

The life changing
power of information

Annual Report

FY 2024

Chair and CEO Report

1 July 2023 to 30 June 2024

The Yourtoolkit.com team has continued to advance our purpose of empowering and equipping women and children who are facing domestic and family violence in all its insidious forms. We are particularly proud of the significant impact we have made during FY 2024.

In the second half of the year, we experienced substantial growth, with an average of 4,000 visits to our website each week. Our user survey indicated that 75% of respondents are currently facing or are at risk of facing family violence. This highlights the critical role Yourtoolkit.com plays, especially for the 46% of women¹ experiencing abuse from a current partner who do not reach out for support. For these women, Yourtoolkit.com may be the only accessible resource for help.

We firmly believe that family and domestic violence is a whole of community issue:

- The impact on children is profound, leading to both physical and emotional harm, and increasing the likelihood of these behaviours being repeated in adulthood.
- Research indicates that workplaces are also affected, with family violence contributing to lateness, absenteeism, and reduced productivity, impacting the broader economy. Around 1 in 6 female workers² have experienced or are currently experiencing abuse.
- Family and domestic violence places a significant burden on social services, healthcare, and law enforcement, requiring community-wide resources and responses.
- Community attitudes and cultural norms can either perpetuate or help prevent violence against women, making widespread education and awareness crucial.
- The safety of individuals is a fundamental aspect of community well-being, and family violence threatens the security and stability of the entire community.

“I love the way it is set up, the lay out. I find it very easy to navigate. What really stood out to me are the four pillars. Getting out of a situation like that is not one simple step, it’s complicated. Those four principals... are just so beautifully put.”

- Website user feedback

1. ABS Personal Safety Survey 2016 – experienced abuse from current partner 2. ABS Personal Safety Survey Australia 2005

Yourtoolkit.com serves as a vital resource for professionals in the family violence sector and for those seeking to support someone affected. As a free, accessible, online tool, Yourtoolkit.com empowers and supports the entire community.

This year, The Hon. Sabine Winton, MLA, Minister for Prevention of Family and Domestic Violence launched the Yourtoolkit.com Coercive Control Self-Assessment Tool. This evidence-based resource is designed to help women recognise coercive control behaviours, which perpetrators often normalise. Individuals who complete the assessment are able to uncover the patterns and signs of coercive control in their lives and are provided with information to support taking the critical first steps towards regaining control and seeking the support they need. We are pleased to report that the tool has been widely used, with submissions from women across Australia.

As we look forward to the coming year, we are excited to advance our ambitious plans to expand the state-specific sections of Yourtoolkit.com beyond Western Australia to provide a national service. In 2024, over half of our users came from outside WA, highlighting the nationwide relevance of our content. Significant progress has already been made, and we are committed to completing this project to ensure equitable access across all Australian states and territories. This expansion will include a comprehensive website refresh, enhancing user experience and website functionality.

The breadth and quality of our services are made possible by the extraordinary contributions of our volunteers from various professions, who have donated thousands of hours to leverage the work of our small paid team. We are extremely grateful for their continued support. Our decision not to advertise on the Yourtoolkit.com platform makes us reliant on the generous support of our sponsors and donors. We extend a heartfelt thank you to all our volunteers and supporters for their vital role in enabling Yourtoolkit.com to achieve its impact.

It is a privilege to present Yourtoolkit.com's FY 2024 annual report.



Elisa Fear
CHAIR



Penny Fegan
CEO

“Yourtoolkit.com tackles a fundamental issue – how the sector makes that first critical connection with vulnerable women, isolated in their homes and subjected to abusive behaviour.”

- CEO, FDV Service Provider

Yourtoolkit.com

Yourtoolkit.com is a free online resource for women facing family and domestic violence (FDV). The content and design of the website is determined by the needs of women facing abuse. We continue to work closely with women with lived experience of abuse who inform everything we do.

Before Yourtoolkit.com, women facing FDV had no comprehensive “all in one place” resource and were forced to search multiple sources for services and information they often didn’t know existed.

Yourtoolkit.com empowers and supports those facing abuse by connecting them to specialist family violence services and providing comprehensive information on safety, legal, and financial matters.

