



NEWSLETTER // July 2014 // VOLUME 8 - ISSUE 2

Dance for Daniel (Sunshine Coast)

Another amazingly successful night! 500 elegantly dressed guests packed the Caloundra RSL for the 9th annual Gala Dance for Daniel. Fine food, great entertainment and a genuine 'bloody good night' of dancing and laughs all contributed to its acclaimed success.

Renowned poet Rupert McCall was the MC and his poise and style is unique as he seamlessly moves the night along. The man has a gift and it was never more on show than his spellbinding words dedicated to Daniel.



Band of Blue, blew the roof off the place as usual with hundreds packing the dance floor. Alan Pease had us all mesmerised, and at times in stitches, with his body language stories and presentations. Unforgettable! In total \$50,000 was raised on the night for the DMF. But as we say every year, the night's success is not measured in dollar terms, it is our opportunity to showcase our achievements and nobody will forget Patron Kay McGrath's powerful story recapping some of the incredible life changing help the DMF has been responsible for. Please read the Andrew Ashby story on page 3.



Thank you to all our sponsors, prize donors and bidders. Without you the night simply collapses. Auctioneer Justin Veivers and Event Planner Tracey McAsey were super. Well done yet again. And finally our VOLLIES! Thanks heaps from the bottom of everyone's heart connected with the DMF.

Daniel Morcombe Child Safety Curriculum

The National Curriculum Review is nearing the final stages before the report is to be handed to the Federal Education Minister The Hon. Christopher Pyne.

Timing is everything as they say; and so with that in mind Bruce and Denise Morcombe representing the Daniel Morcombe Foundation embarked on a 2 day blitz of Parliamentarians. The Daniel Morcombe Child Safety Curriculum was developed as part of the Queensland Government's strong commitment to promoting child safety.

The Department of Education, Training and Employment (DETE) was advised by a high level working group including Queensland child safety ambassadors Bruce and Denise Morcombe, during the development of the Curriculum.

The Prep to Year 9 Curriculum aims to support schools and teachers in the promotion of safety for students, and includes lessons about personal safety and awareness, including cybersafety and telephone safety.

Practical resources have been developed to assist with the successful delivery of the Curriculum, including a departmental information webpage for public access; Parent Guides; Teacher Guides; Safety Resources for Teachers documents; Principal and Curriculum Leaders information documents; and newsletter articles for schools to include in school publications.

The Curriculum is currently undergoing alignment with the Australian Curriculum: Health and Physical Education draft content descriptions (Version 6.0).

In Queensland the Curriculum is available online via password-protected websites:

- for state schools via the Learning Place and OneSchool; and
- for non-state schools via Scootle. Scootle is a National Digital Learning Resources Network managed by Education Services Australia.

While it is encouraged that the program be adopted by Queensland state and non-state schools, it is not compulsory.

Our number 1 aim at the DMF is to educate children about their personal safety. Clearly, the successful rollout by the Queensland Government of the Daniel Morcombe Child Safety Curriculum in 2012 and 2013 was an ideal working model to present to Federal Members of Parliament as to what we believe should be considered a standout inclusion in any recommendations.

The Canberra discussions were overall extremely positive and the visit well worthwhile. Identifying the need for a structured and up to date child safety program was easy, the task then came down to illustrating the merits of the Queensland initiative.

Formal discussions of up to 30 minutes were held with Senator Scott Ryan, Parliamentary Secretary for Education, Sen Dean Smith, Sen James McGrath, Hon Kelly O'Dwyer MP, Hon Tony Smith MP, Hon George Christensen MP, Hon Ken O'Dowd MP, Hon Michelle Landry MP, Hon Scott Buchholz MP, Hon Paul Fletcher MP, Hon Dan Tehan MP, Hon Jamie Briggs MP, Hon Lucy Wicks MP, Hon Jane Prentice MP and the Hon Nola Marina MP. Less formal but equally important discussion was held with the Hon Mal Brough MP, Hon Keith Pitt MP, Hon Luke Howarth MP, Sen Zed Seselja, Hon Kelvin Thompson MP, Hon Dr Dennis Jensen MP, Hon Andrew Broad MP, Hon Sussan Ley MP Assistant Minister for Education, Hon Wyatt Roy MP, Hon Barnaby Joyce MP, Hon Anthony Albanese MP and the Hon Peter Dutton MP.



