

The life changing
power of information

Annual Report

FY 2025



Chair's Report

1 July 2024 to 30 June 2025

Once again this year, it has been our privilege to continue the work to equip and empower women and children facing family and domestic violence through the provision of Yourtoolkit.com.

2025 saw a significant relaunch of the Yourtoolkit.com website, with a number of new features, including resources to support women who are working, or wishing to gain employment whilst experiencing domestic abuse. This is important not only for the financial security working provides, but also the sense of agency that employment can bring. The relaunched site also provides resources for our sector colleagues working with women experiencing abuse, and for employers seeking to support their staff. The relaunched site contributed to the continued take up of the Yourtoolkit.com resource which has now had over 460,000 visits since it was launched in 2019.

We are a proudly Western Australian based organisation but our efforts to support women and children in abusive situations right across Australia continue. During this year the site was updated to include state specific information for all Australian states and territories increasing the utility of Yourtoolkit.com for all Australian women facing abuse.

By the end of FY 2025, over 21,000 people had completed the Yourtoolkit.com Coercive Control Self-Assessment Tool from all over the country. We designed the tool to provide women with a greater understanding of the coercive control behaviours they may be experiencing in their relationships and tools to make informed choices. As a consequence of the significant take up of the self-assessment, we now have a large and growing macro data set of women's lived

experience of coercive control that we are able to analyse and use to inform not only our work, but also contribute more broadly to the evidence base around coercive control. We have set up an independent expert group to explore how best to use this data and look forward to progressing this during FY 2026.

During the year, we extended our experience in the Primary Prevention field. Thanks to a specific grant from the Department of Communities, we commenced a project working with ECU students to co-design social media messaging that will resonate with young adults about changing the gendered stereotypes that can lead to violence against women.

During the year we farewelled our inaugural CEO - Penny Fegan. Penny oversaw a period of significant transition for our organisation and our ability to contribute to changed lives for women and children facing family and domestic violence. Penny leaves us with our sincere thanks for her hard work and dedication and very best wishes for her next career jump.

Very importantly, thanks again to our volunteers, our dedicated Board Members and supporters - it would not be possible to do what we do without each and every one of you and your contributions, be they large or small, are gratefully received. And finally to our small (but growing) team, your hard work and dedication to our cause inspires me every day - thank you.



Elisa Fear
CHAIR

Yourtoolkit.com

46% of women¹ experiencing abuse from a current partner never reach out for help.

Yourtoolkit.com is an evidence-based, safe and accessible digital platform that empowers women experiencing family and domestic violence by providing 24/7 access to practical resources, legal and financial information, safety planning tools, and connections to specialist services.

Purpose

To educate, empower and equip women and children facing or recovering from domestic violence, financial abuse and coercive control.

Vision

Trusted and recognised leadership in educating, empowering and equipping women and children facing or recovering from domestic violence, financial abuse and coercive control.

Values

SAFETY

Designing all online and in-person activities using safety-first principles for women, children, staff and sector partners.

COLLABORATION

Using co-design with victim survivors; prioritising partnerships within the FDV sector to maximise resources and impact.

INTEGRITY

Acting transparently and delivering on all commitments.

RESPECT

Applying a strengths-based approach that upholds dignity while maintaining accountability and supporting change.

EQUALITY

Ensuring inclusivity and accessibility; referring non-serviced groups to relevant supports; fostering diversity and inclusion in staff culture.

¹ ABS Personal Safety Survey 2016 – experienced abuse from current partner

New Features in 2025



FY 2025 saw a significant refresh of Yourtoolkit.com, including a large number of new features designed to meet the needs of, and based on feedback from, our diverse user cohort, including:

- Updated state-specific content for our step-by-step guide on facing family violence for users right across Australia.
- New information to understand rights at work, domestic violence leave and keeping safe while working for survivors.
- A new checklist guide on leaving and keeping safe in the first 48 hours after leaving a crisis situation.
- Information for employers about supporting team members facing family and domestic violence.
- Information for those seeking to support someone facing abuse, including specialist family and domestic violence service providers.

