

ANNUAL REVIEW 2024/25

Keeping Kids Safe Since 2005



Building a future where children are **safe from harm and abuse** and have the opportunity to thrive

DANIEL MORCOMBE FOUNDATION



Our story

The Daniel Morcombe Foundation was established on Friday 6 May 2005, in honour of Daniel Morcombe to make Australia a safer place for children.

It was founded by parents Bruce and Denise Morcombe after their son was abducted in December 2003 while waiting to catch a bus on the Sunshine Coast, Queensland.

This year we observed the 20th anniversary of the establishment of the Daniel Morcombe Foundation with an event to mark the day as well as launch the 'Don't Waste It' documentary.





The Daniel Morcombe Foundation is the lasting legacy of Daniel Morcombe, created in Daniel's honour to help keep other children safe

Daniel James Morcombe 19/12/1989 – 7/12/2003



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In the spirit of reconciliation the Daniel Morcombe Foundation acknowledges the Traditional Custodians of country throughout Australia and their connections to land, sea and community.

We pay our respect to their Elders past and present and extend that respect to all Aboriginal and Torres Strait Islander peoples today.

Message from our founders

Daniel's abduction and murder more than 2 decades ago united Australia like no other in a call to action. His legacy through the Daniel Morcombe Foundation Inc. (DMF) has continued to gain influence in the child protection sector each and every year.



Now in our 20th Year, our vision remains unchanged from the start.

To keep kids safe we are committed to:

- Producing child safety resources at no cost to the community
- Build on the success of our Bright Futures programme
- Continue to host Australia's largest child safety day; Day for Daniel
- Grow the Daniel Morcombe Foundation's public and social media profile

We are very proud that the DMF remains relevant in an ever-changing world. Where it continues to be recognised as a meaningful and progressive child protection agency.

After much lobbying we feel that the implementation of "Daniel's Law", a Public Accessible Child Sex Offenders Website is gaining momentum and we look forward to progress, not just in Queensland but in other States and Territories too.

We encourage all parents and carers to have meaningful discussions with their children about body ownership and how they should recognise, react and report if they feel unsafe.

Exciting times ahead.

Thank you, Australia, for supporting the Daniel Morcombe Foundation and thank you for never forgetting our son Daniel.

Denise Morcombe

DENISE MORCOMBE OAM

Bruce Morcombe

BRUCE MORCOMBE OAM



Message from our Chairperson

A year of Milestones. The Daniel Morcombe Foundation Inc. celebrated its 20th birthday in May 2025 and our brand awareness continues to reach new levels nationally. Daniel's legacy has grown bigger, stronger and is more influential in its primary aim of keeping kids safe than ever.

We continue to make a significant difference in the safety of children and increasingly the Foundation's reputation has grown to be a trusted leader in the Child Protection sector.

Throughout 2024/25 we produced a range of free child safety educational resources as well as supporting young victims of crime particularly through our Walk Tall initiative. During "Child Protection Week 2024" we launched two Australia's Biggest Child Safety Lessons (ABCSL) at the Manly State School. There were 3514 registrations for ABCSL with 5630 livestream views on the day. A staggering 513,033 children watched the lessons live!

To celebrate our 20th birthday the DMF produced "Don't Waste it", a powerful 30-minute documentary which tells Daniel's story, the Foundation's journey and our ongoing commitment to keep kids safe. Dean Morcombe, Bruce, Bradley and I told the story of how one family's tragedy sparked a lasting mission to educate, protect and empower children across Australia. Amazingly in the first 2 weeks after the release it recorded more than 100,000 downloads.

Our valuable Bright Futures program continued with workshops and forums across Australia, educating frontline workers to identify and respond to harmful sexual behaviours particularly in children under 13 years old. The Bright Futures team is currently working towards delivering our inaugural national symposium with the theme "Contextual Prevention". We continue our preparation on new projects for 2025/26 with artificial intelligence (AI) and sextortion as high priorities.

