

say NO 2 family violence™

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How to Guide

Planning and implementing a Collective Impact project

Maryborough
Rotary
Club



This guide will assist your Rotary Club in designing and implementing targeted community projects under a collective impact model. It details collective impact principles through lessons learned during the implementation of the #SayNO2familyviolence program in Maryborough Victoria however the same methodology can be used to support projects for your locally identified key priority areas.

This guide is in the form of a process guide whilst encompassing useful hints and tools for project implementation.

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Introduction

The following guide will provide important information that will assist you in successfully implementing the #SayNO2familyviolence campaign, a collective impact project, in your community. This document forms part of the project tool kit and as such, refers to other documents that you should consult for further information and guidance. To assist in ease of use, some areas will be highlighted with an icon that will indicate its importance, or a reference to another source of relevant information.

ICON KEY		
	Helpful hint	 Refer to another document
		 Important

What is Collective Impact?

Collective Impact is a collaboration framework¹ that engages a number of people and groups across sectors who share a common interest and desire to address a complex social issue. The framework looks to bring the efforts of numerous groups together thus amplifying outcomes for the community. Generally, there are 5 key elements that support a collective impact initiative:

1. A common social agenda
2. A shared measurement framework
3. A shared plan of action for mutually reinforcing activities
4. Open communication fostering genuine collaboration
5. A backbone organisation with the skills and resources to keep everyone on track

For this project the social issue is addressing the impacts of Family Violence. This framework however and in many ways this guide, can be used as the foundations for addressing the most urgent social issue that your community is facing. The key is working together in collaboration and to a well-documented plan to achieve the outcomes you are looking for. The backbone for all of this is your Rotary Club with strong community networks and access to an extensive skills base.



¹ The concept was first articulated in by John Kania and Mark Kramer in the [Stanford Social Innovation Review](#) in 2011

Project Overview

In 2014, Maryborough Rotary developed and launched an initiative designed to support communities to take ownership and address the issues associated with family violence. The SAFE model (Support Advice Facilitate, Empower) was designed to provide relevant services to build community capacity to support that objective.

SAFE was supported with a robust campaign and a powerful call to action: #SayNO2FamilyViolence. The June 2014 Launch was hugely successful with representation from government, community and commercial sectors. The campaign's grass-roots approach has generated considerable interest in the model and delivery strategies which supports a continued focus on further development of the program including the development of this 'project package' to enable other clubs to implement the same strategies in any communities within Australia.

Maryborough Rotary initiated a three pronged approach to contributing to solutions that will help address the issue of family violence.

1. The Maryborough Family Violence Strategy: encompassing the #SayNO2FamilyViolence campaign looks to raise awareness about the issue and how to get help, as a victim, potential victim, family member, friend, perpetrator and potential perpetrator. This is the key area that this project package has been developed from.
2. The SAFE model: is a key social change tool of the Strategy. It is aimed at linking services to provide a coordinated and strengthened approach to early intervention and community capacity building via the districts support network. The model is designed to help identify gaps and priorities to provide a comprehensive service response to the issue.
3. An information campaign helped to raise awareness, encourage positive action and support in combating effects on the community. In the beginning the aim is to create awareness and encourage productive discussion of the issue within the general community. This focus area, similar to focus area 1, also looks to provide knowledge about available support for victims, potential victims, perpetrators and potential perpetrators.

The 3 focus areas include a call to action (#sayNO2familyviolence), collaboration including collective impact principals and increased awareness of the issue and the impacts in the community.



Refer to **Appendix 2** for additional information on the SAFE initiative.

What is the SAFE Model

**SAFE IS AN ACRONYM FOR
SUPPORT, ADVICE,
FACILITATION, EMPOWER**

These four elements embody both the purpose and the desired outputs required for the overall initiative.

Working with community partners, the SAFE model advocates and facilitates a range of education and awareness programs, with the primary long-term aim being to secure a reduction in incidences of family violence.

A range of Maryborough Rotary initiatives contribute to the SAFE objectives of helping to build a safer community by linking support, advice, facilitation and empowerment activities within the region.

Objectives

The impacts for the community will be varied and widespread and are highlighted through the project objectives.

Objectives

- Support attitude and behavioural changes in relation to violence
- Create an awareness of positive action being undertaken in the community
- Enable 'bystanders' to support victims in a safe manner
- Deliver a training program to educate community about the bystander approach to prevention
- Involve community organisations that will help spread the word through acquiring new knowledge and skills
- Engage hard to reach community members through their participation in sporting and community groups
- Create a 'how to' package to enable other communities to implement the same or similar program to support family violence prevention activities through Victoria and Nationally.

Project Benefits

In the longer term the project aims to affect attitudes and behaviours that will result in the reduction of incidents of family violence. It will also contribute to building confidence in your community as a safer community due to the focus on the issue and subsequent action.

The other key impact by implementing a project that encourages active participation by community members is the creation of supportive networks that encourage victims or potential victims to seek the assistance they require in a familiar safe environment.

Expected outcomes:

- With an increased awareness, communities will be able to better support each other when dealing with crime relating to family violence.
- Communities will be better informed with an understanding of where to access relevant information relating to engaging support for victims of family violence.
- Increased social capital to enable community action and positive action.
- Creation of a hands-on community-led approach to empower communities to tackle an increasing social problem.
- Increase the number of community members that will be 'ambassadors' for the #SayNO2familyviolence awareness campaign.

Other benefits of this project include:

- The ability to tailor the approach to suit the demographics of the local community. i.e. Aboriginal or Torres Strait Islander, people from CALD backgrounds, youth, etc.
- Being community led it encourages ownership and sustainability at the community level.
- Promotes shared responsibility for communities and agencies in addressing issues relating to family violence.
- With the strong and established networks within the Rotary structure it has the potential to be implemented in numerous communities across the state and nationwide.

Project Approach

This project aims to tackle an often-sensitive topic in the community. One that for past generations was rarely talked about. The initial conversation at your club may also be met with some trepidation. Prior to bringing the discussion to your club it is strongly advised to have some information available to hand out to your members that provide details of where they can seek professional support if required. Keep in mind that it is possible that members of your club have been impacted by family violence either directly or indirectly.



DEFINING THE NEED

Objective: *Information, data and local input is the key to defining the need within your community. This initial step should explore what is already occurring in the community with the aim to consider opportunities where you can add value to activities already underway or identify gaps in service delivery where your club can lead, to enhance the community response to the identified issue.*

You will need to engage with your Local Government Authority (LGA) and peak bodies to understand current activities and strategies that are in place to address the issue. This will assist the conversation back at the club on how you can be involved.

To enable your club to make informed decisions it is strongly recommended that you engage with subject matter experts who can provide information to support awareness of the issue including statistics, the drivers of family violence and the different programs and activities that are available to support an awareness program in your community.



ENGAGE AND COLLABORATE

Objective: *To avoid duplication of effort and to accelerate the impact of your project you should seek out like minded organisations (community, commercial, government and service providers) to partner with.*

To ensure a whole of community approach we included: Vic Police, Local Government (LGA), Psychologists, Health Service, Court Services, Women with lived experience and service delivery support agencies. At the end of this stage you will have established a Club working group, completed a Stakeholder Analysis and met with your target partners and gained their buy-in.

TAKE ACTION

Objective: *This is the part of the process where you consider your approach. What are you aiming to achieve? What can you reasonably expect to achieve in the first year? Who needs to be involved? At this end of this stage, you will have a documented plan clearly demonstrating what you will do, who is responsible and key partnerships that will be involved.*

As with any project a well thought out project plan is essential to ensure you reach your goals and objectives. To be successful the plan will include numerous partners and achievable timelines.

MONITOR, EVALUATE AND REVIEW

Objective: *This project should be seen as a campaign rather than a one-off project. It doesn't have a start and end date and will most likely develop key programs/activities that occur annually. To ensure you are meeting the changing needs of your community it is imperative that you look towards a continual improvement focus for all the activities you undertake during the campaign.*

Initially you may look to implement activities that are focused on awareness raising in the community to help people better understand the issue and the impacts it has locally. Once the level of awareness has been increased you should then consider activities that support prevention.

Process Guide - Planning and implementing a Collective Impact project in your community.



Key Success Criteria

To ensure your project is community driven and is built to succeed we are sharing our key lessons from our community program in Maryborough.

www.sayNO2familyviolence.com.au

say NO 2 family violence™

We are here to help...
Garry Higgins OAM PP PHF
Family Violence
☎ 0418 473 669
✉ pvb1@westnet.com.au

Maryborough
Rotary
Club



STEP 1 – Defining the need

- When defining need work with subject matter experts to ensure you are fully informed for decision making.
- Issue exploration needs to consider the following: cause, impact in your community, mitigation activities already in place, local statistics and who is doing what locally.

STEP 2 – Engage and collaborate

- Speak with all the relevant people in your community to avoid duplication of effort and accelerate the impact of your project.
- To ensure a whole of community response we included: Vic Police, Local Government, Psychologists, Health Service, Courts, Women with lived experience and service delivery support agencies.

STEP 3 – Take action

- A well thought out and documented plan has the best chance of success.
- Set achievable targets with appropriate timelines.
- Ensure all relevant parties have approved the plan and communicate the approved plan widely.

STEP 4 – Monitor, Evaluate, Review

- Keep it alive – adapt to the changing environment/community need.
- Progress activities from an awareness focus to a prevention focus when the community is ready for this change.
- Always monitor progress.
- Check in with others in the community.

Project Principles

The SAFE model works as a set of guiding principles to ensure programs aimed at addressing family violence progress in a set and proven manner to ensure the greatest possible level of community exposure, engagement and success.

The SAFE model provides a valuable blueprint to enable a coordinated and collaborative approach to harnessing the issue of strengthening families in rural communities and a key success factor in the establishment of SAFE was the preparedness of Maryborough Rotarians to show leadership, engagement and direction through their networks within the commercial, government, NGO and local community.

SAFE is an acronym for Support, Advice, Facilitation, Empower. These four elements embody both the purpose and desired outputs required from the overall initiative.

*The SAFE model
has been designed
to provide a
practical and
flexible framework*



Establishing a Family Violence Working Group (FVWG)

THE ROLE OF THE CLUB WORKING GROUP

The FVWG is the decision-making body for your Rotary Club. As club ambassadors, they will endeavor to involve as many members in the club as they can in the process while seeking input from the broader community and key stakeholders and partners. It is the working group's role to ensure that the action plan is representative of the club, the community and key partners views and addresses the needs of the community as best as possible.

As local ambassadors of the #sayNO2familyviolence project, the FVWG will promote their activities and provide enough opportunity for all community members to participate in awareness and prevention programs.

The FVWG will be the guardians of the plan, taking responsibility for ensuring any actions are implemented.

The selection of appropriate club members and community members to form the FVWG is a critical success factor for this project. The FVWG members need to be well connected and respected within the community and have a thorough understanding of the issue and the impacts locally. The later can be enhanced through workshops with subject matter experts as part of the first stage of the project 'Defining the need'. There will be people in your club who are not comfortable in tackling such a challenging social issue. This is ok too. Ensure the people you engage to be on the FVWG believe in and support Gender Equality also as this a key driver of family violence and should be factored into your local projects.



By selecting members who have connections in different areas of the community, you are more likely to reach a wider audience when working through the establishment of partnerships and in any future community engagement activities.

As the decision-making body representing your club, it is important that the FVWG clearly understands its role and responsibilities.

To assist in the clarification of this a resource has been created that communicates this information. The document shows roles and responsibility and has been set out as a Terms of Reference. This document should be populated with the relevant information and shared with all members of the FVWG

Terms of Reference template is provided as **Appendix 4**



What is Family Violence

Family violence is any **threatening, coercive, dominating or abusive behaviour** that occurs between people in a family, domestic or intimate relationship, or former intimate relationship, **that causes the person experiencing the behaviour to feel fear.**

Family violence is not an argument once in a while, it is a continuous pattern of abusive behaviour perpetrated by one person towards another, often using multiple tactics.

Family violence is not just physical or sexual abuse. It can include many types of abuse all of which are unhealthy and harmful.

Types of Family Violence Relationships

Here are some examples of family violence relationships:

- Intimate partner abuse
- Dating abuse
- Child abuse
- Elder abuse
- Parental abuse

Types of Abuse

- Controlling behaviour
- Emotional abuse
- Psychological abuse
- Financial abuse
- Sexual abuse
- Physical abuse
- Visa abuse
- Technology facilitated abuse

Source: www.safesteps.org.au

Defining the Need

Unquestionably, this is one of the most important parts of the process that the club will undertake. This will involve a few different aspects including the initial conversation within the club. This may be difficult for some. There are many things to think about in this initial step and you will need to enlist the support of Subject Matter Experts (including support services) to guide the conversation and supply relevant data and resources for the club to make informed decisions on how you would like to proceed.

Key steps in this process

1. *Establish the Family Violence Working Group*

This key group of club members will drive the work from the start.

The role of this group is further defined later in this process guide but critically they are the ambassadors, they will dedicate time in understanding key aspects of the issue including the drivers of family violence, local data of incidents and be committed to having meaningful discussions on a topic which is often seen as difficult to talk about.

2. *Link with subject matter experts that can present information to the club*

This is likely to involve the local Police who will be able to give information relating to localised statistics and trends along with other experts from service delivery organisations including Women's Health services and local government.

3. *Links with Club Strategic Plan priorities*

It is important to consider the strategic plans of your club and how this program can fit with other identified priorities. As noted earlier the #sayNO2familyviolence campaign should not be seen as once off project but instead adopted as an ethos of the club.



If you are unable to allocate the time required to implement this project at your club or if it does not fit with your clubs' current priorities this process guide can be used to assist you in developing a collective impact project to address your other identified priorities.

Understanding the issue, the drivers and impacts

LOCAL

KNOWLEDGE

Other valuable information that can be sourced from within the community is around the level of vulnerability that exists for specific locations and/or residents.

Local Government, not-for-profit support groups, faith-based organisations, and other service providers are a good starting point when considering other stressors in the community that can lead to increased levels of vulnerability. Consider who in your community has a focus on your identified issue and partner with them to understand the past better, the current status and activities to address the problem, and the desired future vision.

To better understand your community's level of disadvantage the SEIFA index is a great resource. The Socio-Economic Indexes for Areas (SEIFA) is a product developed by the ABS that ranks areas in Australia according to relative socio-economic advantage and disadvantage. The indexes are based on information from the five-yearly Census.