Senator Scott Ryan: Parliamentary Secretary to the Minister for Education

While we all wait for the report to be handed down, the Morcombes left Canberra knowing that they had tried hard in their endeavours. It is now a waiting game! The DMF would also like to applaud the many journalists and associated media who showed genuine interest in the trip and reported such glowing stories.

NB: Bruce and Denise sincerely thank the magnificent effort of Tony Barry in pulling off this extra ordinary list of engagements.

Tasmania Govt Talks

In another significant step spruiking the merits of the Daniel Morcombe Child Safety Curriculum Bruce and Denise Morcombe also met with the Tasmanian Deputy Premier and State Education and Training Minister the Hon Jeremy Rockliff on June 20th.



The nature of these private talks were open and friendly and we are keen to advance the cross pollination of ideas in the weeks ahead.

Qld Schools Tours

Term 2 was busy, busy, busy! A significant amount of the time each week was set aside by Bruce and Denise Morcombe to continue with their school safety presentations. They visited schools from Hervey Bay and Howard in the north to the Gold Coast in the south and west to Beaudesert.

No matter where they visit, the locals are always engaging and welcoming. Many schools celebrate their 'Day for Daniel' or have a free dress 'red' day to coincide with the visit. It certainly makes for a visual feast and a memorable occasion.



The kids always know who the Morcombes are and their journey. They respect that the visit is based on a genuine wish that they stay safe. It is of course, that very real story, which harnesses their interest, believing that no longer can they think; 'that would never happen to me'. Almost in an instant they appreciate the importance to sharpen their skills and not being a risk taker any more.

Never based on fear, the presentations are serious but finish with a laugh. It is about learning with fun and a bit of humour. Key

words we drive home many times over are Recognise, React and Report. If you would like the Morcombes to visit your school in 2015 please have your School Principal email Robin@danielmorcombe.com.au as travel plans for next year will be locked into place towards the end of term 3.

Remember our new child safety DVD will be out in September. It has a variety of filmed scenarios plus a complete recording of the Morcombe's school student safety talk.

More information is available at www.danielmorcombe.com.au

Talk with your local school and ask them to adopt the Daniel Morcombe Child Safety Curriculum. Teachers' lesson plans, student resource material and parents' information is available from the Queensland Education website.

You Win – We Win

Have you got a home loan? Would you like a discount on the interest you pay?

Would you like to raise funds for the Daniel Morcombe Foundation? Here is an opportunity of you winning and the DMF winning, with no downside.

Westpac in arrangement with the DMF are offering a great deal on new and established Home Loan agreements (no matter what Bank). For more details please visit our website for this no obligation opportunity, simply read the information and send off the enquiry.



10th Day for Daniel

Here we are; all staring at the calendar and counting the days off.

Yep, it's no mistake. Our 10th Day for Daniel is fast approaching. Join us and over 1,000,000 people as they get behind Australia's largest day-of-action promoting Child Safety.



'Wear Red and Educate' is the catch-cry. As a lasting legacy to Daniel, people from all walks of life have stood tall and said that crimes against children have no place in modern Australia.



Please register your support online. It is free! Businesses and Schools plus local community groups and individuals will be sporting a red themed day, some raising money, others raising the profile of the day and doing what they can to teach children about the importance of keeping safe. This year's focus will be about 'Safety on the Net'.

Visit www.dayfordaniel.com.au for more information, and how to register. While there download some printable educational resources.

Day for Daniel is 31st Oct 2014.

Ladies Oaks Day

We awoke to the sound of rain. It was something we had grown to expect for a charity event in Daniel's name.

But not to worry, Sunshine Coast Turf Club and major sponsor HOT 91.1 FM were to make it a memorable day no matter what. Planning had been in full swing for months and everything was go, go, go.



