

# INVITATION TO PARTICIPATE



**Australia's only Virtual Team Challenge  
dedicated to family violence prevention**



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## Bring forward the date when family violence no longer exists.

In 2023 Run Against Violence will be hosting the sixth edition of our national Virtual Team Challenge and I invite you to use the event to accelerate your efforts to create a community where family violence can no longer exist.

Each year, Run Against Violence holds a national event that unites communities and starts conversations about family violence prevention.

I co-founded Run Against Violence in 2015 after talking with police, social workers, and educators about the challenges they face in preventing family violence. They all said one of the significant barriers to achieving better outcomes is getting the broader community to talk, listen and learn about this taboo topic.

In August 2017, I ran from Broken Hill to Sydney, 1300km, in 19 days to start those conversations.

That distance equates to 1.7 million steps. I was taking one step for every Australian who has experienced physical abuse before their 15th birthday\*.

While running an ultramarathon is a solo sport, I was far from alone.



Kirrily Dear, Co-founder Run Against Violence

[Click here to watch our Documentaries](#)

\*Sourced from ABS  
Personal Safety Survey 2016



## A healthy and inclusive opportunity to talk about a taboo subject.

More than 2000 runners and walkers from around Australia joined me online and participated in the inaugural Broken Hill to Sydney Virtual Team Challenge.

They gathered in teams within their local communities to match the distance I achieved each day.

During the first days of the Challenge, a very special bond emerged among the participants. They were a community of perfect strangers who chose to encourage each other, sharing stories of their runs and photos from their hometowns.

By Day 10, something wholly unplanned and extraordinary occurred.

Unprompted, survivors of family violence openly shared their stories. For many of these people, it was the first time they had spoken about their experiences.

As they talked, we all learned to let go of our prejudice and fears. Within that safe space, we all became better people and our communities - stronger.

The next edition of the Broken Hill to Sydney Virtual Team Challenge starts 30 August this year. Join us as we all take steps to prevent family violence.



*Kirriily Dear  
Co-founder  
Run Against Violence*

# A national event where locals take steps in your community.

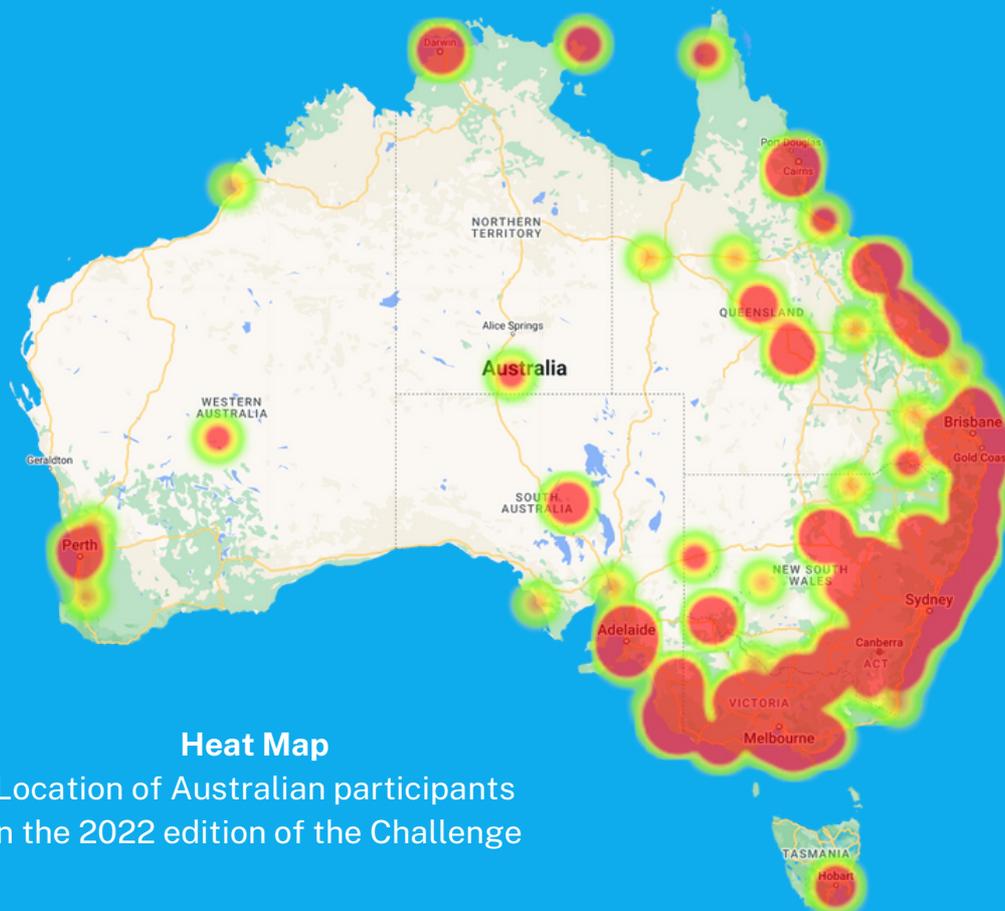
The Broken Hill to Sydney Virtual Team Challenge is a national event that takes place within your local community. Teams of up to 20 people, led by a Team Captain, can be formed and each year we have more than 200 teams participate from around Australia.

