



**ADVOCACY
AUSTRALIA**

Awareness • Equity • Social Justice

2025 ANNUAL REPORT



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Chair's Message



Advocacy Australia has had our most successful year to date, continuing to stand for one clear purpose: **preventing harm and supporting those whose lives have been changed by it**. Across our programs and campaigns, our work has remained grounded in lived experience, evidence, and a deep commitment to ensuring people are treated with dignity, respect and compassion - whether they are navigating the devastating impact of serious crimes or seeking practical guidance to protect their families from preventable health risks.

Our advocacy is delivered through two primary areas: **Health & Harm Prevention**, and **Victims of Serious Crime**. Through national awareness and education initiatives, we work to prevent harm before it occurs, with a strong focus on asbestos education. In parallel, we advocate for victims of serious crime - specifically murder, abduction and suspicious disappearance; and the families left behind. We provide practical support and communications assistance, helping families navigate investigations, access resources, engage with legal processes, and, where appropriate, work with the media to strengthens their voice.

Delivering this breadth of work has not been without challenge. Advocacy Australia operates with minimal funding, and this year our entire annual budget was just \$36,500. In a resource-intensive environment, achieving national-scale outcomes on such a small budget has required careful prioritisation, lean operations, and an extraordinary contribution of time and expertise from volunteers, supporters and partners. While we are proud of what has been achieved, securing sustainable funding is a priority for the year ahead to ensure we can continue our essential work.

A defining achievement this year was the impact of our **Justice for Biddy** campaign. Advocacy Australia supported Biddy's parents to reclaim her identity and ensure her story could be told globally without identifying the offender or breaching court orders. Our campaign generated **2,243 media stories** with a cumulative reach of more than **33.2 million**. We launched a NSW Government e-Petition calling for change, secured **21,550 NSW signatures** which triggered a NSW Parliamentary debate, achieved **40,004 signatures in total** from across Australia and around the world. This momentum contributed to major outcomes including a coronial inquest scheduled for mid-2026 and legislative reforms introduced and passed, strengthening oversight of forensic patient management.

The Victims of Crime Committee continued to provide expert media commentary on victims' rights and systemic gaps, while referring people to specialist services when matters fell outside our scope of support. We also supported Emerald Wardle's family seeking accountability after serious concerns were raised about the management of her killer's unescorted day release. We generated **100 media stories** with a reach exceeding **7.98 million**, drawing attention to system failures and community safety risks.

Our multi-award-winning asbestos education work continued with **Asbestos Awareness Month 2024 (November)**, the launch of world-first practical video education resources, and year-round media and community outreach through the Asbestos Education Committee. Collectively, our asbestos campaigns reached **10+ million Australians**, with strong digital engagement including **11.8k** website users during November. **asbestosawareness.com.au** recorded **121k page views** and had **25,944 digital resources accessed** over the year, showing ongoing demand for trusted, practical information and resources.

As we look ahead, we remain committed to protecting communities, supporting victims and their families, and pursuing reform where systems fall short. Thank you to everyone who stood with us this year, your support continues to turn grief into action, and awareness into prevention and protection.



Clare Collins
Founder & Chair

ADVOCACY AUSTRALIA

- Advocacy Australia is an Australian registered charity dedicated to advancing human rights, social justice and public welfare by promoting, protecting and defending the rights of individuals, children and families whose rights have been threatened, compromised or abused.
- Our work spans three key streams: victims of serious crime (including murder, abduction and suspicious disappearance), international familial child abduction, and health and safety - with a strong focus on asbestos awareness and prevention.
- Founded to deliver public benefit and advance equity, Advocacy Australia works to relieve suffering, support vulnerable people, and drive greater public awareness, policy reform and systemic change.

Mission & Vision

- To promote and protect the human rights of Australians, regardless of age, gender, identity, race, religion or social status;
- To provide direct advocacy, support and benevolent relief for individuals and families in distress, misfortune or helplessness across our three streams; and
- To raise public understanding of systemic human rights issues and foster social justice, equity and access.



Who We Are

The Advocacy Australia Board of Directors formulates policies and procedures in consultation with specialist Advisory Committees to effectively deliver advocacy across our core streams.

Our specialist advisory committees are comprised of representatives who are respected leaders in their fields in the areas of victims of serious crimes, communication, human rights and social justice, health, welfare and wellbeing, and asbestos education.

Advocacy Australia Board of Directors



Clare Collins, Chair; Mark de Raad, Deputy Chair; Robert Clarke, Treasurer; Alice Collins, Secretary; & John Bateman OAM.

Asbestos Education Committee



Victims of Crime Committee



PRIMARY AREAS OF ADVOCACY

Health & Harm Prevention

- Through national awareness and education campaigns (e.g., public health and workplace safety initiatives), Advocacy Australia addresses health and safety issues that affect physical and mental wellbeing and actively implements intervention programs to prevent harm before it occurs with a focus on asbestos education across residential, commercial, trades and rural and regional communities.



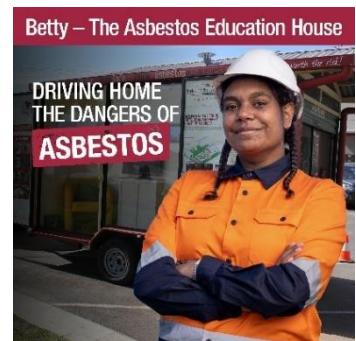
Victims of Serious Crime

- Advocacy Australia advocates for victims of serious crime - specifically murder, abduction and suspicious disappearance - and the families left behind. We provide practical support and communications assistance, helping families navigate investigations, access resources, engage with legal processes, and, where appropriate, work with the media to reduce distress and strengthen their voice. Advocacy Australia also works to uphold victims' rights to truth, redress and protection, and to be treated with dignity, respect and understanding.



