed to working constructively with all levels of government in a multi-partisan way.**

This year we provided expert, evidence-based advice to governments and governmental officials across Australia.

We also partner with and learn from Aboriginal and Torres Strait Islander, LGBTQIA+, migrant and refugee, and disability organisations in our collective prevention efforts.





The Hon. Tanya Plibersek MP, Minister for Social Services, and the Hon. Ged Kearney MP, Assistant Minister for Prevention of Family Violence, visit Our Watch



Parliamentary Friends event

## Working with governments

The Australian Government and all state and territory governments are members of Our Watch. Our Watch works and engages with government member representatives as a trusted advisor, and at times critical friend, to support their jurisdiction's work and priorities.

We also work closely with parliamentarians across Australia to provide support and advice, and to encourage ongoing leadership in primary prevention. We have relationships with ministers, assistant ministers, shadow ministers and their staff at the federal, state and territory levels.

## 2025 federal election and ongoing collaboration with Australian governments

The 2025 Australian federal election was held on 3 May. In March, Our Watch released a *National opportunities for prevention of violence against women* report, identifying 3 specific opportunities to build on existing work and make a significant difference at a national level:

- Develop a National Workforce Development Strategy with a prevention stream.
- Standardise and strengthen media codes of practice on reporting on violence against women.
- Ongoing, sustainable investment for the *National Aboriginal and Torres Strait Islander Plan to End Family, Domestic and Sexual Violence*.

As part of our multi-partisan approach across the pre-and-post election period, Our Watch engaged with more than 50 elected representatives, candidates, government and non-government stakeholders across Australia. These engagements were aimed at building awareness of the 3 opportunities in the report and strengthening the foundations for multi-partisan support for national action to prevent violence against women and their children.

## Parliamentary Friends event

Each year, Our Watch and the Parliamentary Friends for Ending Violence Against Women and Children hold an annual event to highlight critical actions parliamentary members, senators and government representatives can take to prevent violence against women. The 2024 event was held on 27 November at Parliament House, Canberra, and was attended by over 80 guests from across the political spectrum.

The event focused on Our Watch's national work on men and masculinities, and coincided with the launch of Our Watch's new *Men in focus* resources. Overall, the event underscored the multi-partisan commitment within Australia's Parliament to address and prevent violence against women, and fostered collaboration and strategic connections among key stakeholders.



South Australia roundtable

## South Australia roundtable

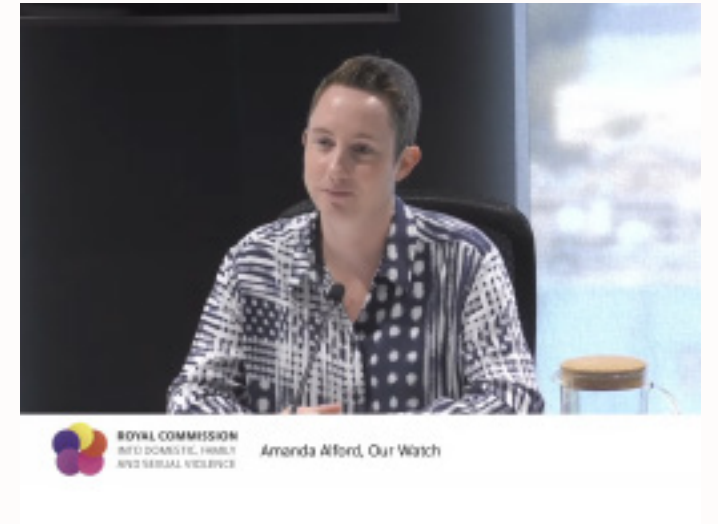
On 29 May 2025, Our Watch convened a landmark roundtable in Adelaide, bringing together 33 key stakeholders from across South Australia to discuss primary prevention of gender-based violence. This event was held in collaboration with the South Australian Office for Women and the Office for the Prevention of Domestic, Family and Sexual Violence, along with the Minister for Women and the Prevention of Domestic, Family and Sexual Violence.

The roundtable aimed to build a coordinated, evidence-informed approach to primary prevention in South Australia, share insights and strengthen understanding of prevention foundations, and explore opportunities to scale and embed prevention efforts across South Australia. The roundtable provided an important contribution to building a safer, more equal South Australia, and advancing the prevention of violence against women.

It also highlighted potential activities, opportunities and pathways for the South Australian Government to support primary prevention work in the state, and the essential role that leadership and expertise have in shaping the future of prevention efforts.

"Thank you for the opportunity to participate in today's Primary Prevention Roundtable in Adelaide. **It truly is a milestone to bring together cross-sector representatives with Our Watch to connect and collaborate on primary prevention action and strategy...** Thank you for an impactful, moving and powerful day of sharing and education. I'm so inspired by your passion and drive to prevent family, domestic and sexual violence across Australia."

South Australia roundtable participant



Our Watch Director Amanda Alford gives evidence at the South Australian Royal Commission into Domestic, Family and Sexual Violence

## Advising government and leading primary prevention policy

In 2024-25, Our Watch continued to play a key role in providing policy support and advice to government members and stakeholders.

Across the year, we collaborated with sector partners to develop a response to the South Australian Royal Commission into Domestic, Family and Sexual Violence. The submission was informed by consultation with both internal and external stakeholders, including the state domestic, family and sexual violence sector peak body (Embolden), a sexual health/safety and respectful relationships education service with an LGBTQIA+ focus (SHINE SA), a key Aboriginal Community Controlled Organisation working with victim-survivors, perpetrators, youth and community, and the South Australian Domestic and Family Violence Safety Alliance.

Key Our Watch submission recommendations, such as the need for a primary prevention strategy for South Australia, were supported and included in stakeholder submissions by Embolden and the Australian Services Union. Our Watch Director, Government Relations, Policy and Evidence Amanda Alford was called to provide evidence in the public hearings for the Royal Commission.

In 2024-25 we also supported the New South Wales Government to develop and launch *Pathways to Prevention*, the state's first primary prevention strategy. Our Watch provided intensive support to the New South Wales Government in drafting, finalising and implementing this strategy. The strategy cited many of Our Watch's key frameworks, including *Change the story*, *Changing the picture*, *Changing the landscape* and *Men in focus*.





*This is prevention* content series

## This is prevention content series

In 2025, Our Watch partnered with organisations across the country to highlight the inspiring range of impactful primary prevention work happening in Australia.

The series, called *This is prevention*, showcases the breadth and value of prevention initiatives nationwide, supporting governments and the general public to understand what primary prevention looks like in practice.

We worked with key organisations including Women with Disabilities Victoria, Tangentyere Women's Family Safety Group, Mirvac, ACON and the Zoe Belle Gender Collective to produce engaging videos as part of this series.

We also invited our stakeholders to take part by creating their own content and sharing it, providing a stakeholder pack with social media assets and digital banners to tailor to their needs.

The videos had a strong engagement rate on social media, receiving over 50,000 impressions, and many sector organisations shared content about prevention. The project also strengthened relationships across the prevention sector.

**"Being a part of *This is prevention* enabled us to reflect on our work, and how our experience could support others engaging in primary prevention of violence projects.** Our team had a delightful experience working with Our Watch, who were helpful and respectful in the production process. It has been useful and fun to participate in making a short video to present information about primary prevention of violence, which we may not have had the opportunity and resources to do without Our Watch's support."