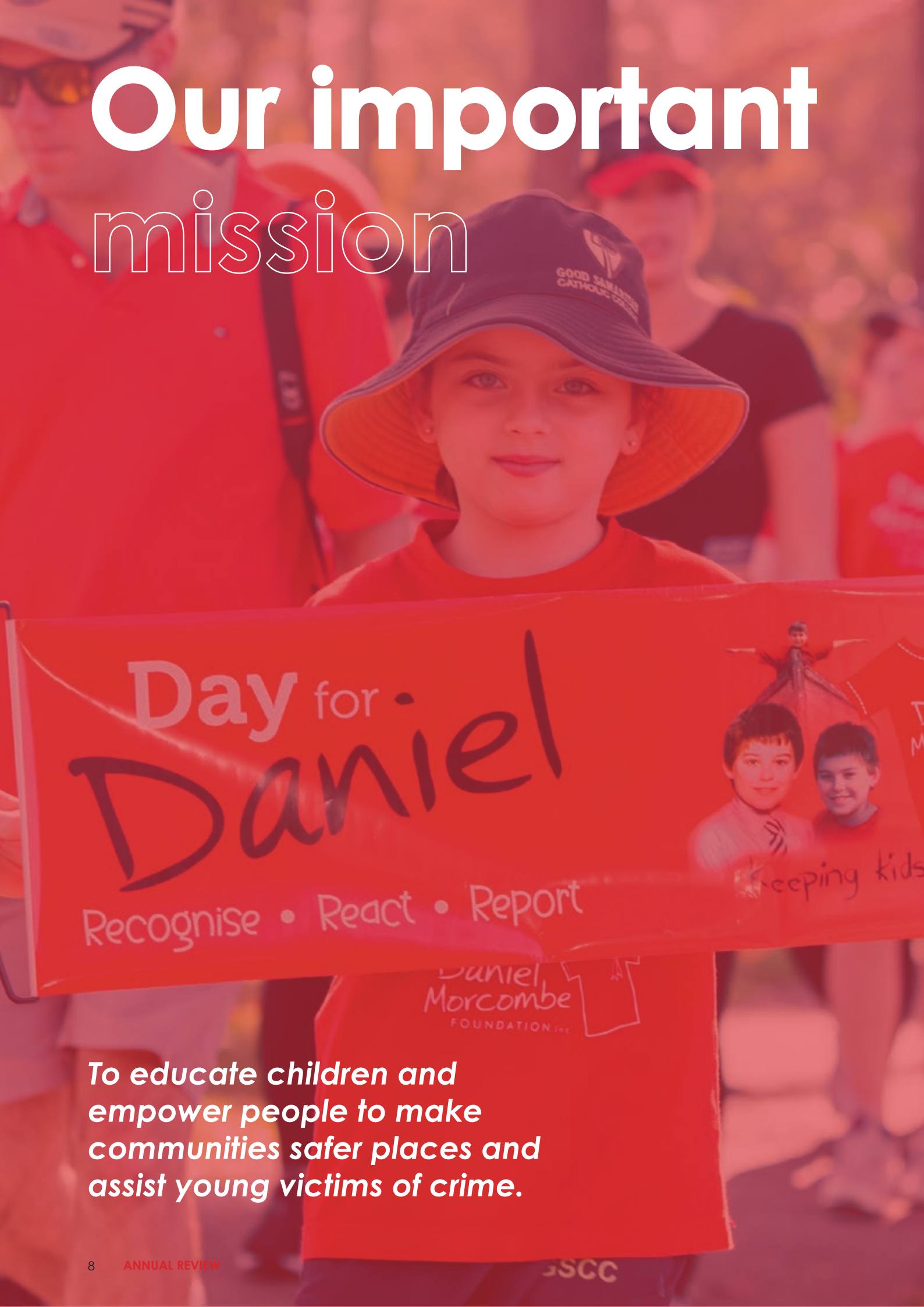
Day for Daniel continues to grow each year, and we recorded a total of 8167 registrations, Walk for Daniel on the Sunshine Coast had 2018 participate and our 20th Dance for Daniel at the Brisbane City Hall was well supported with over 550 guests who celebrated our achievements and danced the night away.

We continue to work collaboratively with many groups including the National Office of Child Safety. And we are pleased to report that there have been ongoing meetings with State Leaders and Ministers to discuss Daniel's Law being rolled out in both Queensland and Tasmania.