As a technology solution:

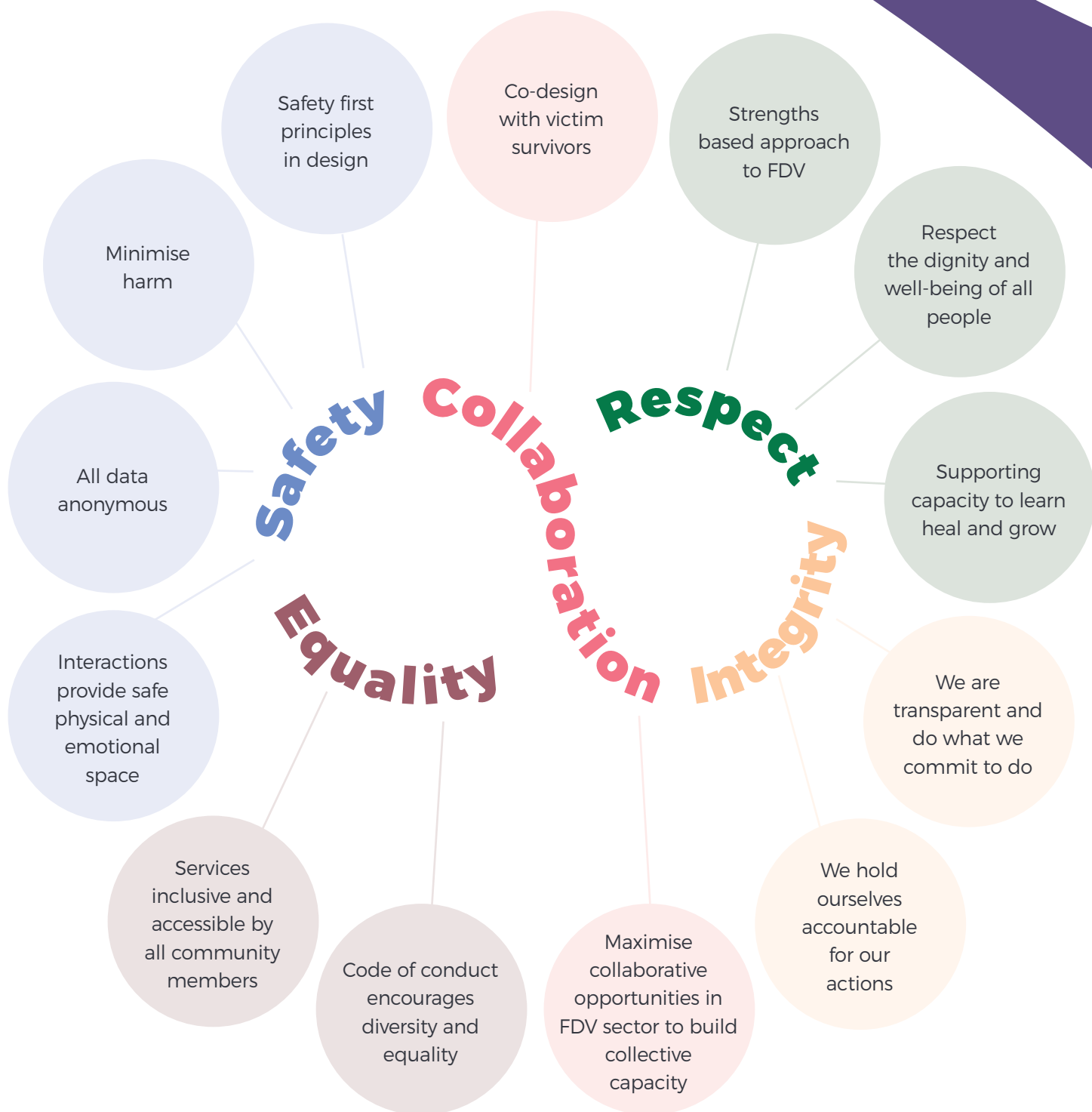
- We get behind closed doors to support those facing abuse whenever and wherever they can safely access our services, including the 46% of women³ facing abuse from a current partner who never reach out for help
- We don’t reach capacity - unlike face-to-face services, no one is turned away due to resource constraints.
- Our platform can reach women in all locations, including rural and regional areas.