Sarah Drury, ARC Project Coordinator and Facilitator, Men and Family Centre



Yarning circle

## Preventing violence against Aboriginal and Torres Strait Islander women

As a non-Indigenous-led organisation, we are committed to amplifying the voices of Aboriginal and Torres Strait Islander people and organisations and ensuring that our primary prevention work is responsive to the needs and shared priorities of communities.

We will continue to stand by and walk alongside Aboriginal and Torres Strait Islander people as we work towards a future where all women and children are safe, respected and equal.

## New Aboriginal and Torres Strait Islander Strategy directorate

Our Watch established its first ever Aboriginal and Torres Strait Islander Strategy directorate in 2025. The new team plays a critical role in embedding Aboriginal and Torres Strait Islander perspectives throughout Our Watch's internal operations and external work, and ensures the prevention of violence against Aboriginal and Torres Strait Islander women is a core priority in our work.

The directorate also leads the development and implementation of Our Watch's Aboriginal and Torres Strait Islander strategy and action plan, and ensures accountability to its objectives by providing strategic and cultural leadership, advice and support across the organisation.

In June 2025, the previous Head of Aboriginal and Torres Strait Islander Strategy, Regan Mitchell, was appointed as the inaugural Director of the new directorate.

## Aboriginal and Torres Strait Islander strategy

In 2025, Our Watch launched our inaugural Aboriginal and Torres Strait Islander strategy.

The strategy provides an overarching framework and principles to guide Our Watch's work to prevent violence against Aboriginal and Torres Strait Islander women and their children, and to strengthen our internal capacity and coordination of this work.

The strategy will help Our Watch operationalise and amplify the actions and principles in our *Changing the picture* resource, and is based around 4 core key focus areas:

- taking action
- using our influence
- valuing Aboriginal and Torres Strait Islander evidence
- strengthening our own organisation.





Journey of growth by Karla McGrady



Weaving dreams by Karla McGrady

## Artworks for growth and dreams

Two beautiful artworks were created by long-time Our Watch staff member Karla McGrady. The artworks, titled *Journey of growth* and *Weaving dreams*, capture Our Watch's journey and vision for a future where all women, including Aboriginal and Torres Strait Islander women, live safe, equitable lives free from violence.

## Stretch RAP 2025-2028

The *Our Watch Commitment to Action: Stretch Reconciliation Action Plan (Stretch RAP)* was officially endorsed by Reconciliation Australia in June 2025. The *Stretch RAP* is intended to challenge us as an organisation and individuals to be brave in truth-telling and creating social change to advance national reconciliation.

The new *RAP* will enable us to continue to systematically improve the cultural safety and security of our workplace, share power, value Aboriginal and Torres Strait Islander lived experience, decolonise our ways of working and support self-determining practices in the development of internal and external policies and resources.

This is a whole-of-organisation project, and all staff are expected to play a role in advancing reconciliation. Leadership at Our Watch, including board members and the executive team, will be accountable for the implementation of the new *Stretch RAP*.

"Murawin had the honour of working with Our Watch on the development of this deeply considered and impactful *Stretch RAP*. It is a powerful reflection of reconciliation in action. It demonstrates authenticity, accountability, and a deep commitment to centring Aboriginal and Torres Strait Islander perspectives, knowledge systems, and leadership as 'business as usual'. It is a brilliant achievement that reflects **Our Watch's whole-of-organisation commitment to equity, truth-telling, and meaningful impact for First Nations**. Its sincerity and transformative intent are clear throughout.

It has been a fulfilling experience working alongside Our Watch. The collaborative spirit, openness to reflection and commitment to transformational change made this work profoundly affirming. Murawin will continue to support the phenomenal reconciliation work at Our Watch to strengthen, with pride.

Terri Lethlean, Consultant, Social Impact and Engagement, Murawin



Stretch Reconciliation Action Plan

## 26 January statement

Our Watch published its fourth annual statement on 26 January to stand in solidarity with Aboriginal and Torres Strait Islander people and highlight the importance of collectively building a future that is safe, equal and respectful for all people in Australia.

The 2025 statement emphasises the importance of acknowledging our shared history, engaging in truth-telling as a first step towards healing, and addressing the ongoing effects of racism, colonisation and gender inequality.

The statement also highlights Aboriginal and Torres Strait Islander women as leaders and pillars of strength within their families and communities who continue to bring innovative primary prevention solutions to the table since colonisation, often with limited resources and often with positive outcomes for all of the Australian community.

The statement was shared widely on social media and via our monthly e-newsletter, which reaches key stakeholders in the prevention sector and government.

Our Watch's third *A national responsibility* report

## A national responsibility report

Our third *A national responsibility (2023)* report on the actions we are taking on reconciliation and preventing violence against Aboriginal and Torres Strait Islander Women was published in 2024.

Through the process of evaluating and reporting on our organisational activities to prevent violence against Aboriginal and Torres Strait Islander women under the Aboriginal and Torres Strait Islander strategy and action plan, Our Watch will continue to embed the objectives behind this report in all internal and external work.





## National consultations to prevent violence against LGBTIQ+ communities

In early 2025, Our Watch, in partnership and under the strategic leadership of Rainbow Health Australia, supported delivery of the first phase of national consultations to inform a new framework for preventing violence against LGBTIQ+ communities.

This initial phase engaged 95 stakeholders from LGBTIQ+ organisations, as well as practitioners across the primary prevention and gender equality sectors. The consultations fostered cross-sector capacity-building, connection and built momentum toward a shared national approach.

Preliminary findings reaffirm the importance of a dedicated framework and highlight the deep expertise and leadership of LGBTIQ+ practitioners in driving primary prevention efforts. These insights will guide the next stages of development and ensure the framework reflects the lived experiences and strengths of the communities it serves.



Multicultural Centre for Women's Health and Our Watch staff

## New partnership with Multicultural Centre for Women's Health

In a new collaborative partnership between Multicultural Centre for Women's Health (MCWH) and Our Watch, we are co-leading on the development of resources to promote understanding of the intersecting experiences and forms of oppression that contribute to violence against women from migrant and refugee backgrounds.

What began as a series of conversations has grown into a trusted relationship shaped by joint planning, honest reflections and clear ways of working. MCWH's centering of lived experience and grounded community expertise has helped challenge our assumptions, broaden our perspectives and bring greater nuance to how we design and deliver our project to prevent violence against women from migrant and refugee backgrounds.

Working with MCWH has deepened Our Watch's understanding of intersectionality and strengthened our ability to apply community-centered thinking across our work.

As we move forward, we are excited to continue learning alongside MCWH and build on the strong foundation we've created together.

"Although our partnership with Our Watch is still in its early days, the care and attention the Our Watch team has brought to the work and their commitment to building a sustainable relationship beyond the lifespan of their project has been clear from the outset.

We value their openness to collaborating equitably and their willingness to work in ways that might be new, challenging or difficult, but always grounded in respect and shared purpose. We look forward to continuing our work with Our Watch in the primary prevention space and to the impact our partnership will have in **strengthening prevention efforts and amplifying the voices of migrant and refugee women across Australia.**"

Multicultural Centre for Women's Health



## Goal 4: Strengthening performance

We thrive as an organisation.

Being a thriving, high-performing, values-led organisation means we are best able to support our partners and pursue our ambitious vision.

To achieve our vision of a future free from violence against women in Australia, Our Watch continuously improves our systems and processes to support the quality of our work and allow our people to excel.