You can access the data at: www.abs.gov.au/websitedbs/censushome.nsf/home/seifa

SUBJECT MATTER EXPERTS

Whilst you may only just be starting your journey to address the identified need there will be others in the community who have been working to address the problem for some time. Some of these people will work for organisations whose primary purpose is to help combat the issue. In Victoria, the 'Orange Door' is our primary support for communities. There are also State and National bodies that are great resources including 1800 RESPECT and Our Watch that can assist you in increasing your understanding of the issue and the support and resources available for victims, their families, and friends.



www.vic.gov.au/about-the-orange-door

VIC POLICE & JUSTICE SYSTEM

Victoria Police are able to provide data/information that will assist you in understanding the level of reporting that exists in your community and the trends over previous years. Do not be alarmed if the number of reports increase after you have commenced your awareness campaign as this can be a sign that you are having an impact and people feel better supported to report abuse and look to take action.

Equally look to engage with any community legal services who support both victims and perpetrators. These connections are critical in building your understanding of how the justice system operates and the support services that support victims throughout the process.

INQUIRIES REPORTS

As a social issue that impacts most communities there has been quite a few inquiries and reports produced in recent years. It is reasonable to expect that Government, at State and Federal level, will continue to fund programs to help in combating family violence and as such there will be new reports and literature available to your club to ensure you are kept informed on the most relevant data, programs, and mitigation activities.

That being said, we recommend that the main reports that will be of interest to you will include:

The Royal Commission into Family Violence 2015.
<http://rcfv.archive.royalcommission.vic.gov.au/Report-Recommendations.html>



Inquiry into family, domestic and sexual violence- March 2021
www.apf.gov.au/Parliamentary_Business/Committees/House/Social_Policy_and_Legal_Affairs/Familyviolence/Report

The National Plan to Reduce Violence against Women and their Children 2010–2022. The link below will take you to the Government website where a number of research papers are located that may be of interest.
<https://plan4womenssafety.dss.gov.au/resources/research/>

WEBSITES

There are many websites that can provide you with information to support your level of understanding of the issue and impacts. Many of these websites have resources and fact sheets that can also be used to assist in raising awareness in your club.

In the toolkit at **Appendix 11** you will find a list of websites that we think we assist you with your program and provide access to many more resources.



Engage and Collaborate

Stakeholder analysis

It is recognised that a critical success factor in this project is the engagement and collaboration with a variety of stakeholders including the development of partnerships. As this project looks to tackle a difficult issue and in many cases is a difficult topic to raise there is a heightened need to ensure the project partners and participants are fully supported. This includes your FVWG and broader club membership.

As with all projects your stakeholders will be varied and will have different levels of interest and desire to participate in your program. To better understand the range of your stakeholders you should complete a stakeholder analysis at the very beginning of the planning stages. This will assist you in identifying the key partnerships that you will need to establish.

Once the local stakeholders have been identified a Stakeholder Communication plan should be considered. This plan should list all the relevant stakeholders and detail who is responsible for working with each stakeholder as well as the form and frequency of communication.



A simple one-page communication plan has been provided as **Appendix 6** to support you in this area.

Strong relationships with the local Police, Health Service and the LGA (including the CEO, Councilors and Community Development workers) will ensure a solid foundation prior to the commencement of this project.



Forming Partnerships

As we noted at the very beginning of this guide a Collective Impact project looks to engage a number of people and groups who share a common interest and desire to address a complex social issue. The idea of forming partnerships is critical if you are to amplify outcomes for the community and bring numerous people along on the journey.

When you first set out it can be easy to let the excitement carry you away without thinking about who needs to be involved to achieve the outcomes that you are looking for. There can be partnerships on varying levels with different expectations on both sides. It is worth spending some time in considering what partnerships are critical to your success and what type of governance arrangements might be required to support communication of agreed partnership arrangements.

A sample partnership analysis template is included as **Appendix 5** to support you with this.



Subject Matter Experts (SME)

We touched on the importance of subject matter experts earlier on when looking at defining the need. It is important to remember that Club members are not experts in the field and should never be expected to act as such. You should look to keep strong relationships with the SMEs and include them whenever possible. Some may wish to be engaged fully in the work, others may wish to only be kept in the loop so that they are able to assist in identifying opportunities for formal collaboration on projects and activities.

When embarking on a new program or looking to expand on current or previous programs you should always engage with your established SMEs and look to identify new SMEs and establish new relationships as required.

Your program will only ever be as effective as the information that you seek to obtain that assists you in making evidence-based decisions.



Women with Lived Experience

Now this bit is extremely important. It is possible (likely, even) that there are support programs in place for victims of family violence in your community. These programs could be facilitated through your local health service, Women's health service or other service delivery providers that specialize in supporting victims.



Through your established partnerships investigate if this is the case in your community and seek to engage (either directly or indirectly) with the group. Provide them background of your campaign and invite them to contribute (as they feel comfortable) or participate fully as a FVWG member for those wanting to be more engaged.

For our club in Maryborough these relationships have been instrumental in ensuring our programs, resources, and activities are targeted in the right way and help address the needs of the victim. We have been able to consider what would help these women before they report, after they report (if they do) and during the recovery period moving forward.

We have engaged directly with our community members with lived experience in the development of our website, FAQs for the website, planning and implementing a community vigil, activities during the 16 days of activism to name just a few.



Take Action

Things to consider when creating your action plan

For the plan to be effective and successful you need to have engaged people with relevant skills and expertise to deliver the activities. Define what it is that you want to achieve. What are our goals and key objectives? It is important to understand what you are setting out to do and what the expected outcomes will be for your community.

Start small and grow your plan as you go. A good starting point is awareness raising activities. Start the conversation as broadly as possible through several activities that are aimed to support open discussion. The Elephant in the room case study is a good example of how an art project can aid in awareness and promote conversation

How much can you achieve in the first year? It is not realistic that your club will be able to address all the identified issues in the first instance. The actions that are agreed upon in the plan need to be ***realistic and achievable***. The club needs to have the capacity and capability to implement the actions from the plan and set achievable timelines to do so. If the activities are complex, they should be broken down into phases that can be implemented over a number of years, or through varying avenues of external assistance.

What are the priorities? Your club will need to assess what the priorities are at that time. To do this, you should take into consideration other actions being undertaken within the community and via external agencies which were highlighted during the 'defining the need' stage.



In determining the priority actions to include in the plan the FVWG can work through the process of categorising the proposed activities as follows:

- Activities the club can implement alone
- Activities that are the *responsibility* of outside agencies and/or organisations
- Activities that require *assistance* from outside agencies and/or organisations

Club actions that can be implemented without any outside assistance provide a higher level of ownership and are more likely to be maintained over a number of years as part of your clubs' calendar of events. Including as many of these types of activities as possible in the plan will help build community resilience and deliver a true community led process.

Equally, as a collective impact project there is a lot to be gained by including numerous actions that involve not only your club membership but other like-minded organisations that are working to address the same identified needs. Through strong collaboration you will be supporting the key element of a collective impact project, creating a shared plan of action for mutually reinforcing activities.

On the occasions that your club may want to include activities that requires assistance or full implementation from an external agency/organisation you will need to ensure your partner organisations contribute during the creation of the action plan. There will be varying factors within external organisations that will affect their ability to aid the club in taking on some responsibilities. This could include financial and resource constraints, or a lack of alignment to the organisations current priorities. Any activities that require outside assistance to deliver should not be included in the plan until written advice is received from the organisation confirming that it will participate in the process and implement any actions attributed to it. The networks and partnerships that have been established during the 'engage and collaborate' stage and through stakeholder communications will assist the FVWG when working with these external organisations to gain support for their involvement in implementing the actions in the plan.

Another very important aspect that needs careful consideration when putting together the plan is any costs relating to implementing the agreed actions. In most cases, when an external organisation confirms their involvement, they will cover all the costs relating to the resources they will need to implement their part of the planned activity. Consideration should be given to any costs relating to club-initiated activities or additional costs for external organisation activities such as community BBQs, children's activities etc.

Engaging the broader community

ENGAGING WITH THE WIDER COMMUNITY	Examples of ways in which community engagement might occur include: • Community meetings • Newsletters – community, school, service group • Surveys • Visits/presentations at community/service group meetings • Poster in local shops • Festivals and community events • Emails • Social Media
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A detailed list of community engagement ideas has been provided as **Appendix 8**



Whilst it is often easiest to engage through established groups and businesses the FVWG should consider how to reach isolated community members. Whilst there are most likely several ways to communicate with the majority of community members, the challenge is to reach the people that are not actively involved in the community. These people are often the vulnerable residents that require additional consideration and are at high risk of being exposed to family violence

The FVWG should choose a communication method that is appropriate for the community. The format used to engage and promote increased awareness of the issue should ensure that it is useful, and that the wider community finds the information assessable and easily understood. Some things to consider when deciding the format for any communication are:

- Is the internet a tool that the majority of community has access to?
- Does the writing need to be larger text to accommodate the elderly?
- Are phone numbers more useful than websites for reference material?
- What format will encourage people to retain information and refer to it for useful information?

Do you launch the plan?

Who needs a copy of the plan?

Implementation of agreed actions

Like any task or plan as part of a collective impact project it is best if you are able to share the work around. Have the FVWG consider which groups or community members may be able to take responsibility for some of the actions in the plan. This is the time to share the workload rather than having FVWG being expected to do everything that has been agreed to.

Once it has been decided who will be doing what it is essential that all the relevant people are aware of the role they play in implementing actions in the plan. To assist with this the FVWG will need to create a management (task list) plan that shows who will do what, when and how.

Monitor, Evaluate, Review

Throughout the project you will need to monitor progress against set objectives, evaluate if you are achieving what you set out to achieve and review the program and implement change as required. Monitoring, evaluation and review are not isolated actions, they are parts of the same process.

Monitoring is the ongoing process of regularly collecting and analysing relevant information to make sure you are doing what you set out to do. It tends to happen continuously but sets of information may be gathered together at regular intervals, for example quarterly.

Evaluation is when you assess whether what you have been doing is really making the difference that you intended it to. It tends to happen less frequently, for example annually or at the end of a longer-term project.

Review is when you look at the results of an evaluation and decide whether it needs to change. Information from monitoring may also prompt a review of a small area of your work, but a substantial review can only take place once a proper evaluation of your effectiveness has taken place. Review may take place annually or at the end of a longer-term project.

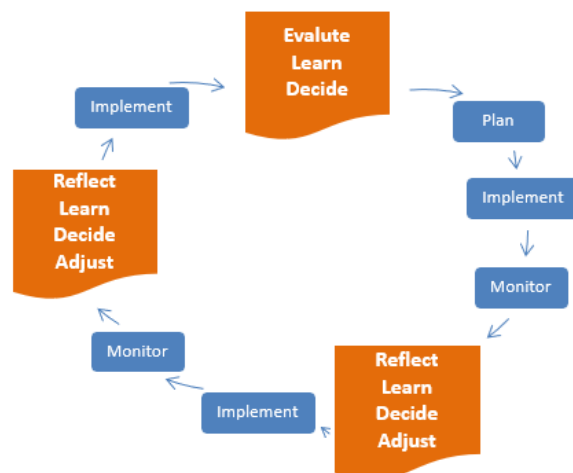
Done right the monitoring of the project should provide answers to questions like:

- How well are we doing?
- Are we doing the right things?
- Is it having an impact?
- Do we need to change our approach?

Evaluation however should be seen as an overall assessment about the effectiveness of the project and will support accountability.

An evaluation will provide answers to questions like:

- What are the strengths and weaknesses of the project?
- Did the project work
- What can we do better?
- Have we achieved our objectives?
- What lessons have we uncovered on the way?
- What have the unexpected benefits been?
- What opportunities have been unearthed that could be further explored?
- Should the project be continued, modified or discontinued?



Evaluation is an assessment of whether your organisation has made a difference. It includes:

- Outputs – things you have produced
- Outcomes – what happened as a result of the outputs
- Impact Assessment – the overall impact of your activity

Handy Links

The partnerships that you form locally will ensure that you are able to get the information that is relevant for your community. These partnerships are critical in being able to understand local statistics that will help you better target your actions to the most critical need whilst being able to measure impacts of your program.

Following the Royal Commission there has been an increased awareness of the problem and improved level of support services as a direct result. Below is a list of websites that can assist you in developing your program and better understanding the issue.