In preparation for the special horse race event, customised Jockey Silks had been made bearing the Daniel Morcombe Foundation logo. It was of course a striking red tee shirt with a dominant white background. It had been decided that the top weight, the horse with number 1 saddlecloth in each of the races, would be the mount on which the commemorative silks would be proudly worn.

The rain had been forecast to clear by

mid-morning leaving a fine afternoon. A DMF Marquee had been erected just inside the public entrance and staffed by a good number of our eager volunteers. In good humour we had included DMF Umbrellas and DMF Ponchos as merchandise for sale.

No need for that wet weather gear! Right on cue the skies cleared and by the 11.30am timeslot, the public flowed into the course in preparation for Race 1.

Ladies Oaks Day is one of the celebrated days on the Sunshine Coast social calendar. The ladies are in their element paying careful attention to their nails, hair, fascinators, shoes and how about those gorgeous dresses. The men also take the opportunity to look the part and spruce up.

Race 1 fast approached. Into the mounting yards the horses led by their strappers looked every bit the fine-tuned racing thoroughbreds one would expect at the Melbourne Cup. Jockeys could be seen receiving last minute instructions from the trainers and owners. There was our man! Over to horse number 1 he walked and with the obligatory boost up into the saddle, he sat proud and focused on the task ahead. On a heavy track the horse carrying the DMF colours won impressively.

Race 2 came and went. Horse number 1 won again! Daniel's Silks were proving to be lucky. Races 3 to 6 saw the top weight unplaced but the last race would again see the DMF silks a winner. Achieving first past the post 3 times in the 7 race meeting is a nice way to remember such a great day.

Funds raised through a percentage of gate takings plus raffle ticket sales also raised around \$13,000 for the Foundation. These funds were immediately targeted to be channelled into our new child safety DVD development. The winning Jockey from each race also signed a second set of DMF Silks and these were framed up with photos of the day to become our major raffle prize. Congratulations to the winner, Rosemary Williams of Mount Pleasant.

Keeping Kids Safe - DVD

Production of our new child safety DVD replacing and updating 'Foundation Red' is moving along very nicely. Filming of 6 of the 9 topics has been completed with editing, graphics and voiceover to be finalised soon. The remaining 3 are also advancing with script writing and introduction pieces well on track to meet our projected deadlines.

Artwork for the discs and presentation wallet is locked in and the new Resources Booklet is nearing completion as well. Stand-by for the official launch which is planned for September. With interest expected to be strong right around the country we have commissioned a first print run of 10,000 copies. These will be provided free of charge to schools.

Targeting differing age groups with our key messages of Recognise, React and Report the DVD has menu items for Pre-school,

Prep to Year 2, Year 3 to 6 and Year 7 to 9 as well as a parent's guide. It is planned that every registered school involved in this year's Day for Daniel will receive a copy and accompanying printable resources.

The project has a budget approaching \$200,000 and is fully funded by sponsors and private donations. We are proud to acknowledge the significant contributions of the following:



Kris Tayler

A Feel Good Story

In the aftermath of the 'Guilty' verdict back in March of this year the Daniel Morcombe Foundation received an avalanche of interest and correspondence. Indeed in excess of 10,000 emails were received in just a few days.

Every one of them was read, thanks to our dedicated staff at the Office. Some identified heinous crimes that had affected them personally or other family members. Many simply wished the Morcombe family well. Some jumped out from the others like an old friend you had not seen for years.

One such example was an email from the parents of a young lad the DMF had assisted some 7 years earlier. Supporting victims of crime, particularly where that crime involves children, is an aim of the Foundation and since day one we have channelled funds into this area and continue to do so.



However, due to privacy laws this work often goes unnoticed. Permission has been given for the following story to be made public.

Back in 2007 a young teen named Andrew Ashby was brought to the attention of the DMF by counsellors. He was entering a particularly difficult period in his life. He was the victim of a sexual assault by a trusted person he and his family knew. That case was before the Courts and as time would eventually prove that person was found guilty of those offences. But for Andrew's family and supporters they could see he was struggling.

