



lucy's project

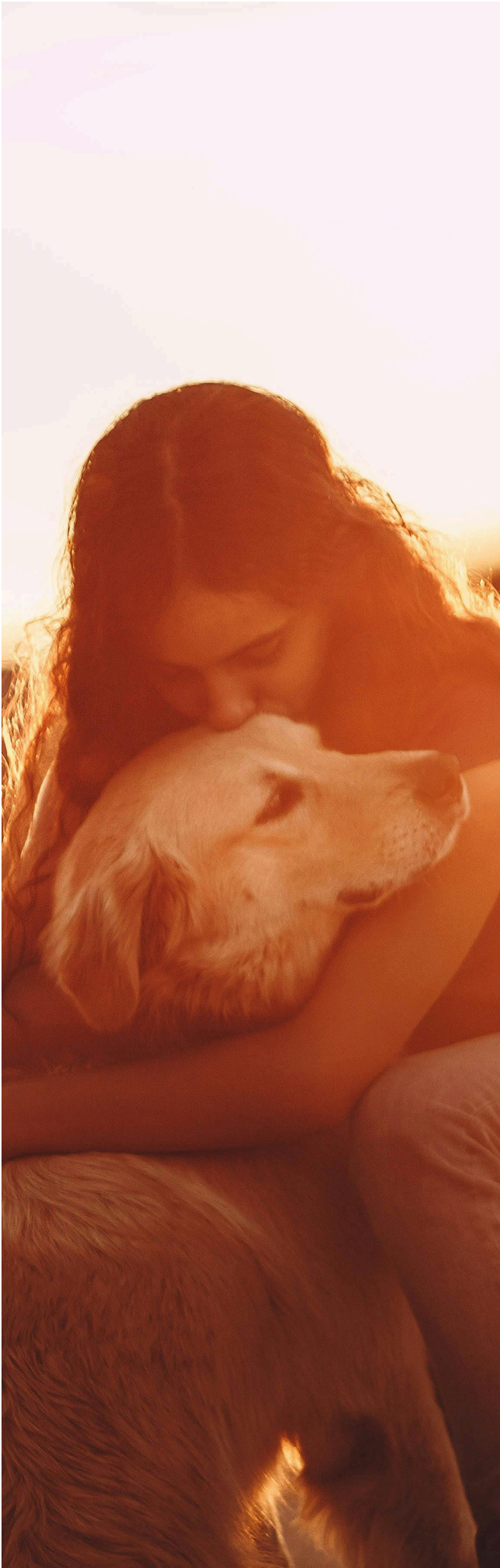
Safe Families - Paws and All

# Annual Report

2023-2024

[hello@lucysproject.com](mailto:hello@lucysproject.com)

[www.lucysproject.com](http://www.lucysproject.com)



## Acknowledgement of Country

Lucy's Project was founded on the land of the Widjabal Wia-bal people of the Budjalung Nation in the Northern Rivers of New South Wales. We acknowledge the continuing connection to Country of First Nations Peoples and pay our respects to Elders past and present. We value the knowledge and ways of knowing of First Nations people and stand in solidarity with First Nations people in the ongoing struggle for justice.



## Acknowledgement of Victim-Survivors

Lucy's Project acknowledges the strength, resistance and resilience of people and animals who experience domestic and family violence. We recognise the trauma that is inflicted when people and animals witness their loved ones being harmed, and the immense grief and loss they feel when their loved ones are killed. We advocate for the right to safety of all victim-survivors of domestic and family violence.

# About Lucy's Project

## Our vision

Safe Families, Paws & All

## Our mission

Make a positive impact on the lives of people with animals at risk of, or experiencing, domestic and family violence, by improving their safety and long-term outcomes.