Rotary Safe Families Manual and toolkit

www.rotarysafefamilies.org.au/1491/images/Rotary_Safe_Families_Manual_Version_April_2021_1.pdf
www.rotarysafefamilies.org.au/1491/images/Rotary_Safe_Families_Tool_Kit_April_2020_1.pdf

AIHW (Australian Institute of Health & Welfare) - ***Family, domestic and sexual violence in Australia; continuing the national story 2019*** June 2019 www.aihw.gov.au/reports/domestic-violence/family-domestic-sexual-violence-australia-2019/contents/summary

By Stander Campaign (VIC Government By Stander Campaign}
www.vic.gov.au/familyviolence

Change the Story (Our Watch)

<https://www.ourwatch.org.au/what-we-do/national-primary-prevention-framework>

The Orange Door www.orangedoor.vic.gov.au

Crime Statistics Australia crimestats.aic.gov.au/facts_figures/1_victims/C1/

DVPC – Domestic Violence Prevention Centre Queensland www.domesticviolence.com.au/pages/impat-of-domestic-violence-children-and-young-people.php

DVVIC – About family violence

dvvic.org.au/understand/about-family-violence/

Free From Violence

Victoria's strategy to prevent family violence and all forms of violence against women, Vic Government, 2017,
www.vic.gov.au/familyviolence/prevention-strategy.html

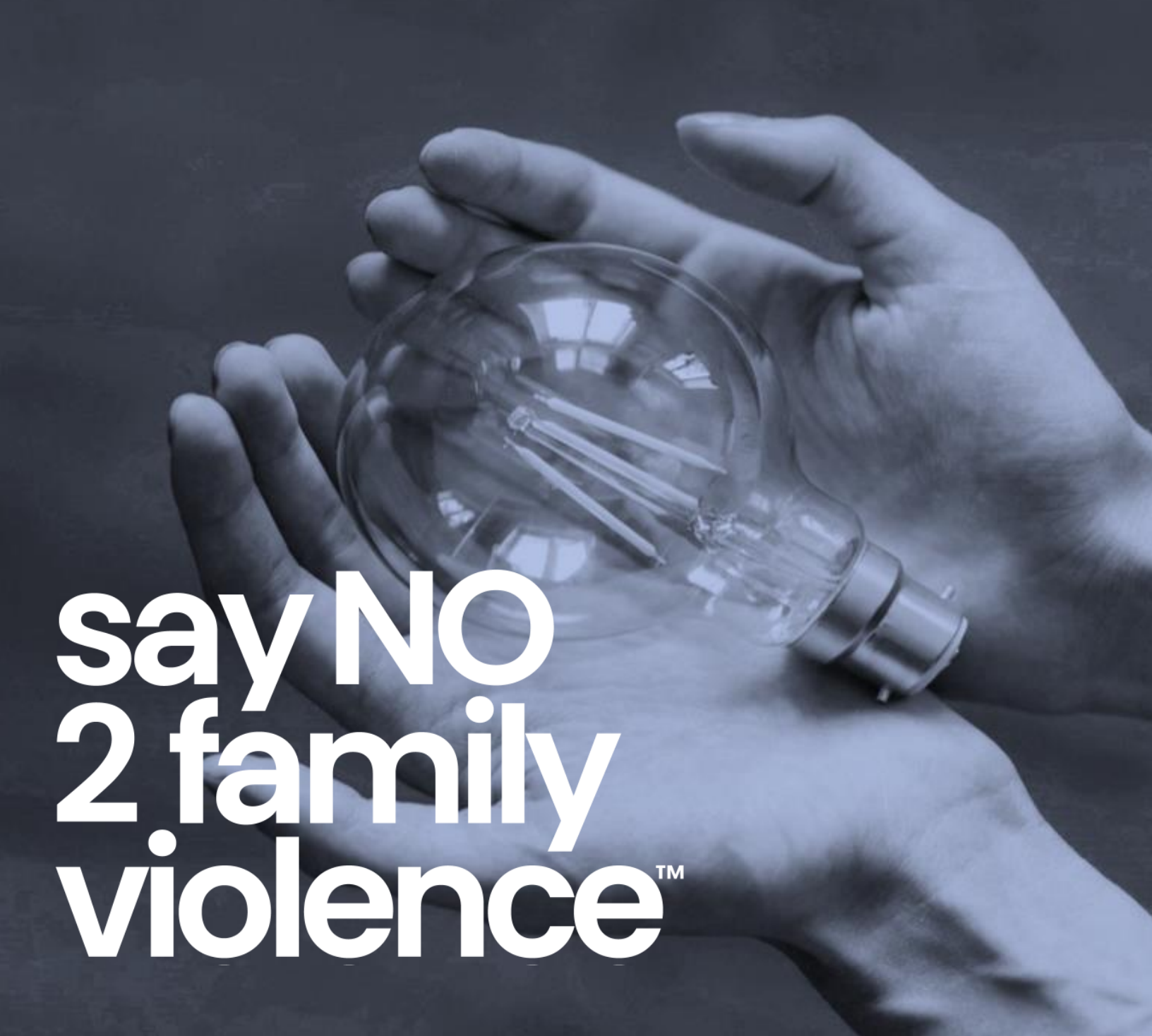
The First Step – To Freedom from Domestic Abuse

www.thefirststep.org.uk/wp-content/uploads/2015/04/Types-of-abuse-and-examples.pdf

SRV – Seniors Rights Victoria <https://seniorsrights.org.au/>

say NO
2 family
violence

www.sayNO2familyviolence.com.au



say NO 2 family violence™

Case Studies

The toolkit section contains a template for you to share your case studies with us for inclusion in this process guide. Please send your case study to: secretary@maryboroughrotaryvic.org.au

Case Study 1 – Active Bystander Training

sayNO2familyviolence

Case Study

Project

Active Bystander training

Summary

Active Bystander is a whole of organisation program that promotes gender equality and empowers participants with the tools to challenge attitudes, beliefs and behaviours that sustain gender-based violence.

Organised by Maryborough Rotary and facilitated by Women's Health Loddon Mallee (WHLM) the Active Bystander Training days were directed at sporting clubs and larger employers in the Central Goldfields shire. It was used to educate key staff and players in how to respond to and support people being impacted by family violence.

Aims/Objectives

The purpose of the program is to embed knowledge and responses to family violence in the workplace. In most cases people are neither experienced nor equipped with the knowledge of how to respond to a family violence issue. It could be that an employee or club member confides in a senior official or team member about instances of family violence that they are experiencing, or it could be that a family violence attack occurs in their presence. This educational program aims to assist people in how to respond in these types of circumstances as well as educates people of the drivers of family violence and issues around gender equality.

Vic Health, more than ready: Bystander action to prevent violence against women (2012) highlights the following: Amongst efforts oriented towards the primary prevention of domestic and family violence, sexual violence and other forms of interpersonal violence, mobilising bystanders to prevent and respond to violence or to the situations and factors which increase the risk of violence taking place ('bystander intervention'), is understood as an important form of primary prevention and is an increasingly prominent strategy.

What did you do?

The program was facilitated by WHLM and was targeted at the larger employers including Maryborough District Health Service (employing over 400 staff), Central Goldfields Shire, Vic Police - Maryborough Station and True foods along with sporting clubs including Maryborough Football Netball Club and Carlton Football Club.

The business sessions were targeted at Executive/Management level with the sporting groups involving full player sessions for both senior football and netball players and 5 Carlton football club representatives, as part of the AFL Respect Program.

Our role was to engage with each local organisation to gain commitment and then to coordinate sessions. The sessions were then delivered by WHLM with experienced trained personnel.

What was the context / background?

Bystander training is a good entry level activity to help people understand the issues relating to Family Violence and provide an opportunity for them to be part of the local solution. Once fully informed people are enabled to respond appropriately and when used at a business or community group/sporting club level it provides a foundation where additional activities can be implemented to support improved gender equity and to provide adequate and timely support to members experiencing family violence.

How was it organised and who was involved?

The training days were organised by Maryborough Rotary with facilitation by subject matter experts from WHLM. Your local service providers will have several training programs tailored to meet the local needs and target audience. Whilst this program is very beneficial and can be used with a wide-ranging audience, we recommend discussing all the options available with your key partners for targeted training.

What resources did you need?

The sessions were provided free of charge from WHLM.

Our club was responsible for engaging with target audiences and liaising between each organisation and WHLM in arranging the sessions.

Each organisation provided their own catering and meeting room facilities for the session.

There was no budget required for this program. Club contribution in the form of volunteer hours.

Has it been evaluated? How successful has it been?

As a WHLM training program it has been evaluated through their own evaluation programs.

Locally we have received great feedback including the sharing of the program further in the Carlton Football Club to the player group.

Maryborough Football Netball Club have commenced a review of current policies with a gender equity lens as a result of the session they participated in.

How did it draw on or contribute to a #SayNO2familyviolence Approach?

As noted earlier this program encompasses not only awareness raising but provides an opportunity for clubs and businesses to look internally to see how they can be part of the solution moving towards a prevention level of activity. This could include having a gender equity audit on all processes and policies and establishing new policies aimed to address family violence issues and promote gender equity.

Future Plans

This program will be used whenever the need is identified for target audiences or when requested.

Key Learning Points

The program was too long for some audiences and an abridged version will be requested in the future for audiences including full player groups of sporting clubs.

The training was very hands on with the opportunity to ask questions all the way through. This was identified as a key success factor.

When the audiences were mixed (gender) the impact was greater. It provided an opportunity for women to share real life experiences (around safety, gender equality, stereotypes etc) that often surprised the male participants and provided new perspectives on the issues that women face in public, in the workplace and in their home.

Theme Categories (tick any that apply to your case study)

Method		Topic		Population Group	
Campaign / Event	☐	Impacts of Family Violence	☒	Focus Groups	☒
Curriculum	☒	Community Resources	☐	Families	☐
Project	☐	Family Relationships	☐	Wider Community	☐
Policy / Procedure	☐	Mental Health	☐	Professionals	☒
Whole System Approach	☐	Support Services & Groups	☐	Staff	☒
Partnerships	☐	Extended Family Support	☐	Students	☐
Collaboration	☐	Education	☒	Business/Industry	☒
Consultation & Community engagement	☐	Empowerment	☐	Health Professionals	☐
Other	☐	Facilitation	☐	Clubs	☒
		Other	☐	Other	☐

Contact Details

Name of Organisation	Rotary Club of Maryborough
Contact Name	Club Secretary
Email Address	secretary@maryboroughrotaryvic.org.au
Links	http://whlm.org.au/training-consultancy/active-bystander/ https://humanrights.gov.au/our-work/part-4-bystander-interventions-violence-prevention

Project

#SayNO2familyviolence Community Awareness Football Round - MCDFNL

Summary

In 2014 the Maryborough Castlemaine District Football Netball League (MCDFNL) established a community round to highlight important issues impacting players & supporters within the league boundary. The inaugural round was used to implement the #SayNO2familyviolence football round.

Supported by the local football & netball community the round was used to raise awareness of the issues surrounding family violence and to distribute information on what services and support are on offer within the local community.

The #SayNO2familyviolence round was hosted in August 2014 and saw players wearing white armbands and the introduction of a perpetual shield presented by a female Rotarian to the winning team.

This shield has since been used in the annual community round to continue to spread the #SayNO2familyviolence message.

Aims/Objectives

Sport is an essential part of regional community life and as such was identified as an important network to spread the #SayNO2familyviolence message to the younger members of our community who can be harder to reach.

Players, club supporters and individual community members who may not attend events aimed at addressing family violence would be more approachable and the ability to discreetly access local support information would encourage those who may be experiencing family violence to seek help.

The sharing of the #SayNO2familyviolence message in such a public arena also helped to raise awareness and start more conversations around what constitutes family violence and the local support available.

What did you do?

Club members attended on the day and distributed educational information to players, club supporters and local community members. Wallet cards and information fliers were placed in strategic places throughout the grounds for players and spectators.

Club members also addressed each senior team prior to each game to speak about the issue and the #sayNO2familyviolence campaign.

What was the context / background?

Football/Netball clubs are a target audience for our campaign as they are often steeped in traditions that do not support gender equity and a culture that does not encourage people to speak out when they see something wrong. Whilst this is a generalisation it is true that in many of these long-established clubs there are gender-based roles and responsibilities that do not support gender equity.

The local footy match is a perfect opportunity to reach a broad range of community members in one place. It provides the opportunity to provide information to people that may be experiencing family violence as part of a broad sweeping campaign rather than them having to reach out to find the relevant information individually.

This project ticks the boxes for both awareness raising and provision of relevant contact details for people who need further support.

How was it organised and who was involved?

This collaboration involved meetings with the presidents of each club along with the league management team. The event was sanctioned by the league and through the regional AFL body – AFL Goldfields.

The AFL and league officials were able to then program this round into the annual fixture before the season commenced.

What resources did you need?

The club funded the round sponsorships which included the supply of a shield, white armbands for players and the development/printing of resources for distribution (wallet cards, stickers etc)

Has it been evaluated? How successful has it been?

The #SayNO2familyviolence awareness round garnered extensive regional media attention and has since been adopted as an annual event as part of the MCDNL community football round.

The conversation that it generated supports a good outcome of the time and resources that were invested.

How did it draw on or contribute to a #SayNO2familyviolence Approach?

Family violence impacts people of all ages and abilities and as such the opportunity to raise the subject within a core community group was not only welcomed but embraced district wide.

Our club has strengthened the relationship we have with the Maryborough Football Club and have hosted several talks for the club relating to the theme of family violence, what it means and how to work as a community to address the issue.

Future Plans

The continued use of the #SayNO2familyviolence perpetual shield will continue to spread the values of the program. Other leagues have picked up this concept also.

Key Learning Points

It is important to incorporate the netball teams in with the football teams. It was powerful to have them both standing side by side in unity.

Theme Categories (tick any that apply to your case study)

Method		Topic		Population Group	
Campaign / Event	☒	Impacts of Family Violence	☒	Focus Groups	☐
Curriculum	☐	Community Resources	☐	Families	☐
Project	☐	Family Relationships	☐	Wider Community	☒
Policy / Procedure	☐	Mental Health	☐	Professionals	☐
Whole System Approach	☐	Support Services & Groups	☐	Staff	☐
Partnerships	☒	Extended Family Support	☐	Students	☐
Collaboration	☐	Education	☐	Business/Industry	☐
Consultation & Community engagement	☐	Empowerment	☐	Health Professionals	☐
Other	☐	Facilitation	☐	Clubs	☒
		Other – Awareness Raising	☒	Other	☐

Contact Details

Name of Organisation	Rotary Club of Maryborough
Contact Name	Club Secretary
Email Address	secretary@maryboroughrotaryvic.org.au
Links	

Case Study 3 – Stronger Families Vocational Scholarship

sayNO2familyviolence

Case Study

Project

**Stronger Families Vocational Scholarship
(Pride of Workmanship Awards)**

Summary (Max 250 words)

The Maryborough Rotary Club formed a partnership with the Go Goldfields Alliance and the Maryborough Education Centre aimed at delivering improved outcomes for all families in the local community. To do this the Stronger Families Vocational Scholarship were implemented with the aim to identify world excellence in a vocational field for the advancement of families and to bring this into the community. The scholarships are awarded to locally based individuals to support them to learn about best practice and successful strategies undertaken in overseas communities. It is believed that this both develops and enhances the social infrastructure of our local community to build social capital.

Aims/Objectives

Maryborough, located in the Central Goldfields Shire, is the largest township in an LGA that is rated the most disadvantaged LGA in Victoria. This impacts on employment opportunities with many positions relating to middle and senior management filled by people that do not reside in the community which in turn impacts the level of involvement/contribution they have to the social capital of our community.

The key objective of the scholarship is to support our clubs aim to improve our local communities' social capital by providing vocational scholarships to local people. The provides the opportunity for recipients to be educated on world's best practice and successful strategies undertaken in overseas communities, with the view to bringing these skills back into our community to innovate and improve service provision locally.

In many cases career advancement and professional development programs such as this would be out of reach, financially, for many of our local emerging leaders.

The Vocational Scholarship awards were created with the aim of granting scholarships to people who work in fields that either directly support people impacted by family violence or in identified industries that support family safety.

What did you do?