### OUR IMPACT

**100%**  
of Our Watch staff believe in Our Watch's vision and role.

**99%**  
of staff believe in the Our Watch values of collaboration, optimism, creativity, authenticity and inclusivity.

**94%**  
of staff feel genuinely supported to make use of flexible work options.

**We invest in, support and celebrate a culturally safe workplace and have robust financial and governance systems to support our work.**

### Staff culture key to performance

Key to achieving Our Watch's strategic goal of being a thriving, high-performing and values-led organisation is a strong internal culture that fosters alignment, engagement, respect and safety for all staff.

This year Our Watch's employee Net Promoter Score increased over a 12-month period, demonstrating our ongoing commitment to investing in workplace culture.

A staff survey is conducted every 6 months to seek feedback on staff experiences at Our Watch across 4 key themes: engagement, enablement, empowerment and environment.

The April 2025 survey results showed very high commitment by staff. All staff believed in the Our Watch vision and role, and almost all believed in its values of collaboration, optimism, creativity, authenticity and inclusivity. The majority of staff felt genuinely supported to make use of flexible work options.

Further to the increase in the employee Net Promoter Score, Our Watch also achieved 2 excellence awards in the 2025 HR Awards in the following categories:

- Employer of Choice (Not For Profit and Public Sector)
- Best Workplace Flexibility Program

This recognition is a direct reflection of the culture and values we work by, and the inclusive, supportive and flexible workplace we've built together. These awards celebrate leading organisations across the country, and it is an honour to be acknowledged nationally.





## Violence Prevention Innovation Lab established

In April 2025, Our Watch signed a formal agreement with Minderoo Foundation to support the establishment of a Violence Prevention Innovation Lab.

The goal of the Lab is to support initiatives that show potential for impact and scalability, contributing to broader systems change in the prevention of violence against women and their children.

The Lab will launch an *Innovation and Impact Challenge Fund* in late 2025, open to non-government organisations. The fund will be delivered through individual grants to implement pilots in a collaborative, adaptive way that values experimentation and learning. Successful applicants will be invited to participate in an Our Watch-run design incubator to help move from concept to design and implementation.

Funding from Minderoo Foundation will also support Our Watch's Aboriginal and Torres Strait Islander strategy with dedicated funding allocated to this stream of work, which will be led by Our Watch's Aboriginal and Torres Strait Islander Principal Partnerships Lead. Work in this area is currently under design and will commence implementation in 2026.

## Strengthening our foundations with ethical governance

Building on a foundation of sound ethical practice, Our Watch launched an Internal Ethics Committee to deepen our commitment to integrity, transparency and accountability.

Bringing together cross-organisational expertise, the Committee is championing simple and streamlined processes, and embedding ethical reflection into planning, decision-making and learning. Utilising structured ethics reviews and clear pathways for escalation, the new Committee ensures that ethical governance at Our Watch is both rigorous and responsive.

## Aboriginal and Torres Strait Islander Board Subcommittee

The Our Watch Board decided to establish a formal Aboriginal and Torres Strait Islander Subcommittee as of 1 January 2025.

The Subcommittee is made up of Aboriginal and Torres Strait Islander Board members and is currently working with an Aboriginal governance expert to establish terms of reference.





# Our Watch Institute

## OUR IMPACT

1,732  
people engaged since launch through training, webinars and events.

70  
activities delivered since launch.

65  
activities in client workplaces this year.

78  
organisations engaged.

**Our Watch Institute is a profit-for-purpose enterprise that partners with businesses to prevent violence against women. Our team of violence prevention and gender equality experts work with businesses to prevent workplace sexual harassment and discrimination, and ensure safe and equal workplace cultures.**

Over the past year, Our Watch Institute has continued to receive philanthropic support from our founding partner, the Goodman Foundation. This ongoing support has enabled us to expand our client base and deepen engagement across sectors.

## Reach and evaluation

Our Watch Institute has delivered 70 capacity building activities, engaging 1,732 people since its launch in August 2023. This includes 1,516 people across 65 activities this year. Audiences have included executive leadership, program managers, local government teams and staff of all levels.

Our Watch Institute's work has been recognised nationally, with Adelaide Hills Council receiving an Honourable Mention at the Australian Council of Local Government Gala Dinner for its collaboration with

Our Watch Institute. Evaluation feedback from clients such as A.G. Coombs and Bupa has been overwhelmingly positive, with repeat engagements and expanded scopes of work.

## Client engagement

Our Watch Institute has now worked with close to 100 workplaces. We have a combination of long-term partnerships and are supporting many varied workplaces in their work to prevent violence against women.

Our work to expand Our Watch Institute's engagement is showing positive signs particularly from sectors such as construction, education and government.

Notable new client relationships include IncoLink and the Women in Construction Project as part of the Federal Government's Building Women's Careers program, IntoWork and the United Workers Union.

Our Watch Institute's workshops and deliveries by our wonderful facilitators have resonated with both new and existing clients. Strategic planning is underway to optimise long-term impact and growth.



Our Watch Institute Director Cara Gleeson presents at the 2025 Corporate Affairs Summit

## What our clients say about us

"It has been a pleasure as IntoWork to work with the Our Watch Institute team over this past year. We are a complex large not for profit organisation with 2,600 staff operating across Australia and New Zealand, with a strong commitment to ensure our team are respected and valued.

Our Watch Institute has provided invaluable advice, guidance and workshops for us in how we implement policies and practices in respectful behaviour towards women and supporting women who have or are experiencing violence.

**It's critical that organisations take a strong stand in saying no to violence against women in all its forms,** and Our Watch Institute's skills and insights can and do play a key role for organisations like ours going forward."

Poul Bottern, Group Chief Executive Officer, IntoWork



Our Watch Institute training

## Business engagement

Our Watch Institute's visibility has grown through participation in high-profile events such as the Corporate Affairs Summit, and through strategic partnerships with IncoLink and A.G. Coombs among others. Presentations to advisory boards, executive teams and sector-specific forums have amplified Our Watch Institute's voice.

Our Watch Institute's Director Cara Gleeson also appeared as a guest presenter on the *Not in My Workplace* podcast.



# Our governance

The Our Watch Board of Directors provides strategic leadership and governance to guide us towards our vision of an Australia free from violence against all women and their children.

**The Australian Government and all state and territory governments are members of Our Watch.**

They contribute annual membership fees that help support the running of our organisation.

## Board of Directors

- Moo Baulch OAM (Chair) appointed May 2022
- Dr Victor Sojo (Co-Deputy Chair) appointed March 2021
- Vicky Welgraven AM (Co-Deputy Chair) appointed March 2018
- Desmond Campbell appointed October 2019
- Timothy Gullifer appointed April 2024
- Rachel Howard appointed April 2025
- Hutch Hussein appointed April 2023
- Karen Iles appointed June 2023
- Jeremy Leong appointed May 2024
- Professor Anastasia Powell appointed June 2016

# Our members

## Principal government member



**Australian Government**

## Government members





# Corporate partners and supporters

Our Watch acknowledges with gratitude the invaluable contributions of our dedicated and generous partners and supporters.

## Corporate partners



# MIMCO



## Business and community supporters

# ENA PELLY



## Pro bono legal support

COLIN BIGGERS &amp; PAISLEY

NORTON ROSE FULBRIGHT

MINTERELLISON

## Donors

We sincerely thank individuals and organisations that generously donated to Our Watch over the past year to strengthen our work to end violence against women and their children in Australia.

## Support Our Watch with a donation

Donations to Our Watch have a significant impact towards a future where women and their children in Australia live free from all forms of violence.

[Visit our website to donate](#)

Our Watch is a not-for-profit organisation and registered charity with deductible gift recipient status.