Andrew needed an escape to a happy place. The DMF stepped up and purchased a moto-cross bike for him, plus boots, gloves and a helmet. It was his way of feeling free. One day he was out riding in bushland adjacent to the barrier fence at the Caloundra Airstrip. Watching the light planes land and dart into the air with methodical regularity one by one sparked something in Andrew which would become life changing.

He wanted to be a pilot. Almost in an instant he sold the bike and used the cash to fund flying lessons, going on to achieve his Commercial Operators Licence.

Those connected with the Daniel Morcombe Foundation gave their blessing to follow his dream and sell the bike. Fast forward 7 years and bingo, one of those 10,000 emails was from Andrew's parents. In essence, it was a note to let us know how they had never forgotten the Foundation's act of generosity. Daniel's legacy was making a difference. Positive good had been achieved.

Andrew was now an International Pilot with Cathay Pacific and based in Hong Kong. That is a beautiful story and proof that your generous donations can be life changing.

ACT for Kids

It is with great pleasure that we announce that the Daniel Morcombe Foundation has signed a Memorandum of Understanding with Act for Kids, a charity working tirelessly to prevent and treat child abuse. An association that we are sure will benefit the welfare of children.

Linking arms with other likeminded charities is the way forward. Reducing backend administrative costs and promoting the fundamental objectives of each other must be the working model going forward.

Kay McGrath Channel 7 News Presenter and long term crusader for children's rights and harm prevention initiatives is closely aligned with both organisations. Kay could see many

parallels in the work ethics and long term aspirations of each and it was she who fostered a healthy dialogue of discussion.

"I'm thrilled about the prospect of these two highly regarded organisations coming together to help heal Queensland children. It's long been a wish of mine to see a more cohesive approach to tackling the issue of child protection. I'm certain this will be a very positive and effective partnership," Kay McGrath said.

Within weeks we expect to have a full time children's counselling service established on the Sunshine Coast. It will be based at the Big Pineapple. Dr Neil Carrington, CEO of Act for Kids, has identified a significant demand for such a service north of Brisbane. Dr Neil Carrington said he's delighted to be working with the Daniel Morcombe Foundation – an organisation taking proactive steps to protect children.

"We've been working with abused and neglected kids for over 25 years, and we've learned how important it is for all children to have access to vital support services. Professional support can result in positive outcomes for children and young people; and with the right help they can overcome their experiences, and lead happy and fulfilling lives.

"We hope today's announcement marks the beginning of a nationwide movement to protecting children," Dr Carrington said. This initiative will be fully funded by your generous donations to the Daniel Morcombe Foundation as well as fundraising efforts like our Dance for Daniel it is very much our intent to make a measurable difference to abused children's health and recovery.

Denise explained: "Reducing the incidences of child abuse through education is only one of our aims. Supporting young victims of crime is another. Helping these children resume some sort of normal childhood is uppermost in our thinking. That is what drives us."

Daniel Morcombe Rose

Winter is rose time!

Prune those established ones in your garden or go and buy a bare rooted one. Better still remember Daniel and help out the DMF financially by purchasing the Daniel Morcombe Rose.

It is a brilliant red in colour with a beautiful scent. Its cut flowers also make it a fine specimen for floral display.

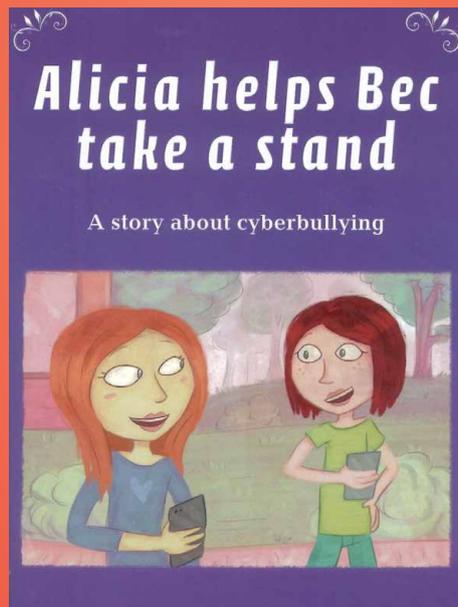
You can simply go on line at danielmorcombe.com.au to order or visit your

nearest Masters Hardware Store. Sales have been strong so don't be disappointed. Stocks are limited.