Maryborough Rotary has a genuine commitment to improve the lives of the residents within the local community and felt that the most effective way of achieving this in a sustainable manner was to provide opportunities for individuals to gain skills which would enable them to achieve their full potential.

To facilitate this a scholarship was offered to investigate best practice in an area that would support the development of new skills that will help make our community and families be stronger.

The Scholarships consist of a \$5,000 grant that is utilised on visiting and investigating world's best practice in a relevant field that will enable to successful applicant to learn new skills and methods to support families to achieve better outcomes within our communities. Examples of eligible activities include attending conferences, covering costs of accommodation and/or travel, and other expenses deemed appropriate to achieve the aim of the scholarship.

Examples of scholarship recipients include:

- Recipient was a young woman who is a physical education teacher. The scholarship involved a visit to San Diego USA, to learn more around training to support positive behaviour and language. It showcased examples of teachers modelling a positive way of communicating to students to show how this approach could improve situational outcomes. This program was identified as highly relevant as one aspect of the severe disadvantage that is present in many areas of the Maryborough community is that children are frequently from backgrounds where they are exposed to repeated negative language.
- Recipient was the head of the local childcare centre to study world's best practice in 'wraparound services' in childcare services at Pen Green in the United Kingdom. Wraparound services provide intensive, individualized care management process for children with serious or complex needs. The wraparound plan typically includes formal services, together with community services and interpersonal support and assistance provided by friends and other people drawn from the family's social networks.
- Recipient was a leading Senior Constable at the local Police Station. This scholarship involved the completion of the Graduate Certification in Social Science (Male Family Violence) which looked at working with men involved in family violence and men's behavioural change.
- Recipient was a teacher at the local P-12 school. This scholarship focused on the target group of young preschool students along with early years. It involved a trip to Ireland and Scotland to study nurturing based programs aimed at children from disadvantaged backgrounds. A new nurturing program has been implemented at the school as a result of this scholarship.

What was the context / background?

The provision of Vocational Scholarship awards aims to support Maryborough to improve the level of local 'social capital' by providing the opportunity for local people to learn about world's best practice and successful strategies undertaken in overseas communities, with the aim that these skills will then feed back into our community, further enriching and resourcing the community.

How was it organised and who was involved?

This is another example of a partnership project. We worked with the Go Goldfields Alliance as a community development program of the Central Goldfields Shire.

The scholarship opportunities were advertised locally with a set of key selection criteria that nominees were required to address. This included a scholarship theme being named as 'safer families'.

A critical part of the selection criteria was how the successful applicant would embed their learning within the local community. The selection panel included members from our club and the Go Goldfields team.

Successful applicants were responsible to implementing the actions as detailed in their submission and reporting back to the club once the project was completed.

What resources did you need?

Each Scholarship was to the value of \$5000. The first year this was a jointly funded program with the LGA. The club recognised the value of the program and since the first scholarship have awarded 3 more that have been fully funded through the Maryborough Rotary Club.

Other resources are in the form of volunteer hours and a small amount for advertising.

Has it been evaluated? How successful has it been?

Exit interviews were conducted with the employers and participants after each program with overwhelmingly positive outcomes.

Following the scholarship based on positive behaviour and language the impact felt at the local school once this training was used to implement new programs was strong; a notable change to the children's use of language was noted and there has been healthier engagement by not only students but a more positive attitude among the teachers.

Each recipient was also required to present their learning and future plans back to a full club meeting.

Many of the projects are difficult to measure as they will impact social issues for longer term outcomes. Shifting the momentum for the children of today that will have significant outcomes for them in their journey to adulthood.

How did it draw on or contribute to a #SayNO2familyviolence Approach?

The focus area of 'safer families' was chosen to link in with making change for different target audiences in our community, (children, youth, men)

Future Plans

The use of scholarships will be considered annually as part of the FV Working Groups priority planning

Key Learning Points

This is a great way to capture world's best practice and share it locally in the development of programs across numerous fields/workplaces. This program is perfect in implementing institutional change and there are people in the community that want to help lead that change given the opportunity to participate.

Often funding is the only hurdle in assisting our change makers in making the difference that we need to see.

Theme Categories (tick any that apply to your case study)

Method		Topic		Population Group	
Campaign / Event	☐	Impacts of Family Violence	☒	Focus Groups	☐
Curriculum	☐	Community Resources	☒	Families	☐
Project	☒	Family Relationships	☒	Wider Community	☐
Policy / Procedure	☐	Mental Health	☐	Professionals	☒
Whole System Approach	☐	Support Services & Groups	☐	Staff	☒
Partnerships	☒	Extended Family Support	☐	Students	☐
Collaboration	☐	Education	☒	Business/Industry	☐
Consultation & Community engagement	☐	Empowerment	☒	Health Professionals	☒
Other - Scholarship	☒	Facilitation	☐	Clubs	☐
		Other – Professional Development	☒	Other	☐

Contact Details

Name of Organisation	Rotary Club of Maryborough
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Links	

Case Study 4 – Elephant in the room

sayNO2familyviolence

Case Study

Project

Elephant in the Room

Summary (Max 250 words)

The Elephant in the Room project was designed to highlight the often-hidden nature of family violence and the impact it has on those who are experiencing it.

Created in the Macedon Ranges Shire, by women impacted by family violence, the project brought together survivors of family violence to create a colourful fibreglass elephant designed to encourage people to talk about the often-hidden issue of family violence. Once completed the Elephant went on display in various locations throughout the Central Goldfields Shire on a number of occasions to encourage the discussion of family violence

Aims/Objectives

The aim of the project was to begin a conversation around family violence within the local community, the 'elephant in the room' that everyone knows about but are often too uncomfortable to approach. Once completed the Elephant was displayed across the shire in several local businesses as well as local community areas. Allowing survivors of family violence to show the impacts they had experienced.

Discussion is generated by the elephant, with both women and men, about their family violence experience.

What did you do?

This project was an opportunity to work with a neighbouring Shire to utilise an arts project that would aid discussion in our own community.

The Elephant itself was created with a contrast in design which involved on one side of vibrant colour and the other of stark black and white drew the eye and encouraged people to approach and take in the many images and words scrawled across the statue.

The elephant spent time in the local bakery and in the visitor information Centre/Library. All spaces used to display the elephant contained information on display that could be discreetly taken to support those who may be experiencing family violence including what constitutes family violence, what help is available locally and contacts for support lines for both victims and perpetrators.

What was the context / background?

This was a simple project that took a neighbouring arts project created by women with lived experience and spreading the word more broadly. Whilst we were able to partner with another community to bring this conversation piece to life locally it would be a great arts project for other Rotary Club communities that could be implemented as part of your #SayNO2familyviolence project. We are happy to provide more detail of the design features of the 'elephant' if you would like to explore this further. Arts projects such as this have been proved to provide enormous therapeutic value for women with lived experience and support awareness raising of the issue.

How was it organised and who was involved?

The project originated through our local Go Goldfields Alliance and further demonstrates the importance of having strong local partnerships. We were able to provide the local knowledge, guidance and human power to bring this 'roadshow' to life.

What resources did you need?

The costs were minimal. We covered the transportation and utilised our volunteers to coordinate the movement between locations.

We ensured we had up to date, relevant information available at each location that linked back into our service providers that support victims and perpetrators of family violence. This is pivotal.

Has it been evaluated? How successful has it been?

There has been no formal evaluation. During the time that the 'elephant' was in the community, staff working at the locations reported that the 'elephant' had the desired effect with the large majority of people that approached the display or asked questions about the display being willing to discuss the topic of family violence.

How did it draw on or contribute to a #SayNO2familyviolence Approach?

This project links back into to awareness of the problem. The very first step in having the discussion before you can move towards projects that look to prevent family violence. This project is an awareness raising project that encourages people to opening speak about a topic that has been taboo for so many years.

Future Plans

This project is an option that we can draw on when we see the need or an opportunity to raise awareness in the community. Possibly when a new target audience is identified.

Key Learning Points

The location of the 'elephant' provided an environment where people could open up. With this in mind it is important that the staff in the location are fully informed about the objectives of the project and are supported by understanding the drivers of family violence, impacts and where to get support locally.

Theme Categories (tick any that apply to your case study)

Method		Topic		Population Group	
Campaign / Event	☐	Impacts of Family Violence	☐	Focus Groups	☐
Curriculum	☐	Community Resources	☐	Families	☐
Project	☐	Family Relationships	☐	Wider Community	☒
Policy / Procedure	☐	Mental Health	☐	Professionals	☐
Whole System Approach	☐	Support Services & Groups	☐	Staff	☐
Partnerships	☒	Extended Family Support	☐	Students	☐
Collaboration	☐	Education	☐	Business/Industry	☐
Consultation & Community engagement	☐	Empowerment	☒	Health Professionals	☐
Other	☐	Facilitation	☐	Clubs	☐
		Other – <u>Awareness Raising</u>	☒	Other	☐

Contact Details

Name of Organisation	Rotary Club of Maryborough
Contact Name	Club Secretary
Email Address	secretary@maryboroughrotaryvic.org.au
Links	

Project

A Day at the Races

Summary

In October 2016 the Maryborough Harness Club joined in partnership with Maryborough Rotary to host a 'Day at the Races' program day to share the #SayNO2familyviolence message and start a conversation around family violence.

With all races on the day sponsored by Maryborough Rotary the event was televised to over 3600 TABS throughout Australia, with approximately 10 million viewers. This allowed the #SayNO2familyviolence message to be shared to a new demographic who may be experiencing the effects of family violence.

The event included creative race names such as "Bristol Hill Motel Respect Your Partner Pace" and the "Bob Osborne Safe Family Pace" with the race names designed to make attendees and home viewer think about the issue of family violence. Several sponsors from the local community provided inscribed rugs for the winners of each of the races on the day. The eight rugs all carried the theme in bold lettering #SayNO2familyviolence.

Aims/Objectives

The aim of the #SayNO2familyviolence day was to raise awareness in a new and relevant way within the harness racing community. The race meeting provided an opportunity to not only reach the local community and visitors to the race meeting but also to spread the message through the televised event. With the support of the Maryborough Harness club, Harness Victoria and the local business community a full day of race events were planned with individual race names used to raise awareness around issues relating to family violence.

What did you do?

The sponsorship of the full day of races allowed the event to be shaped around the #SayNO2familyviolence message and shared across a totally new audience both locally and nationally due to the event being televised. This sponsorship was also a key fundraiser for the club raising around \$6,000.

In the lead up to the event Rotary members actively engaged with the local business community to secure individual race sponsors and worked with local and district media outlets to continually spread awareness of the event. On the day our members supported by selling raffle tickets and presenting the trophies to the winners.

Signage was a key to this project including the branding of #SayNO2familyviolence. We had signage on either side of the finish line along with each winner being presented a rug with the branding and the cup also including the hashtag. Each race included the sponsors name along with a key message relating to family violence awareness. Every race was televised reaching a viewer audience around 32,000,000 worldwide.

What was the context / background?

Maryborough Harness club host the largest number of meetings annually for a non-metropolitan harness club and alongside Harness Victoria have committed to actively work to address family violence within the industry. This is a key partnership for our club and reaches a target audience one which is highly male dominated. This partnership was a joint coming together of minds but was made possible through the innovation, willingness and support from the race club manager.

How was it organised and who was involved?

The organisation is split two ways.

The racing club arranged the race meeting in the same way they arrange all other meetings following their own protocols and systems. They factored in how the message could be incorporated in several ways across the day for increased impact and supported with promotion of our message.

Our club looked after forming partnerships with local businesses for sponsorship and promoting the event locally. We supplied the signage and blankets for the winners and arranged a raffle for further fundraising.

What resources did you need?

For the club our contribution was minimal mainly with volunteer workforce hours.

Has it been evaluated? How successful has it been?

"A day at the races" at the Maryborough Harness Racing Club promoted awareness of the #SayNO2familyviolence campaign to over 3600 clubs and pubs across Australia and with an estimated 32 million views worldwide of the event. There was full coverage of the race meeting from all sources with on course television coverage on the day, major newspaper coverage and extensive cover through social media.

The establishment of an ongoing relationship between Maryborough Rotary, the Maryborough Harness Racing Club and the Victorian Harness Association is a positive and proactive step that will offer other Rotary clubs located within harness racing communities a new way to engage and further spread the #SayNO2familyviolence message.

How did it draw on or contribute to a #SayNO2familyviolence Approach?

After following Maryborough Rotary's #SayNO2familyviolence journey for over a year the Maryborough Harness Club decided to take a proactive step in their efforts to start a conversation around family violence by actively engaging in the sharing of the #SayNO2familyviolence message. The desired outcome was to spread the conversation throughout the harness racing community while also sharing the message via the video (TAB) platform.

Future Plans

Maryborough Harness Club have indicated that they would like to continue to engage with the Rotary Club again to assist with planning a follow up race meeting to build on the good work already done.

To date we have been involved in 4 race meetings (annually since 2016).

Key Learning Points

The response from the industry has been very supportive and encouraging indicating that this activity could be easily duplicated across other race venues across the country provided local connections support this type of partnership. The support within our local business community was also overwhelming with regards to sponsorships.

Theme Categories (tick any that apply to your case study)

Method		Topic		Population Group	
Campaign / Event	☒	Impacts of Family Violence	☐	Focus Groups	☐
Curriculum	☐	Community Resources	☐	Families	☐
Project	☐	Family Relationships	☐	Wider Community	☒
Policy / Procedure	☐	Mental Health	☐	Professionals	☐
Whole System Approach	☐	Support Services & Groups	☐	Staff	☐
Partnerships	☐	Extended Family Support	☐	Students	☐
Collaboration	☒	Education	☐	Business/Industry	☒
Consultation & Community engagement	☒	Empowerment	☐	Health Professionals	☐
Others	☐	Facilitation	☐	Clubs	☐
		Others – <u>awareness raising</u>	☐	Other - global	☒

Contact Details

Name of Organisation	Rotary Club of Maryborough
Contact Name	Club Secretary
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Links	

Case Study 6 – Law Forum

sayNO2familyviolence

Case Study

Project

Family Violence Law Forum

Summary

The Family Violence Forum was an initiative of the Rotary Club of Maryborough working in partnership with the Loddon Campaspe Community Legal Centre (LCCLC). The Forum aimed to provide an up-to-date overview of the family violence system in Victoria, with an emphasis on issues and options for people affected by family violence in regional communities.