Campaigns & Community Engagement

- Advocacy Australia conducts communication campaigns, stakeholder engagement and public events to highlight issues like serious crime, child abduction, asbestos awareness, and social justice, aiming to influence public understanding and policy responses.
- Through our work, Advocacy Australia bridges individual support services with broader systemic advocacy, striving to ensure that vulnerable people and families have both a voice and access to fair treatment, justice and wellbeing.



AWARDS & RECOGNITION

Over the years, Advocacy Australia and our campaigns have been recognised with multiple state, national and international awards for excellence in advocacy, communications and volunteering.

Our work has been acknowledged by local, state and federal governments for delivering effective, community-led outcomes in asbestos education and prevention, and in supporting victims of crime and their families.

Our *Justice For Biddy* campaign and victims advocacy work were recognised with three industry Golden Target awards in November 2025, along with two Volunteering NSW Awards for initiatives delivered in 2024 and the Global Non-Profit Organisation Award for Best Social Justice Advocacy Organisation.

For full list visit <https://advocacyaustralia.org.au/about-us/awards-recognition/>



KEY PROGRAMS & CAMPAIGNS

Victims Of Crime: Bridgette “Biddy” Porter

Justice For Biddy

- On 8-July-2020, ten-year-old Bridgette “Biddy” Porter was brutally killed in rural NSW by a 14-year-old girl she trusted. So heinous was Biddy’s killing, the court suppressed her injuries for 20 years while authorities allowed her parents to believe Biddy’s identity was also suppressed.
- Traumatised, and suffering severe mental illness due to Biddy’s horrific death and crushed by laws protecting the rights of Biddy’s killer over her murdered child, in June 2023, Biddy’s mother Rebekah pleaded with multiple organisations to help give Biddy back her voice. Only Advocacy Australia responded, agreeing to advocate for Biddy.



Objective

- Empower:** Biddy’s parents and **Reclaim Biddy’s identity** by sharing her story globally without revealing her killer’s identity or breaching court orders.
- Support Rebekah’s healing** by limiting media interviews to reduce risk of traumatisation.
- Secure a coronial inquest** into the circumstances surrounding Biddy’s killing.
- Drive prime-time television investigations** into Biddy’s death supported by broader media coverage addressing systemic issues impacting Biddy’s family and other victims of heinous crimes.
- Obtain appropriate mental health support** for Biddy’s parents.
- Expose systemic failures within** the Office of the Director of Public Prosecutions (ODPP), Victims Support Services (VSS) and the Mental Health Review Tribunal (MHRT), including concerns about processes that prioritise offenders’ rights over victims’ rights.
- Secure 20,000 NSW signatures in a NSW Government e-petition** to trigger Parliamentary debate.
- Commence lobbying** for victims’ rights and statutory reform.



Activities Delivered

- **Launched the Justice For Biddy Porter campaign** on the 4th anniversary of Biddy's killing through a Channel 7 Spotlight special investigation by Michael Usher. The campaign delivered major national coverage across ABC (TV, Radio and Online), News Corp, Mamamia, AAP and Australian Community Media including 3 front page stories in the Sunday Telegraph by Cydonee Mardon. Campaign activities included social media, digital paid advertising, community engagement and MP lobbying.
- **Launched the Justice For Biddy Porter NSW Government e-petition** calling on the government to initiate Inquiries into the Director of Public Prosecutions (DPP) and Mental Health Review Tribunal (MHRT); Victim Support Services reforms, and a Coronial Inquest. We secured 21,550 NSW signatures (plus 18,454 from across Australia and internationally) triggering a parliamentary debate.
- **Bi-Partisan Event:** Ahead of the debate, we hosted a private tribute in the Jubilee Room at NSW Parliament House, MC'd by Michael Usher. More than 40 Ministers, MPs and MLCs were moved by Biddy's poetry and a live performance of her favourite song, *Roar*, helping secure support for the petition in parliament.

Reach & Engagement

- **12 media interviews** generated **2,243 media-clips**: Television (770); Radio (691); Print (82); Online (644); news Social (56) including Spotlight, ABC 7:30, Mamamia, Sunday Telegraph 3 front page stories
 - ◆ **Potential Audience reach:** 33,215,769 (excludes online, most radio & Spotlight's YouTube)
 - ◆ **Key mentions:** Advocacy Australia 771; Rebekah Porter 1,206; Justice4BiddyPorter 786.
- **Spotlight Story:** +1.4million YouTube views and 24k engagements <https://bit.ly/Justice4Biddy-Spotlight>
- **e-Petition QR Scans and Link-Clicks:** 51k
- **justice4biddyporter.com views:** 119k by 91.5k active users, 383k engagements
- **Meta (Facebook & Instagram):**
 - ◆ **Organic:** 96 FB-posts; Reached 557.5k; Views: 305k; Engagement 28k
 - ◆ **Paid:** Impressions: 989k; CTR: 17.7%, CPC: \$0.15; Spend: \$6k
 - **Cost-Per-Click (CPC):** \$0.15; **80.5% less** than the average CPC of \$0.77
 - **Click Through Rate (CTR):** 17.7%, **1,670% higher** than Meta's average 0.9-1.5% CTR
- **Petition Signatures:** Without an existing database, we secured 21,550 NSW signatures and a further 18,504 signatures from across Australia and around the world - a total of 40,004 voices calling for justice for Biddy and urgent statutory reform. The petition was also only the 18th NSW Government e-Petition to trigger a Parliamentary debate since the system was introduced in 2020.
- **NSW Parliament Debate:** 1,168 Youtube views. All MPs wore Biddy's orange ribbon. bit.ly/Justice4Biddy-Debate