“An exceptional site to provide information on all aspects of being in such a fearful situation.”

- Female, 35-54, New South Wales, FDV victim-survivor

3. ABS Personal Safety Survey 2016 – experienced abuse from current partner

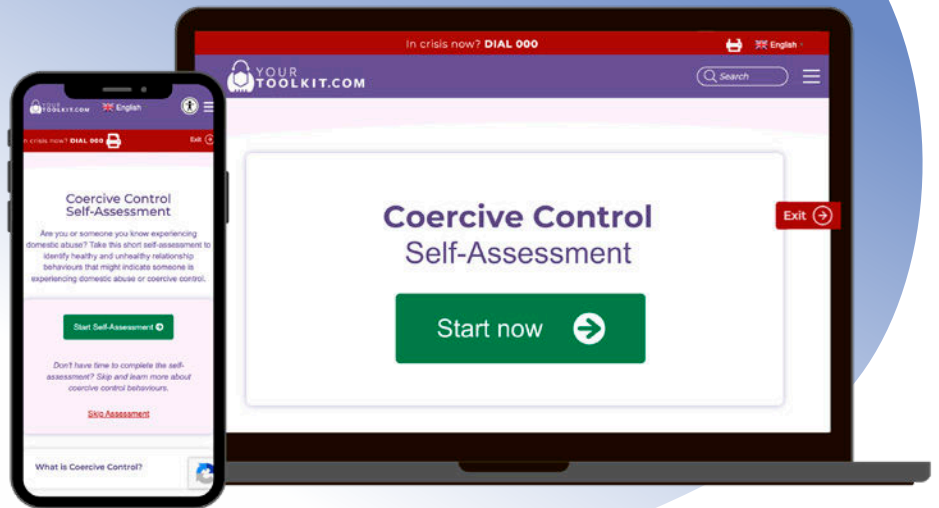
OUR VALUES



Coercive Control Self-Assessment Tool

“The questionnaire identified just how abusive my relationship was - which I have minimised over the years”

- Female, 35-54, New South Wales, FDV victim-survivor



In December 2023 the Coercive Control Self-Assessment Tool was launched on Yourtoolkit.com. The comprehensive online tool empowers victim-survivors by helping them identify and understand the forms of coercive control they may be experiencing.

It can be completed individually at home or with the help of a family member, close friend or support worker.

The Hon. Sabine Winton, MLA, Minister for Prevention of Family and Domestic Violence said, “The Coercive Control Self-Assessment Tool is a well designed, easy to use resource for victim-survivors to better understand coercive control behaviours, which includes a step-by-step guide towards being safer in their relationships should they need it.”

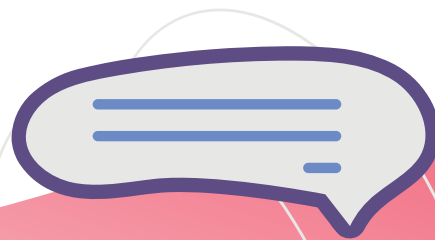
This tool aligns to the National Principles to Address Coercive Control FDV (2023) and the National Risk Assessment Principles for FDV (2018).

- Coercive control tool page sessions - 59,363²
- Coercive control questionnaire submissions - 7,479⁴
- 73% of submissions answered at least one question for each coercive control behaviour
- 81% of submissions answered at least one question for half or more of the coercive control behaviours

4. From launch in December 2023 to June 2024

Preventing Violence Against Women

Preventing violence against women is everyone's responsibility



In FY 2024, Yourtoolkit.com continued to educate the community on the gendered drivers of violence against women, guided by Our Watch⁵ principles.

Using a strengths based approach, our primary prevention of violence against women resource offers practical examples and information on ending violence against women at work, at home, and in the community.

- Over 37,000 sessions on the preventing violence resource page
- 79% of survey respondents told us that the information on the page increased their awareness about preventing violence against women.

From March 2023 to March 2024, our primary prevention of violence against women campaign reached Western Australians over 5.8 million times. Through social media, shopping centre billboards, digital platforms, and radio advertisements, we highlighted real-life examples of violence drivers and actionable steps to end them.