Co-Design Impact: Primary Prevention Project

In March 2025, with support from the Department of Communities' *Preventing Family and Domestic Violence grant*, Yourtoolkit.com appointed a Co-Design Facilitator to lead the *Co-Design Impact: Primary Prevention Project*.

In collaboration with Edith Cowan University (ECU) and guided by Our Watch's **Change the Story** framework, we developed a six-part workshop series to co-design media that helps prevent violence against women aged 18–24.

The series included two education-based workshops and four co-design workshops, supported by two ECU-led focus groups to evaluate impact and participant experience. A key focus was ensuring that all sessions were trauma-informed, inclusive, and psychologically safe, enabling young people to share openly and participate meaningfully.

In June, a pre-pilot workshop with ECU students provided invaluable feedback on content, examples, and tone. Participants described the sessions as *safe, relevant, and empowering*, with one student reflecting on gaining the skill of:

"Creating a safe space where people can be honest with you and come and seek help."

To illustrate how the gendered drivers of violence manifest in everyday life, an actor performed an excerpt from *I'm With Her* by Victoria Midwinter Pitt. This creative approach brought theory to life and allowed participants to "catch emotions" and recognise the importance of "call[ing] out small things that don't seem harmful at the time." Participants were supportive of the project, recognising that a pitfall of digital materials is that it is "directed at our age and younger by groups of people that are a lot older. And a lot of the time it just uses language that we don't use."

Building on these insights, Yourtoolkit.com and ECU will continue to co-design digital primary prevention materials for young people, strengthening our understanding of how the platform can better support 18–24 year olds and contribute to the evidence base for preventing violence against women.



Impact

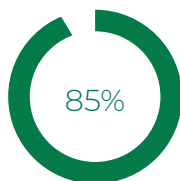
As a digital platform, we rely largely on survey responses, feedback from users and website analytics to understand our impact.

- FY 2025 saw an increase in underlying visits² to the website of **24%**. This increase occurred in all Australian states and territories
- Our impact during FY 2025 improved by the increased “engaged sessions”³, which increased during the year by **52%**
- During FY 2025, Yourtoolkit.com users were referred to other FDV specialist family and domestic violence service providers via outbound clicks from Yourtoolkit.com over **5,000 times**
- Nearly **14,000** people submitted responses

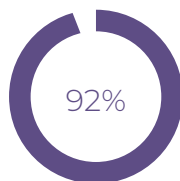
to the Coercive Control Self-Assessment questionnaire during FY 2025. These users were able to understand the behaviours they have been experiencing in their relationships and were provided with further information and education about the impact of these behaviours.

User feedback from the FY25 pop-up survey demonstrates strong overall satisfaction with the quality, clarity, and safety of the information and tools provided. Across five core indicators, scores ranged from 80% to 92% reflecting a high level of trust and usefulness well above our KPI of 75%.

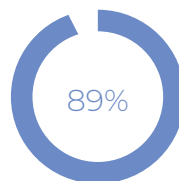
**FY24 TO FY25
HAD A 24%
INCREASE
IN WEBSITE
SESSIONS**



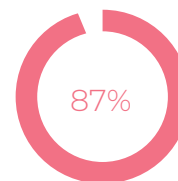
**PRACTICAL
STEPS**



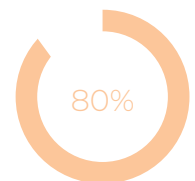
**EASY TO
UNDERSTAND
INFORMATION**



**RELEVANT
INFORMATION**



SAFE TOOLS



**EMPOWERING
TOOLS**

There is an opportunity to design initiatives to strengthen self-efficacy and autonomy so that users not only understand information but also feel confident to act on it.