# Our Work

Collaboration, Advocacy,  
Research and Education (CARE)

**Collaboration** to build partnerships across services and sectors to promote a coordinated and holistic response to people with animals experiencing violence

**Advocacy** to highlight policy, program and legislative changes needed to increase the supports people with animals experiencing violence require to be safe

**Research** to increase the evidence base on the issues faced by people with animals experiencing violence and the supports needed, in collaboration with key partners

**Education** to improve the capacity of DFV, community and animal services and workers to provide support to people with animals experiencing violence





# Our Structure

Lucy's Project Ltd is registered with the Australian Charities and Not-for-profits Commission (ACNC) as a Harm Prevention Charity and has Deductible Gift Recipient (DGR) status.

## Our Board

Kristin Diemer, Chair  
Youna Kim, Company Secretary  
Anna Ludvik, Board Director and Founder  
Kate Hammond, Board Director  
Monique Dam, Board Director

## Our Team

Anna Ludvik, CEO (July 2023 to January 2024)  
Monique Dam, CEO (February 2024 to present)  
Alison Waters, Senior Project Officer  
Natalie Liotta, Administration Officer  
Belinda Oppenheimer,  
Education and Partnerships Lead

## Our Contractors

Ninian Gemmell, Treasurer and Accountant  
Naomi Rose, Bookkeeper  
Jeremy Perez, IT consultant





# A Message from the Chair

*As we reflect on the past year, I am filled with gratitude for the incredible efforts of our team, stakeholders, supporters and board members. Together, we have navigated challenges and celebrated achievements that have reinforced our commitment to Lucy's Project.*

*While Lucy's Project has always been an organisation of remarkable achievements, this was a year of unique "firsts". The first full year of operation as a Registered Charity; the first full year in which we were able to operate with core funding dedicated to sustainability of operations; and the first year in which our Founder, Anna Ludvik, was able to step away for a well-earned break, and entrust our new CEO, Monique Dam with the operations and sustainability. A limited core funding grant from the NSW Government, along with extraordinary support from our interim Company Secretary Youna Kim, and our longstanding board members has been critical to the successful transition of Lucy's Project.*

*This year has also been a time of repositioning. The long-standing impact of the COVID-19 pandemic, and the focus on transitioning to Registered Charity status absorbed much of our energy between 2020-2023. In 2024, we emerged to re-establish advocacy and practitioner networks with a revitalised energy. The work culminated in the fourth Lucy's Project conference showcasing discovery and key partnerships around our strategic pillars of CARE: collaboration, advocacy, research and education.*

*These successes would not have been possible without the hard work of our dedicated staff and volunteers, as well as the unwavering support from our community.*

*Looking ahead, we are excited about the future and the opportunities that lie before us. We remain focused on expanding our network and advocacy to continue to support domestic and family violence services to incorporate animals into their program of work. We also look forward to expanding our board in 2025 to fill some gaps in skills and knowledge enabling us to continue our mission and creating lasting positive impact.*

*I want to take this opportunity to express my sincere gratitude for your trust and engagement. Your support is invaluable, and together, we can continue to make a difference in the lives of the survivors of domestic and family violence, paws, hooves, feet, fins and all!*

*Thank you for being an integral part of our journey.*

*Warm regards,*

*Dr Kristin Diemer  
Chair, Board of Directors  
November 2024*



# A Message from the CEOs

*This year has been a big year of change for Lucy's Project. Our founder Anna Ludvik led the operations for the first half of the financial year, before supporting a transition in leadership to Monique Dam in early 2024. This financial year, Lucy's Project recommenced its operations and recruited a team of employees. We are grateful for funding from the NSW Government which has enabled us to continue our work to improve the safety of people and animals experiencing domestic and family violence.*

*Lucy's Project has expanded our work across our CARE pillars of collaboration, advocacy, research and education. We collaborated with domestic and family violence specialist and peak bodies to increase understanding of the barriers experienced by people and animals experiencing domestic and family violence. We participated in two national roundtables and facilitated and participated in discussions with domestic and family violence workers.*

*We have met and engaged with organisations across the domestic and family violence, homelessness, community, animal welfare, and veterinary sectors, as well as universities and professional associations. We advocated for policy, programs and legislative changes to improve the safety of people and animals experiencing domestic and family violence in New South Wales, Tasmania and across Australia. We have researched relevant policies, programs and laws across the states and territories and national and international studies to identify relevant evidence and evidence gaps.*