5. Change the Story (second edition) A shared framework for the primary prevention of violence against women in Australia. Our Watch 2021

Strategic objectives

Our purpose is to educate, empower and equip women and children facing or recovering from domestic violence, financial abuse and coercive control.

The Yourtoolkit.com Board has approved four strategic themes each with specific objectives and key performance indicators.

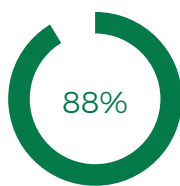


EMPOWER

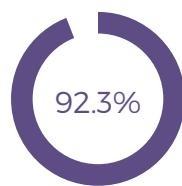
Deliver up to date, relevant website content using evidence-based practice.
Engage in ongoing review and development.

Our users have told us we are meeting their needs - we surpassed our targeted 75% in user satisfaction metrics.

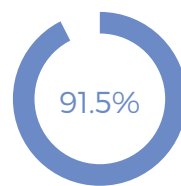
**FY23 TO FY24
HAD A 208%
INCREASE
IN WEBSITE
SESSIONS**



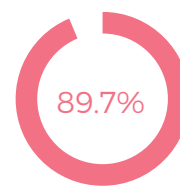
**PRACTICAL
STEPS**



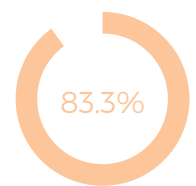
**EASY TO
UNDERSTAND
INFORMATION**



**RELEVANT
INFORMATION**



SAFE TOOLS



**TOOLS TO
EMPOWER
YOU TO MOVE
FORWARD**

Yourtoolkit.com connected users 5,800 times to FDV support services' websites during FY 2024. Predictive navigation has been introduced to improve website user experience, and website content integrity reviews are ongoing.



APPLIED INNOVATION

Provide a unique service and scalable model.

- Developed a unique Coercive Control Self-Assessment Tool adapted from evidence-based research. Since the launch in December 2023, the resource was visited nearly 60,000 times by users who submitted the questionnaire for assessment more than 7,400 times
- Significant progress made towards national expansion of state-specific information



COMMUNICATION

Support engagement with those facing violence, the FDV sector, government, corporate, funders and supporters.

Social Media:

- 187 posts published
- 3.8m views
- Over 4,800 total followers across different platforms
- Over 70,000 website sessions delivered from social media

Advertising:

- Over 4.6m impressions from community advertising
- 37,000 visits to Yourtoolkit.com from Google Ad words
- Audiences trust Yourtoolkit.com for relevant information – over 19,000 website sessions resulted from internet search queries that Yourtoolkit.com answers – ten times more than the previous year.



PARTNERSHIP

Create meaningful relationships to collaborate to create impact.

- New partnership with Women's Centre for Safety and Wellbeing delivering joint WA service directory
- Partnered with regional FDV agency to conduct joint social media campaigns
- 2,912 users referred to Yourtoolkit.com from external websites
- More than \$200,000 received through in-kind work and pro-bono contributions
- More than 15% of our website survey respondents work in the sector supporting people facing domestic violence. This group told us that Yourtoolkit.com provides:
 - › Relevant information for women facing family violence (95.5%)
 - › Practical steps for women facing family violence (96.4%)
 - › Easy to understand information (96.4%)
 - › Safe tools (90.9%)
 - › Tools to empower you to move forward (75.5%)

Client feedback

“I wish I had found this website a long time ago....This website let me get it all out. Check the boxes. Gave me some aha moments. Validated my feelings. Backed up what my family, solicitor, friends, workplace, counsellor and GP had been telling me - that it wasn't ok what I was going through - what my children were going through. It was abuse! I couldn't see it.”

- Female, 35-54, Queensland,
FDV victim-survivor

“I use the website now to support clients I work with. Great work on the resources and keep it up!”

- Female, 35-54, Western Australia,
FDV victim survivor, work with women
facing domestic abuse

“Thank you for all the hard work and research you have done which will no doubt help so many going through a family domestic violence situation and feel lost or overwhelmed, not quite sure which way to turn. Your website is REALLY helpful and I can't thank you enough.”