Outcomes

- **NSW Parliamentary Debate** for reform occurred on 17th October 2024. The gallery, packed with Biddy's loved ones, supporters and victims who'd fought for decades for reforms, witnessed the House wear orange #Justice4Biddy ribbons while Mr Philip Donato MP and 4 other MPs honoured Biddy, calling for reforms to broken systems while accepting the e-Petition, empowering Biddy to 'Roar'.
- **Legislative Reform**: On 21-November-2024, 35-days post-debate, reforms to the Mental Health and Cognitive Impairment Forensic Provisions Act 2020 and the Mental Health Act 2007 were introduced by Minister Rose Jackson MLC, (passing 19-February-2025), strengthening oversight and governance over MHRT's management of forensic killers. Advocacy Australia's directors Clare Collins and Alice Collins were recognised by Minister Jackson as the driving force behind these reforms.
- **Coronial Inquest**: On the 26-November-2024, 41 days post-debate, State Coroner Teresa O'Sullivan announced Biddy's coronial inquest, scheduled for mid-2026.
- **Mental Health support for Biddy's parents**.
- **MHRT Systemic Change**: In January-2025 the MHRT improved practices in its dealings with victims.
- **Commissioner of Victims Rights**: Commissioner of Victims Right's invited our contributions to the Victims' Rights and Support Act 2013 statutory review as the fight for victims' rights continues.
- **3 Golden Target Awards**: Outstanding Not For Profit Campaign (Silver), Outstanding Public Affairs & Advocacy (Bronze), Not-For-Profit Team of the Year (Bronze).
- **For more visit: <https://advocacyaustralia.org.au/justice4biddypoter/>**

Justice For Biddy Campaign in Pictures





Justice For Biddy In The Media

Watch and view more: <https://advocacyaustralia.org.au/justice4biddyporter/>



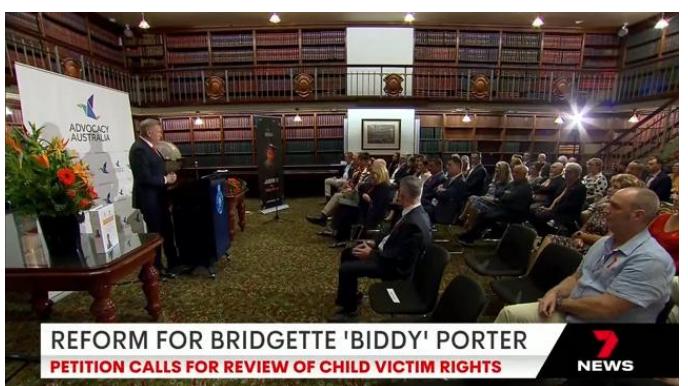
DT Daily Telegraph 1h · 

The killer who took the life of 10-year-old Bridgette "Biddy" Porter has been out on supervised day release but had the visits revoked because they were deemed a danger to society.





dailytelegraph.com.au
Explosive new details about 10yo NSW girl's killer



Victims Of Crime: Emerald Wardle

Justice for Em

18-year-old Emerald “Em” Wardle, was brutally killed by her partner in July 2020 in Newcastle. So brutal was her killing, all her vital organs were torn, her long hair ripped out and fingernails removed.

Her partner was convicted of murder and sentenced to twenty years imprisonment.

In April 2024, the Court of Criminal Appeal overturned his conviction finding ‘act proven but not criminally responsible.’ Jurisdiction was transferred to the Mental Health Review Tribunal.

Four years later, Emerald’s killer was discovered using dating apps during unescorted day-release from a forensic facility in Orange.



Objective

- **Empower** Emerald’s family and help **reclaim Emerald’s identity** by sharing her story with dignity and purpose.
- **Drive media investigation** into the circumstances surrounding the offender’s unescorted day release, alongside broader reporting on systemic issues impacting victims of serious crime.
- **Expose systemic failures** within the MHRT, including concerns that current processes can prioritise offender rights over victim rights.
- **Advocate for reform** to prevent MHRT patients accessing social media and dating apps while on unescorted day release.
- **Lobby** for stronger victims’ rights and statutory reform.

Activities Delivered

- **Targeted media strategy** secured major national coverage across News Corp, Channels 7 and 9, AAP and Australian Community Media, including a front-page Sunday Telegraph story with a double-page spread. Campaign activity included social media, community engagement, and MP lobbying.
- **Community Rally Against Violence Against Women:** Supported Kristy Smith’s call for change, amplifying the rally and Emerald’s story through media engagement.

Reach & Engagement

- **100 media-clips featured:** TV (7); Radio (8); Print (7); Online (70); news Social (8) including The Sunday Telegraph
- **Media reach potential: 7,975,838** Online: 6.02M, TV: 130k, Print: 1.77M, Radio: 56.2k
- **Top mentions:** Emerald Wardle (99), Kristy Smith (66) and Advocacy Australia (35)

Justice For Emerald in Pictures



Mental Health Legislative Reform: 19 Feb 25
Clare Collins, Kaitlin Smith, Shirley Wardle,
Philip Donato MP & Kristy Smith



Alice Collins, Kristy Smith & Clare Collins



Victims Commissioner Meeting



Shirley Wardle, Kristy Smith, Philip Donato MP,
Alice Collins & Brett Cooke



Mental Health Legislative Reform: 21 Nov 24
Alice Collins, Kristy Smith, Hon. Rose Jackson MLC,
Shirley Wardle & Clare Collins



Mental Health Legislative Reform: Passed 18 Feb 25

Justice For Emerald In The Media

The front page of The Sunday Telegraph features a large, bold title 'The Sunday Telegraph' in blue and black. Below it is a sub-headline 'GOLDEN EAGLE'S RACE FOR TASTE' and 'FOOD FESTIVAL'. The date 'SAT 2 NOV, ROSEHILL GARDENS' and 'PLUS Exclusive DJ set ALEX K' are also present. The page includes several photographs: a woman in a white dress, a woman in a blue patterned dress, a horse and jockey, and a person in a green dress. There are also several text boxes and a large central headline 'KILLER ON TINDER' with a photo of a man.



