

**Bravehearts**  
bravehearts.org.au

**Strategic Plan**  
**2022-2024**



## Acknowledgement of Country

*Bravehearts acknowledges the traditional custodians of the land and waters on which we work, and recognises their continuing connection to land, water and community.*

*We pay respect to Elders past, present and emerging and extend respect to all Aboriginal and Torres Strait Islander people, and hope and believe that we can move together to a place of equity, justice and partnership.*

*We acknowledge that sovereignty has never been ceded.*



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Bravehearts is a LGBTQIA+ safe service provider and an equal opportunity employer.



# Welcome


For 25 years Bravehearts has been dedicated to the prevention and treatment of child sexual abuse.

The 2022-2024 Bravehearts Strategic Plan outlines our focus and commitment to our Mission, Vision and Values. Our operational pillars of Educate, Empower and Protect cover all the important work of Bravehearts. Our Enable stream underpins this work as we strive to ensure the long-term sustainability of Bravehearts' services.

Our strategic focus is firmly grounded in prevention, education and training programs for all people, research and lobbying, and therapeutic and support services which have all impacted lives for the better. Bravehearts remains committed to supporting survivors of child sexual abuse.

We thank all who have supported Bravehearts over 25 years and to our dedicated team members who are carrying out our Mission and working towards our Vision each day.

This strategic plan reflects our work as we strive for a world where people, communities and systems all work together to protect children from child sexual abuse.



Alison Geale

CEO | Bravehearts Foundation



Vanessa Garrard

Chair | Bravehearts Foundation





# About Us

We are an Australian child protection organisation, founded in 1997, **solely dedicated** to the prevention and treatment of child sexual abuse.



We work holistically to **educate, empower** and **protect** children from child sexual abuse.



We help **prevent child sexual abuse** by educating children and young people about personal safety.



We **support survivors and victims** of child sexual abuse, and their non-offending family members, with accessible and affordable counselling, case management and advocacy.



We **educate and empower communities** through world-class child protection training courses and risk management.



We fight for the rights of children and adult survivors by **advocating for legislative reform**.



We **stop the stigma** around child sexual abuse through innovative research, public awareness campaigns and community education.



We **collaborate with our cohorts** as we strive to eradicate child sexual abuse.



At all times, we act with **respect, integrity, energy, empathy** and **bravery** as we strive to stop child sexual abuse now.



Above all else, the **protection of children and survivors** is at the heart of everything we do.





# The Problem

Child sexual abuse remains a global problem that knows no physical, financial, socioeconomic, geographical, cultural or gender boundaries. Its impacts are far reaching for children, families and communities.

All forms of child sexual abuse are a profound violation of the human rights of the child and a crime under law.

## Our Mission

To provide a coordinated and holistic approach to the prevention and treatment of child sexual abuse.

## Our Vision

A world where people, communities and systems all work together to protect children from sexual abuse.





# Our Values

## INTEGRITY

We act with integrity, demonstrate accountability, honesty, and at all times, behave ethically.

## RESPECT

We behave and communicate with inclusivity, mindfulness, and professionalism whilst continually embracing diversity.

## ENERGY

We unreservedly apply ourselves using all efforts, power and abilities towards protecting children from child sexual abuse.

## EMPATHY

We seek to genuinely understand other people's experiences, culture and perspectives. In turn, we support individuals and communities in a manner that is meaningful to them.

## BRAVERY

We acknowledge the bravery of survivors and those that support them. Without fear or favour, we seek to ensure that children have a childhood free from sexual harm.





# Our Strategic Piers

For over 25 years, Bravehearts has been making a positive difference in child protection using the 3 Piers to Prevention:

**EDUCATE  
EMPOWER  
PROTECT.**

The 3 Piers to Prevention guide us toward our Vision of a world where people, communities and systems all work together to protect children from sexual abuse.

The 3 Piers are underpinned by our ENABLE pier, which supports us in our pursuits to Educate, Empower and Protect children from child sexual abuse.

## EDUCATE

- ♥ Education programs for children and young people
- ♥ Parental education programs
- ♥ Training for adults, professionals and communities

## EMPOWER

- ♥ Specialist counselling
- ♥ Specialist support services

## PROTECT

- ♥ Research
- ♥ Lobbying and reform
- ♥ Government / non-government relations
- ♥ Sector memberships and representations

## ENABLE

Corporate Services ♥ People and Culture ♥ Community Engagement  
Marketing ♥ Funding Applications ♥ Finance/Administration

**Please note:** Each area of expertise is listed in its primary pier but may also cross over to another pier. For example, education programs also empower children.