- Female, 35-54, Victoria,
FDV victim-survivor

"I gave her a [Yourtoolkit.com](https://www.yourtoolkit.com) card and sent her the link and said "have a look at this, start right at the beginning as if you're preparing to leave again. When you get to where you are, stop. Then work through the steps. This will help you. The information is all there."

- Western Australia, Financial counsellor working with women facing domestic abuse

"Thank you. I wasn't sure if what I was experiencing was abuse and now I know it is."

- Female, 35-54, Western Australia, FDV victim-survivor

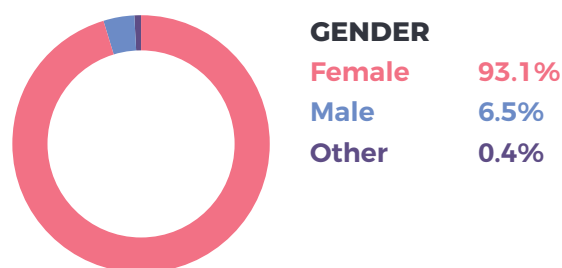
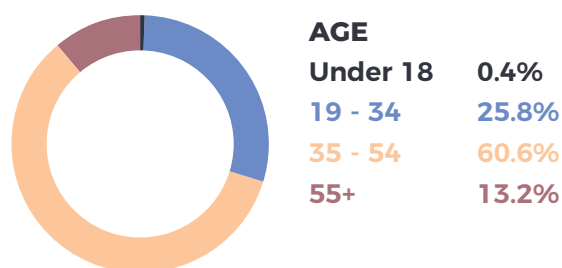
"I am a GP, your website and planning advice and options are an excellent, much needed resource. Kind thanks!"

- Western Australia, Doctor working with women facing domestic abuse



Service demographics⁶

Yourtoolkit.com's website users are predominantly female (93%) with 35-54 year olds being the largest age bracket.



75.4%

FACE OR AT RISK OF FAMILY AND DOMESTIC VIOLENCE

34.2%

FACE OR AT RISK OF HOMELESSNESS

15.6%

WORK WITH PEOPLE FACING FAMILY & DOMESTIC VIOLENCE

15.1%

WORRIED ABOUT SOMEONE ELSE FACING FAMILY & DOMESTIC VIOLENCE




Users who identify as Aboriginal or Torres Strait Islander, or as members of the LGBTIQ+ community, are over-represented compared to the general population, reflecting the prevalence of domestic violence in these communities.

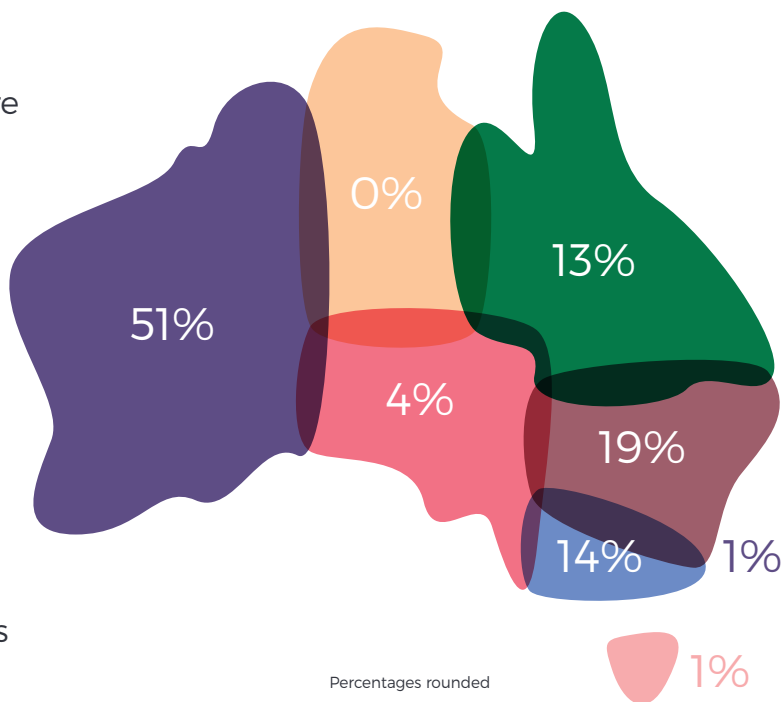
Group	% respondents	% Aust population
Aboriginal or Torres Strait Islander person	12.0%	3.8% ⁷
A person from a LGBTIQ community	5.8%	3.8% ⁸

⁶ Yourtoolkit.com pop-up survey 1 July 2023 to 30 June 2024 ⁷ ABS Census 2021: % of population resident Aboriginal and Torres Strait Islander ⁸ ABS General Social Survey 2020

The site's value is evident in the diverse locations of users across Australia, reinforcing the need to accelerate the national expansion of state-specific content.