I would like to thank all our staff, volunteers, sponsors, supporters and committee members for your contribution to Child Safety across Australia.

DENISE MORCOMBE OAM

Our important mission



To educate children and empower people to make communities safer places and assist young victims of crime.



Our Vision

Today we build a future where children are safe from harm and abuse and can have the opportunity to thrive.

Our Objectives

1. Educate children directly regarding their personal safety - at no cost.
2. Assist child victims of crime.
3. Remember Daniel with suitable child safety community awareness events.
4. Support the families of missing children.

Our Core Values

Professionalism

We provide quality services with integrity and accountability. We adhere to the principles that underpin the Daniel Morcombe Foundation.

Innovative

We are innovative, courageous and bold. We continuously review the way we work, deliver groundbreaking products and services and satisfy our customers' needs and continually identify ways to improve.

Bold

We are willing to take calculated risks to trial and develop leading edge educational resources, training programs, promotional materials and events to build recognition and solutions around child safety. We will push the boundaries to achieve this.

Integrity and accountability

We believe our integrity is key to success. It is demonstrated through leading by example, respecting others' opinions and being accountable in the workplace and with our partners.

Trust

We are a trusted partner, have a trusted brand and have trust in each other.



Achieving our objectives

Educate children directly regarding their personal safety - at no cost

Since 2005 our education programs have grown in number and reach. We have always had a primary focus on educating children directly in how to keep safe. We also work with parents, carers, educators, therapists, regulators and sporting bodies to ensure that anyone dealing with children understands their responsibilities and actions required to do their part for child safety.

In 2024/25, our educational programs have included:

- Time to Talk Road Trip
- Input to the National Office for Child Safety "One talk at a time" campaign
- Day for Daniel
- Australia's Biggest Child Safety Lesson (ABCSL)
- Development of digital children's books
- Bright Futures
- Don't Waste It Documentary

Time to Talk Road Trip

In June/July 2024, Bruce and Denise took their Time to Talk message to 1600 regional and rural primary school students. Travelling 7,500km in less than a month, they visited Gladstone, Rockhampton, Winton, Port Pirie and Cobar where students learned how to recognise, react and report to their safety team when things seem suss.

Bruce and Denise arrived in Canberra during the trip, meeting with Prime Minister The Honourable Anthony Albanese and then Opposition Leader The Honourable Peter Dutton. We were delighted that they returned from the trip with a funding commitment of \$2M over three years to assist the Daniel Morcombe Foundation in delivering their important child safety work.

Day for Daniel

Each year we ask all Australians to 'Wear Red, Educate and Donate' in honour of Daniel Morcombe. On this day we encourage educators, parents and carers to teach children about their personal safety. The 20th Day for Daniel happened on 25 October 2024, and it was our biggest yet. We had a total of 8,167 registrations consisting of 3,307 Early Learning Centres, 4,860 schools and 475 workplaces that saw around 2 million people participating. Added to that, our media reach was over 16 million.



Australia's Biggest Child Safety Lesson

2024 was our eighth year of ABCSL and the theme was enthusiastic consent. It was livestreamed to classrooms on Tuesday 3 September 2024 during National Child Protection Week.

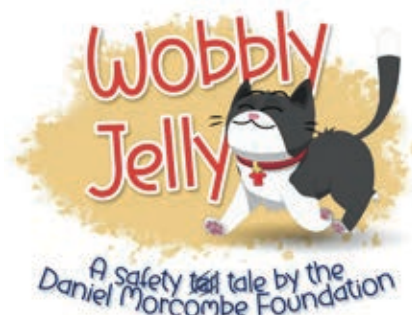
The lessons were created with input from stakeholders including the Australian Federal Police (Australian Centre to Counter Child Exploitation), child safety academics, DMF Management Committee members, and prep and primary school aged children.

The lessons teach students the difference between consent and enthusiastic consent, the signs of grooming or 'suss' behaviours, body boundaries, respectful relationships and how to report to safety helpers.