# CELEBRATING 10 YEARS OF PARTNERSHIP

# MIMCO × OurWatch

Preventing violence  
against women

## 10 years of partnership with Mimco

For more than 10 years, Mimco has supported Our Watch's work and brought awareness to the importance of gender equality in the prevention of violence against women.

Our Watch is incredibly grateful for the long-standing and strong partnership with Mimco, and Mimco's ongoing support.

"Our decade long partnership with Our Watch is more than a collaboration, it's a reflection of who we are and what we stand for at Mimco. Since 2016, we've proudly donated 100% of profits from each International Women's Day to Our Watch. As of 8 March 2025, International Women's Day, we've raised over \$2 million to support Our Watch in its vital mission to eliminate violence against women and children and foster respectful, equal relationships across Australia.

This partnership is the embodiment of our belief that meaningful change starts with awareness, action, and empowerment. From bake sales at our HQ, to panel discussions, we are honoured to support such an inspiring organisation. **Our Watch's relentless commitment to social transformation and the tireless support of our community continues to propel us forward in a shared journey toward equality and safety for all."**

Mimco



# Financial report

**Our Watch Limited**  
ABN 60 164 123 844  
Financial Statements - 30 June 2025

Directors' report	53
Auditor's independence declaration	58
Statement of profit or loss and other comprehensive income	59
Statement of financial position	60
Statement of changes in equity	61
Statement of cash flows	62
Notes to the financial statements	63
Directors' declaration	70
Independent auditor's report to the Members of Our Watch Limited	71

## Directors' report

30 June 2025

The Directors have pleasure presenting their report on Our Watch Limited (referred to hereafter as the 'Company') for the financial year ended 30 June 2025.

### Directors

The following persons were Directors of the Company during the financial year and up to the date of this report, unless otherwise stated:

- Ms Moo Baulch OAM
- Ms Vicky Welgraven AM
- Dr Victor Sojo Monzon
- Mr Tim Gullifer
- Ms Hutch Hussein
- Professor Anastasia Powell
- Ms Karen Iles
- Mr Desmond Campbell
- Mr Jeremy Leong
- Dr Rachel Howard (appointed 30 April 2025)

### Director information

**Name: Ms Moo Baulch OAM**

Title: Chair - since May 2022

**Experience and expertise:**

- Director Primary Prevention, Women's and Girls' Emergency Centre in Sydney
- Advisor on Next Chapter financial abuse response and prevention, Commonwealth Bank of Australia
- Violence prevention and gender equality consultant
- Former CEO, Domestic Violence NSW
- Former Head of Customer Vulnerability, Commonwealth Bank of Australia
- Former LGBTIQ Domestic and Family Violence Project Manager, ACON Health Ltd
- Former Manager, Annika Linden Foundation

**Name: Ms Vicky Welgraven AM**

Title: Co-Deputy Chair, Director - since March 2018

**Experience and expertise:**

- Proud Adnyamathanha Woman from the Northern Flinders Ranges of South Australia
- Advisor and Advocate for Aboriginal and Torres Strait Islander Woman on the SA Royal Commission into Domestic Family and Sexual Violence.
- Board Director, Power Community Limited, Port Adelaide Football Club
- Ambassador Hutt Street Centre
- Member of UN Women Australia
- Individual Member of Zonta International
- Formerly the South Australian representative on National Aboriginal & Torres Strait Islander Women's Alliance
- Former Member on the South Australian Premier's Council for Women
- Former Chair, Nunga Mi:Minar
- Former Member of Adelaide White Ribbon Breakfast Committee
- Former Member of SA White Ribbon State Committee



**Name: Dr Victor Sojo Monzon**

Title: Co-Deputy Chair, Director - since March 2021

**Experience and expertise:**

- Associate Professor in Leadership, the University of Melbourne, researching workplace sexual harassment, diversity management and leadership development
- Associate Dean - Diversity and Inclusion - Faculty of Business and Economics and Melbourne Business School Limited, the University of Melbourne
- Co-leader of the Gender Equity Priority Area at the Melbourne Social Equity Institute, the University of Melbourne
- Senior Visiting Research Fellow, Global Institute for Women's Leadership, King's College London and the Australian National University
- Member of the Research Reference Committee and Gender-wise Philanthropy Award Panel for Australians Investing in Women

**Name: Mr Tim Gullifer**

Title: Director - since April 2024

**Experience and expertise:**

- Retired Partner, Deloitte Private
- Chair Nominations & Governance Committee Chartered Accountants Australia and New Zealand
- Chair of Burnham Group Family Office
- Director - Galanatan Pty. Ltd
- Director - Smallacombe Nomimnees Pty. Ltd
- Fellow Chartered Accountants Australia & New Zealand
- Graduate Australian Institute of Company Directors
- Former Board member Luke Batty Foundation
- Former Board member KPJ Group Pty Ltd

**Name: Ms Hutch Hussein**

Title: Director - since April 2023

**Experience and expertise:**

- Senior Manager, Government Engagement, Community Programs, Brotherhood of St Laurence
- Former Senior Manager, Diversity Unit and Refugees, Immigration & Multiculturalism, Brotherhood of St Laurence
- Former Deputy CEO, GM, Advocacy, Innovation and Marketing, Settlement & Family Services Programs, Spectrum Migrant Resource Centre
- Former Policy Advisor, Victorian Minister for Women's Affairs
- Former Board Member, Women's Rights Action Network Australia
- Recipient of Vincent Fairfax 'Ethics in Leadership' Fellowship

**Name: Professor Anastasia Powell**

Title: Director - since June 2016

**Experience and expertise:**

- Professor of Family & Sexual Violence, in Criminology & Justice Studies at RMIT
- PhD (Criminology, University of Melbourne), specialising in primary prevention, policy and legal reform addressing violence against women
- Member, National Women's Safety Alliance (NWSA)
- Editor-in-Chief, Crime and Justice in Digital Society (Springer book series)
- Editorial board member, Crime Media Culture, and Current Issues in Criminal Justice journals
- Member, Australian & New Zealand Society of Criminology (ANZSOC)

**Name: Ms Karen Iles**

Title: Director - since June 2023

**Experience and expertise:**

- Director and Principal Solicitor, Violet Co Legal and Consulting
- Adjunct Professor of Practice, University of Newcastle School of Law and Justice
- Board Director and Deputy Chair, National Justice Project
- Board Director and Chair Finance Audit and Risk Committee, First Australians Capital
- Board Director, Deadly Hearts
- Specialist Independent Panel Member Review Panel, Australian Catholic Safeguarding
- Editor, First Nations Law Bulletin, Lexis Nexis
- Advisory Committee Member, Sydney Women's Fund - Sydney Community Foundation
- Advisory Committee Member, Centre for IndigenousPeople and Work University of Technology Sydney
- Graduate and Member Australian Institute of Company Directors
- Member of the Law Society of New South Wales
- Nationally Accredited Mediator - NMAS

**Name: Mr Jeremy Leong**

Title: Director - since May 2024

**Experience and expertise:**

- Chief Risk Officer & Head of Compliance - Taishin International Bank, Brisbane Branch
- APRA Responsible Person
- Fellow CPA Australia
- CPA Australia Disciplinary Panel Member
- Former Head of APAC Markets Compliance - Natwest Markets
- Former Co-Chair of Financial and Fintech Committee, British Chamber of Commerce
- Top 10 Outstanding Achiever Governance Top 100 2023