Starting on the 30 August, team members walk or run in their neighbourhood, uploading the daily distance covered to our website via a smartphone, Fitbit, GPS watch or another device. Their tally gets added to the team total.

Our website has a map of the original route from Broken Hill to Sydney, and each team has an icon on that map. The team icon progresses along the route as participants upload their daily distance.

Teams chase each other across the route, intending to reach the finish line in Sydney within 19 days.

More than 10,000 Australians have already participated.



# We support you with connections, content and communication.

Use the Broken Hill to Sydney Virtual Team Challenge as an opportunity to lead conversations about family violence prevention in your community.

During our years growing Run Against Violence, we have learned communication strategies that influence positive community outcomes.

We can assist with your community engagement plan by providing press releases and social media content and connecting you with keynote speakers and subject matter experts.

## Running for a cause



Heather, Matt and Janene raised almost \$1900 as part of Run Against Violence.

Run Against Violence (RAV) is a volunteer organisation whose purpose is to end the silence by starting constructive and comprehensive conversations around family violence.

Its Run Against Violence Virtual Team Challenge is a nationwide movement to raise awareness – and funds – by running 1300 kilometres in 19 days, from Broken Hill to Sydney.

Together with Brad Southers, Kerry Dear established the charity Run Against Violence in 2015. The RAV Virtual Team Challenge was established in 2017 in conjunction with Kerry's solo run from Broken Hill to Sydney which was held over 19 days.

The 1300km solo run brought people together from throughout regional NSW to raise awareness about family violence and its impact on the community.

Today the RAV has increased its reach and impact with thousands of participants all over Australia joining.

During the challenge, teams of up to 20 people will walk or run in their local area, inviting friends and family to sponsor in support of their efforts. Daily uploads of their distances onto an online tracker

keep them in the competition. The tracker collects and collates each team member's distances so the participants can watch their team track across the map from Broken Hill to Sydney.

To be successful, the team is required to cover 1300km in the 19 days of the challenge.

Run Against Violence partners with the National Association for Prevention of Child Abuse and Neglect (NAPCAN), to help ensure that every teenager in Australia has the opportunity to learn about what healthy relationships look like for them.

RAV has already donated around \$200,000 to the program in two years and this year is aiming to reach that figure in one go, the balance of revenue to be invested in other community education initiatives.

Heather from Inverloch joined Kerry's family team this year, along with her son Matt and sister Janene. Their team walked and ran 1,562km over the 19 days and raised almost \$1900.

The final day of the event was Saturday, September 17, and Heather, Matt and Janene met at Echunga parkrun to walk and run their final kilometres together.

### Run Against Violence raises awareness about important national issue

EMILY FESZCZUK

Hundreds of locals will be hitting the pavement at the end of the month to participate in the fourth annual Run Against Violence (RAV) Virtual Team Challenge.