*We organised a conference to bring together researchers and practitioners to increase understanding of emerging and better practice in supporting people and animals experiencing domestic and family violence, how the safety and wellbeing of people and animals is interconnected and the importance of enabling people and animals to heal and recover together.*

*We educated and exchanged insights with domestic and family violence, community, homelessness, animal welfare, veterinary workers, lawyers and community members by presenting at conferences, forums, events, meetings and through our digital communications.*

*We explored options to improve our financial sustainability through fundraising and income diversification. We improved our operational stability by recruiting a skilled and experienced team, promoting team health and wellbeing, updating our digital infrastructure and streamlining our IT systems.*

*We are so grateful to our dedicated team, Board and all our supporters and partners. Thank you for being part of the movement striving to improve the safety of women, children and animals experiencing domestic and family violence. Together we will realise a safer future for all, and our shared vision of Safe Families – Paws and All.*

*With hope and optimism,*

*Anna Ludvik and Monique Dam*



# Strategic Goal: Collaboration

## Overview of 2023-2024 work

### National

- Participated in National Roundtable on Recovery and Healing hosted by the Australian Domestic, Family and Sexual Violence Commissioner and the Australian Domestic, Family and Sexual Violence Recovery Alliance.
- Participated in National Roundtable on the Future of Veterinary and Social Sciences hosted by Cherished Pets.
- Meetings with numerous local councils, DFV, homelessness, community, animal welfare and veterinary organisations, peak bodies, universities and professional associations across Australia and National Link Coalition USA.

### NSW

- Collaborated with Domestic Violence NSW, Women's Legal Service NSW and Tenants' Union NSW to recommend policy, programs and legislative reform to improve the safety of people and animals experiencing DFV.
- Participated in Domestic Violence NSW Sector Development Member Advisory Committee Meetings and DFV Interagency Meetings.
- Attended Elsie Conference and the Women's Legal Service NSW Forum on Coercive Control. Visited RSPCA NSW.

### VIC

- Co-hosted sector chat with DFV and community workers with Safe and Equal to identify barriers and issues faced by victim-survivors and opportunities for improving systems and service delivery.
- Visited Lort Smith Animal Hospital and Cherished Pets and attended Safe and Equal PreventX Conference.

### TAS

- Collaborated with Women's Legal Service Tasmania, Engender Equality, Tenants' Union Tasmania, Huon Domestic Violence Service, Community Legal Centres Tasmania to recommend legislative reform to ensure threats to harm and actual harm to animals is recognised as a form of DFV.
- Visited RSPCA Tasmania, Huon Valley Domestic Violence Service and Women's Legal Service Tasmania.

# Strategic Goal: Advocacy

## Overview of 2023-2024 work

### National

- Developed and delivered an advocacy plan to identify opportunities to improve policy, programs and legislation across Australia.
- Correspondence sent to Micaela Cronin, the Australian Domestic, Family and Sexual Violence Commissioner, members of the Expert Panel for the Rapid Review of Prevention Approaches, Anna Cody, Sex Discrimination Commissioner, the Hon. Amanda Rishworth MP, Minister for Social Services, the Hon. Justine Elliot MP, Assistant Minister for the Prevention of Family Violence and independent MPs about DFV perpetrated against people and animals.
- Meeting with office of the Hon. Amanda Rishworth MP, Minister for Social Services to advocate for an animal inclusive approach to the development and delivery of initiatives under the National Plan to End Violence against Women and Children 2022-2032.

