

ANNUAL REPORT

2021/22



PINK BELT
PROJECT



1. ABOUT US

OUR MISSION

Empower women on a recovery journey by connecting them with martial arts for healing, health, wellbeing and growth.

OUR VISION

Pink Belt Project is a peak body for women involved in martial arts and an authority on martial arts for violence prevention and recovery.

OUR VALUES

Never give up! No matter the challenge, we will never give up.

Treat everyone as equals. We believe in and demonstrate equality for all.

Uncompromising integrity. We will never compromise our integrity.

OUR HISTORY

Pink Belt Project was started in 2018 by West Australian Black Belt mum Kristy Hitchens who was inspired by the journey of a friend impacted by domestic violence. Pink Belt Project became an Incorporated Association in early 2021 and a Board of Management was appointed soon after.

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AN OVERVIEW OF PINK BELT PROJECT

ABOUT US

Pink Belt Project empowers women on a recovery journey by connecting them with martial arts for healing, health, wellbeing and growth. This is largely achieved by providing 12-month Pink Belt Scholarships at approved Supporter Clubs to selected applicants in every State and Territory of Australia, removing the financial barrier to women accessing the training at their nearest, local club.

Pink Belt Project enhances the capacity of the martial arts community to address drivers of violence against women.

Our work is based on an extensive body of international sociological research and evidence demonstrating a unique capacity in the way martial arts is traditionally practiced for challenging traditional gender stereotypes and de-emphasising gender difference while also having an empowering, transformative and in some cases, healing effect on women. Martial arts offers powerful (but under-recognised and under-utilised) potential for providing a grassroots, community-strengthening, cross-setting, sports-based approach to combatting societal beliefs around rigid gender stereotypes, recognised as a key driver of violence against women.

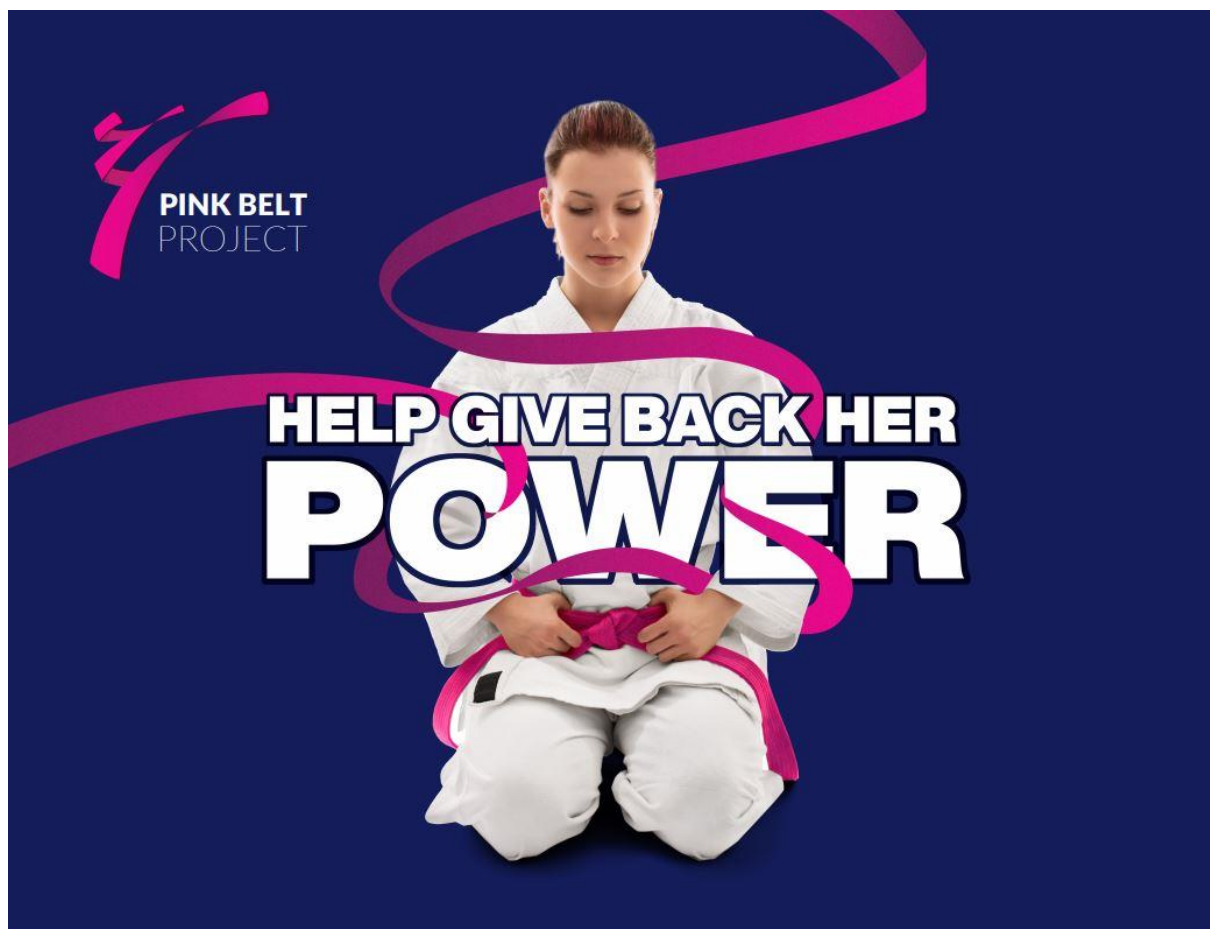
Pink Belt Supporter Clubs located in every State and Territory of Australia agree to sponsor a Scholarship Recipient at their club by covering all expenses associated with a year of training for a selected applicant. More than 100 Pink Belt Scholarships have been awarded across Australia since January, 2019 and we have had the privilege of seeing many victim-survivors take back their power and turn their lives around through their association with the project.