Salvation Army Book Release

Flying to Hobart then travelling to Bridgewater, Bruce and Denise Morcombe were special guests at the launch of 3 new children's books written by Mary Koolhof and illustrated by Kyan O'Rourke. The titles include: Alicia helps Bec take a Stand; My brother Sam; Tom and Jamal speak up. All the books are to do with cyber safety and bullying. They are on sale for just \$5. Please visit www.salvationarmy.org.au/en/Find-Us/Tasmania/c4c/Resources/



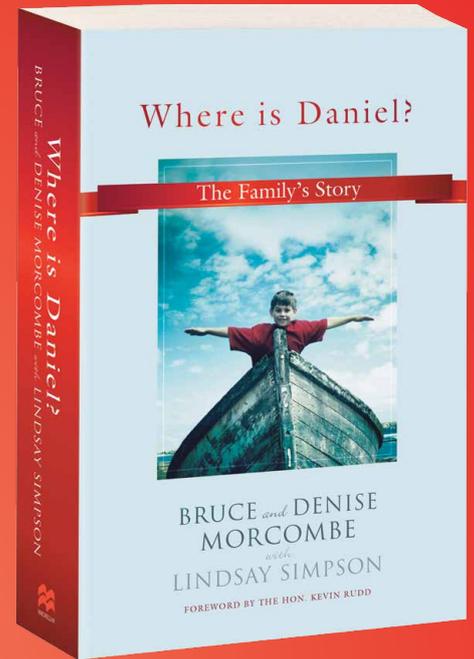
Where Is Daniel? – A Family's Story

Bruce and Denise have spent most weekends for the last 2 years working on their book. It is a story of survival, written from a unique behind the scenes perspective.

How did they manage to stay focussed for more than 10 years to find Daniel all the while experiencing a living hell, yet able to harness the collective will of a nation and in so doing, establish the Daniel Morcombe Foundation?

Dr Lindsay Simpson has worked closely with the Morcombe family as their professional author. Together they allow the reader

to place themselves alongside the investigators and sit next to the Morcombes at their computer so they too can appreciate the determination throughout countless email exchanges and media engagements. How did they maintain such composure? How did they maintain a functioning family life?



Available at all good booksellers from August 4. Published by Pan MacMillan

Dates to Remember

Moranbah's 2nd Annual Dance for Daniel

16th August: Saturday Evening

The Moranbah Dance for Daniel is almost here. Last year it was a wonderful formal night of laughs and entertainment. Book your tickets and join us for a memorable night.

For more details please ring: Brenda on 0409 633 184 or email brenda.mcfadzen@bigpond.com

Townsville DMF Charity Golf Day

27th September: Arrive 11.30am for 12.30pm shotgun start

\$240 per team of 4 inc cart, BBQ lunch and Pizza dinner. Ambrose teams of 4. Corporate Sponsorship on the course available.

Ring 0417 070 532 or 0404 228 819

Townsville 3rd Annual Dance for Daniel

Friday 24th October: Pre-dinner drinks from 6.30pm

Red Tie Gala Event. Jupiters Townsville Grand Ballroom

Tickets \$150 Purchase online www.danielmorcombe.com.au/dance

Ring 0417 070 532 or 0404 228 819

QLD School Girls Hockey

May 22 – 25 saw the State Championships of under 19 years Queensland School Girls Hockey tournament played at Buderim. In partnership with the Daniel Morcombe Foundation the QSGH embarked on a mutually beneficial partnership that promotes the key messages of the DMF.

Representative teams, family members and event organisers from around the State poured into the Sunshine Coast for the official opening ceremony.

Bruce and Denise Morcombe attended and underlined the importance of their 3 key safety words, Recognise, React and Report, highlighting that they are equally as important on the field during a game.

Before wishing them well and declaring the games open they also sought the support of every girl participating, to become an Ambassador, supporting their wish to make Australia a safer to children.