Digital Children's Books

This year we released our first digital children's book - Wobbly Jelly! The book follows the story of a cat named Jelly who is learning how to stay safe and recognise its body clues.

The book was highly successful and we will be creating more into the future.





Bright Futures

The Bright Futures project recognises that no single service system, organisation or individual can ensure the safety and wellbeing of children. A collective approach to healthcare, child protection, justice, education, and community wellbeing will help us achieve the vision of every child in every community living safe from harm and abuse.

Bright Futures educates frontline professionals on how to respond to harmful sexual behaviours, including technology-assisted harmful sexual behaviours and child sexual exploitation in children and pre-teens. The demand for training programs for frontline workers continues to grow and the Daniel Morcombe Foundation is at the forefront of this vital education.

Since its official launch in June 2023, the project has hosted more than 100 events, reached over 8,000 attendees, engaged 300+ presenters and produced a podcast series with 30 episodes and over 3,000 downloads. A growing stakeholder network (now 500+ members) reflects the project's reach and relevance. The ongoing evaluation and network analysis are supporting continuous improvement and future planning.

Don't Waste It

As part of the 20th anniversary year of the Daniel Morcombe Foundation we produced a statement piece in memory of Daniel in the form of Daniel's legacy educational resource (Recognise, React, Report). "Don't Waste It" is a powerful 30-minute documentary that tells Daniel's story, the Foundation's journey and the ongoing fight to keep kids safe.

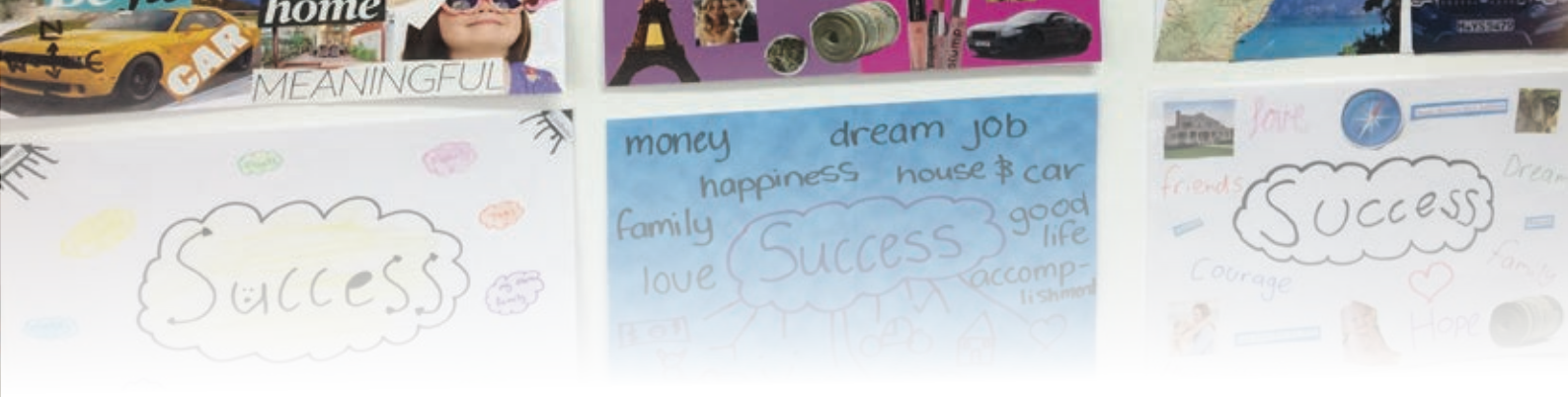
The resource used Daniel's story to educate young children, young people, parents/carers and frontline professionals on the importance of recognising unsafe situations and how to react.

A companion guide was also produced to support parents, caregivers and educators to have trauma-informed interactions with young people both before and after viewing the film and to facilitate meaningful conversations.

The film was premiered on 6 May 2025 to mark the 20th birthday of the Daniel Morcombe Foundation. With over 100,000 views in the first month and with continued promotion in Child Safety Week, the resource has proven to be a powerful addition to our educational resources.

At the event to launch the film, Bruce and Denise received a one-of-a-kind Morky Award for their two decades of tireless advocacy, while Tim Ryan, Kay McGrath, John Pearce, and Justin Veivers were recognised as Lifetime Supporters.