NEWSLETTER [SUBSCRIBE](#) Log In

Daily Mail AUSTRALIA News

Emerald's legacy: how a mourning family is fighting to help other victims

By Sage Swinton
Updated May 9 2025 - 10:46am, first published 5:30am

 view Newcastle Herald's complete view of property

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Daily Mail
AUSTRALIA

News

ANSWER

1

10 of 10

Jordan looks like the typical Aussie on his Tinder account... but there's been a huge development after Daily Mail Australia revealed the dark history behind his dating profile

- Jordan Brodie Miller was jailed for 20 years
- Court of Criminal Appeal quashed the conviction
- **READ MORE:** Aussie women in shock as uni student who killed his girlfriend creates a dating profile and matches with them while he enjoys day release

By PADRAIG COLLINS and STEPHEN GIBBS FOR DAILY MAIL AUSTRALIA
PUBLISHED: 20:04 AEST, 27 October 2024 | UPDATED: 04:25 AEST, 28 October 2024

The NSW state government has taken action after Daily Mail Australia revealed a university student who killed his teen girlfriend had been using Tinder while he was on a break from the app.

being held in a forensic facility.
Jordan Brodie Miller was jailed for 20 years after being found guilty of murdering 18-

Miller recently set up a **Tinder** profile, as well as opening an **Instagram** account.

where he stated. "Happy to be here".



VICTIMS OF CRIME:

General Activities Delivered

- **Media comment:** Advocacy Australia provides expert advocacy and media commentary on victims of crime matters, with our Victims of Crime Committee regularly sought for informed comment on significant cases and emerging issues.
- **Victims of Crime Committee:** Informed by lived experience and frontline insights, we help shape public understanding of victims' rights, systemic failures and accountability gaps across the justice and mental health systems, supporting affected families, and strengthening calls for reform.
- **Referrals:** Where matters fall outside our direct program focus, we provide practical guidance and referrals to specialist organisations so individuals and families can access appropriate legal, counselling and crisis support.

Reach & Engagement

- **87 media-clips:** Radio (6); Print (9); Magazine (1), Online (70); News Media Social (1)
- **Media coverage:** news.com.au, *Daily Telegraph*, *Sunday Telegraph*, *The Courier-Mail*, ABC TV and Radio in metropolitan and regional areas of Australia, *Sydney Morning Herald*, *The Age*, Nine News, WIN News, Seven News, NBN, 2SM (Ron Wilson), and 2GB (Ben Fordham), Woman's Day.
- **Potential media reach:** **13,425,268** Online: 9.78M, Print: 2.6M, Radio: 313K, Magazine: 694k.
- **Top mentions:** Peter Hogan (47), Scott Rogan (18), Clare Collins (12), Advocacy Australia (5).

Recognition

- **Golden Target Award:** Not-For-Profit Team of the Year (Bronze)
- **Global Non-Profit Organisation Awards:** Best Social Justice Advocacy Organisation – Australia
- **NSW Volunteer of the Year:** Sydney Region – Clare Collins



ASBESTOS AWARENESS

Advocacy Australia's Asbestos Education Committee and asbestos awareness campaigns exist to prevent asbestos exposure, disease and death by increasing public awareness and driving safer behaviour around asbestos management in Australian homes, workplaces and communities.

Objective

- **Raise awareness** that asbestos is still present in Australia and remains a serious, ongoing health risk.
- **Educate homeowners, renovators and tradies** to recognise where asbestos may be found (especially in properties built or renovated before 1990), and understand the risks of disturbing it.
- **Promote safe decision-making** before starting renovations, maintenance, demolition or clean-up – “Respect Asbestos”.
- **Encourage safe management** through promoting correct identification and testing of suspected asbestos-containing materials using appropriately qualified professionals (e.g., licensed assessors/occupational hygienists) and drive safe removal and disposal by promoting the use of licensed asbestos removalists and legal disposal pathways.
- **Provide free, practical resources** (checklists, fact sheets, videos and state-by-state guidance) to help people undertake the correct steps to prevent exposure of asbestos fibres.
- **Strengthen long-term prevention** by influencing attitudes, norms and policy conversations that reduce future exposure and disease burden.

Activities & Programs Delivered

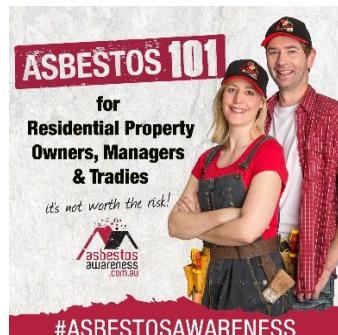
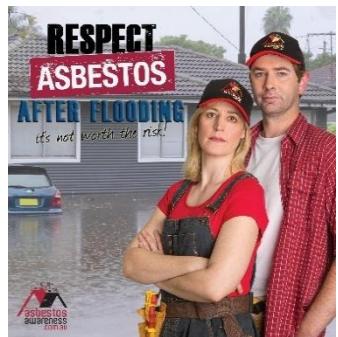
- **National Asbestos Awareness Month (November)** is Advocacy Australia's annual public awareness campaign educating Australians that asbestos can lurk in homes built before 1990 and commercial and non-residential buildings built before 2004. The campaign helps prevent exposure to deadly asbestos fibres to reduced the incidence of asbestos related diseases. Campaign activities included media, social media, digital paid advertising, radio community service announcements on ARN's KIIS FM and WSFM in Sydney and KIIS and Gold in Melbourne, collateral development and community engagement featuring our mobile experiential education tool, Betty The Asbestos Education House.



- **Asbestos In Homes: Guides to Identification, Testing and Removal (video series).** A practical series of six educational videos (plus promotional video) guiding homeowners step-by-step on how to identify, test and manage asbestos safely. The series reinforces the life-saving importance of using licensed professionals and debunks the myth that asbestos assessment, testing and removal is always difficult or prohibitively expensive. The videos feature industry experts including Cherie Barber (Australia's Renovation Queen™ and Asbestos Awareness Ambassador) and members of the Asbestos Education Committee, including Bret Baker (President, AHRCA NSW), John Batty (President, AHCA), and Mathew Klintfält (homeowner and renovator continuing the legacy of his late mother, Carol Klintfält OAM).