# EDUCATE

## OBJECTIVE:

**Evidence-based, age-appropriate personal safety education is available to all children and young people. Organisations and communities are trained, motivated and aware.**

## STRATEGIES:

- Continuously improve and expand our personal safety education offering and programs.
- Secure government/non-government funding to allow scale and accessibility for all children and young people to personal safety education.
- Collaborate with other NGOs and government bodies for education and training propositions.







# EMPOWER

## OBJECTIVE:

**Specialist counselling and support is available to all child and adult survivors of child sexual abuse and those who support them.**

## STRATEGIES:

- Strengthen collaborative approaches with partner agencies to ensure a holistic response to child sexual abuse.
- Secure funding and collaborate to extend Bravehearts' support of adults outside of Redress services.
- Strengthen our therapeutic knowledge and approaches to ensure delivery of accessible, inclusive and safe services for all members of the community.
- Undertake research to evaluate and measure the impact of our programs in both the short and long term.



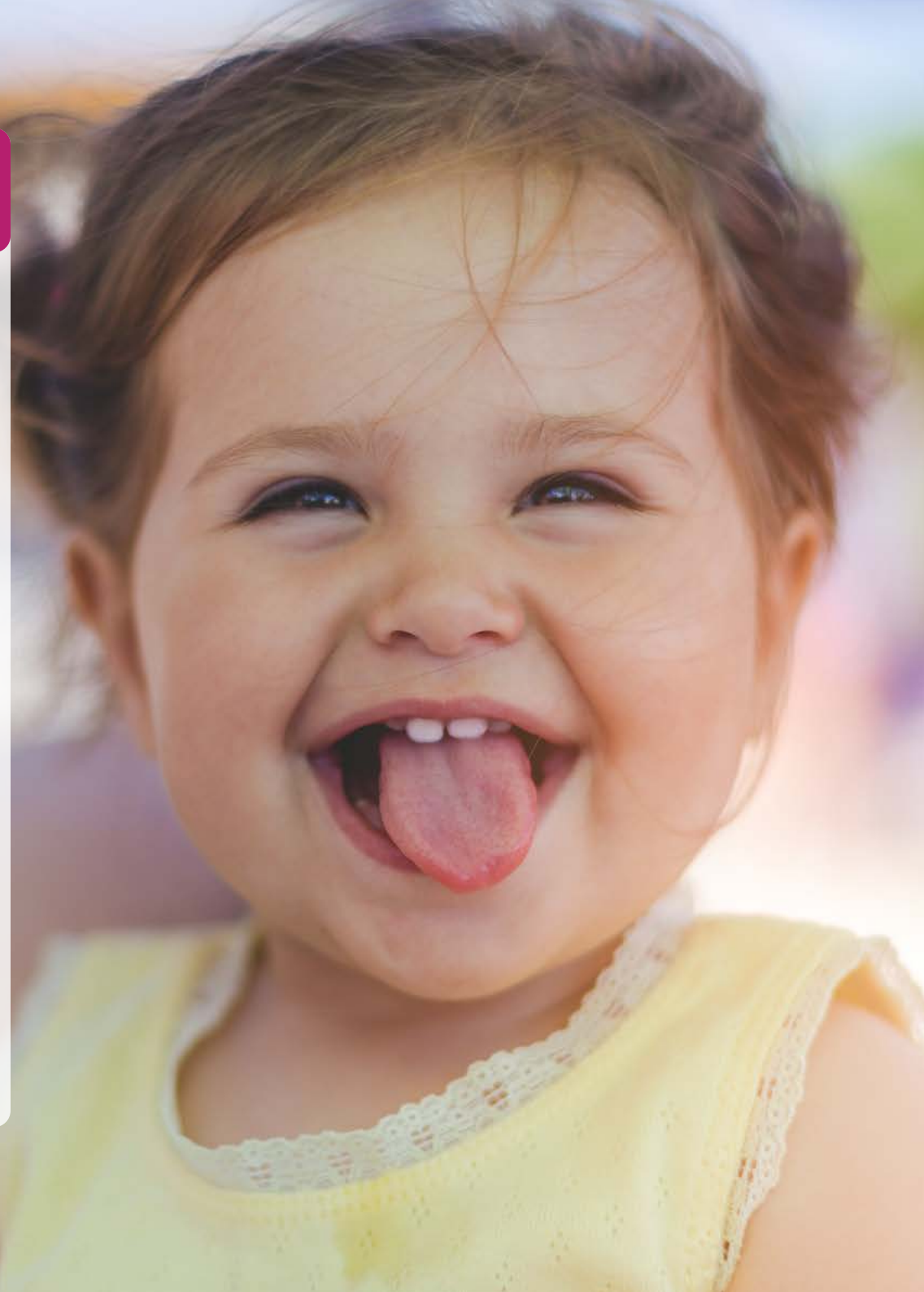
# PROTECT

## OBJECTIVE:

**All systems of community and government engage effectively and respond at all times in the best interests of the child.**