### NSW

- Notice of Motion on animal abuse and DFV put forward in the NSW Legislative Council by Abigail Boyd MLC, which included all recommendations previously made by Lucy's Project to the NSW Government and a specific acknowledgement of Lucy's Project. Motion supported by the Hon. Emma Hurst MLC.
- Meetings with the Hon. Jodie Harrison MP, Minister for the Prevention of Domestic Violence and Sexual Assault, the Hon. Leslie Williams, Shadow Minister for the Prevention of Domestic Violence and Sexual Assault, Abigail Boyd MLC, Sue Higginson MLC, Jenny Leong MP, the Hon. Emma Hurst MLC, Mrs Wendy Tuckerman MP and Trina Jones, the Rental Commissioner.
- Correspondence sent to the Premier, Treasurer, Leader of the Opposition, the Women's Safety Commissioner and other politicians recommending policy, programs and legislative change to improve the safety of people and animals experiencing DFV.



# Strategic Goal: Advocacy

## Overview of 2023-2024 work

### VIC

- Motion regarding companion animal abuse put forward in the Victorian Legislative Council by Georgie Purcell, with specific acknowledgement of Lucy's Project.
- Meeting with the Office of the Hon. Vicki Ward MP, Minister for the Prevention of Family Violence.

### TAS

- Meetings with Meg Brown, Shadow Minister for Prevention of Family and Sexual Violence and independent David O'Byrne MP.
- Correspondence sent to Madeleine Ogilvie, Minister for Women and the Prevention of Family Violence.

### QLD

- Correspondence sent to the Queensland DFV Prevention Council members and Yvette D'Ath, Minister for the Prevention of DFV.



# Strategic Goal: Research

## Overview of 2023-2024 work

- Commenced organising the Lucy's Project 2024 online conference. Identified presentation topics and invited potential speakers. Developed project and communications plan and materials for the conference.
- Contributed to focus group for PhD research at James Cook University.
- Researched policies, programs and laws relating to people and animals experiencing domestic and family violence across the states and territories.
- Reviewed national and international research focused on people and animals experiencing DFV.
- Commenced building database of researchers with expertise in DFV perpetrated against people and animals.

# Strategic Goal: Education

## Overview of 2023-2024 work

- Presented at National STOP DV conference in Hobart, Tasmania.
- Presented at Global Animal Disaster Management Conference, Online.
- Presented at National Animal Rights Forum in Melbourne, Victoria.
- Presented at RSPCA Australia Welfare Seminar, Online.
- Presented to NSW Young Lawyers Animal Law Committee in Sydney, NSW.
- Presented to Tasmanian Northern Domestic Violence Committee, Online.
- Speech at community event against homelessness in Lismore, NSW.
- Commenced update of education package for workers across the DFV, community, homelessness, animal welfare and veterinary sectors.

# Strategic Enablers

## Overview of 2023-2024 work

### Governance

- Board members participated in 2 day strategic planning meeting.
- Engaged Benfolk and What's the Plan for strategic planning support.
- Engaged White & Case for pro bono legal advice on membership structure.

### Financial Sustainability

- Secured grant from StreetSmart and received generous donations from Emil Ludvik, Wilkinson Butler on behalf of a corporate client, Persephone Foundation, the Kind Coffee Co, and the Lismore Theatre Company.
- Delivered End of Financial Year Fundraising appeal which generated \$14,355 and raised a total of \$21,418 in the 2023-2024 Financial Year.
- Engaged Amy Efstathis as a consultant who undertook a fundraising audit and developed a fundraising plan.
- Submitted grant application to Liptember Foundation to deliver education sessions to mental health, DFV and community services.
- Submitted grant application to NSW Government to deliver education sessions to DFV, community and animal services for the 2023-2024 Investing in Women Program.
- Obtained fundraising licences for different states and territories, as needed.
- Meetings with fundraising consultants to obtain quotes for support.
- Meeting with DV Collective to discuss opportunities to become a member and access their support and network of corporate partners.



# Strategic Enablers

## Overview of 2023-2024 work

### People and Culture

- Recruited operational staff to enable recommencement of core operations.
- Engaged Effective Workplace Solutions to develop position descriptions, employment contracts, workplace policies and Employee Handbook.
- Participated in NSW Government funded 'Transitioning Well' program to identify and implement strategies to promote team health and wellbeing.
- All team members completed Black Dog Institute Mental Health Training, and CEO completed training on leading a mentally healthy workplace.
- Professional development plans created for all team members.