Achieving our objectives

Assist child victims of crime

The Daniel Morcombe Foundation has always been actively involved in helping young people who have been impacted by crime. Here are three key programs that we engage in:

- The Walk Tall Counselling Program
- Victims of Crime Support Scheme
- Personal Development Program

Walk Tall

Each year the Daniel Morcombe Foundation pays for counselling sessions provided by Act for Kids professionals.

In 2024/2025 Act for Kids undertook 855 counselling sessions at a cost of \$119,700 to help child victims of crime paid for by the Daniel Morcombe Foundation.

Victims of Crime Support Scheme

On the recommendation of the Walk Tall counsellors, the Daniel Morcombe Foundation pays for a wide variety of products and services to help young victims of crime to aid their recovery process. The items we fund range from therapy sessions, driving lessons, school equipment and outings to learn to enjoy life again.

In 2024/2025 we paid \$80,397 to assist 81 young victims of crime.

Personal Development Program

As a further support to young people impacted by crime, we engage the services of Savvy Styling to undertake confidence building training with youth.

In 2024/2025 we funded training programs for young people from our victims of crime funding.

Bruce and Denise attend the graduation ceremonies and are always so impressed with the confidence that has been instilled in the graduates.

We sincerely hope we made a positive difference to the lives of these young people.

Achieving our objectives

Remember Daniel with suitable child safety community awareness events

When parents Bruce and Denise started the Daniel Morcombe Foundation, it was to ensure that the loss of their son Daniel would not be forgotten and that his memory would always be the means for raising community awareness of child safety.

For the past 20 years there have been two key annual events that keep the memory of Daniel alive:

- Walk for Daniel
- Dance for Daniel



Walk for Daniel

Walk for Daniel serves as the official launch of the Day for Daniel campaign at a national level. The walk route from Suncoast Christian College to Palmwoods Cricket Club provides a meaningful and symbolic journey for the participants to reflect on Daniel's legacy.

At the 20th Walk for Daniel, over 2,000 community members came together in October 2024 to support Bruce and Denise Morcombe in honouring Daniel's legacy. Distinguished guests included Her Excellency the Honourable Dr Jeanette Young AC PSM, Senator the Honourable Murray Watt representing the Prime Minister and the Honourable Peter Dutton, then leader of the Opposition. The Honourable David Crisafulli MLA, Premier of Queensland attended along with many other VIPs including the Mayor of the Sunshine Coast Mayor Rosanna Natoli.

The media coverage that is achieved through this event helps boost awareness of the important child safety messages that are delivered on Day for Daniel.





Dance for Daniel

Dance for Daniel continues to be an event that, from the outset, involved significant supporters of the Daniel Morcombe Foundation coming together to provide emotional and financial support to the work of Bruce and Denise in keeping kids safe.

The 2025 Dance was our 20th and there were 600 guests at Brisbane City Hall to mark the occasion including Her Excellency the Honourable Dr Jeanette Young AC PSM and the Honourable Peter Dutton, then leader of the Opposition. The Honourable David Crisafulli MLA, Premier of Queensland, attended and announced that Daniel's Law would be enacted by the end of 2025. The Queensland Minister for Police and Emergency Services, the Honourable Dan Purdie also attended.

The show of support from the VIPs along with other organisations involved in child safety is a testament to the high regard that Bruce and Denise and the DMF are held in.

Morky Awards were presented to:

- Stephen Parr for his logistical support to Walk for Daniel
- Al Upton, from Butler McDermott solicitors, for legal support to the Foundation
- Luke Twyford, Principal Commissioner of the Queensland Family and Child Commission, for his dedication to driving change for children
- Jon Rouse APM for his ongoing advocacy and vital work protecting children from online harm.

We would also like to thank those who purchased items donated for auction, without them we could not continue the vital work of the Foundation.

Achieving our objectives

Support the families of missing children

A lesser-known activity of Bruce and Denise Morcombe is their work in providing support and mentoring to the families of missing persons, particularly where children are missing. They don't publicise this but their lived experience in dealing with searching for lost loved ones and navigating the often misleading information that comes up has proven helpful to the families who have sought them out.