- **Asbestos & Natural Disasters – Bushfire and Flood Education:** Educating regions impacted by floods and bushfires including ex-Tropical Cyclone Alfred. We educated homeowners, businesses, commercial and rural property owners with warnings to ensure they were aware that asbestos might be present in damaged properties and how to manage it safely in accordance with government regulations.
- **Community Service Announcements (CSA):** Radio CSAs ran across multiple radio stations across Australia between July 2024 and June 2025 including 2SM, 88.3 Southern FM Melbourne, Radio 97 Tweed Heads, 4DDD Dalby, 2WEB Burke, KIIS FM and GOLD FM (Sydney and Melbourne).
- **asbestosawareness.com.au** is Australia's leading comprehensive asbestos education and safety resource hub, providing practical, easy-to-follow information to help prevent exposure to deadly asbestos fibres. The website offers a wide range of **free resources** for homeowners, renovators, tradies and communities, including asbestos identification guidance, step-by-step safety advice, videos, fact sheets, checklists, and links to state and territory regulations and licensed professional service. We provide the public with more than **1,500 resources**, including **108 flyers, fact sheets, posters, handbooks and templates**, with the remainder comprising images, graphics, presentations and videos. The website has been acknowledged as world leading public health initiative by academics, parliamentarians and industry leaders, globally.
- **Asbestos In Mulch:** From February-July 2024 the Asbestos Education Committee delivered targeted community education in response to the issue of asbestos contamination in mulch and recycled organics across ACT, NSW, VIC and QLD. We helped Australians understand the risks and what to do if they suspected contaminated material. Through timely public warnings, media commentary and practical guidance, the Committee supported the community and helped minimise panic. Activities included media engagement, commentary and social media.
- **Betty The Asbestos Education House** is Australia's leading mobile asbestos awareness and education initiative, designed to help Australians understand where asbestos may be found in and around the home - and how to manage it safely. Betty is operated by her award-winning volunteer crew Geoff and Karen Wicks. A mobile model of a typical Australian house, Betty provides a practical, hands-on learning experience, showing homeowners, renovators, tradies and community groups the many everyday building materials that may contain asbestos. By taking the "mystery" out of asbestos and replacing it with clear, actionable guidance, Betty empowers people to **Respect Asbestos** before disturbing suspected materials — because when it comes to asbestos, it's not worth the risk. Betty visited Blacktown City Council's Willmot Festival, Seven Hills Festival to educate these communities.
- **General Asbestos Awareness:** The Asbestos Education Committee regularly responded to media enquiries, providing expert commentary, interviews and tailored content for news outlets and industry publications. We also supplied practical resources and supporting creative assets to help strengthen public education messages and improve community awareness of asbestos risks.



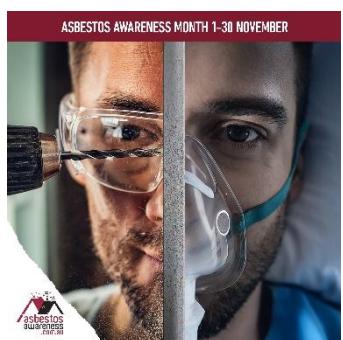
- ❖ **Ride In Shorts For Leah (RISFL)** is a community fundraising and awareness initiative held in memory of Leah Smith, who tragically died from malignant mesothelioma in August 2024 caused by childhood asbestos exposure during home renovations and building. Initiated by Leah's husband Phil, the event brought communities together to honour Leah's legacy while raising vital funds for asbestos education, prevention and advocacy while also educating people about the dangers of asbestos. RISFL shines a light on the ongoing presence of asbestos in Australian homes and buildings, and the urgent need for safer renovation practices, early awareness and stronger protections - because when it comes to asbestos, it's not worth the risk! Ride In Shorts for Leah raised \$18,381 to support asbestos education initiatives.



Reach, Engagement & Outcomes

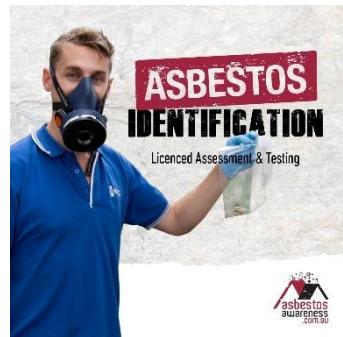
❖ Asbestos Awareness Month 2024

- ❖ **4 Media Releases Generated 347 media-clips:** Television (41); Radio (203); Print (24); Online (19); news Social (60) including ABC RADIO (metro and regional), 6PR, 7 News, The Nightly, The West Australian, Perth Now and WIN News.
- ❖ **Potential Audience reach:** 8.6M (excludes online, most radio & social).
- ❖ **Key mentions:** Asbestos Education Committee 77; asbestosawareness.com.au 46.
- ❖ **Meta:** +132k views, +177k Reach, 659 visits.
- ❖ **11.8k** website users during November.
- ❖ **132 Community Registrations.**
- ❖ **New AAM visual branding:** DIY Drill and hospital mask .



❖ Asbestos In Homes: Guides to Identification, Testing and Removal (video series).

- ❖ **7 videos produced by Advocacy Australia:**
 - *2 x Complete: Asbestos In Homes: A Guide to Identification, Testing & Removal - Overview* (7 mins), *Asbestos In Homes: A Guide to Identification, Testing & Removal* (22 mins)
 - *4 x Asbestos In Homes Social Cutdowns (Modules): Clearance Certificates* (1m), *Identification, Assessment & Testing* (2:39m), *Removal* (2:22m), *Residential Checklist* (45s)
 - *1 x Promo Video* (48secs)
 - **Metrics:** +125k views, +197k impressions, 208.7hrs cumulative watch time, 659 website visits and 136 interactions across owned and paid channels (Meta, Vimeo and YouTube).



❖ General Media (Natural Disasters, Ambassador, AEC Commentary, Community & General)

- ❖ **3 Media Releases; 69 media clips with reach of +4.95 million:** across Ambassador-led media, council initiatives, general media, natural disaster events (flood, storm and fire) and AEC expert commentary.