**Name: Mr Desmond Campbell (Jangala/Gojok)**

Title: Director - since October 2019

**Experience and expertise:**

- Gurindji (Southern-Western Desert) and Alawa-Ngalakan (South-East Arnhem Land) man.
- CEO Welcome to Country
- Chair - Australian Tourism IndustryCouncil First Nations Steering Committee
- Council Member – The Investment Dialogue for Australian Children – Community Leadership Council
- BridgeClimb Sydney – First Nations Committee
- Previously Manager Consultant with Social Ventures Australia
- Previously Operations Manager for the community-based Family Violence Program with NT Correctional Services
- Previously Senior Executive Officer for the Attorney General and Justice Department of the Northern Territory
- Previously Chair of the Youth Minister's Youth Justice Advisory Council

**Name: Dr Rachel Howard (appointed 30 April 2025)**

Title: Director - since April 2025

**Experience and expertise:**

- Associate Director, 89 Degrees East
- Board Member, Brave Foundation
- Member, Industry Advisory Board for the Politics, Philosophy and Economics degree at Monash University
- Co-Founder and Co-Director, Equal Workplaces
- Senior Adviser to the Prime Minister (2019-2022)



Principal activities

The principal activities of the entity are to promote the prevention of emotional abuse, sexual abuse and physical abuse, specifically, the prevention of violence against women and their children. The entity’s principal activity will be carried out through the following activities:

- raising awareness and engaging the community in taking action to prevent violence against women and their children;
- driving a broad-based change in attitudes that condone or excuse violence against women and their children and promoting respect between women and men, including young people and children;
- working with communities in which women and their children can be especially vulnerable to violence, including Aboriginal and Torres Strait Islander communities, culturally and linguistically diverse (CALD) communities, and women and children with disabilities;
- protecting children through preventing violence against women, recognising the linkages between violence against women and child safety and wellbeing
- building a platform to bring together and support existing best practice primary prevention and other community organisations to collaborate in reducing violence against women and their children; and
- establishing an innovative and sustainable company.

There have been no significant changes in the nature of these activities during the year.

Objectives

The entity’s short-term objectives are to:

- Build and strengthen prevention evidence and knowledge within organisations, communities, and Governments to support change.
- Test, evaluate and monitor prevention evidence, activity and impact.
- Share and translate evidence and knowledge to make it accessible and impactful.
- Lead a national conversation that inspires change in attitudes and behaviours.
- Motivate more people to take action across settings including workplaces, tertiary education, sport and media.
- Work to increase the skill, size, diversity and connection of the prevention sector.
- Contribute to and support effective prevention infrastructure.
- Provide Governments with the evidence and support they need to lead prevention and address the drivers of violence against women.
- Partner with and learn from Aboriginal and Torres Strait Islander, LGBTQIA+, migrant and refugee and disability organisations and communities in collective prevention efforts.
- Continuously improve systems and processes to support the quality of work.
- Invest in, support, celebrate and create a culturally safe workplace.
- Employ robust financial approaches and governance systems to sustain the organisation in the future.

The entity’s long-term objectives are to provide national leadership to help create an Australia where women and their children live free from all forms of violence.

Strategy for achieving the objectives

The full Our Watch Strategic plan 2024-2029 may be viewed at [www.ourwatch.org.au/about-us/key-documents/strategic-plan](http://www.ourwatch.org.au/about-us/key-documents/strategic-plan).

Meetings of Directors

The number of meetings of the Company’s Board of Directors (‘the Board’) held during the year ended 30 June 2025, and the number of meetings attended by each Director were:

Name	Date appointed	Term end date	Board meetings	Finance Risk Committee	People & Governance Committee	Aboriginal & Torres Strait Islander Committee
Ms Moo Baulch OAM	01/05/2022		8/8			
Ms Hutch Hussein	03/04/2023		8/8			
Professor Anastasia Powell	01/06/2016		4/8		2/2	
Ms Karen Iles	16/06/2023		5/8			1/1
Ms Vicky Welgraven AM	15/03/2018		6/8			1/1
Mr Desmond Campbell	10/10/2019		6/8		2/2	1/1
Dr Victor Sojo Monzon	30/03/2021		8/8	4/5		
Mr Tim Gullifer	01/04/2024		7/8	5/5		
Mr Jeremy Leong	09/05/2024		8/8	5/5	2/2	
Dr Rachel Howard	30/04/2025		1/1			

Contribution in winding up


The entity is incorporated under the Corporations Act 2001 and is a Company limited by guarantee. In the event of the entity being wound up, the constitution states that each member is required to contribute a maximum of \$100 each towards meeting any outstanding obligations of the entity.

The total amount that members of the entity are liable to contribute if the entity is wound up is \$900 (2024: \$900).

Auditor’s independence declaration

A copy of the auditor’s independence declaration as required under section 60-40 of the Australian Charities and Not-for-profits Commission Act 2012 is set out immediately after this Directors’ report.

Signed in accordance with a resolution of the Directors.



**M Baulch OAM**

Chair

30 September 2025





Auditor’s Independence Declaration

To the Directors of Our Watch Limited

In accordance with the requirements of section 60-40 of the *Australian Charities and Not-for-profits Commission Act 2012*, as lead auditor for the audit of Our Watch Limited for the year ended 30 June 2025, I declare that, to the best of my knowledge and belief, there have been no contraventions of any applicable code of professional conduct in relation to the audit.

*Grant Thornton*

Grant Thornton Audit Pty Ltd  
Chartered Accountants

K E Bonner  
Partner - Audit & Assurance

Melbourne, 30 September 2025

Grant Thornton Audit Pty Ltd  
Level 22 Tower 5  
Collins Square  
727 Collins Street  
Melbourne VIC 3008  
GPO Box 4736  
Melbourne VIC 3001  
T +61 3 8320 2222

grantthornton.com.au

ACN-130 913 594

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Statement of profit or loss  
and other comprehensive income

For the year ended 30 June 2025

	Note	2025 \$	2024 \$
<b>Revenue</b>			
Contributions Revenue	4	25,812,064	23,505,286
Other Revenue		348,489	276,558
Other Income	5	907,172	803,069
<b>Total Revenue</b>		<b>27,067,725</b>	<b>24,584,913</b>
<b>Expenses</b>			
Employee Benefits Expenses	6	16,772,320	14,926,155
Governance Expenses		274,887	343,038
Professional Fees		1,353,382	2,479,621
Campaign Costs		6,653,316	3,669,340
Information Technology & Communications Expenses		260,696	223,394
Occupancy Expenses		9,428	35,629
Administration Expenses		118,162	107,667
Travel Expenses		582,097	675,993
Depreciation Expenses		263,741	296,967
Other Expenses		86,969	198,358
Finance Costs		13,332	20,619
<b>Total Expense</b>		<b>26,388,330</b>	<b>22,976,781</b>
<b>Surplus for the Year</b>			
Other Comprehensive Income for the Year		-	-
<b>Total Comprehensive Income</b>		<b>679,395</b>	<b>1,608,132</b>