While on their road trip in 2024, Bruce and Denise also visited the Australian Federal Police National Missing Persons Command Centre where they learned how new technology is helping identify missing people.



Today we build a future where children are safe from harm and abuse and can have the opportunity to thrive.

The Daniel Morcombe Foundation would like to see a future where all children and young people are provided with education, protection, and support to be safe from abuse and risk of harm.





Our impact at a glance

Our goals

In 2023/2024 we set ourselves some ambitious targets for the year 2024/2025.

These include:

1.

Expand and ensure our free and easily accessible 'Keeping Kids Safe' resources and our child safety message reach every corner of Australia.

5.

Create more educational programs for widespread reach and engaging in more education with children across Australia.

2.

Reach 10,000 registrations of schools and early learning centres for 'Day for Daniel' by 2030.

6.

Explore and secure new funding and sponsorship opportunities.

3.

Assist more young victims of crime.

7.

Maintain the highest level of transparency.

4.

Enhance our educational scope through the delivery of resources and workshops educating parents and educators about harmful sexual behaviours, particularly in pre-teens.

Check out the following pages to see how we are tracking.

Annual snapshot

14%

of participating schools
indicated disclosures from
young people on
Day for Daniel

12

new child safety
resources created

855

free counselling
sessions funded

513,000

children watched two versions
of Australia's Biggest Child Safety Lesson

2 million

people participated in
Day for Daniel 2024

MEDIA REACH

16 million

through TV, radio, print, online and social media



349,000+

Facebook
followers



15,300+

Instagram
followers



2,300+

Twitter
followers



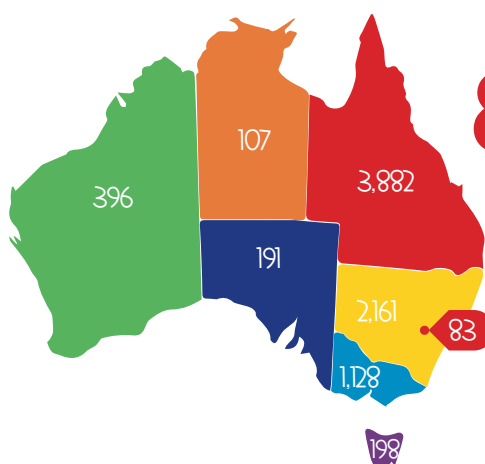
6,170+

Youtube
subscribers



6,120+

LinkedIn
followers



8,167

schools and
early childhood
centres
participated in
Day for Daniel



400+

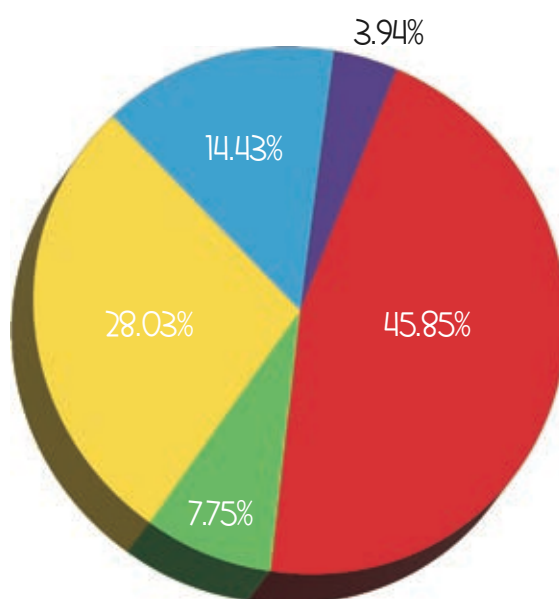
corporate and community supporters

Financial snapshot

We couldn't be more proud of the support we receive from everyday Australians working together with us to help all children and young people be safe.