Open to service providers, employers and community members in the Central Goldfields, other Rotary Clubs and more broadly to any person or organisation who wished to better understand the complexities that exist within the response to family violence.

A panel discussion focused on a case study scenario that covered a woman's journey from being in a violent relationship, to seeking assistance, leaving her partner, applying for an intervention order, commencing proceedings in Family Court, interacting with Child Protection, and beginning to heal and participate more fully in social and economic life.



The poster for the Family Violence Forum features a row of five small images at the top: a woman's face, a couple embracing, two people talking, a person in a car, and a person's profile. Below these images is the title 'FAMILY VIOLENCE FORUM' in large, bold, black letters, followed by the subtitle 'Understanding Complexities in Rural and Regional Victoria'. Under the subtitle are three logos: Maryborough Rotary Club, go goldfields, and loddon campaspe community legal centre. To the right of the title and subtitle, the event details are listed: 'Friday 20th July 9:30 am to 3:00pm' and 'Maryborough Highland Society 35 High Street, Maryborough Victoria'. A large blue button with white text says 'Click here to register online'. Below this button, the poster is divided into two sections. The left section, titled 'Keynote Speaker Mary Barry (former CEO of Our Watch)', lists an 'Expert Panel including His Honour, Magistrate Dr. Michael King along with representatives from:' followed by a list of organizations: Magistrates' Court of Victoria, Victoria Police, Department of Health and Human Services, Loddon Campaspe Community Legal Centre, Centre for Non-Violence, Children's Advocate, Psychologist, and Local Legal Practitioners. The right section, titled 'Who should attend:', lists a group of people: Service providers, GPs, Community, sporting and service groups, Rotary Clubs throughout Australia, Emergency Service workers and volunteers, Employers wanting to support employees - important for employers who now offer family violence leave as part of employee EBA, Youth workers, Education providers, Local Government Authorities (LGA), and Community members either directly or indirectly impacted by family violence.

Friday 20th July
9:30 am to 3:00pm

Maryborough Highland Society
35 High Street,
Maryborough
Victoria

FAMILY VIOLENCE FORUM
Understanding Complexities in
Rural and Regional Victoria

Maryborough
Rotary
Club

go goldfields

loddon campaspe
community legal centre

Click here to register online

Keynote Speaker Mary Barry
(former CEO of Our Watch)

Expert Panel including His Honour,
Magistrate Dr. Michael King along with
representatives from:

- Magistrates' Court of Victoria
- Victoria Police
- Department of Health and Human Services
- Loddon Campaspe Community Legal Centre
- Centre for Non-Violence
- Children's Advocate
- Psychologist
- Local Legal Practitioners

Who should attend:

- Service providers
- GPs
- Community, sporting and service groups
- Rotary Clubs throughout Australia
- Emergency Service workers and volunteers
- Employers wanting to support employees - important for employers who now offer family violence leave as part of employee EBA
- Youth workers
- Education providers
- Local Government Authorities (LGA)
- Community members either directly or indirectly impacted by family violence

Aims/Objectives

The objective of the forum was to provide an up-to-date overview of the family violence system in Victoria, with an emphasis on issues and options for people affected by family violence in rural and regional communities. The Forum was also used to raise awareness of services and supports available in the local community and identify gaps in the local service system.

A major aim of the forum was to remove the 'invisible' aspect of the local family violence system that can result in a lack of awareness of what is happening to address family violence in the community. The Forum raised awareness of the many services that work hard to respond to family violence in Central Goldfields Shire, and to share some of the great local initiatives underway. Guest speakers and panelists also discussed the challenges experienced by women seeking assistance for family violence, and what actions can be taken to improve or strengthen the way that local services respond. The forum was aimed at the following people:

- Service providers
- Community, sporting and service groups
- Rotary Clubs throughout Australia
- Emergency service workers and volunteers
- Employers wanting to support employees
- Youth workers
- Education providers
- Local Government Authorities (LGA)
- Community members either directly or indirectly impacted by family violence

What did you do?

The panel discussion was divided into two parts, the first focusing on the immediate response to a disclosure of family violence, and the second looking at the complexities that arise when related family law and child protection matters arise. The Panel also explored the roles and responsibilities of service providers involved in the response, and the supports available for both affected family members and perpetrators.

Topic covered during the forum including

- The nature and prevalence of the family violence issue in Central Goldfields
- The future vision promoted by the Family Violence Action Group
- Local initiatives in the Central Goldfields community to drive change for primary prevention of family violence and strengthening service response.
- The gendered drivers of family violence
- National and state-wide primary prevention and response initiatives
- Issues for family violence prevention and response in rural and regional areas
- Updates on the roll-out of Family Violence Royal Commission recommendations.

The Forum Panelists discussion of the case study scenario included:

- 1) The roles and responsibilities of various actors and services within the family violence system, and the supports available for both affected family members and perpetrators.
- 2) The issues and challenges that typically arise for affected family members (and services providers) in rural and regional areas, as they navigate their way through the family violence, family law and child protection systems.
- 3) Identification of gaps in the service system and possible solutions for improved coordination and response, including tips and strategies for practitioners to work together more effectively.
- 4) Roles and opportunities for members of the community to drive family violence prevention and support people seeking assistance.

Question time was held at the conclusion of the keynote presentations with the audience submitting questions via a text-based app.

What was the context / background?

The Forum was modelled on a conference run by the Law Institute of Victoria in Melbourne in 2015.

It was designed to provide a collective view of the different steps and processes involved when a woman seeks legal assistance to address a family violence issue. The forum also put a spotlight on the increased impacts for rural and regional victims who often are unable to obtain the support they need in their local community.

How was it organised and who was involved?

The project was arranged through a strong partnership of Maryborough Rotary Club and the Loddon Campaspe Community Legal Centre (LCCLC)

Both organisations are members of the Go Goldfields Family Violence Action Group and are the respective lead agencies for the “Community” and “Justice & Accountability” pillars of work within the Go Goldfields Family Violence Action Plan.

A key success factor of this event was established relationships and a good understanding of who to involve. This was made much easier with our club’s connections.

Format

Time	Session
9:30	Registration / Tea & Coffee
10:00	Welcome from Rotary President
10:05	Welcome to Country
10:15	Introduction from Family Violence Action Group (Local data on family violence and vision for change)
10:30	Keynote Presentations Mary Barry – Former CEO Our Watch His Honour, Magistrate Dr. Michael King – Regional Coordinating Magistrates – Loddon Mallee Region Magistrates Court of Victoria
11:45	Introduction to Panellists and Case Study Scenario
12:00	Lunch
12:45	Panel Discussion Part 1 - Family Violence Response
1:45	Panel Discussion Part 2 - Family Law/Child Protection
2:45	Q&A
3:00	Closing Remarks

Guidance for Speakers

Introductions (Rotary and the Central Goldfields Family Violence Action Group):

Each speaker was allocated 5-10 minutes for presentations with a focus on the following:

- 1) The nature and prevalence of the family violence issue in Central Goldfields;
- 2) The future vision promoted by the Family Violence Action Group; and
- 3) Local initiatives in the Central Goldfields community to drive change for primary prevention of family violence and strengthening service response.

Keynote Presentations:

Each speaker was allocated 20-30 minutes for presentations, with a focus on the following:

- 1) The gendered drivers of family violence
- 2) National and state-wide primary prevention and response initiatives
- 3) Issues for family violence prevention and response in rural and regional areas and
- 4) Updates on the roll-out of Family Violence Royal Commission recommendations.

Following the keynote presentations, there was 10 minutes allocated for questions from the audience. Questions were submitted via a text-based app and moderated by the event coordinators.

Panelists: The panel discussion focused on a case study scenario presented on the day. A sample scenario is provided below as a guide. The scenario covered a woman's journey from being in a violent relationship, to seeking assistance, leaving her partner, applying for an intervention order, commencing proceedings in Family Court, interacting with Child Protection, and beginning to heal and participate more fully in social and economic life.

Panelists were introduced by the moderator, who then guided the discussion of the case study scenario, with a focus on:

- 1) The roles and responsibilities of various actors and services within the family violence system, and the supports available for both affected family members and perpetrators.
- 2) The issues and challenges that typically arise for affected family members (and services providers) in rural and regional areas, as they navigate their way through the family violence, family law and child protection systems.
- 3) Identification of gaps in the service system and possible solutions for improved coordination and response, including tips and strategies for practitioners to work together more effectively.
- 4) Roles and opportunities for members of the community to drive family violence prevention and support people seeking assistance.

The panel discussion was divided into two parts, the first focusing on the immediate response to a disclosure of family violence, and the second looking at the complexities that arise when related family law and child protection matters arise. Two hours was allocated for the panel discussion, with a short intermission in between, followed by 15 minutes of question time.

Case Study

The following case study is indicative of the type of scenario that could be presented to panellists for discussion during the Forum. The case study needs to be adapted, in consultation with local services and women with lived experience of family violence in your LGA, to better reflect local issues and challenges for women affected by family violence in rural and regional settings.

The adapted case study, and a list of discussion questions, can then be shared with panellists two weeks prior to the Forum to assist with preparation. The scenario below is presented as a guide only.

Case Study: "Mary's Journey"

Background:

Mary and Frank are 40 years old. They have been together for 15 years. They have two children – Billy (son aged 12 years) and Jolene (daughter aged 9 years). Mary works at the local high school part-time as an Administration Officer. Frank is a Home Loans Manager at a local bank and is vice-president of the local football club. Over the past 12 months, there has been verbal conflict between Mary and Frank resulting in frequent arguments increasing in severity. Mary is considering divorce, but Frank does not want to separate. Frank has threatened Mary, he will hurt her, himself or the family dog, Rufus if she leaves him. Neither party wants to move out – both wish to remain in the family home with the children.

PAUSE FOR DISCUSSION

Incident:

After another argument in which Frank was verbally abusive towards Mary, he discovers that Mary has changed the locks for the home while he was at work. He "hits the roof" when he comes home, bangs his fists on the door and windows, and shouts to be let inside. He then jumps the fence and tries to break in through a partially opened window, screaming obscenities at Mary, including that she is a "terrible mother" and that he will "make sure she never gets the kids". Mary tells the children to stay inside the house and keep away from the windows.

Frank gains entry and verbally and physically assaults Mary, pushing her against a wall and holding her up by her throat, demanding that she give him the keys. Mary is terrified – she has never seen Frank this volatile before and is worried about what he is capable of doing. She agrees to give Frank the keys and that she will move out. Frank releases her. Mary can hear the kids crying in the other room – she goes to comfort them and cooks dinner as if nothing has happened. Mary is too frightened to call the police, and sleeps in the children's room overnight.

Disclosure:

The next day Mary takes the day off and calls Victoria Police while Frank is at work. The police come to the house and are there when Billy and Jolene get home from school.

Police issue Frank with a Family Violence Safety Notice aimed at preventing further violence. Mary speaks to a friend who tells her should call a domestic violence help line. Mary is referred to a specialist family violence agency in her area and speaks to a support worker about the other acts of violence that have occurred over the course of her relationship with Frank. The worker advises Mary to attend the Magistrates' Court on the date notified on the Family Violence Safety Notice.

PAUSE FOR DISCUSSION

Magistrates' Court:

The Magistrate makes an interim Intervention Order (IVO) for the protection of Mary and the children. Mary believes that the IVO means that Frank is not allowed to see the kids.

Jolene and Billy have not seen their father since the police attended their house some six weeks earlier. Frank is growing frustrated about not seeing the children. Mary has not communicated with him about any future arrangements. Frank accuses Mary of stopping the kids from spending time with him. He denies that he poses any risk to the children. Mary calls a family lawyer for advice.

Frank reluctantly agrees to a final IVO without admission.

PAUSE FOR DISCUSSION

Family Court:

Frank grows more and more frustrated about not spending time with the children and commences proceedings in the Family Court of Australia seeking final orders to be particularised later and interim orders for children to spend time with him every Wednesday night, plus Thursday to Tuesday every second week and half school holidays.

Billy tells his mum that he's glad he doesn't see Frank anymore and that if anyone tried to make him, he would run away and "hate them forever". Jolene is becoming increasingly withdrawn and says she "hates dad" but can't articulate why.

Mary files a Response seeking final orders that the children live with her and an interim order that a single expert be appointed to prepare a family report.

Mary files a "Notice of Risk" in which she claims that the children:

- Have been exposed to family violence, during the relationship and at separation.
- Are at risk of being exposed to family violence if ordered to see Frank (concerns he can't control his temper).
- Are at risk of psychological harm if forced to spend time with Frank when they have expressed that they do not want to.

PAUSE FOR DISCUSSION

At the first return date, the Family Court of Australia order a report to be prepared and an Independent Children's Lawyer to be appointed. Parties agree to appoint Vincent Papaleo as the single expert. Proceedings are adjourned for a mention for further directions following publication of the report.

Mary offers for Frank to start seeing the children a couple of afternoons a week after he attends a family violence course to gain insight into his behaviour and how it affects the children. Frank refuses to admit that he has any behavioural problems and does not take up the offer.

The Family Report is published and states that:

- Both children have strong attachment to Mary, who has met all their needs growing up, and that the children should continue to live primarily with her.
- Frank lacks insight into how his aggressive and violence behaviour towards Mary affects the children – making them scared of him and providing a poor role model for treatment of women.

- Mary lacks insight into how her behaviour (as opposed to what she says) influences the attitudes of the children towards Frank (i.e. she says they should see their father, but they can sense that she doesn't trust him or what them to go). Jolene is enmeshed with Mary.
- There is concern that Billy is mimicking his father's violence behaviour in his treatment of his mother and sister.

An Independent Children's Lawyer is appointed.

PAUSE FOR DISCUSSION

Children's Court:

The Department of Health and Human Services has investigated claims in Mary's Notice of Risk and has substantiated that Frank has exposed both children to family violence. The Report to the Family Court also found that the children are not at risk being with Mary, and that she acted protectively by refusing to let them see Frank. DHHS considers the children would be at risk of harm if they were to spend unsupervised time with Frank.

The matter is listed for a Family Court trial. Shortly before the trial, Mary falls ill and is temporarily unable to care for the children who do to stay with their paternal grandmother. Frank insists that the children should stay with him and the grandmother hands them over to Frank. Mary informs DHHS who intervene and commence proceedings in Children's Court. DHHS consider placing the children with Frank would expose them to risk of harm. Their grandmother is too frail to care for the children on a long-term basis. The matter proceeds to a first return date in Children's Court. Mary recovers from her illness and is able to resume care of the children. DHHS withdraws application in the Children's Court on the basis that Mary will resume her Family Court application. The matter proceeds to a Family Court trial.