From Monday, August 20, teams of up to 20 have 19 days to walk or run a combined 1300 kilometres in their local area to raise awareness about family violence.

The virtual run equates to 1.7 million steps, which is also the estimated number of Australians who have experienced physical abuse before the age of 15, according to the 2018 ABS Personal Safety Survey.

Charity Capilli from Penrith Running Tribe said it will be her fourth year participating in the challenge that was founded by Kerry Dear and Brad Southers.

"In 2017, Kerry did a solo run from Broken Hill to Sydney so your team can log the kilometres they do and enter them online to follow the same route to see where you are up to virtually," Ms Capilli said.

"Domestic violence whether it is physical or emotional is inclusive of both men and women of all ages so starting a conversation with the community about it is vital."

In 2020, the challenge raised \$120,000 and had 1,000 participants. This year the goal has been raised to 3,000 people and \$180,000 which will go towards the Love Line, program run by the National Association for Prevention of Child Abuse and Neglect in high schools.

Melanie Brothers, who is a part of the team "Mothers and Friends" is also participating for the fourth year with family and friends from Penrith and Mudgee.

"Given the current climate of lockdown and people being trapped, I am a firm believer of empowerment through education and that starts with awareness," Ms Brothers said.

"I have three daughters and a son so I want them to have an awareness where they wouldn't find themselves in a situation involving violence, or if they do they would be able to navigate through that."

Ms Capilli said community goes to all that is needed to take part in the RAV Challenge.

"You don't have to be a runner, you can walk and do what you can... it is all about



Charity Capilli and Lisa Dewberry are taking part in the RAV Virtual Team Challenge.

Photo: Melissa Lane

using a healthy and positive outlet like exercise to create an important conversation to break down walls," she said.

Visit [www.runagainstviolence.com](http://www.runagainstviolence.com) to register a team in this year's event before August 20.

How we engage hearts & minds in family violence prevention

[Read more media reports](#)

- 1. Focus on the positive, not the negative** – Shine a light on healthy behaviours and celebrate progress rather than focusing on who's to blame.
- 2. Trickle information, don't flood** – Family violence is a taboo topic, meaning most people have a threshold for how much they can hear and learn about it anytime: too much information that they switch off and disengage.
- 3. Be the change** – We publicly talk about the small steps we've taken in our own lives to build healthy, respectful relationships, which is singularly the most powerful step we can take to create change.
- 4. Give people something to do** – Most people want to contribute to ending family violence in their community; ensure every communication has a small action they can take to learn and to help others.
- 5. Say it and then say it again** – Repetition of simple, positive messages over a long period of time is key to supporting people to learn the steps they can take to prevent family violence