# Statement of financial position

As at 30 June 2025

	Note	2025 \$	2024 \$
<b>Assets</b>			
<b>Current Assets</b>			
Cash and Cash Equivalents	7	16,532,467	22,744,919
Receivables and Other Assets	8	1,422,867	949,952
<b>Total Current Assets</b>		<b>17,955,334</b>	<b>23,694,871</b>
<b>Non-Current Assets</b>			
Property, Plant and Equipment		64,390	132,456
Right-of-use Assets		177,291	354,583
<b>Total Non-Current Assets</b>		<b>241,681</b>	<b>487,039</b>
<b>Total Assets</b>		<b>18,197,015</b>	<b>24,181,910</b>
<b>Liabilities</b>			
<b>Current Liabilities</b>			
Trade and Other Payables	9	2,925,110	2,573,739
Current Lease Liabilities		192,851	176,964
Current Employee Provisions	10	988,749	870,517
Contract Liabilities	11	6,117,583	13,160,326
<b>Total Current Liabilities</b>		<b>10,224,293</b>	<b>16,781,546</b>
<b>Non-Current Liabilities</b>			
Non-Current Lease Liabilities		-	192,851
Non-Current Employee Provisions	12	203,910	118,096
<b>Total Non-Current Liabilities</b>		<b>203,910</b>	<b>310,947</b>
<b>Total Liabilities</b>		<b>10,428,203</b>	<b>17,092,493</b>
<b>Net Assets</b>		<b>7,768,812</b>	<b>7,089,417</b>
<b>Equity</b>			
Retained Surpluses		7,768,812	7,089,417
<b>Total Equity</b>		<b>7,768,812</b>	<b>7,089,417</b>

# Statement of changes in equity

For the year ended 30 June 2025

	Retained Surpluses \$	Total Equity \$
<b>Balance at 1 July 2023</b>	<b>5,481,285</b>	<b>5,481,285</b>
Surplus for the Year	1,608,132	1,608,132
Other Comprehensive Income for the Year	-	-
Total Comprehensive Income for the Year	<b>1,608,132</b>	<b>1,608,132</b>
<b>Balance at 30 June 2024</b>	<b>7,089,417</b>	<b>7,089,417</b>
<b>Balance at 1 July 2024</b>	<b>7,089,417</b>	<b>7,089,417</b>
Surplus for the Year	679,395	679,395
Other Comprehensive Income for the Year	-	-
Total Comprehensive Income for the Year	<b>679,395</b>	<b>679,395</b>
<b>Balance at 30 June 2025</b>	<b>7,768,812</b>	<b>7,768,812</b>



# Statement of cash flows

For the year ended 30 June 2025

	Note	2025 \$	2024 \$
<b>Cash Flows from Operating Activities</b>			
Grants Received (Inc. GST)		19,147,028	24,181,785
Donations Received		964,477	738,740
Interest Received		906,304	802,615
Other Receipts from Customers		359,357	285,193
Payments to Suppliers and Employees (Inc. GST)		(27,380,940)	(24,188,930)
Finance Costs Paid		(13,332)	(20,619)
<b>Net Cash from Operating Activities</b>		<b>(6,017,106)</b>	<b>1,798,784</b>
<b>Cash Flows from Investing Activities</b>			
Payments for Property, Plant and Equipment		(18,383)	(48,335)
<b>Net Cash Used in Investing Activities</b>		<b>(18,383)</b>	<b>(48,335)</b>
<b>Cash Flows from Financing Activities</b>			
Repayment of Lease Liabilities		(176,963)	(162,060)
<b>Net Cash Used in Financing Activities</b>		<b>(176,963)</b>	<b>(162,060)</b>
Net (Decrease)/Increase in Cash and Cash Equivalents		(6,212,452)	1,588,389
Cash and Cash Equivalents at the Beginning of the Financial Year		22,744,919	21,156,530
<b>Cash and Cash Equivalents at the End of the Financial Year</b>	7	<b>16,532,467</b>	<b>22,744,919</b>

# Notes to the financial statements

30 June 2025

## Note 1. General information

The financial statements cover Our Watch Limited as an individual entity. The financial statements are presented in Australian dollars, which is Our Watch Limited's functional and presentation currency.

Our Watch Limited is a not-for-profit unlisted public company limited by guarantee, incorporated and domiciled in Australia. The registered office and principal place of business of the Company is in Melbourne VIC 3000.

A description of the nature of the Company's operations and its principal activities are included in the Directors' report, which is not part of the financial statements. The financial statements were authorised for issue, in accordance with a resolution of Directors, on 30 September 2025.

## Note 2. Material accounting policy information

The accounting policies that are material to the Company are set out below. The accounting policies adopted are consistent with those of the previous financial year, unless otherwise stated.

### New or amended Accounting Standards and Interpretations adopted

The Company has adopted all of the new or amended Accounting Standards and Interpretations issued by the Australian Accounting Standards Board ('AASB') that are mandatory for the current reporting period, which had no significant impact on the financial statements.

### Going concern

The entity is dependent upon the ongoing receipt of Federal and State government grants and community and corporate donations to ensure the ongoing continuance of its programs. At the date of this report management has no reason to believe that this financial support will not continue.

### Basis of preparation

These general purpose financial statements have been prepared in accordance with the requirements of the Australian Charities and Not-for-profits Commission Act 2012, Australian Accounting Standards - Simplified Disclosure Requirements and Interpretations issued by the Australian Accounting Standards Board ('AASB'), as appropriate for not-for-profit oriented entities.

### Critical accounting estimates

The preparation of the financial statements requires the use of certain critical accounting estimates. It also requires management to exercise its judgement in the process of applying the Company's accounting policies. The areas involving a higher degree of judgement or complexity, or areas where assumptions and estimates are significant to the financial statements, are disclosed in note 3.

### Revenue

Revenue comprises revenue from government and non-government grants, donations and interest.

### Accounting policy for revenue recognition

The Company recognises revenue as follows: The Company assesses whether a contract is enforceable and has sufficiently specific performance obligations in accordance with AASB 15. When both these conditions are satisfied, the Company recognises revenue in accordance with AASB 15 as follows:

- identifies each performance obligation and recognises a contract liability for its obligations under the contract; and
- recognises revenue as it satisfies its performance obligations.

Where the contract is not enforceable or does not have sufficiently specific performance obligations, the Company recognises income in accordance with AASB 1058 Income of Not-for-Profit Entities:

- recognises the asset received in accordance with the recognition requirements of other applicable accounting standards (e.g. AASB 9, AASB 16, AASB 116 and AASB 138);
- recognises related amounts (being contributions by owners, lease liability, financial instruments, provisions, revenue or contract liability arising from a contract with a customer); and
- recognises income immediately in profit or loss as the difference between the initial carrying amount of the asset and the related amount.

### Government revenue, consumer directed services revenue and other agencies revenue

Government revenue, consumer directed services revenue and other agencies revenue are recognised over time as the services are rendered. The Company uses the input method, whereby percentage of completion at reporting date equates to total costs incurred to reporting date relative to the total expected costs, to measure progress.



Amounts received in advance of services being rendered are recognised as contract liabilities.

Government and non-government grants

A number of the entity's programs are supported by grants received from the federal and state or territory governments, and non-government entities.

If performance obligations are attached to a grant, recognition of the grant as revenue is deferred until those performance obligations are satisfied, giving rise to a contract liability. Contributions are generally received in advance of the satisfaction of the performance obligations.

For base funding, revenue is recognised on receipt or when control is obtained. For projects, revenue is recognised in line with the occurrence of expenditure due to specific requirements within funding agreements which specify that unspent funds are subject to recall and milestones.

Membership income is recognised as performance obligations are satisfied over the duration of the membership period.

Revenue from a non-reciprocal grant that is not subject to conditions is recognised when the entity obtains control of the funds, economic benefits are probable and the amount can be measured reliably. Where a grant may be required to be repaid if certain conditions are not satisfied, a liability is recognised at year-end to the extent that conditions remain unsatisfied.

Where the entity receives a non-reciprocal contribution of an asset from a government or other party for no or nominal consideration, the asset is recognised at fair value and a corresponding amount of revenue is recognised.

Donations

Donations collected are recognised as revenue when the entity gains control, economic benefits are probable and the amount of the donation can be measured reliably.