In FY 2024, 12% of website survey respondents indicated that they were from regional or remote Australia.

-  **PHONE**
45%
-  **DESKTOP**
16%
-  **TABLET/OTHER**
3%



The majority of Yourtoolkit.com users accessed it via their mobile phones.

Yourtoolkit.com supports all domains of the National Plan to End Violence Against Women and Children 2022 - 2032

PREVENTION

- Preventing violence education web page and resources
- Digital marketing campaigns specifically addressing the drivers of gendered violence against women

EARLY INTERVENTION

- Coercive Control Self-Assessment Tool
- Tools and tips for keeping safe
- Support after fleeing an abusive relationship

RESPONSE

- Searchable service directory for face-to-face services
- Information about safety, legal and tenancy support
- Available financial assistance

RECOVERY & HEALING

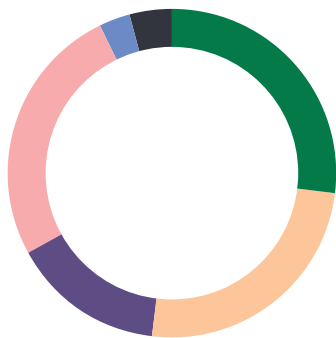
- Comprehensive, trauma informed information about personal money matters

Finances

Yourtoolkit.com recorded a deficit⁹ of \$40,014 in FY 2024 compared to a surplus of \$77,275 in FY 2023.

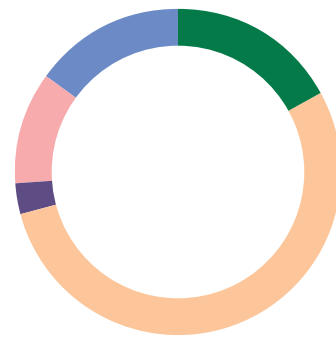
Cash and term deposits at 30 June 2024 were \$566,273 including grants received in advance of \$366,333.

Our administration expenses remain low, at less than 2% of operating costs, thanks to Chartered Accountants Australia New Zealand, which generously provide office space and amenities at no cost. Additionally, we benefited from more than \$200,000 in volunteer and pro-bono work during FY 2024, substantially leveraging the work of our small paid staff.



FY 2024 REVENUE BY FUNDER

Government	27%
Lotterywest	25%
Philanthropic trust	15%
Corporate support	26%
Other donations	3%
Interest income	4%



FY 2024 EXPENSES BY PROJECT

Primary Prevention of Violence Against Women	17%
Breaking the Cycle of Coercive Control	54%
Supporting women back to work	3%
National expansion of online services	11%
Online education, information and support services	15%

9. Grant revenue is recognised on an accruals basis over the term of the grant

CORPORATE DETAILS

Yourtoolkit.com Limited	ACN: 666 106 707
The Women at Risk Trust	ABN: 12 714 495 538
Address	Level 11, 2 Mill Street Perth WA 6000
Email	info@financialtoolbox.org.au
Website	https://www.womenatrisktrust.com https://yourtoolkit.com
Board of Directors	Elisa Fear (Chair) Nadia Mansour Steven Cole (Chair Funding Committee) Richard Burnell (Chair Communications and IT Committee) John McCarthy AO Yvonne Kallane Vivian Wang (Chair Finance Audit and Risk Committee) – retired December 2023 Melanie Grohovaz (Chair Finance Audit and Risk Committee) – appointed December 2023
Company Secretary	Nadia Mansour (Company Secretary until May 2024) Pamela Malcolm (appointed May 2024)
Ambassadors	Professor Lyn Beazley AO Emeritus Professor Mark Bush

THANK YOU TO OUR FY24 FUNDERS & SUPPORTERS