### Communications

- Developed and delivered a communications and social media strategy and plan for multiple channels including Facebook, Instagram and Newsletters.
- Media engagement included interviews with the Sydney Morning Herald, the Guardian, Elemental Magazine and the WIRE.
- Engaged Total Ethics Digital Marketing to develop and deliver social media and digital fundraising campaign and coaching.

### IT and Digital Infrastructure

- Updated website to resolve issues and to ensure information is current.
- Reviewed access to accounts for a range of digital platforms and software providers and updated information as required.
- Transitioned to Microsoft 365 from Google Workspace.

# Social Media Engagement

This year, we've seen remarkable growth in our social media engagement. This increase reflects the successful implementation of our social media strategy introduced at the start of 2024. Through targeted training initiatives, a dedicated focus on expanding our online presence and the limited use of paid advertising we have been able to connect more effectively with community members and amplify our mission. The numbers depict the progress and the impact of a consistent, strategy-driven approach to social media engagement. We have also been able to increase subscribers to our electronic mailing list. This has facilitated greater opportunities to engage with our supporters and their networks.

## Channel Reach 2024

| Channel   | January 2024 Reach | June 2024 Reach | Percentage Increase |
|-----------|--------------------|-----------------|---------------------|
| Instagram | 328                | 950             | 189.63%             |
| Facebook  | 538                | 1038            | 92.93%              |
| Email     | 591 subscribers    | 605 subscribers | 2.37%               |

## Content Interactions 2024

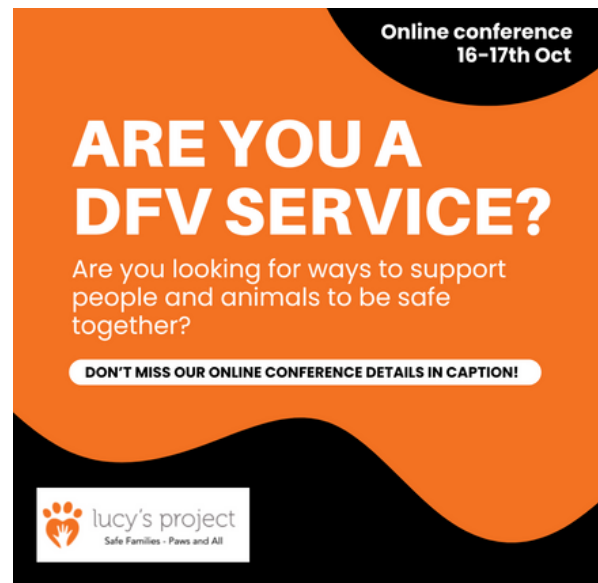
| Channel   | January 2024 | June 2024 | Percentage Increase |
|-----------|--------------|-----------|---------------------|
| Instagram | 73           | 277       | 279.45%             |
| Facebook  | 22           | 155       | 604.54%             |

## Content Shares 2024

| Channel   | January 2024 | June 2024 | Percentage Increase |
|-----------|--------------|-----------|---------------------|
| Instagram | 3            | 26        | 766.67%             |
| Facebook  | 5            | 29        | 480%                |

# Social Media Engagement

## High Performing Posts



We will continue to increase supporter engagement to generate more funding and position Lucy's Project as an expert leader on DFV perpetrated against people and animals. We hope to achieve this by continually adapting our social media strategy and delivery. We will continue to review and update our social media strategy and content to reflect emerging goals, priorities and tools.

# Thank You!



## **Our funding body**

NSW Government

## **Our supporters**

StreetSmart

White & Case LLP Law Firm

## **Our donors**

Everyone who has donated to us – your support makes such a difference!

We would also like to extend a special thank you to the following donors:

Emil Ludvik

Wilkinson Butler

Persephone Foundation

The Kind Coffee Co

Lismore Theatre Company