2. Excluding specific Primary Prevention landing page sessions which were a focus of marketing campaigns for FY 2024.
3. Engaged sessions are tracked by various measures including time on site and interaction with the webpage.

Feedback

"This website is one I use frequently as a professional who often needs to provide information to women experiencing violence. There is minimal support for these women in the local area."

- An Aboriginal or Torres Strait Islander, FDV professional (Queensland)

"Such a great resource, easy to access information and help. I will be sending [Yourtoolkit.com] to my friend to help her."

- Someone supporting a friend (Western Australia).

"I had a conversation with a friend last week about her situation, and then I happened to see this info at my workplace. I'll pass it on to her. It looks extremely relevant and clear and easy to understand. Thank you."

- Someone supporting a friend experiencing domestic abuse (Western Australia)

"This a great first step in the fight against domestic violence and for the rights of women and the protection of our most vulnerable within our community."

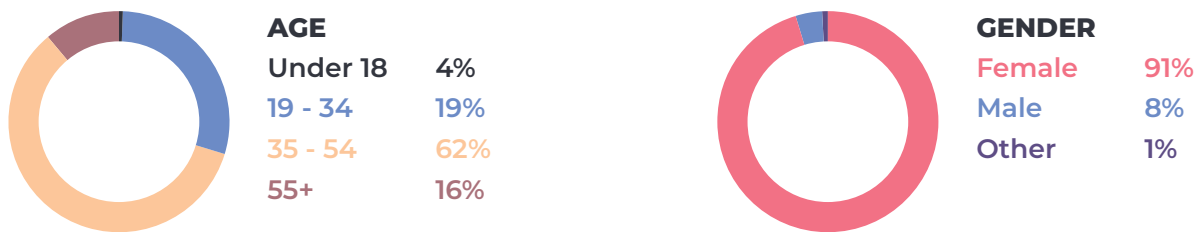
- Someone supporting a friend experiencing violence, male, (Western Australia)



Reach

Demographics⁴

Women remain the primary users of Yourtoolkit.com. The biggest cohort of users are aged 35 - 54 years. We have experienced an increase from prior years in the under 18 age category.



Survey respondents identified family violence and homelessness as significant co-occurring issues. We are also experiencing an increase in users who are supporting people facing family violence.



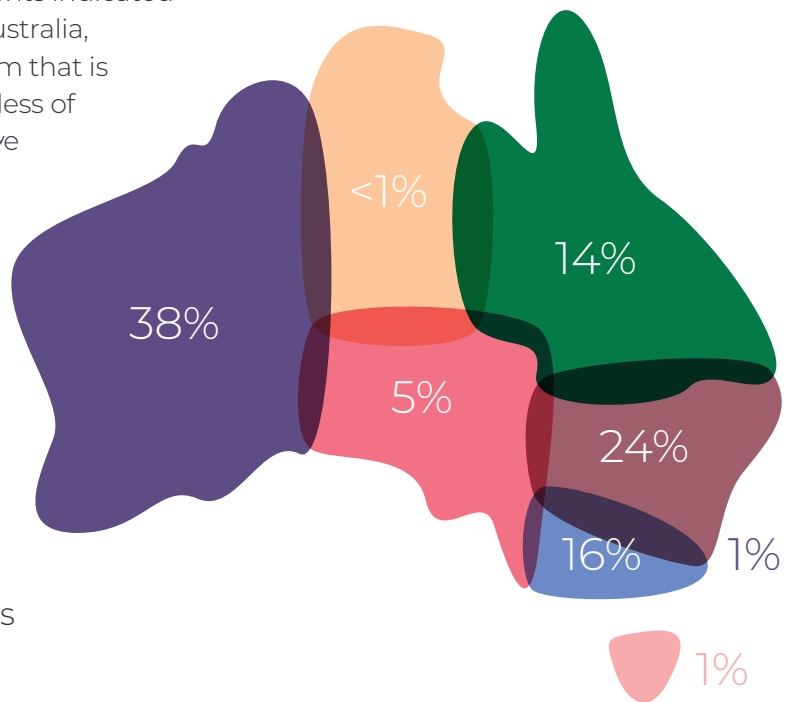
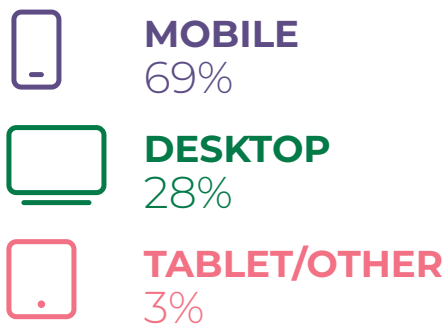
⁴. All demographics apart from location are based on respondents to our website pop-up survey.