## STRATEGIES:

- Ensure Bravehearts is guided in all areas by an evidence-based understanding of child sexual abuse through research and evaluation outcomes.
- Ensure Bravehearts' proactive involvement in legislation and policy development is focused on the best interest of children and survivors.
- Continue to contribute to sector and public knowledge plus increase awareness of child sexual abuse and its prevention.
- Drive relationships with partners to assist in developing innovative solutions to combat child sexual abuse.
- Collaborate and align our efforts closely with The National Strategy for the prevention of child sexual abuse.







# ENABLE

## OBJECTIVE:

**Deliver the highest standard of support and resources to ensure the successful fulfillment of Bravehearts' Mission and Vision.**

## STRATEGIES:

- Maintain a workplace culture that is built on diversity, inclusion and Bravehearts' Values.
- Ensure all internal and external endeavours are reflective of Bravehearts' Values and standards.
- Extend Bravehearts' reach and awareness across the sector, community and beyond, ensuring that individuals can find Bravehearts.
- Maintain a strategic focus on financial sustainability.



# HOW **YOU** CAN HELP



## **DONATE**

One off and regular donations, **no matter how big or small** are a simple way to support our work and help prevent child sexual abuse.

## **LEAVE A GIFT IN YOUR WILL**

A gift that makes a real difference – a donation of any size will leave a **lasting legacy** and help make a real difference to those affected by child sexual abuse.

## **WORKPLACE GIVING**

An easy way to support the pursuit of our Vision, Workplace Giving allows you to make a **direct, pre-tax donation** of your choice from your gross salary each pay.





## FUNDRAISE

You can support our vital work by **taking part in one of our many events, campaigns or create your own.**

## VOLUNTEER

Lend your **skills and time** to one of our many events or in our office.

## PARTNER WITH US

We work with businesses and organisations to deliver **outstanding, mutually beneficial relationships** that, in turn, help to protect children from sexual harm.

If you share our Vision, you can join us as we seek to make the world a place where people, communities and systems all work together to protect children from sexual abuse.



# HELP AND SUPPORT

**IF YOU ARE IN IMMEDIATE DANGER, PLEASE CALL 000**

**For more information about how to engage with our services, please contact our toll-free Information and Support Line on 1800 272 831, during the hours of 8:30am to 4:30pm Monday to Friday AEST (Please note hours vary on public holidays).**



If your child or someone you know has disclosed, please contact Bravehearts on **1800 272 831**. We will be able to provide you with support and advice about how to proceed to protect and support your loved one.



If you have concerns about the current sexual harm of a child, please report this directly to the police or the child protection authority in your state. If you would like advice on this process, please contact our Support Line on 1800 272 831. Bravehearts will always act in the best interest of the child.



People with hearing and speech impairments can reach us through the National Relay Service. TTY users, phone 1800 555 677 then ask for 1800 272 831. Speak and Listen users, phone 1800 555 727 then ask for 1800 272 831.

## OUT OF HOURS SUPPORT

**If you are in crisis and require AFTER HOURS assistance, please call:**

**Kids Helpline** – 1800 55 1800    **Lifeline** – 13 11 14    **Policelink** – 131 444

Bravehearts is committed to the safety and wellbeing of all clients accessing our service. Bravehearts supports the rights of the client and will act without hesitation to ensure a child and/or clients' safe environment is maintained. Bravehearts abides by our Child Protection and Reporting Harm Policy and Procedure at all times.



BRAVEHEARTS NATIONAL OFFICE

PO Box 575, Arundel BC, QLD, 4214

E [admin@bravehearts.org.au](mailto:admin@bravehearts.org.au) P 07 5552 3000 F 07 5552 3088

ALL DONATIONS OVER \$2 ARE TAX DEDUCTIBLE

ABN: 41 496 913 890 ACN: 607 315 917

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