❖ **Ride In Shorts For Leah:**

- ◆ **2 Media Releases generated 93 media clips:** TV 12, Radio 74, Online 3, Print 2 and news social 2 including ABC TV and Radio (regional QLD), Seven News (QLD regional).
- ◆ **Reached:** +1.675 million Australians.



❖ **Betty The Asbestos Education House**

- ◆ **2 Sponsored Public Appearances:** Betty attended Blacktown City Council's Willmot Festival (approx. 3,000 patrons) on 28th September 2024 and the Seven Hills Festival (approx. 3,500 patrons) on the 5th April 2025, delivering asbestos education to a region with a high proportion of older housing where asbestos-containing materials remain common.
- ◆ **1300 Resources Accessed:** Approximately 1,000 flyers; 200 tape measures and 100 magnets were distributed.



❖ **Community Service Announcements**

- ◆ **Commercial Radio:** 120 X 30 second ads across ARN Networks Melbourne (KIIS & Gold) and Sydney (KIIS & WSFM) in December 2024.
- ◆ **Regional & Community:** 178 X 30 sec. ads across 2SM, 88.3 Southern FM Melbourne, 88.6 FM Melbourne Radio, 97 Tweed Heads, 4DDD Dalby, 2WEB Burke July to October 2024.

 Asbestos Awareness & Betty - T... ...
Published by  25 March 2025 · 

Fabulous article in INCLEAN about the risks of asbestos when cleaning up after floods and storms. ... See more

❖ **Owned Social Media:**

- ◆ **Facebook:** 152 posts generated 244k Impressions, 197k views, 494 interactions, 389 reactions, 75 shares and 30 comments.
- ◆ **Youtube & Vimeo Totals:** 2,353 views, 46,611 impressions, 3457 unique impressions, 658 Unique viewers, 310hrs cumulative watch.



❖ **Asbestos Awareness Website (July 24 - June 25 figures)**

- ◆ **25,944 Resources Accessed Digitally:** (24,180 downloads and 1,764 previews).
- ◆ **+121k page views by +40k active users over +46k sessions** and an average engagement rate of 76.91% - considered excellent and above average.



Asbestos Education in Pictures



Advocacy & Policy Influence

- Advocacy Australia has delivered meaningful legislative reform by turning lived experience into action - spotlighting victim and community voices, driving media and political attention, and securing changes that strengthen accountability and protections for those impacted by harm.
- Through persistent, evidence-based advocacy and bipartisan engagement, Advocacy Australia has helped shift policy from awareness to implementation, ensuring reforms are informed by the people most affected and designed to prevent future tragedies.

Legislative Reform

Mental Health and Cognitive Impairment Forensic Provisions Act

- Advocacy Australia welcomed NSW Government amendments to the *Mental Health and Cognitive Impairment Forensic Provisions Act 2020* and the *Mental Health Act 2007*, strengthening oversight and governance in forensic mental health matters. The reforms were driven by community concern and sustained advocacy to improve safety and accountability in decisions affecting victims' families and the broader public. See Hansard.



- Key changes included:**

- The **Mental Health Review Tribunal (MHRT)** can now impose restrictions on a forensic patient's use of social media upon release.
- Orders granting leave of absence or release **must now include at least one judicially experienced Tribunal member** (except for escorted leave).
- Magistrates are now eligible to be appointed as President or Deputy President** of the Tribunal while retaining their judicial status and entitlements.

- While the amendments represent an important step forward, Advocacy Australia maintains further reform is needed to meet community expectations and better protect victims' families. We will continue to advocate for stronger safeguards, including greater transparency, improved victims' rights, and additional measures to enhance community safety.

- View Legislation:** <https://www.parliament.nsw.gov.au/bills/Pages/bill-details.aspx?pk=18694>

Mental Health Legislation Amendment Bill 2024

SECOND READING 21 NOVEMBER 2024

The Hon. ROSE JACKSON Minister for Mental Health

Advocacy Australia's Clare and Alice Collins have been tireless advocates for these issues. The changes would not have been possible without their commitment to justice for all victims of crime. I am hopeful that this bill is a reflection of the New South Wales Government's commitment to improving oversight of these matters and to helping ensure that our community feels safe. I commend the bill to the House.

Media & Communications

Advocacy Australia's media and communications delivered measurable impact across our two core pillars: public health education through asbestos awareness, and systemic reform and accountability through victims of crime advocacy.

Strategic Approach & Impact

Across both streams, our communications are grounded in evidence, supported by strong stakeholder relationships, and delivered through integrated channels including media engagement, social media, community outreach and parliamentary advocacy. By combining human stories with credible evidenced-based facts and information with clear calls to action, we continue to build public awareness, strengthen community safety, and influence policy reform.

Cumulative Results

Across Victims of Crime and Asbestos Awareness, Advocacy Australia delivered high-impact media and communications outcomes combining national news coverage, digital engagement, and community action to drive awareness, safety, and reform.

- **2,949 media clips** generated (Asbestos Awareness Month: 347 | General Asbestos: 69 | Ride In Shorts for Leah: 93 | Justice for Emerald: 100 | Justice for Biddy: 2,243 | General Victims of Crime: 87)
- **Potential audience reach: 67.8 million+** (Asbestos Awareness Month: 8.6M | General Asbestos: 4.95M | Ride In Shorts for Leah: 1.675M | Justice for Emerald: 7.98M | Justice for Biddy: 33.22M | General Victims of Crime 13.4M)
- **Community Engagement:**
 - ◆ **40,004 petition signatures** including 21,550 from NSW - Justice for Biddy petition
 - ◆ **132 registrations** (Asbestos Awareness Month: 132)
- **Digital performance:**
 - ◆ **Websites: +264k page views** across campaign sites (Asbestos Awareness: 121k | Justice for Biddy: 119k | Advocacy Australia 24k), +145k users
 - ◆ **Resources utilised: 25,944** downloads/previews/flyers (Asbestos Awareness)
 - ◆ **Social Media:** Meta & video **250k+ views** from key campaign content (AAM: 132k | Asbestos In Homes series: 125k) plus **1.4M YouTube views** via Spotlight
- **Paid media efficiency: 17.7% Click Through Rate (CTR)** and **\$0.15 Cost Per Click (CPC)** on Justice for Biddy paid Meta campaign are considered exceptional. CPC was 80.5% cheaper than industry average and the CTR 470% more than the not-for-profit average and 1,670% more than average. **1 in 5 people** were motivated to click through, showing the message strongly resonated and the targeting and creative were highly effective.