## We invest in respectful relationship education in Australian schools.

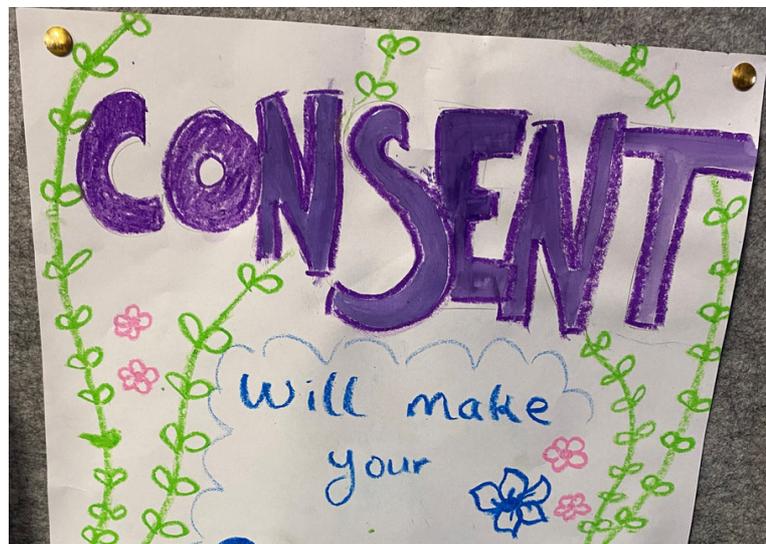
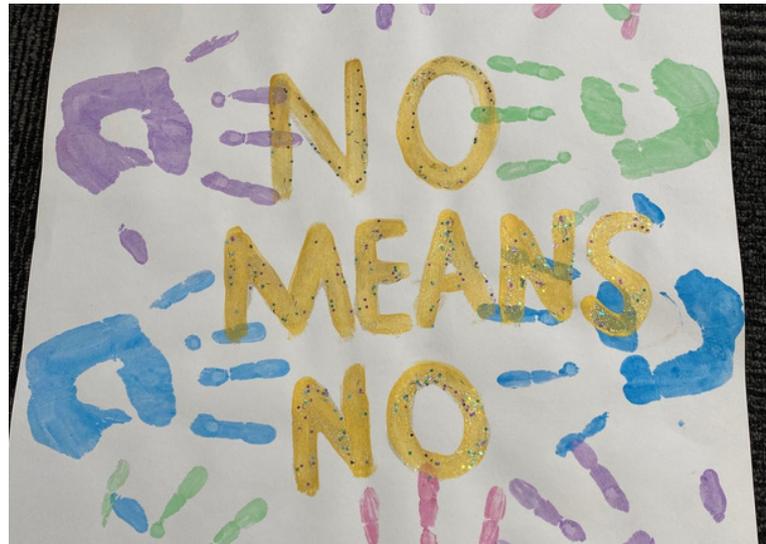
Run Against Violence is a volunteer-based organisation. We invest profits from the event into family violence prevention programs to bring forward the date when family violence no longer exists in our communities.

Run Against Violence has joined forces with the National Association for Prevention of Child Abuse and Neglect (NAPCAN) to help ensure that every teenager in Australia can learn about what healthy relationships look like for them.

RAV provides financial support to NAPCAN to enhance and expand its national Love Bites Program. We invest in tools and adaptations to increase the effectiveness of program delivery and fund a Grants Program to help establish Love Bites in communities with limited capacity to invest in facilitator training.

During the past three years, we have invested \$290,000 with NAPCAN which has benefited Australian schools and community groups.

We can also assist with introducing Love Bites to schools in your community and expanding its reach.



# Make your participation visible.

Run Against Violence offers event and corporate merchandise, a simple way to generate more conversations in your community and break the silence surrounding family violence.

By wearing our shirts, singlets and accessories you're also letting people who experience family violence know that they're not alone.

"The participation of our community in the Run Against Violence Virtual Team Challenge has been a valuable exercise in raising awareness around healthy relationships and the prevention of family violence in both the Wattle Range Council area and the wider Limestone Coast region. "

**Mayor Des Noll**

**Wattle Range Council, SA**

Series 2 Ep 10 [RAV Podcast](#)



I wore my RAV shirt while I ran at lunchtime at work and I was stopped often and asked about it. It started conversations.

A lady told me she is now in her 70's that she and her mother were affected by DV and she's so proud people are now talking about it.

A relative had fled DV previously, but had not spoken about it. After the virtual run, I was talking about it and it encouraged her to tell me about her experience and seek further help

Just wearing my Run Against Violence shirt has lead to someone opening up about how they have been effected by DV in their family home growing up. A secret that this person has kept for years.