What resources did you need?

For this event there was a financial cost relating to the hiring of the facility and catering for the full day forum. These funds were obtained through a combination of local grants program and through support from the partnering organisation 'Go Goldfields' within the local LGA.

Panellists and keynote speakers were presented with a thank you gifts which were funded through the Maryborough Rotary Club. Our members volunteered their time in both the lead up to the event and on the day.

Has it been evaluated? How successful has it been?

A paper-based pre-post evaluation survey was distributed to participants upon registration. 61 participants completed the survey. The survey aimed to:

- 1) Capture baseline data on knowledge and attitudes towards family violence.
- 2) Measure the impact of the Forum on participants confidence to access family violence support and take preventative actions; and
- 3) Gather feedback on the event.

In total, 98 people attended the Forum from a total 124 registered. This represents an attendance rate of 80%. Female participants accounted for 72% of the total number of participants. The feedback was very positive on the event with some suggested additions to improve future forums. If you are considering hosting a forum in your community a copy of the evaluation report can be requested from the Maryborough Rotary club to help guide you with this.

How did it draw on or contribute to a #SayNO2familyviolence Approach?

We used the evaluation to measure the reach/impact of the #SayNO2familyviolence campaign in our local community with a 100% response rate from local participants in having an awareness of the campaign.

Future Plans

We do not have any current plans to undertake this event again. We will monitor our community needs and will definitely consider hosting a similar event if required in the future.

Key Learning Points

The evaluation demonstrated that although many people in the room had a good understanding of the issue only one third of all respondents (34%) correctly identified three gendered drivers of family violence in their response of these results by sex, 44% of female respondents correctly identified three gendered drivers of family violence, and no male respondents (0%). This highlights that a focus on educating people on the drivers of family violence is a key step in moving from awareness to prevention activities in your community.

As noted earlier please reach out to receive a copy of the evaluation which provides more insights.

Theme Categories (tick any that apply to your case study)

Method		Topic		Population Group	
Campaign / Event	☒	Impacts of Family Violence	☒	Focus Groups	☐
Curriculum	☐	Community Resources	☒	Families	☐
Project	☐	Family Relationships	☐	Wider Community	☐
Policy / Procedure	☐	Mental Health	☐	Professionals	☒
Whole System Approach	☐	Support Services & Groups	☒	Staff	☒
Partnerships	☐	Extended Family Support	☐	Students	☐
Collaboration	☒	Education	☐	Business/Industry	☒
Consultation & Community engagement	☐	Empowerment	☐	Health Professionals	☐
Other	☐	Facilitation	☐	Clubs	☒
		Other – Legal	☒	Other	☐

Contact Details

Name of Organisation	Rotary Club of Maryborough
Contact Name	Club Secretary
Email Address	secretary@maryboroughrotaryvic.org.au
Links	

Project

Gender Equality in the Workplace Forum

Summary

The Gender Equality in the Workplace workshop was a key Maryborough Rotary event of the Central Goldfields Shire's 16 Days of Activism Against Gender Based Violence, as part of an International campaign to challenge violence against women and girls.

The workshop was supported by keynote speakers, CEO of Maryborough District Health Service, Terry Welch and CEO Central Goldfields Shire, Lucy Roffey (Ex Coliban Water Authority) who spoke about their personal journeys of working to build gender equality in their organisations.



The poster is for the 'Gender Equality Forum' and is enclosed in a yellow border. At the top, there is an illustration of a balance scale with a man and a woman standing on the pans, each holding a briefcase. Below this, the text reads 'MARYBOROUGH ROTARY IN PARTNERSHIP WITH GO GOLDFIELDS'. The main title 'GENDER EQUALITY FORUM' is in large, bold, black letters. Below the title, a paragraph states: 'The forum will present real examples of workplaces who are working to support gender equality and showcase simple steps you can take to get started in your organisation.' The date and time are listed as 'TUESDAY 26TH MARCH 10AM - 1PM' at the 'MARYBOROUGH DISTRICT HEALTH SERVICE'. A paragraph follows: 'We will be launching our 'CHAMPIONS OF CHANGE' network at the forum and call upon you to step up for the challenge! As Business and Community leaders, we know how much our actions create momentum for change. It requires stepping up and changing our ways, demonstrating our commitment and prioritizing the issue. It means taking action, not just talking about it.' At the bottom, it says 'RSVP's close 5pm Thursday 21st March' and provides contact information: 'Phone: 5461 1394 or Email: admin@arcventures.com.au'. The logos for 'sayNO2familyviolence', 'Maryborough Rotary', and 'go goldfields' are at the bottom.

MARYBOROUGH ROTARY IN PARTNERSHIP WITH GO GOLDFIELDS

GENDER EQUALITY FORUM

The forum will present real examples of workplaces who are working to support gender equality and showcase simple steps you can take to get started in your organisation.

TUESDAY 26TH MARCH
10AM - 1PM
MARYBOROUGH DISTRICT HEALTH SERVICE

We will be launching our 'CHAMPIONS OF CHANGE' network at the forum and call upon you to step up for the challenge!
As Business and Community leaders, we know how much our actions create momentum for change. It requires stepping up and changing our ways, demonstrating our commitment and prioritizing the issue. It means taking action, not just talking about it.

RSVP's close 5pm Thursday 21st March
Phone: 5461 1394 or Email: admin@arcventures.com.au

sayNO2familyviolence

Maryborough Rotary

go goldfields
aspiring and achieving

Aims/Objectives

Maryborough Rotary believe that the key in supporting the community to take the next step in addressing family violence is to demonstrate that making changes in the workplace is achievable and can have a big impact in the local community. To help demonstrate this the provision of case studies where businesses have taken the first step was used to encourage businesses to consider what they could implement locally that would be within their capacity and with the support that would be needed.

The workshop aimed to engage with local business employers, managers and employees to begin the conversation around gender equity in the workplace, key speakers shared the journey their own workplaces have already undertaken and the flow on of affects experienced throughout each workspace.

What did you do?

The workshop kicked off with the exploration of facts relating to gender equality and the links to family violence. The workshop enabled participants to better understand their own beliefs, unconscious bias and opportunities to change within their organisation.

This workshop also included advice on practical considerations on how businesses can support gender equality and how to promote this within the organisations/businesses.



What was the context / background?

This event was planned to be a key event as part of locally focused 16-day event program to support the 16 Days of Activism Against Gender Based Violence, an International campaign to challenge violence against women and girls. The campaign runs every year from 25 November, the International Day for the Elimination of Violence against Women, to 10 December, Human Rights Day.

Initially the focus within our community has been to raise awareness around family violence and the links to gender inequality. The Gender Equality in the workplace forum was developed to support the community to move towards taking preventative activities (primarily in the workplace/community group) to continue our journey.

How was it organised and who was involved?

The event was organised primarily through the Rotary club with support from the Maryborough District Health Service who provided the venue.

Our audience included key business leaders, community groups, schools, sporting clubs and fire brigades who all received personal invites. We also advertised in the local newspaper as an open invite for people that we may have missed in the initial mail-out.

We engaged two key speakers and provided them with the following brief:

We are asking you to share your experience in implementing change in the workplace that supports Gender Equality.

The type of information we see as being most beneficial would include the following:

- A general overview of the journey you have been on – 'Setting the scene'
- The drivers of change (the why)
- What does gender equality look like in your workplace?
- The plan (the what)
- How did you take the initial step?
- What has taken place to date
- Any barriers you encountered and how you overcome them
- Who did you consult/engage with?
- What assistance was available and what was missing
- What outcomes are you seeing?
- What does the future look like?

What resources did you need?

For this event the venue was provided in-kind through the Maryborough District Health Service. There was a small cost relating to catering. These funds were obtained through a combination of local grants program including funding through Go Goldfields.

Keynote speakers were presented with a thank you gifts which were funded through the Maryborough Rotary Club.

At the venue we required the usual tech equipment to manager a PowerPoint presentation and tea and coffee making facilities.

Our members volunteered their time in both the lead up to the event and on the day.

Has it been evaluated? How successful has it been?

We have not evaluated this event.

How did it draw on or contribute to a #SayNO2familyviolence Approach?

The event was designed to move the actions of our campaign from 'awareness' to 'preventative practices'. It built on the family awareness campaign by looking more closely at the drivers of family violence in considering way to tackle the problem in our community.

Future Plans

We do not have any current plans to undertake this event again. We will monitor our community needs and will definitely consider hosting a similar event if required in the future.

Key Learning Points

Understanding the difference between Gender equality and Gender equity.

'Gender equality' means equal outcomes for women, men and gender-diverse people. 'Gender equity' is the process to achieve gender equality.

Gender equity recognises that women and gender-diverse people are not in the same 'starting position' as men. This is because of historical and social disadvantages. Treating women, gender-diverse people and men *equally* might not actually be *fair*. In fact, it can create further disadvantage. Gender equity measures are often needed to level the playing field.

Theme Categories (tick any that apply to your case study)

Method		Topic		Population Group	
Campaign / Event	☒	Impacts of Family Violence	☒	Focus Groups	☐
Curriculum	☐	Community Resources	☒	Families	☐
Policy / Procedure	☐	Mental Health	☐	Professionals	☒
Whole System Approach	☐	Support Services & Groups	☒	Staff	☒
Collaboration	☒	Education	☐	Business/Industry	☒
Consultation & Community engagement	☒	Empowerment	☐	Health Professionals	☐
Other	☐	Facilitation	☐	Clubs	☒
		Other – Legal	☒	Other	☐

Contact Details

Name of Organisation	Rotary Club of Maryborough
Contact Name	Club Secretary
Email Address	secretary@maryboroughrotaryvic.org.au

Case Study 8 – Community Vigil: 16 days of activism

sayNO2familyviolence

Case Study

Project

Community Vigil – 16 Days of Activism Against Gender Based Violence

Summary

The Community Vigil, a family violence awareness event was the key activity as part of the broader 2019 Central Goldfields Shire 16 Days of Activism Campaign.

The 16-day event drew to a close on the eve of Human Rights Day with the Vigil held in the Station Domain. Over 90 people were in attendance including community members, the local CFA, Rotary Club members, education providers, agencies who support victims of family violence, Shire staff and Vic Police.

The vigil was used to commemorate the 56 lives lost to family violence in 2019 and demonstrate a unity as we work towards a future free from gender-based violence.



Aims/Objectives

The vigil was designed to be a respectful and powerful occasion to acknowledge the impact of gender-based violence and to show respect for the lives lost in 2019. Whilst an acknowledgement of lives lost, it was also planned to demonstrate unity in our community and to instill hope for a future where women feel safe and empowered to live their fullest life.

What did you do?

The vigil was a collaborative approach to deliver a powerful message from multiple organisations. The event was part of a broader program of events over the 16 days from numerous groups including Rotary, Central Goldfields Shire, Zonta, Go Goldfields, Centre for non-violence, Vic Police and the Maryborough District Health Service.

Speakers included Central Goldfields Shire Council CEO Lucy Roffey, local Senior Sergeant Paul Huggett, Rotary President Leigh Williamson, Zonta President Bronwen Haywood and Survivor and Go Goldfields women with lived experience reference group member Amanda Conn.

Speakers shared their experiences, current actions to address gender-based violence and their aspirations for the future. Providing the voice of our youth vigil attendees were left with words from three local young women; Shelby Steel, Rose McNabb and Lily Cain, who read self-composed letters to their future selves about the world they would like to see for children to come.

The acknowledgement and remembering of the women who lost their lives in 2019 to gender-based violence was the key driver for this activity. The main stage located at the Station Domain was lined with 56 candles in individual holders each displaying the names of women lost to family violence during 2019. A song was performed by local musicians during which a bell was tolled for each life lost. The ringing of the bell was undertaken by Amanda as a survivor of family violence.



What was the context / background?

This particular event was about giving the community the opportunity to come out and show their support towards Gender Equality and acknowledging the women who have lost their lives to gender-based violence. These types of vigils often occur when a high-profile case is in the media with an outcry from community members that we as a society need to stand up and address this type of violence.

We felt that having a vigil as part of the Central Goldfields Shire events during the annual 16 Days of Activism campaign was an organised and structured way that we could support a vigil on an annual basis and provide a platform to demonstrate what numerous community groups are doing to address the issue

How was it organised and who was involved?

The event was organised over several months with a small working group.

Members from all the organisations mentioned above were involved. The schools also worked with us to pull together a flash mob. Unfortunately, with the impacts of Covid 19 we were unable to get the flash mob off the ground, but we are hoping to include this in future events

What resources did you need?

This event did require a few resources. Mostly it was about purchasing candles (candlelight type candles for the public) and lantern bags with individual candles to mark each victim's life.

We collected the old school bell for ringing, which was tricky to arrange, not to mention heavy.

There was the requirement for the sound system etc and then we printed off the lyrics for the main song – I'll stand by you, for a group sing along at the end.

The key part was the collaboration between groups to organise the many aspects of the event. Many hands make light work as they say. Also, each group had access to different networks and resources which brought the whole program together.

Has it been evaluated? How successful has it been?

There was no evaluation done. However, it was a hot and windy night and the many people turned out to participate which indicates a good level of community support. Media coverage was also good.

How did it draw on or contribute to a #SayNO2familyviolence Approach?

The event was part of the broader 16 Days of Activism against Gender-Based Violence, an annual international campaign that kicks off each year on 25 November, the International Day for the Elimination of Violence against Women, and runs until 10 December, Human Rights Day.

All activities that are undertaken in our community during this campaign link directly with our approach particularly through the collective impact model. Events hosted by numerous community organisations and our club ensure that a spotlight is shone on this community issue over several days in various ways.

Future Plans

We hope to make this an annual event.

Key Learning Points

As mentioned earlier you really need to collaborate well for this type of event. Involve the schools and other likeminded organisations so that the event can be tailored to attract a broad audience. This event demonstrates community unity and as such needs to be driven by multiple community focused groups.