One of our previous Scholarship Recipients is now running her own Empowerment Taekwondo classes; will take up an instructor position at her club next year AND is undertaking guest speaking appearances to share her journey and inspire others. A second

is set to undertake her Taekwondo Black Belt grading in November and next year, plans to start running her own classes.

A significant aspect of the PBP's work also involves raising awareness about the evidence-based potential for martial arts to create social change in the primary prevention of FDV.

Martial arts at times battle out-dated stereotypes about its training environments inviting and promoting hyper-masculinity – being a driver of violence rather than a preventer of it. In addition to its ongoing Communications Strategy to alter this perception involving blogs, newsletters, media relations, podcast interviews etc, Pink Belt Project conducts research to provide a scientific foundation for its work.



3. OUR PEOPLE

AMBASSADORS

Dr Lauren Burns – Australian Olympic Taekwondo Gold Medallist

Carmen Marton – Taekwondo World Champion and 3 x Olympian

Kate McAdam – 2018 Commonwealth Champion




BOARD OF MANAGEMENT MEMBERS

Name	Position	Dates acted
Kristy Hitchens	Founder & Chairperson	From 2/10/22
Nadine O'Regan	Deputy Chairperson	From 2/10/22
Megan Keeffe	Treasurer	From 2/10/22
Courtney Wellington	Secretary	From 2/10/22
Aaron Kearney OAM	Board Member	From 2/10/22
Megan Mulia	Board Member	From 2/10/22

ADVISORY BOARD MEMBERS

Name	Position	Dates acted
Elyshia Ray	Member	From 2/10/22
Dianne Carn	Member	From 2/10/22
Helena Jordan	Member	From 2/10/22
Helena Sahm	Member	From 2/10/22

4. SUPPORTERS

		
Wrays Attorneys Major Sponsor	Rio Tinto Community Giving Grant	Commonwealth Bank Community Grant



5. GOVERNANCE

STRUCTURE & MANAGEMENT

Pink Belt Project is:

- Incorporated Association in WA
- Registered with the Australian Charities and Not-for-profits Commission (ACNC)



6. CHAIRPERSON'S REPORT

The 2021/22 reporting period is best characterised as a year of consolidation. Significant time, energy, expertise and funding was contributed over the past 12 months to the continuing transformation of Pink Belt Project from a home-grown seed of an idea into a professional not-for-profit entity with solid business foundations capable of enhancing our reputation and impact.



This shift in focus from continuing to work on growth in Supporter Clubs and Scholarship Recipients to first suring up the foundations along with what I believe to be the ongoing effects of the pandemic has had a limiting effect on our reportable numbers.