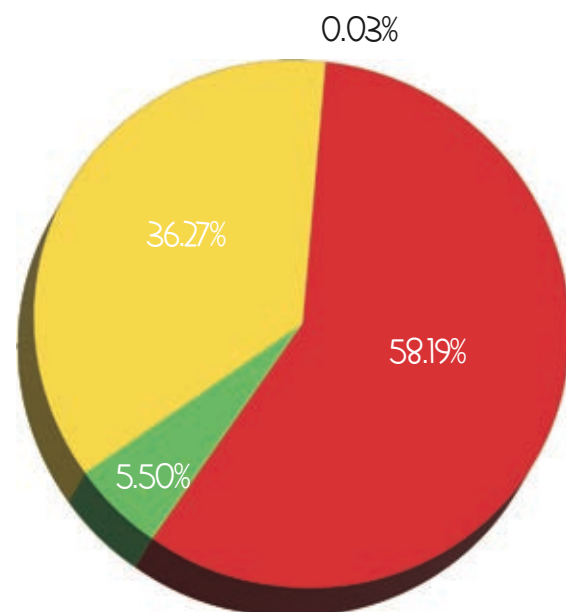
Without the support of the community we could not do the work we do. The donations we receive fund our keeping kids safe programs and activities for a whole year.

Revenue



- Revenue from Investments
- Revenue from Government
- Other Revenue
- Revenue from Donations and Bequests
- Revenue from Goods or Services

Expenses



- Interest Expenses
- All Other Expenses
- Grants and Donations made for use in Australia
- Employee Expenses
- Grants and Donations made for use outside Australia



Our support network

The Daniel Morcombe Foundation would not be able to function without the support we receive through grants, donations and the fundraising efforts of organisations and individuals. The list continues to grow but special mention must be made of:

Queensland Department of Education	Freedom Fuels
Queensland Family and Child Commission	Bidfood
Queensland Police Service	EPM
Commonwealth Department of Industry, Science, Energy and Resources	Sci-Fleet Toyota
Commonwealth Department of Social Services	The Good Guys
Office of the eSafety Commissioner	Officeworks
Australian Federal Police	Springfree Trampolines
The Lottery Corporation	Heritage Community Bank Palmwoods
Bravehearts	Bank of Queensland
Act for Kids	Butler McDermott Solicitors
Total Property Group	Event Photography
Queensland Tourism Industry	Reside Communities
Murphy Builders	Assist First Aid
SixT4	Australian Business Machines
Isuzu	Upshot Studios
Bladepile Pty Ltd	Trending Media

And our individual donors, especially the kids who donate gold coins at school. Every bit helps us to Keep kids Safe.

We would also like to thank our volunteers who play a crucial role in helping us create safer communities, providing support and advocating for children's rights. The Foundation is lucky to have a wonderful group of local businesses and community groups that volunteer for our annual Walk for Daniel.

Thank you Kay

As we close the door on the 20th year of operation of the Daniel Morcombe Foundation, it is with great sadness that we farewell our Patron who has been with us every step of the way and is now retiring.

Kay McGrath OAM was reporting the news when Daniel disappeared in 2003 and has stayed close to Bruce and Denise ever since. She has been a tireless advocate for child protection for well over 30 years and has been the Patron of the Daniel Morcombe Foundation since its beginning.

We want to sincerely thank Kay for her unwavering dedication and tireless support of the Daniel Morcombe Foundation. Kay's commitment has played an invaluable role in not only helping the Foundation survive but truly thrive—and reach an incredible milestone of 20 years of Keeping Kids Safe.

Kay's advocacy, belief in our mission, and the way she has championed our events and resources have meant the world to us. She has stood alongside us through every challenge, every triumph, and her support continues to make a profound difference.



Our community

92.7 Mix FM
Abide Interiors
AFL Cares
Alfresco Emporium
Allison Scifleet
Aqua Park Cooloom
Aria Cruises
Assist First Aid
ASV Audio Visual
Aussie Broadband
Aussie World
Australia Zoo
Banjo's Bakeries
Bean at the Chapel
Bidfood Australia
BJ Murphy
Blade Pile Pty Ltd
Bounce Tingalpa
Bowden's Own
Brady's Fruit
Brisbane Airport Corporation
Brisbane City Council
Brisbane Civil
Brisbane Golf Club
Brisbane Roar
Calleija
Caloundra Golf
Campbell & Bradley Flowers
Captain Cook Cruises
Carla Zampatti
Catalina Noosa
Channel Nine
Chef Laurent
City Facilities Management
Coast to Hinterland Tours
Comiskey Family Foundation
Commbank Foundation
Crown Power
Crystal Castle
Crystalbrook
Currumbin Wildlife Gold Coast
David Hart Gallery
Denise & Ellis Richardson
Department of Children, Youth Justice and Multicultural Affairs
Doughty Group