Theme Categories (tick any that apply to your case study)

Method		Topic		Population Group	
Campaign / Event	☒	Impacts of Family Violence	☒	Focus Groups	☐
Curriculum	☐	Community Resources	☒	Families	☐
Project	☐	Family Relationships	☐	Wider Community	☒
Policy / Procedure	☐	Mental Health	☐	Professionals	☐
Whole System Approach	☐	Support Services & Groups	☒	Staff	☒
Partnerships	☐	Extended Family Support	☐	Students	☒
Collaboration	☒	Education	☐	Business/Industry	☒
Consultation & Community engagement	☐	Empowerment	☒	Health Professionals	☐
Other	☐	Facilitation	☐	Clubs	☒
		Other – Gender Equality	☒	Other	☐

Contact Details

Name of Organisation	Rotary Club of Maryborough
Contact Name	Club Secretary
Email Address	secretary@maryboroughrotaryvic.org.au
Links	



What is family violence?

Family violence comes in many forms. It can be inflicted by anyone who lives with you or you have had a previous personal relationship with, and can include:

 Psychological Feeling afraid, uncomfortable or manipulated	 Sexual Forced into sexual acts without consent	 Cyberbullying Threatening, abusive & degrading social media posts	
 Verbal Threatening, shouting, swearing & intimidation	 Financial Denying access & control of your money	 Isolation Denied access to family or friends	 Physical Hitting, kicking or breaking & throwing things

In an emergency call 000

24 hr Helplines:

1800 RESPECT or 1800 737 732

Mensline 1300 766 491, Orange Door 1800 512 359

or have a conversation with your doctor

sayNO2familyviolence is supported
by the Maryborough Rotary Club



Scan QR code to
visit our website





Case Study 10 – Positive profiling of Women

sayNO2familyviolence

Case Study

Project

Positive profiling of Women

Summary

This project was designed to share key insights from women in our community who are successful in their field. It was a story telling exercise designed to acknowledge and celebrate the great women in our community.



Aims/Objectives

Highlight key achievements of Women in our community and provide insights for others on key challenges and how they overcome these along the journey.

The project aimed to shine a light on some of the Women in our community who are reaching their goals and in doing so demonstrate what is possible for women in our community.

What did you do?

Our working group decided on some key questions and target participants for the project. We then spread the workload across the group with members that already had connections with the target participant nominating to undertake the interview. All collected information along with a photo of the participant were then provided to a club member who had the skills required to create the social media tile.

The brief we provided for participants:

- Provide personal example of what has enabled
- Provide a personal example of what has hindered you in your career path.
- The most influential role model/mentor
- What is one thing that you could speak to about gender equity and why we should all play a part in continually improving this in all aspects of life.
- Your message to you women in our shire
- Can you nominate another amazing woman in our community that we should profile in this way.

We requested short answers only, asking participants to answer in no more than two sentences for each question.

What was the context / background?

The focus for this simple project was on highlighting numerous women and their contribution to our community.

What resources did you need?

This project is not too resource heavy. You require members of the club to conduct interviews and someone with technical skills to design social media tiles. We used www.canva.com to create our tiles.

How did it draw on or contribute to a #SayNO2familyviolence Approach?

The activity was designed to address one of the key drivers of family violence, that being Gender Equity.

Theme Categories (tick any that apply to your case study)

Method		Topic		Population Group	
Campaign / Event	☒	Impacts of Family Violence	☐	Focus Groups	☐
Project	☐	Family Relationships	☐	Wider Community	☒
Consultation & Community engagement	☒	Empowerment	☒	Health Professionals	☐
		Other – Gender Equity	☒	Other	☐

Contact Details

Name of Organisation	Rotary Club of Maryborough
Contact Name	Club Secretary
Email Address	secretary@maryboroughrotaryvic.org.au



say NO 2 family violence™

Tool Kit

Appendix 1 – Project Overview for Stakeholders



Key Success Criteria

To ensure your project is community driven and is built to succeed we are sharing our key lessons from our community program in Maryborough.

www.sayNO2familyviolence.com.au

say NO 2family violence™

We are here to help...

Garry Higgins OAM PP PHF

Family Violence

☎ 0418 473 669

📧 pvb1@westnet.com.au



STEP 1 – Defining the need

- When defining need work with subject matter experts to ensure you are fully informed for decision making.
- Issue exploration needs to consider the following: cause, impact in your community, mitigation activities already in place, local statistics and who is doing what locally.

STEP 2 – Engage and collaborate

- Speak with all the relevant people in your community to avoid duplication of effort and accelerate the impact of your project.
- To ensure a whole of community response we included: Vic Police, Local Government, Psychologists, Health Service, Courts, Women with lived experience and service delivery support agencies.

STEP 3 – Take action

- A well thought out and documented plan has the best chance of success.
- Set achievable targets with appropriate timelines.
- Ensure all relevant parties have approved the plan and communicate the approved plan widely.

STEP 4 – Monitor, Evaluate, Review

- Keep it alive – adapt to the changing environment/community need.
- Progress activities from an awareness focus to a prevention focus when the community is ready for this change.
- Always monitor progress.
- Check in with others in the community.

Appendix 2 – SAFE overview

An Introduction to S.A.F.E

Support · Advice · Facilitation · Empower

Background

Prompted by startling statistics which revealed the reality of the number of family violence incidents within the Central Goldfields Shire, an urgent need was felt to take a very public stand to say, “enough is enough”. Despite the efforts of other agencies to address this issue the scourge of family violence had remained ingrained within our community and destined to continue unchallenged, had the community not resolved to get its hands dirty in finding solutions.



This prompted some further discussion within the Maryborough Rotary club to consider how we might ***directly help others through a community capacity building program.***

This conversation led to the 2014 launch of Maryborough Rotary’s “SAFE” program and flagship #SayNO2familyviolence campaign with the intention of exposing the issue of family violence and bringing this often uncomfortable conversation out from behind closed doors, and by doing so introducing a new way to confront an issue that significantly diminishes the quality of family life and claims the lives of many.

SAFE’s launch resulted in generating not just local, but national and international awareness around the issue of family violence and especially its impacts on rural towns. Since that time, SAFE and its powerful call to action: #SayNO2familyviolence, has played a positive part in promoting the role of ‘community’

*Below: Launch of the Maryborough Rotary SAFE program
Right: Maryborough Rotarian Garry Higgins OAM sharing the SAFE message*



WHAT IS SAFE?

Maryborough Rotarians had a driving passion to make a real difference within their local community, but lacked the knowledge on how to affect changes in the way that would result in ordinary people being engaged and supported in developing progressive attitudes and behaviours that would achieve positive and enduring outcomes throughout the local community.

They had excellent intentions, but with no structure in place to generate and evaluate ideas they were challenged by how they could evolve separate initiatives into a long-term strategy and successfully bring on board community stakeholders in a relevant and meaningful way.

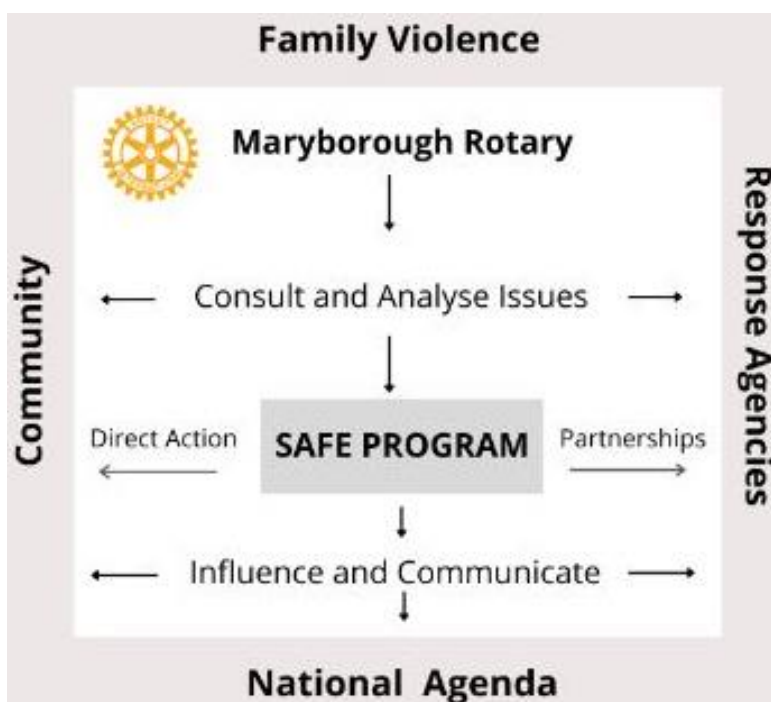
The process of participation demonstrates a greater level of understanding the issue of family violence and the need for shared responsibility to successfully initiate community projects

The response to this was the conception of the SAFE program designed to support the local community to bring the issue of family violence out from behind closed doors and take action. The SAFE model focuses on the ways a local community can best begin the often-difficult discussion around family violence within our own communities by shaping the way ordinary people can inspire progressive attitudes and behaviours to achieve positive and enduring outcomes.

The main aim of the development of the SAFE model is to provide an evidence-based guide to directly help others with community capacity building programs, by supporting the development and implementation to ensure the initiatives are tailored and delivered by local people – which is a key tenet of SAFE's philosophy.

After listening to the project team, it became clear that the range of services and support we wanted to contribute to generally revolved around the following key areas: awareness of the issue, behaviour modelling, education, mentoring, and referral to other agencies, empowerment and other support.

These inputs inspired and informed the 'SAFE' model and importantly, gives a clear focus as to what the initiative will deliver. It also enabled Maryborough Rotary to clearly articulate its aims to stakeholders and the media.



WHAT MAKES THE S.A.F.E MODEL DIFFERENT

The SAFE model works as a set of guiding principles to ensure programs aimed at addressing family violence progress in a set and proven manner to ensure the greatest possible level of community exposure, engagement and success. The SAFE model provides a valuable blueprint to enable a coordinated and collaborative approach to harnessing the issue of strengthening families in rural communities and a key success factor in the establishment of SAFE was the preparedness of Maryborough Rotarians to show leadership, engagement and direction through their networks within the commercial, government, NGO and local community.

The SAFE model has been designed to provide a practical and flexible framework

The success of the SAFE approach has consistently attracted the attention of governments and agencies with the realisation of the potential for community sponsored initiatives to operate effectively and deliver results, without the constraints often associated with state and federal-run responses.

Throughout the delivery of the #SayNO2familyviolence project feedback has consistently shown that SAFE owes its success to it being inspired and largely delivered by local entities within the Goldfields Shire. The fact that local, well-known faces were behind the family violence campaign – people who were conversant with the culture of the town - was a leading success factor for SAFE and this provided a significant point of difference over other family violence programs.

Implemented with the intention of educating communities on how bring the problem of family violence out from behind closed doors, SAFE provided the opportunity to confront the issue of family violence and how it significantly diminishes the quality of family life and claims the lives of many.

SAFE is an acronym for Support, Advice, Facilitation, Empower. These four elements embody both the purpose and desired outputs required from the overall initiative.

Support

- Leadership
- Mentoring
- Demonstrate positive behaviours
- Program development
- Promotion
- Engagement
- Communication
- Create awareness
- Speak out
- Positive relationships
- Inclusion

Advice

- Information
- Education
- Public speaking
- Printed resources
- Referral to relevant agencies
- Government consultations
- Media engagement
- Community engagement

Facilitate

- Facilitate shared resources
- Foster community networks
- Work with business, councils & organisations
- Link partnerships
- Training initiatives
- Coordinate events
- Connect people
- Collaborate
- Benchmark

Empower

- Arbitrate
- Advocate
- Impart knowledge
- Encourage participation
- Help build self worth
- Demonstrate acknowledgement & understanding
- Build awareness
- Inform
- Consolidate personal strengths

HOW IT WORKS

Working with community partners, the SAFE model advocates and facilitates a range of education and awareness programs, with the primary long-term aim being to secure a reduction in incidences of family violence.

Now after several years, SAFE has an array of embedded projects and has firmly established its position as an effective community-led operation that has further potential to effect change well into the future. The program has now matured to a point that it is providing guidance and assistance via a number of innovative projects. Importantly, these initiatives are the result of being community driven and owned – an important point of difference, which demonstrates that local people are effectively tackling their own local problems.

Bottom Right: MCDFNL #SayNO2familyviolence Community Round

Bottom Left: Presentation of Australian Government Volunteer Awards for the #SayNO2familyviolence Awareness program. Presented by Dan Tehan MP and assisted by Dianne Radford OAM.



The SAFE Objectives

SUPPORT

- Show leadership and demonstrate healthy, positive family relationships. Cooperate with and support other agencies addressing the issue.

ADVICE

- Promote, inform and educate. Become a useful community resource to assist mitigation of family violence.

FACILITATE

- Use Maryborough Rotary's significant community and business networks to connect support services and groups to promote and underpin family violence strategies.

EMPOWER

- Give people the knowledge with which to protect themselves from the associated impacts of family violence and/or advise friends as to where to seek help.

Maryborough Rotary #SayNO2FamilyViolence Strategy focuses on engaging numerous target groups within the local community, including

- ✚ Victims, potential victims of domestic violence and their families and friends.
- ✚ Perpetrators, potential perpetrators, their families and friends.



FAMILY VIOLENCE FORUM

Understanding Complexities in Rural and Regional Victoria



Maryborough
Rotary
Club



go goldfields
aspiring and achieving



loddon campaspe
community legal centre





MARYBOROUGH ROTARY IN PARTNERSHIP WITH GO GOLDFIELDS

GENDER EQUALITY FORUM

The forum will present real examples of workplaces who are working to support gender equality and showcase simple steps you can take to get started in your organisation.

TUESDAY 26TH MARCH
10AM - 1PM
MARYBOROUGH DISTRICT HEALTH SERVICE

We will be launching our CHAMPIONS OF CHANGE network at the forum and call upon you to step up for the challenge!
As Business and Community leaders, we know how much our actions create momentum for change. It requires stepping up and changing our ways, demonstrating our commitment and prioritising the issue. It means taking action, not just talking about it.

BSVP's close 5pm Thursday 21st March
Phone: 3440 1234 or Email: admin@arcventures.com.au




Various **themes** have been embedded into the intent of the SAFE Model, and into the branding of the project, including:

#SayNO2FamilyViolence
Maryborough Rotary Working for a SAFE Community
SAFE: Support, Advise, Facilitate, Empower
Good Values, Safe Families, Stronger Communities

SAFE Marketing and Communication Strategy (MARCOM)

A comprehensive communication strategy has been developed to underpin the SAFE project. It utilises a broad range of communication tools, to help inform and educate the community about the Maryborough Rotary's SAFE model and initiatives, and its linkages with the region's mainstream programs and services. The SAFE model has been strongly branded under the banner of Maryborough Rotary as the initiator and key driver of the project. Please contact the Maryborough Rotary Club if you would like more information around MARCOM.