ENDORSEMENTS

Philip Donato MP – Member for Orange

Clare and Alice, are a dynamic duo, chasing justice for victims of the most heinous of crimes. Their tenacious and thorough approach of chasing every rabbit down every burrow, exploring all leads and hypothesis ultimately led to the Justice for Biddy campaign gaining national notoriety and justice for the family.

By providing family members with important information, that up till this time they had not been able to access, leveraging on contacts and key community stakeholders to develop a campaign, not only led to justice for the family of Biddy Porter, but also policy reform with how victims of serious crime are to be treated across NSW into the future.

An amazing job by a small team that punches well above its weight with limited resources and funds. Make no mistake, without the involvement of both Clare and Alice this would not have happened.



Michael Usher

I worked very closely with Advocacy Australia on a number of cases and more recently, on an extremely sensitive and very important public advocacy report, involving very delicate points of law and equally delicate emotions in the victims involved.

The end result was a landmark motion in Parliament that has opened the door to major change in the care of victims in the legal process, as well as turning long overdue public attention to the ignored rights of victims, their woeful legal support and unfairly weighted care of some perpetrators in the mental health review space.

Clare and Alice Collins work tirelessly, with very limited resources, on marathon cases of advocacy. Endless months of research and emotional support to support people who feel lost in confusing systems or are defeated by large legal resources and the bureaucracies they come up against.

Their work is vital and highly regarded. Their passion is extraordinary. They're fighters for the people who don't know how to fight or have run out of fight.



Rebeckah Keukenmeester (nee Porter)

I am the mother of Bridgette “Biddy” Porter, a 10-year-old little girl who was brutally killed on 8 July 2020 by a teenager known to her. As Biddy’s mother, I want to express my deep gratitude for the unwavering support and dedicated work of Clare and Alice of Advocacy Australia throughout our journey in seeking justice for my daughter. Their invaluable assistance has been provided at no charge, which truly shows their commitment to our cause.

When I contacted Advocacy Australia, I needed to publicly speak Biddy’s name and share her story. They took immediate action, issuing letters on our behalf to key Ministers, MPs, MLCs, the DPP, the MHRT, and the NSW Police Commissioner. This initiative helped secure meetings for us with senior NSW Police, where we received heartfelt condolences and support.

Advocacy Australia also wrote to the NSW State Coroner, appealing for an inquest into Biddy’s death. This pivotal letter opened the door for an inquest aimed at uncovering answers and preventing similar tragedies in the future. They secured legal support for both me and Biddy’s father which has been crucial for the inquest and MHRT hearings.

I am particularly grateful for their efforts in facilitating a meeting with the NSW Minister for Mental Health, The Hon. Rose Jackson MLC. Through this meeting, we addressed the many challenges we faced resulting in securing necessary treatment for myself and Biddy’s dad. Additionally, they prepared us for submissions to the MHRT and acted as our primary support during hearings.

Advocacy Australia helped us engage with our local member, Mr. Philip Donato MP, who has been a staunch ally in our calls for justice and sponsored the e-Petition. Their relentless advocacy led to the creation of the *Justice for Biddy Porter* NSW Government e-Petition which highlighted the profound impact Biddy’s death had on us and her loved ones.

Clare and Alice developed and executed a comprehensive strategy for the Justice for Biddy Porter campaign. They produced campaign materials and fundraised to cover out-of-pocket expenses, showcasing their dedication to our cause. Even liaising with numerous government representatives to ensure justice for Biddy was always top of mind. A dedicated webpage for our campaign was created, and they prepared briefs for Ministers, MPs, and MLCs ensuring our message was clear and impactful. They orchestrated a tribute event at NSW Parliament House, managing all logistics and media inquiries flawlessly.

Thanks to their efforts, significant legislative changes were achieved regarding the governance of forensic patients, showcasing Advocacy Australia’s commitment to broader systemic reform. Most importantly, Advocacy Australia helped me, and Biddy’s father reclaim our voice, allowing us to publicly honour Biddy and share her story. Through their support, we connected with prominent journalists, enabling us to tell Biddy’s story widely. The Spotlight story, which has received over 1.4 million views, exemplifies our collective success in restoring Biddy’s identity.

Clare and Alice’s commitment, compassion, and expertise have made a tremendous difference in our lives. We are forever grateful for their support in our quest for justice for our beloved Biddy. Our sincere thanks to Advocacy Australia, for standing by us every step of the way.



Kristy Smith

I am the aunty of a beautiful young woman Emerald Wardle, who was brutally murdered by her partner. The horror of losing a loved one to murder is incomprehensible to most. It's something they hear about in the news that soon after is forgotten, as are the victims and those of us left behind with limited support to endure our unthinkable loss.

Until I found Clare and Alice, my family and I were alone with limited support trying to survive an horrific situation that no one should ever have to endure.

I'm just one of several victims of serious crime who've benefitted from the kindness, care and advocacy of Alice and Clare who identified a critical gap in essential support services for victims of serious crimes including murder. They give their time, expertise, resources and most importantly their heartfelt compassion to provide those of us who have nowhere else to turn, with advocacy and support in serious matters that fall outside the scope of other victim support organisations.