Dulux
Elements Cooloom
Epicure
Escape Hunt
Escape Room Oz
Ethical Brand Co.
eventphotography
Flair for Fashion
Francian and Kevin Beames
Freedom Broadband
Galactic Donuts
Go Boat Brisbane
Good Guys
Gourmet Gardens
Green Island Resort
Grill'd Sunshine Plaza
Harley Davidson
Helen's European Cuisine
Hello Creative
Hume Doors and Timber
Husk Rum Distillery
Impact Office Supplies
Indooroopilly Shopping Centre
Jai Opetai
Jawa Offroad Campers
Jo Walker
Justin Veivers
Kangaroo Bus Lines
Kennards Hire
Knights Roses
Kunara Organic Marketplace
Lago Corporation
Landmark Resort
Loft Hair Design
Lone Pine Koala Sanctuary
Lynda Meikle
Maleny Dairies
Maroochy River Golf Club
Mary Valley Rattler
Master Hire Perry's Hire
Matt Fiddes Martial Arts
McLeod Country Golf Club
Mesh & Bar Pty Ltd
MillDuck
Mirrimar (Koala and River Cruise)

Mister Minit
Maroochydoore
Mt Cooloom Golf
Murphy Builders
Noosa Springs
North Coast Blinds & Security
North Queensland Toyota Cowboys
Nudgee Golf Club Inc
NW Group
Palmwoods Devils Junior Rugby League Club
Palmwoods Hinterland Hawks Cricket Club
Palmwoods Warriors FC
Paradise Jet Boating
Pineapple Tours Gold Coast Hinterland
Planet Chill Golf Coast
Pullman Mercure Brisbane
Pullman Port Douglas
Rapid Relief Team AU
Rebel Radio
Rent Me Trucks
Reside Communities
Riverlife Brisbane
Sales & Leadership Performance
Savvy Style & Training
Scenic Group/Emerald Cruises
School Fun Run
Scifleet Toyota
SEA LIFE
Sean Follows
Shangri-la
Shingle Inn
Skypoint Gold Coast
Skyrail
Slingshot Gold Coast
Sojo Designs
Springfree Trampoline
Storybridge Adventure
Climb Brisbane
Stream Financial
Suncoast Christian College
Suncorp Banking
Sunlover
Sunshine Coast Child Safety Offices
Sunshine Coast Financial

Solutions
Sunshine Coast Lightning
Sunshine Coast Stadium
Sunshine Coast Turf Club
Sunshine Mitre 10
Sunstate Motorcycles
Surf Lifesaving Queensland
Sydney Cricket Ground
Sydney Opera House
Tall Ships Sydney
Tangalooma Island Resort
Taronga Zoo
Team Nambour and Districts Lions Club Inc.
The Boat Shed
The Branding Office
The Events Centre
The Ginger Factory
The Good Guys
The Horse
The Jewellers Bench
The Lottery Corporation
The Ville Resort - Casino Townsville
The Wales Foundation
Thomas Barnes
Thompson Insurance
Tin Can Bay Houseboats
Tony Kelly Group
Toowoomba Golf Club
Total Property Group
Tree Top Challenge
Trending Media
Tropical Fruit World
Twin Waters Golf Club
University of Central Queensland
Upshot Studios
Urban Climb
Vespa Australia
W Brisbane
Wheel of Brisbane
Wildlife Habitat Port Douglas
Wishes by Wyndham
Woodfordia
Woolworths (Nambour)

1300 326 435
DanielMorcombe.com.au



NATIONAL OFFICE
Palmwoods QLD 4555

POSTAL ADDRESS
PO Box 565
Palmwoods QLD 4555