Saturday evening was their formal dinner of the Championships and Robin Sherwell (DMF Committee member) attended representing the Foundation. Speaking to expand on a couple of short film clips about the Foundation, she also emphasised that our work cannot be successful without community initiatives and organisation partnerships like this one.

On the Sunday afternoon at the conclusion of the competition, players and officials assembled in front of the grandstand for the closing ceremony and presentation of trophies.

Dean Morcombe had the honour of presenting the trophy to the tournament winners. With the crowd approaching 1,000 people it certainly had been a major success.

Maleny Show

Caloundra Show Day has been held at the Maleny Showgrounds each year since 1923. This year's motto was "Celebrating the year of the Small Farmer".

Again the DMF was supported by a team of volunteers who were onsite to promote children's safety at a community level. 'Big Red' the Foundation's Educational Truck was also highly visible. Unfortunately the weather was cold, wet and windy making numbers fewer than organisers had expected.

Always great fun no matter what the weather, that age old saying; "The show must go on", could never be more visually demonstrated.

Cheers everyone for making us feel so welcome!

Jail to Justice Walk

The parents of several high profile murder victims joined media personality Derryn Hinch on the final stretch of his Jail to Justice walk.

The walk began on May 17 from Langi Kal Kal prison to coincide with Mr Hinch's petition for a public register of convicted sex offenders. The last 5km leg of the 160km walk ran from Brunswick — where Jill Meagher was murdered in September 2012 — and finished at Parliament House, Melbourne where a petition of nearly 130,000 signatures was handed over to the Victorian State Government.



Mr Hinch was joined by Bruce and Denise Morcombe, parents of murdered 13-year-old Daniel Morcombe; Noelle Dickson, mother of murdered Bacchus Marsh woman Sarah Cafferkey; Rosie Batty, mother of murdered Luke Batty; and George Halvagas, whose daughter Mersina Halvagas was murdered by serial killer Peter Dupas.

Also joining the walk was Northern Territory Women's Policy Minister Bess Price, whose sister Rosalie Wayne was murdered in Katherine in April.

Addressing a crowd of 200 walkers on the steps of Parliament House, Mr Hinch said today was only the beginning. "I guess I sound ungrateful but none of you should be here," he said. "In an ideal world, none of us would be here but it's not an ideal world. "I'm here for your kids and I just hope the people (politicians) behind me are here for your kids too.

"They better get the message this time, it's OK them nodding their heads and saying something must be done but it better be done this time or as (Arnold) Schwarzenegger would say, we'll be back." Ms Batty, whose 11-year-old son Luke was killed by his father Greg Anderson in the small town of Tyabb in February, said she was happy to join the walk.

While she was open-minded about Mr Hinch's calls for a sex offender's public register, she wanted to highlight deficiencies in the criminal justice system. "It's sending a public message really and you just want to support the families who have had other children tragically killed," she said.

Appearing on Breakfast TV Shows with Derryn, Bruce and Denise are vocal

advocates for the creation of a Sex Offenders Register. Unity in a common passion will make a difference.

Bruce was keen to add; "A petition of that size must make our decision makers realise that there is a gathering momentum in the community for such a register. It is not about rednecks running these people out of town. It is, for example, about making informed decisions on what is the safest way for our children to travel home from school."

Privacy of the victims must be observed, we all agree with that. And who administers and updates this file are all questions without answers at this stage. But where there is a will there is a way.

NB: Source of this much of this article is from Andrew Jefferson at the Herald Sun

BMW support

Who knows what BMW stands for? It is like IBM or KFC where over the decades one's branding is shortened. Bavarian Motor Works is the answer. In 2012 BMW produced 1.8 million cars across all its brands and models.

Thanks to the BMW Car Club of Queensland over 100 of them participated in a morning rally to the Sunshine Coast recently and enjoyed a stop at our Office at the Big Pineapple. The local Rotary Club provided them with a hearty breakfast and then it was a short presentation and photo opportunity with the motoring enthusiasts.

Ken Searles the dynamo organiser from the Daniel Morcombe Foundation made everyone feel welcome and the morning went off smoothly.

Bruce and Denise acknowledged the group and thanked them for the donation of \$2,500 which will help to grease our wheels at the Foundation.