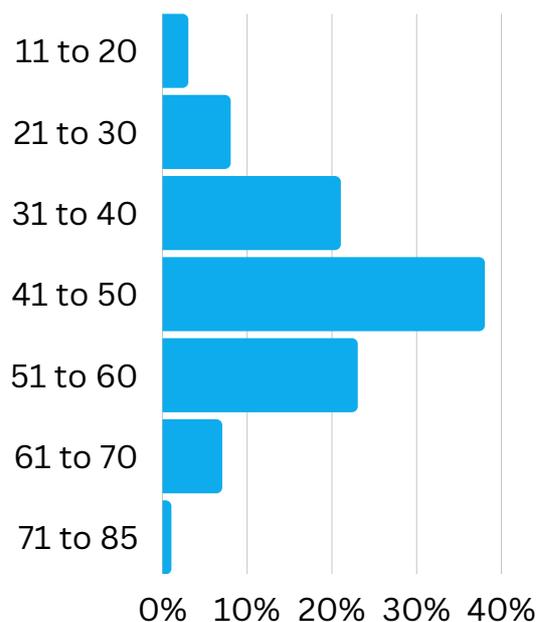
Participant feedback



## It's not too hard, but it takes teamwork.

Walking and running 1300km in 19 days may seem an onerous target, yet it only requires team members to contribute 3.5 km each day, on average. Some team members will do more and others less.

Our participants cover the full spectrum of physical capability, from advanced ultramarathoners and wheelchair athletes to short-distance walkers and children.



Age breakdown of 2022 participants

As the event unfolds, team members inevitably face challenges, many of which are unpredictable, and that's the source of the powerful community bonds that grow during this event.

Team members take steps together toward a common goal, and just like in everyday life, obstacles are encountered. People who thought they might clock up long distances can't, and those who planned to contribute a small amount discover they are capable of much more.

Everyone pulls together, encouraging each other to use their strengths and supporting each other to succeed.

"As a caring community we want to have zero instances of [family violence] and we achieve that by educating and bringing about generational change. The more people talk about it the more the message gets through. The more we talk about it the more people realise that the behaviour is unacceptable."

**Mayor Sharon Cadwallader - Ballina Shire Council, NSW**

Series 2 Ep 14 [RAV Podcast](#)



# Event schedule

We provide personalised support to Team Captains throughout the event to assist with rallying participants, team set up and technology.

1st week May	<b>Appoint Team Captain.</b> They then join Team Captain Facebook group, begin rallying the troops.
Saturday, 3rd June 2023	<b>Registrations Open.</b> Team Captain registers first then sends team code for other participants to register and pay. <b>Purchase Merchandise.</b> This is done with registration, limited stock available.
1st Week July	<b>Set Up Group Chat.</b> Most teams will establish a group chat facility, such a Facebook or WhatsApp group. It is not essential but greatly enhances team members' engagement. <b>RAV Emails.</b> Check in with team members to ensure they are receiving RAV emails, and have joined the RAV Facebook group if appropriate.
Wednesday, 30 August 2023	<b>Event Starts.</b> Team members connect their device to our website and start moving! Instructions provided on our website. Any issues our support team is ready to help.
Saturday, 9 September 2023	<b>Registrations Close.</b> No more team changes and purchases after this.
Sunday, 17 September 2023	<b>Event Finishes.</b> Final distances are tallied, time to rest!
3rd week October	<b>Participant Rewards Mailed.</b> Medals and year charms are posted to qualified participants. We suggest holding a local event to celebrate everyone's achievements.

[Click here to access event FAQs](#)

# Budget

Please check our website for the latest information on entry fees and merchandise costs. These figures are offered as an indication only.



[Click here to explore more event information](#)

## Entry Fees

**STANDARD** Entry is \$49AUD  
No minimum distance, includes RAV Wristband and Year Charm for participating.

**SILVER** Entry is \$69AUD  
130km minimum distance. Receive silver medallion, RAV Wristband and Year Charm.

**GOLD** Entry is \$79AUD  
200km minimum distance. Receive gold medallion, RAV Wristband and Year Charm.

Some organisations opt to pay the entry fee of their team members, If you choose this option, please let us know in advance of registration and we will arrange a tax invoice.

## Merchandise

- Singlets \$42AUD
- T-shirts \$48AUD
- Visors \$27.50AUD
- Caps \$30AUD
- Buffs \$13.50AUD

If you would like to bulk purchase items for your team, please let us know in advance and we will issue a tax invoice.



## Your next step.

Contact me directly via phone or email and I'll line up a Zoom call with you to discuss how to use the Broken Hill to Sydney Virtual Team Challenge to accelerate your efforts to create a community where family violence can no longer exist.

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