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 ⁵	% Aust population
Aboriginal or Torres Strait Islander person	13.5%	3.8% ⁶
A person from a culturally and linguistically diverse background	8.2%	31.5% ⁷
A woman on a temporary visa	1.5%	5.8% ⁸
A woman without an income of their own	23.1%	37.0% ⁹
A person with a disability	20.5%	21.4% ¹⁰
A person from a LGBTIQ+ community	5.5%	4.5% ¹¹

The site's value is evident in the diverse locations of users across Australia, reinforcing the need for the unique service that Yourtoolkit.com provides across Australia.

In FY 2025, 13% of website survey respondents indicated that they were from regional or remote Australia, highlighting the value of an online platform that is able to reach women facing abuse regardless of where they are located as long as they have an internet connected device.

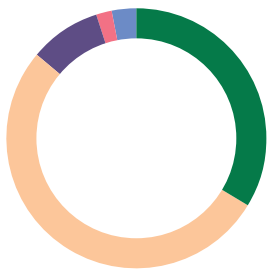


The majority of Yourtoolkit.com users accessed it via their mobile phones.

5. Yourtoolkit.com pop-up survey respondents FY 2025
 6. ABS Census 2021: % of population resident Aboriginal and Torres Strait Islander
 7. ABS June 2024: % of population born overseas
 8. ABS Census 2021: % female temporary visa holders x all temporary visa holders as a % of total population
 9. ABS: Labour Force Australia February 2025, female labour force participation rate of 63%
 10. ABS: Disability, Ageing and Carers, Australia: Summary of Findings 2022
 11. ABS Estimates of LGBTIQ+ populations in Australia based on 4 surveys conducted between Dec 2020 and mid 2023

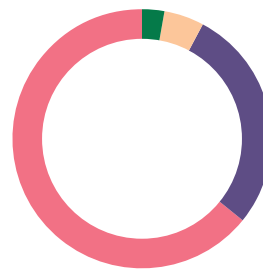
Finances

The year we experienced a surplus of \$673,870 (FY 2024 deficit of \$40,014) largely due to funding received for national expansion initiatives that were either delayed or under budget as a result of generous pro bono support.



FY 2025 REVENUE BY FUNDER

Government	34%
Philanthropic trust	53%
Corporate support	9%
Other donations	2%
Interest income	3%



FY 2025 EXPENSES BY TYPE:

Administration	3%
Web Development	5%
Creating awareness	28%
Employment expense	64%

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@yourtoolkit.com.au
Website	https://yourtoolkit.com
Board of Directors	Elisa Fear (Chair)
	Steven Cole (Chair Funding Committee)
	Richard Burnell (Chair Communications and IT Committee)
	Gillian Nathan (Chair Finance Audit and Risk Committee)
	Nadia Mansour
	Michelle Dillon
	Georgina Capp
	Yvonne Kallane (to August 2025)
	John McCarthy AO (to February 2025)
Company Secretary	Lewis Flynn
Ambassadors	Professor Lyn Beazley AO
	Emeritus Professor Mark Bush

THANK YOU TO OUR FY25 SUPPORTERS