Other revenue

Other revenue is recognised when it is received or when the right to receive payment is established.

Income tax

The Company is endorsed by the Australian Taxation Office (ATO) as an Income Tax Exempt Charitable Entity under subdivision 50-B of the Income Tax Assessment Act 1997. No income tax is payable by the Company as Section 23 of the Income Tax Assessment Act 1997 exempts charitable institutions from income tax.

Current and non-current classification

Assets and liabilities are presented in the statement of financial position based on current and non-current classification.

An asset is classified as current when: it is either expected to be realised or intended to be sold or consumed in the Company's normal operating cycle; it is held primarily for the purpose of trading; it is expected to be realised within 12 months after the reporting period; or the asset is cash or cash equivalent unless restricted from being exchanged or used to settle a liability for at least 12 months after the reporting period. All other assets are classified as non-current.

A liability is classified as current when: it is either expected to be settled in the Company's normal operating cycle; it is held primarily for the purpose of trading; it is due to be settled within 12 months after the reporting period; or there is no unconditional right to defer the settlement of the liability for at least 12 months after the reporting period. All other liabilities are classified as non-current.

Cash and cash equivalents

Cash and cash equivalents comprise cash on hand and demand deposits, together with other short-term, highly liquid investments that are readily convertible into known amounts of cash and which are subject to an insignificant risk of changes in value.

Trade and other receivables

Trade receivables are initially recognised at fair value and subsequently measured at cost, less any provision for impairment.

Individually significant receivables are considered for impairment when they are past due or when other objective evidence is received that a specific counterparty will default. Receivables that are not considered to be individually impaired are reviewed for impairment in groups, which are determined by reference to the industry and region of a counterparty and other shared credit risk characteristics. The impairment loss estimate is then based on recent historical counterparty default rates for each identified group.

Contract liabilities

Contract liabilities represent the Company's obligation to transfer goods or services to a customer and are recognised when a customer pays consideration, or when the Company recognises a receivable to reflect its unconditional right to consideration (whichever is earlier) before the Company has transferred the goods or services to the customer.

Employee benefits

Short-term employee benefits

Liabilities for wages and salaries, including non-monetary benefits, annual leave and long service leave expected to be settled wholly within 12 months of the reporting date are measured at the amounts expected to be paid when the liabilities are settled.

Long-term employee benefits

The liability for annual leave and long service leave not expected to be settled within 12 months of the reporting date are measured at the present value of expected future payments to be made in respect of services provided by employees up to the reporting date using the projected unit credit method. Consideration is given to expected future wage and salary levels, experience of employee departures and periods of service. Expected future payments are discounted using market yields at the reporting date on national government bonds with terms to maturity and currency that match, as closely as possible, the estimated future cash outflows.

Defined contribution plans

The entity pays fixed contributions to independent entities in relation to superannuation plans for individual employees. The entity has no legal or constructive obligations to pay contributions in addition to its fixed contributions, which are recognised as an expense in the period that relevant employee services are received.

Comparative period

Where necessary, the comparative period information has been reclassified for consistency with current period disclosures.

Note 3. Critical accounting judgements, estimates and assumptions

The preparation of the financial statements requires management to make judgements, estimates and assumptions that affect the reported amounts in the financial statements. Management continually evaluates its judgements and estimates in relation to assets, liabilities, contingent liabilities, revenue and expenses. Management bases its judgements, estimates and assumptions on historical experience and on other various factors, including expectations of future events, management believes to be reasonable under the circumstances. The resulting accounting judgements and estimates will seldom equal the related actual results. The judgements, estimates and assumptions that have a significant risk of causing a material adjustment to the carrying amounts of assets and liabilities (refer to the respective notes) within the next financial year are discussed below.

Performance obligations under AASB 15 revenue from contracts with customers

To identify a performance obligation under AASB 15, the promise must be sufficiently specific to be able to determine when the obligation is satisfied. The Company exercises judgement to determine whether the promise is sufficiently specific by taking into account any conditions specified in the arrangement, explicit or implicit, regarding the promised goods or services. In making this assessment, the Company includes the nature/type, cost/value, quantity and the period of transfer related to the goods or services promised.

Employee benefits provision

As discussed in note 2, the liability for employee benefits expected to be settled more than 12 months from the reporting date are recognised and measured at the present value of the estimated future cash flows to be made in respect of all employees at the reporting date. In determining the present value of the liability, estimates of attrition rates and pay increases through promotion and inflation have been taken into account.

Note 4. Contributions revenue

	2025 \$	2024 \$
<b>Over Time</b>		
Grants	23,486,674	21,439,114
Membership Income	1,350,913	1,319,251
<b>Point In Time</b>		
Donations	964,477	738,740
Sponsorships	10,000	8,181
	<b>25,812,064</b>	<b>23,505,286</b>

Grants and membership income are recognised under AASB 15 Revenue from Contracts with Customers.

Donations are received using a Gift Fund which is governed by the Our Watch Constitution and is regulated by the Australian Taxation Office. With its Deductible Gift Recipient (DGR) status the organisation has the ability to accept donations from the public and to issue tax receipts for donations.

All revenue was derived in Australia.

Note 5. Other income

	2025 \$	2024 \$
Interest Income	906,304	802,615
Other Income	868	454
	<b>907,172</b>	<b>803,069</b>

Note 6. Employee benefits expense

	2025 \$	2024 \$
Employee Benefits Expenses	(15,051,126)	(13,389,899)
Superannuation - Defined Contribution Plans	(1,721,194)	(1,536,256)
	<b>(16,772,320)</b>	<b>(14,926,155)</b>

Note 7. Cash and cash equivalents

	2025 \$	2024 \$
<b>Current Assets</b>		
Cash at Bank	14,084,446	17,700,259
Short Term Bank Deposits	2,403,361	5,000,000
Bank Guarantee	44,660	44,660
	<b>16,532,467</b>	<b>22,744,919</b>

Short term bank deposits have maturity dates less than three months from period end and an interest rate of 4.14% (2024: 4.53%).

Note 8. Receivables and other assets

	2025 \$	2024 \$
<b>Current Assets</b>		
Trade Receivables	844,949	710,017
Accrued Interest	23,342	-
Bonds	200	200
Prepayments	369,640	93,903
GST Receivable	184,736	145,832
	<b>1,422,867</b>	<b>949,952</b>

Note 9. Trade and other payables

	2025 \$	2024 \$
<b>Current Liabilities</b>		
Trade Payables	2,228,425	1,641,863
Deductions Payable	156,535	110,716
GST & PAYG Payables	235	66
Other Creditors & Accruals	539,915	821,094
	<b>2,925,110</b>	<b>2,573,739</b>

All above liabilities are short-term. The carrying values are considered to be a reasonable approximation of the fair value.



Note 10. Employee benefits provisions

	2025 \$	2024 \$
<b>Current Liabilities</b>		
Annual Leave	814,401	723,432
Long Service Leave	174,348	147,085
	988,749	870,517
<b>Non-Current Liabilities</b>		
Long Service Leave	203,910	118,096
	1,192,659	988,613

Note 11. Contract liabilities

	2025 \$	2024 \$
<b>Current Liabilities</b>		
Contract Liabilities	6,117,583	13,160,326
	6,117,583	13,160,326

Contract liabilities primarily relate to deferral of revenue to be recognised upon meeting relevant performance obligations stipulated in funding agreements. Contributions are generally received in advance of the satisfaction of the performance obligations, giving rise to a contract liability.