	2019	2020	2021	2022
Supporter Clubs	16	27	36	37
Scholarships Delivered	11	20	36	19
Scholarships Completed	5	6	10	3

Following extended periods of Covid lockdowns across Australia and clubs experiencing significant interruptions to their business continuity in 2021, the beginning of 2022 appeared to be when Pink Belt Project experienced the greatest impact. The new strain of Omicron was creating yet another wave of the virus resulting in high levels of anxiety and uncertainty among the general population. Several instructors from our Supporter Clubs mentioned to me how difficult it was proving to attract their members back after the long

breaks to training in 2021. People generally seemed to be more hesitant in committing to something like a 12-month Pink Belt Scholarship than they had been pre-Covid. We attracted less Scholarship Applications and a higher than before drop-out rate.

In the meantime however, the Board and I have worked hard on building our organisation's resilience into the future that we expect will have a springboard effect. We are now primed and ready for growth and with an increased political focus on issues related to gender equity plus significant increases in funding for both primary prevention of violence against women and resources to support women recovering from violence, the Project is well-positioned to help create change.

This chance to look back over what has been achieved over the past year fills me with pride and a huge amount of optimism and enthusiasm for what comes next. Deep and sincere thanks to the owners of our Pink Belt Supporter Clubs – some who have been with me since the very beginning. Your loyalty and continued belief in what this Project is about is both humbling and appreciated beyond measure. Finally, to the members of the inaugural Pink Belt Project Board of Management. I had gone as far as I was able on my own steam. Your willingness to get behind me but also roll up your sleeves, pitch in and contribute your valued knowledge and highly skilled expertise to making sure Pink Belt could be here for the long haul while also lifting my gaze to a higher level of future potential is a kind of support and friendship I will treasure always.

Kristy Hitchens

CHAIRPERSON

7. STRATEGIC PLAN 2021-26

PROGRESS TOWARD GOALS OUTLINED IN STRATEGIC PLAN 2021-26

Goal 1: Extend the reach and strengthen the impact of Pink Belt Project

Strengthen and consolidate the project to meet the needs and aspirations of the priority population and extend to reach diverse and evolving communities.

DATE	DESCRIPTION
July, 2021	Annual 3-month Fundraising & Club Recruitment Campaign for 2022 Scholarships launched.
August, 2021	Received endorsement as Registered Charity by ACNC.
September, 2021	Launch Board Recruitment process.
October, 2021	First AGM. Founding Board of Management Appointed. Strategic Planning Session held. Applications for 2022 Scholarships open.
November, 2021	Wrays Attorneys engaged to: <ul style="list-style-type: none">• Seek Trademark Protection for Pink Belt Project name and logo• Advice and action in relation to potential copyright infringement. Bank accounts opened with Commonwealth Bank of Australia.

DATE	DESCRIPTION
December, 2021	Instructor and Scholarship Recipient Handbooks updated. Charitable Collections Certificate issued by WA Department of Consumer Protection.
January, 2022	Third party agrees to cease and desist in relation to potential copyright infringement by removing all documents mentioned from circulation and changing their organisation's name. 37 Supporter Clubs Recruited to provide 2022 Pink Belt Scholarships. 20 Pink Belt Scholarships awarded.
February, 2022	Revolution Coaching by Kelsie engaged to run online coaching session for Scholarship Recipients. 17 participants either attended live or accessed the recording.
March, 2022	Space Station Marketing appointed to develop Branding Strategy. Branding workshop Addition of Northern Territory Supporter Club achieves representation in every State and Territory of Australia.
May, 2022	Trademark Registered for Pink Belt Project name and former logo. Branding Strategy finalised
June, 2022	New logo by Kreative Kiosk finalised.

Goal 2: Foster mutually beneficial relationships to enhance the capacity of martial arts clubs to empower women in need.

Increase engagement and connection with martial arts clubs, governing/peak bodies and community organisations to extend the project reach and impact.

DATE	DESCRIPTION
August, 2021	Soroptimist International Bunbury Branch movie fundraising night held.
October, 2021	Presentation on benefits of martial arts to participants of PCYC program EmPOW(H)ER (at risk teenage girls.) Provide 5 x Pink Belt Monsters scholarships to enable 10 weeks attendance at Teen Jiu Jitsu Class.
November, 2021	Wrays Attorneys agree to provide Pro Bono assistance.
January, 2022	Trauma-informed Martial Arts expert Georgia Verry engaged to run an online Instructor Workshop for Supporter Club instructors. 25 instructors attended. Feedback received APPENDIX #1
March, 2022	Rio Tinto community giving grant funding received of \$4,400. 8 day social media campaign associated with International Women's Day and highlighting the work of Supporter Clubs in each State.
April, 2022	Skype discussion with Taekwondo Canada to explore potential of international growth.