Unlike other organisations that provide support services such as counselling for victims of crimes, the work of Advocacy Australia is uniquely profound. It is unfunded meaning that everything Alice and Clare do is pro bono, sometimes at significant financial cost to them.

What sets Alice and Clare's commitment apart from other victim support organisations is that they're not afraid to challenge what others see as insurmountable barriers. Rather, they're dedicated to addressing the significant issues confronting us. They present alternate pathways to achieve our goals, rally support from key decisionmakers, and through their passion, advocate to uphold our fundamental rights. Significantly, they've given us back our voices through engaging media enabling us to share our loved one's story with the world and spotlight the issues confronting those of us who are left behind.

Where once we were silenced and felt helpless, Alice and Clare's dedication and unique innovative approach to profile our struggles empowered us to seek justice, equity and recognition of our loved ones.

Importantly, for me and others like me, Clare and Alice walk gently beside us on our difficult journey providing the care, sensitivity, support and advocacy we're unable to find elsewhere.



Acknowledgements & Supporters

Advocacy Australia sincerely thanks the following individuals and organisations for their valued support throughout the year. Their contributions through funding, partnership, volunteering, in-kind assistance, advocacy and community engagement have enabled us to deliver our essential programs, stand alongside impacted families, and progress meaningful change.

We also acknowledge the media professionals who brought critical issues into the public spotlight, and the MPs, MLCs and government representatives who engaged with our work and supported reforms in the public interest.

Your trust, encouragement and generosity have strengthened our ability to educate communities, protect lives, and advocate for safer systems and communities and stronger accountability.



We gratefully acknowledge our supporters, donors, volunteers and sponsors.

7 NEWS Australia	Central West Daily	Peter Hogan	R. Porter
7 NEWS Central West	Channel Nine News	Hurree Equipment Repairs	Precision Group NT
7 NEWS Spotlight	Elizabeth Charman	I Heart Productions	K. Prentice
AHCA	A. Clarke	Insight Communications	Ride In Shorts For Leah
AHRCA	Robert Clarke	I-Nex	Ritch Lide Advice
Toni Ambrogetti	Alice Collins	Hon. Rose Jackson MLC	Sarina Equestrian Vaulting
ARN	Clare Collins	G. Johnstone	Team
Australian Associated Press (AAP)	Michelle Cook	L. Keidel	SafeWork NSW
Australian Broadcasting Corporation (ABC)	Brett Cooke	Andrea Keir	Scott Rogan
Australian Community Media	C. Cropper	Richard Keegan	J & K Sexton
Emma Babbington	Greg Cummings	Mathew & Cassie Klintfalt	Shape Group
Adrian Bennett	Darren Cutrupi	Dr. David Lovejoy	SWPEC Committee
Beasy Pty Ltd	Bek Day	Mamamia	Tim Sheridan
R. Beazley	Mark de Raad	A. Malley	Kristy Smith
Blacktown City Council	P. Dittrich	Cydonee Mardon	Phil Smith & Family (RISFL)
Bret Baker	Phil Donato MP	Robert Mihalic	Phil Smith (Shape)
Cherie Barber	Grace Dudley	Julia Milleta	Snap Printing Homebush
John Bateman OAM	Lauren Evans	Alex Mitchell	The Sunday Telegraph
John Batty	Jade Flack	Moth Creative	Gemma Waite
Elly Baxter	R & H Furness	C. Moore	Geoff & Karen Wicks
EDP	Stephanie Gardiner	Multiplex Constructions	F. Wishart
N. Bowden	Paddy Gartrell	Qld	M & S Western
Howard Brown	M. Gauley	Giuseppa Nastasi	Stephanie Wood
Roy Butler MP	Carol Gibbons	NSW Govt. Petitions	Joanna Woodburn
	D & T Gooley	Office of Phil Donato	Sophie Upcroft
	Jack Gramenz	Bruce Pollack	Michael Usher
	R. Green	J. Puckridge	Lubo Varga

Financial Overview

Income Sources

Total Income: \$33,243

- **Donations: \$13,243**
- **Fundraising: \$10,000**
- **Sponsorship:**
 - ◆ **Government: \$2,500**
 - ◆ **Corporate: \$7,500**
- **Other: Nil**

Expenditure

Total Expenditure: \$36,511

- **Program Delivery: \$28,749**
- **Administration & Operations: \$7,762**

Statement of Profit or Loss

Advocacy Australia Ltd
For the year ended 30 June 2025

	NOTES	2025	2024
Income			
Donations Received	4	13,243	6,125
Fundraising Income	4	10,000	
Sponsorships Received	4	10,000	27,100
Interest Received	4	2	1
Total Income		33,245	33,226
Expenses			
Accountancy		750	700
Advertising/Media/Marketing (Campaign)	5	22,139	2,104
Bank Charges		499	129
Computer Expenses		-	2,433
Dues & Subscriptions		-	263
Filing Fees - ASIC		204	298
Flowers/Gifts for VoC & Events		668	361
Insurance		2,786	2,780
Meeting Expenses		177	365
Motor Vehicle (Betty) Expenses		1,595	-
Office Expenses, Printing & Stationery		2,768	1,127
Postage		578	331
Program Management Fees		-	5,000
Program Related Travel		4,347	3,623
Total Expenses		36,511	19,513
Surplus/-Loss		- 3,266	13,713

Statement of Financial Position

Advocacy Australia Ltd
As at 30 June 2025

	NOTES	2025	2024
Assets			
Current Assets			
Cash & Cash Equivalents	6	27,965	27,857
Receivables	7	478	3,853
Total Current Assets		28,443	31,710
Total Assets		28,443	31,710
Liabilities			
Other Creditors	12	-	0
Total Liabilities		-	0
Net Assets		28,443	31,710
Equity			
Retained Earnings			
Opening Balance		31,710	17,997
Current Year Surplus		3,266	13,713
Closing Balance		<u>28,444</u>	<u>31,710</u>
Total Equity		28,444	31,710

For complete Financial Statement please contact us.