Note 12. Auditor remuneration

	2025 \$	2024 \$
<b>Amounts Paid / Payable to Grant Thornton Audit Pty Ltd</b>		
Audit of the financial report	41,720	65,000
Preparation of the financial report	-	5,500
Audit of acquittals	17,500	52,800
<b>Total Auditor's Remuneration</b>	59,220	123,300

Note 13. Key management personnel disclosures

	2025 \$	2024 \$
Directors	148,542	200,085
Other Key Management Personnel	2,345,868	1,966,630
	2,494,410	2,166,715

The number of remunerated directors and other key management personnel that served during the period were:

	2025	2024
Directors	10	11
Other Key Management Personnel	10	9
	20	20

Note 14. Contingent liabilities

There are no contingent liabilities that have been incurred by the entity in relation to the reporting year (2024: none).

Note 15. Commitments

There we no commitments at 30 June 2025 (2024: none).

Note 16. Related party transactions

**Key Management Personnel**

Disclosures relating to key management personnel are set out in note 13.

**Transactions with related parties**

The following transactions occurred with related parties:

	2025 \$	2024 \$
Payment for services from related entities	-	1,862
Amounts received from related entities	802	

**Terms and Conditions**

All transactions were made on normal commercial terms and conditions and at market rates.

Note 17. Events after the reporting period

No matter or circumstance has arisen since 30 June 2025 that has significantly affected, or may significantly affect the Company's operations, the results of those operations, or the Company's state of affairs in future financial years.

# Directors' declaration

30 June 2025

The Directors of the Company declare that the financial statements, comprising the statement of profit or loss and other comprehensive income, statement of financial position, statement of cash flows, statement of changes in equity, and accompanying notes, are in accordance with the Australian Charities and Not-for-Profits Commission Act 2012 and:

- give a true and fair view of its financial position as at 30 June 2025 and of its performance for the year ended on that date; and
- comply with Australian Accounting Standards (including the Australian Accounting Interpretations) and the Australian Charities and Not-for-profits Commission Regulations 2022; and
- there are reasonable grounds to believe that the Company will be able to pay its debts as and when they become due and payable.

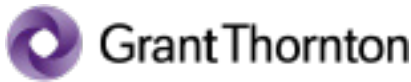
Signed in accordance with a resolution of Directors and subsection 60.15(2) of the Australian Charities and Not-for-profit Commission Regulation 2022.



**M Baulch OAM**

Chair

30 September 2025



**Grant Thornton Audit Pty Ltd**  
Level 22 Tower 5  
Collins Square  
727 Collins Street  
Melbourne VIC 3008  
GPO Box 4736  
Melbourne VIC 3001  
T +61 3 8320 2222

## Independent Auditor's Report

### To the Members of Our Watch Limited

#### Report on the audit of the financial report

##### Opinion

We have audited the financial report of Our Watch Limited (the "Registered Entity"), which comprises the statement of financial position as at 30 June 2025, and the statement of profit and loss and other comprehensive income, statement of changes in equity and statement of cash flows for the year then ended, and notes to the financial statements, including material accounting policy information and the Directors' declaration.

In our opinion, the financial report of Our Watch Limited has been prepared in accordance with Division 60 of the *Australian Charities and Not-for-profits Commission Act 2012*, including:

- a giving a true and fair view of the Registered Entity's financial position as at 30 June 2025 and of its financial performance for the year then ended; and
- b complying with Australian Accounting Standards and Division 60 of the *Australian Charities and Not-for-profits Commission Regulation 2022*.

##### Basis for opinion

We conducted our audit in accordance with Australian Auditing Standards. Our responsibilities under those standards are further described in the *Auditor's Responsibilities for the Audit of the Financial Report* section of our report. We are independent of the Registered Entity in accordance with the ethical requirements of the Accounting Professional and Ethical Standards Board's APES 110 *Code of Ethics for Professional Accountants (including Independence Standards)* (the Code) that are relevant to our audit of the financial report in Australia. We have also fulfilled our other ethical responsibilities in accordance with the Code.

We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

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**Information Other than the Financial Report and Auditor's Report Thereon**

The Directors are responsible for the other information. The other information comprises the information included in the Registered Entity's annual report for the year ended 30 June 2025, but does not include the financial report and our auditor's report thereon.

Our opinion on the financial report does not cover the other information and accordingly we do not express any form of assurance conclusion thereon.

In connection with our audit of the financial report, our responsibility is to read the other information and, in doing so, consider whether the other information is materially inconsistent with the financial report or our knowledge obtained in the audit or otherwise appears to be materially misstated.

If, based on the work we have performed, we conclude that there is a material misstatement of this other information, we are required to report that fact. We have nothing to report in this regard.

**Responsibilities of the Directors for the financial report**

The Directors of the Registered Entity are responsible for the preparation and fair presentation of the financial report in accordance with Australian Accounting Standards and the ACNC Act, and for such internal control as the Directors determine is necessary to enable the preparation of the financial report that is free from material misstatement, whether due to fraud or error.

In preparing the financial report, the Directors are responsible for assessing the Registered Entity's ability to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless the Directors either intend to liquidate the Registered Entity or to cease operations, or have no realistic alternative but to do so.

The Directors are responsible for overseeing the Registered Entity's financial reporting process.

**Auditor's responsibilities for the audit of the financial report**

Our objectives are to obtain reasonable assurance about whether the financial report as a whole is free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our opinion. Reasonable assurance is a high level of assurance, but is not a guarantee that an audit conducted in accordance with the Australian Auditing Standards will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of this financial report.

As part of an audit in accordance with the Australian Auditing Standards, we exercise professional judgement and maintain professional scepticism throughout the audit. We also:

- Identify and assess the risks of material misstatement of the financial report, whether due to fraud or error, design and perform audit procedures responsive to those risks, and obtain audit evidence that is sufficient and appropriate to provide a basis for our opinion. The risk of not detecting a material misstatement resulting from fraud is higher than for one resulting from error, as fraud may involve collusion, forgery, intentional omissions, misrepresentations, or the override of internal control.
- Obtain an understanding of internal control relevant to the audit in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the Registered Entity's internal control.
- Evaluate the appropriateness of accounting policies used and the reasonableness of accounting estimates and related disclosures made by the Directors.
- Conclude on the appropriateness of the Directors' use of the going concern basis of accounting and, based on the audit evidence obtained, whether a material uncertainty exists related to events or conditions that may cast significant doubt on the Registered Entity's ability to continue as a going concern. If we conclude that a material uncertainty exists, we are required to draw attention in our auditor's report to the related disclosures in the financial report or, if such disclosures are inadequate, to modify our opinion. Our conclusions are based

on the audit evidence obtained up to the date of our auditor's report. However, future events or conditions may cause the Registered Entity to cease to continue as a going concern.

- Evaluate the overall presentation, structure and content of the financial report, including the disclosures, and whether the financial report represents the underlying transactions and events in a manner that achieves fair presentation.

We communicate with those charged with governance regarding, among other matters, the planned scope and timing of the audit and significant audit findings, including any significant deficiencies in internal control that we identify during our audit.

Grant Thornton Audit Pty Ltd  
Chartered Accountants

K E Bonner  
Partner – Audit & Assurance  
Melbourne, 30 September 2025

# Get in touch

Are you passionate about the primary prevention of violence against women and creating gender equality?

Contact us to see how we can work together.

[enquiries@ourwatch.org.au](mailto:enquiries@ourwatch.org.au)

[ourwatch.org.au](https://ourwatch.org.au)



# Our Watch



**Preventing violence  
against women**