Goal 3: Provide leadership in evidence-based promotion of martial arts as a tool for recovery from violence and violence prevention.

Conduct research and build awareness about the benefits of martial arts for women, particularly survivors of violence.

DATE	DESCRIPTION
August, 2021	Opinion piece “What 3 years of connecting #survivors to martial arts has taught me about violence prevention”.
February, 2022	Submission to Draft National Plan to End Violence Against Women and Children. Rural Clinical School of WA appoints two third year medical students to undertake support work with Pink Belt Project. Planning commences for Qualitative Research Study examining outcomes of Pink Belt Scholarships.
April, 2022	Media Release: Rio Tinto helping empower women in need
May, 2022	ZoomRoom digital interview with Upland Business Consulting about work of Pink Belt Project.



8. PLANNED PROJECTS & ACTIVITIES

PLANNED PROJECTS/ACTIVITIES:

- Launch new brand. *(COMPLETED)*
- Create and sell range of merchandise featuring new brand. *(COMPLETED)*
- Achieve DGR Status with ATO. *(COMPLETED)*
- Commence interviews with Scholarship Recipients for qualitative research project 'Fighting For Myself'. *(COMPLETED)*
- Undertake growth strategy. *(Grant funding dependent)*
- Form Fundraising Group
- Develop Fundraising Strategy
- Create and deliver online 'Fight for Change' course for martial arts instructors on trauma-sensitive martial arts. *(Grant funding dependent)*
- Create and deliver video introductory video series to support Scholarship Recipients. *(Grant funding dependent)*

9. OUR FINANCES

TREASURER'S REPORT

PINK BELT PROJECT INC		
PROFIT & LOSS		
YEAR ENDED 30 JUNE 2022		
<u>Income</u>		
Fundraising Income		\$ 8,858.53
Containers for Change Donations		\$ 132.10
Pilbara Iron Grant		\$ 4,840.00
Total Income		\$13,830.63
<u>Expenses</u>		
Trademark Fees		\$ 1,320.00
Online Workshops		\$ 1,139.90
Postage		\$ 162.60
Marketing & Communication		\$ 150.55
Patches		\$ 295.00
Other Expenses		\$ 110.00
Scholarships		\$ 2,830.00
Laptop		\$ 250.00
Brand Development		\$ 3,905.00
Total Expenses		\$10,163.05
Profit/(Loss)		\$ 3,667.58

10. CONTACTS

WEBSITE: www.pinkbelt.com.au

EMAIL: KRISTY@PINKBELT.COM.AU

FACEBOOK: [@pinkbeltproject](https://www.facebook.com/pinkbeltproject)

INSTAGRAM: [pinkbeltproject1](https://www.instagram.com/pinkbeltproject1)

11. APPENDIXES

APPENDIX #1: Pink Belt Project Instructor Workshop Feedback

Thanks for a great seminar today. I really got a lot from it. Looking forward to going through the notes because there was just so much great content. Pass on my gratitude.

– Leanne, United Dojos Withcott, QLD

It was a very educational night, which will help my club to prepare for the Pink Belt Project scholarship trauma victim. Thank you to Georgia, who was very clear explaining the Trauma basis and what to expect being the victim. Keep up the good work and hopefully we can be on board to help a person who is a victim from assault violence.

- Eddie, Chang's Taekwondo & Self Defence, VIC

Thank you so much Kristy and Georgia for presenting and facilitating this workshop. There is so much to think about! There are definitely aspects that I would like to incorporate into practice (not just in martial arts but in other professional areas as well).

- Claire, Chang's Taekwondo & Self Defence, VIC

The presentation tonight was great. While we don't have any applicants for the Pink belt scholarship, the information will be useful as we can never know someone's history. I think there were a couple of nuggets provided that we can implement to assist without us being conscious of any previous trauma.

- Peter, Goju Kai Wangaratta, VIC

I'm a GP who is a veteran and has PTSD from my work in Rwanda in 1994. I have an interest in and work in AOD rehabilitation and treat veterans and emergency workers with PTSD. That was an amazing presentation. You could continue to present parts of it in more detail at regular intervals, say every six months. Well done to both of you.

- Dr Julian Fidge, Goju Kai Wangaratta, VIC

Thank you Kristy and Georgia for a fantastic and very informative meeting. Many of the topics covered today can cross over to general club activities and students. Thank you so much from Junee TaeKwonDo.

- John, Junee Taekwondo, NSW