Maryborough Rotary SAFE Initiatives

A range of Maryborough Rotary initiatives contribute to the SAFE objectives of helping to build a safer community by linking support, advice, facilitation and empowerment activities within the region.



Since its launch SAFE program has now matured to a point that it is providing guidance and assistance within the local community via a number of innovative projects. Importantly, these initiatives are the result of being community driven and owned – an important point of difference, which demonstrates that local people are effectively tackling their own local problems.

Appendix 3 - Safe Families extract – what is family violence.

ISSUE ANALYSIS AND UNDERSTANDING

In 2016, following an increase in awareness of the prevalence of family violence in their community, the Rotary Club of Melbourne (RCM) established a Family Violence Committee and developed the Rotary Safe Families program. Rotary Safe Families is a program that will assist Rotarians to be part of the solution and to spread “NO” to Family Violence across the RCM, the community and throughout Rotary. It covers different aspects of family violence and addresses a number of questions raised by Rotarians including:

- What constitutes Family Violence?
- How can Rotarians be part of the solution?
- What can I do?

The following information has been extracted from this document.

What is Family Violence?

The United Nations defines family violence as: “Any act of violence that results in, or is likely to result in physical, sexual and psychological harm of suffering to a person (family member) including threats, coercion or arbitrary deprivations of liberty, whether occurring in public or private life”.

In day-to-day life, family violence occurs when a family member exercises power and control over another family member. It involves coercive and abusive behaviours that intimidate, humiliate, undermine and isolate the victim causing the targeted family member to feel insecure and fear for their safety or wellbeing. It causes terrible physical and psychological harm for victims.

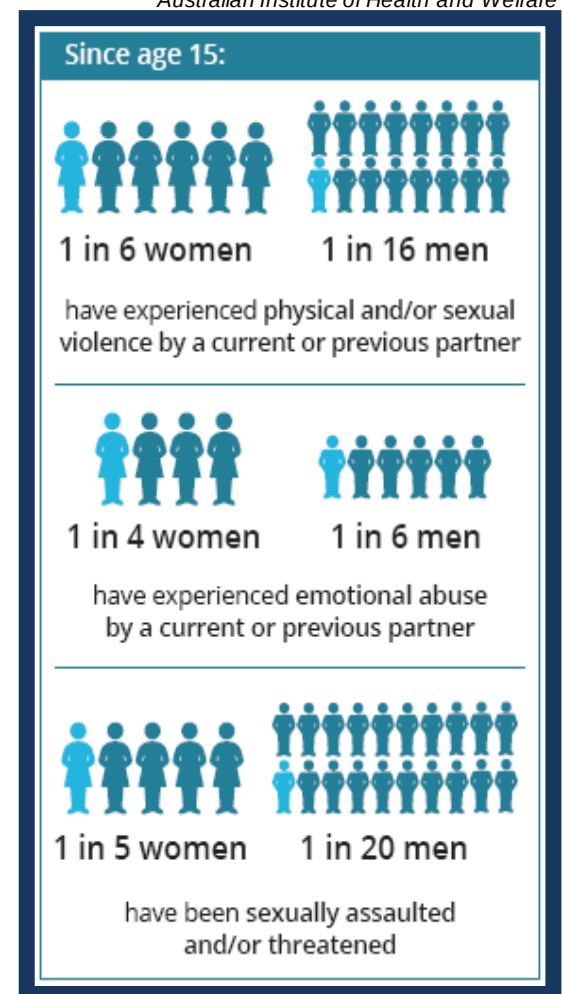
What is the most common type of Family Violence in Australia?

While both men and women can be perpetrators or victims of family violence, the most common form of family violence is intimate partner violence by men against women (VRC, p 3). However, Australian women also experience violence including sexual assault, sexual harassment or rape by someone other than a partner or family member. This can be a person known to the woman or a complete stranger.

Most Vulnerable Groups of People

Groups more vulnerable to family, domestic and sexual violence include children, young women, older people, people with a disability, people from culturally and linguistically diverse backgrounds, LGBTIQ+ people, people in rural and remote Australia, people from socioeconomically disadvantaged areas and indigenous Australians (AIHW p.5)

**Australian Institute of Health and Welfare*



Who are family?

Family includes a number of different people and relationships including:

- **Intimate partners** (e.g. husband, wife, girlfriend, boyfriend, defacto, same sex partners)
- **Ex-partners** (e.g. divorced, separated, prior short-term relationships)
- **Children, siblings, adult children**
- **Step family** (e.g. mother's or father's new partner/s, or their children)
- **A relative or extended family** such as a grandparent, father-in-law or mother-in-law, aunt, uncle, blended or cultural family member
- **A carer** who is like a family member (Victoria Police website)

What is abusive behaviour?

While most people associate family violence with physical violence it is much broader than that.

Types of Abuse

Physical



Sexual



Emotional



Psychological



Financial



- **Physical assault** (e.g. hitting, pushing, burning, choking, punching, kicking, strangling, restraining, attempts to kill, murder)
- **Sexual Violence** (e.g. being forced to perform sexual acts, rape, sexual assault, being forced to watch or mimic pornography)
- **Financial abuse** (e.g. withholding money/credit cards, controlling all the finances, providing an allowance which is not sufficient to buy what is needed, prohibiting access to bank statements, bills, or any financial transactions, making victim account for every penny she/he spends and inspecting all receipts.
- **Psychological and/or emotional abuse** (such as threats, repeated put downs, name calling, shaming/humiliating in public, nasty, hurtful sarcasm, leaving nasty messages (texts, voicemail, Facebook, Twitter, etc.), sexist, racist, ageist, ableist or homophobic abuse) and;
- **other coercive controlling behaviours** including the monitoring and surveillance of movements, relationships, social media and internet usage and electronic phone communications'
- **Spiritual** (e.g. using religious or spiritual beliefs to manipulate, using religious teachings or cultural tradition as an excuse for violence, preventing a person from practicing their religious or spiritual beliefs, ridiculing religious or spiritual beliefs, forced marriages).
- **Behaviour by a person that causes a child** to hear, see, witness or be exposed to the effects of abuse or violent acts (for example by hearing fights, seeing injuries or damage).(reference: The First Step website)

Are men victims of family violence?

While women are three times more likely than men to experience violence at the hands of an intimate partner, 1/16 Australian men has experienced physical or sexual violence from a partner since the age of 15. Men are also victims of intimate partner and other forms of family violence, although not to the same extent as women. From the data currently available, we know that violence against men is often perpetrated by other men; however, women can and do perpetrate violence against men (Family Free Violence P12, 17).

Prevalence of violence against women in Australia

- 1 woman a week on average dies at the hands of a current or former partner
- 1/6 women has experienced physical or sexual violence by a current/former partner
- 1/4 women has experienced emotional abuse by a current or former partner.
- 1/3 women have experienced physical violence since the age of 15.
- 1/5 women has experienced sexual violence
- Australian women are nearly three times more likely than men to experience violence from an intimate partner and; almost four times more likely than men to be hospitalised after being assaulted by their spouse or partner
- Women are more than twice as likely as men to have experienced fear or anxiety due to violence from a former partner
- More than two-thirds (68%) of mothers who had children in their care when they experienced violence from their previous partner said their children had seen or heard the violence (Our Watch)

Women being hospitalised due to family and domestic violence is a growing issue:

In 2016–17, there were 6,300 hospitalisations of adults aged 15 and over for assault injuries due to family and domestic violence:

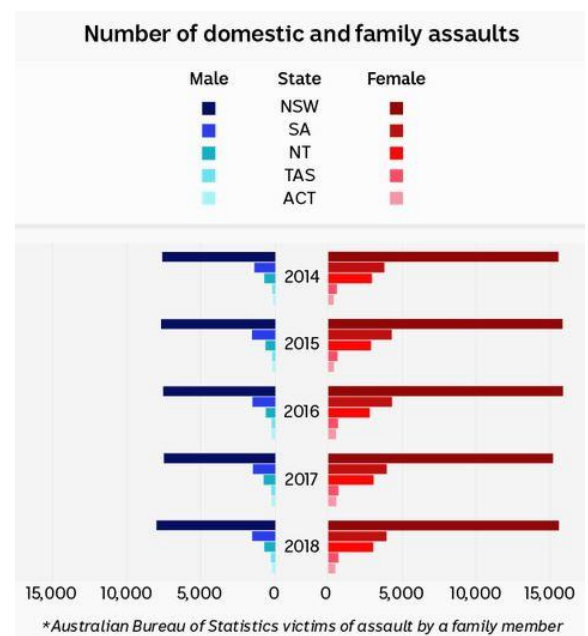
- 4,600 hospitalisations for women and;
- 1,700 hospitalisations for men.

From 2014–15 to 2016–17, the rate of hospitalisation of women assaulted by a partner rose by **23%**, whereas the rate for men remained relatively stable. (*Analysis of National Hospital Morbidity Database in AIHW p.12*).

Violent Crime Statistics in Australia

So while absolutely acknowledging that most men are not violent, police crime statistics confirm that when violent crime is committed, it is predominantly committed by men. These statistics shows that:

- Both men and women are almost equally victims of physical assaults, which are almost always committed by men.
- When it comes to acts of domestic and family violence, the vast majority are perpetrated by men against women. (Crime Statistics Australia)
- Women in Australia usually experience violence at the hands of men they know – often in their own homes and often repeated, over many years if not their lifetime. This is the reality for 3 in 4 Australian women
- Australia police get called to one domestic violence matter every two minutes; that's 657 times a day.





What are the drivers of violence against women?

While there is no single cause of violence against women, research continually shows that the main drivers of higher levels of such violence are attitudes and behaviours that:

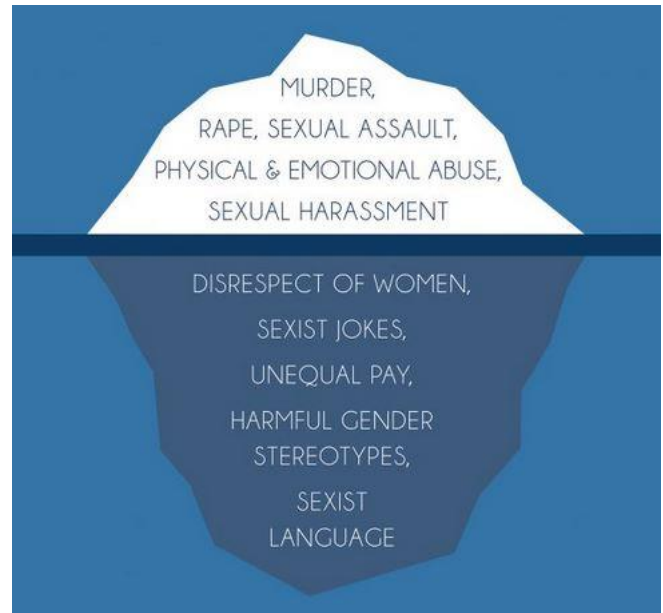
- disrespect women
- have low support for gender equality, and
- adhere to rigid gender roles.

Some may suggest that alcohol, drugs, unemployment and poverty are the cause. However, the evidence tells us that while these factors can exacerbate violence, being poor does not cause domestic violence. Nor does drinking alcohol nor taking drugs. There are plenty of people to whom these characteristics apply, who are not violent and never would be.

The reality is that Gender inequality is the core of the problem. And gender equality is at the heart of the solution. (Change the Story).

When it comes to the drivers of various forms of family violence, (apart from violence against women) there is very little evidence available world-wide in terms of what drives it and what we can do to prevent it (e.g. sibling violence, same sex partner violence, violence against men).

OUR WATCH - Understanding violence against women



Can we prevent violence against women?

The good news is that violence against women and their children is preventable – we can stop it before it starts! The national framework for the prevention of violence against women **Change the Story**, focuses on “primary prevention”, a long-term approach which aims to prevent violence from occurring in the first place.

Rather than focusing on any one group or community, Primary Prevention works across the whole population. Its focus and aim is to change the attitudes and behaviours that drive this violence by looking at ways to increase gender equality and respect in all aspects of everyday life.

It challenges all of us including governments, women and men, boys and girls to change the structures, norms, practices, attitudes and behaviours that cause this violence by challenging its underlying drivers - gender inequality and disrespect for women.

To do this, we need primary prevention activities, to occur- simultaneously, where people live, learn, work and socialise. This means:

- in our schools; workplaces; sporting organisations; community groups and clubs
- through social marketing
- working with the media to better report on family violence when it occurs and;
- By developing and influencing public policy.

This multi-setting approach helps strengthen the impact of different prevention initiatives by having a mutually-reinforcing effect.

The everyday drivers of violence against women.

This kind of behaviour occurs across our community. It can happen in the home, on the street, in social settings, in schools, in the workplace, in sporting clubs, in social clubs – it occurs where we live, learn work, and socialise.

On a day to day basis this behaviour can look like someone you know or don't know:

- making a sexist joke over a barbeque lunch or in the workplace
- making sexual/sexist comments about a person
- trying to control how their partner and/or other family members spend money
- trying to insist that their partner tells them constantly what they're doing or
- where they're going
- trying to stop their partner seeing friends or family
- insisting on always going to see the doctor with their partner

Why don't women leave an abusive relationship?

When it comes to family and domestic violence this is the most commonly asked question. It is generally asked by people who do not understand the fear, intimidation and control a perpetrator has over their victim. Many people believe that victims (especially women) could leave a violent relationship if they wanted to.

The reasons women don't leave an abusive relationship are complex. However, the main reason is that they are fearful for their lives and/or the lives of their children as their partner may have threatened to:

- **kill the victim** if she leaves
- **harm the children** or the family pets
- **commit suicide**

According to Our Watch the most extreme violence, including murder, often occurs when a woman tries to leave an abusive relationship (www.ourwatch.org.au)

When it is assumed that a victim of domestic violence stays by choice, blame is taken away from the perpetrator. This puts the responsibility for dealing with the violence on the victim, who might not be able to leave a relationship because they fear for their lives or the safety of the children (www.ourwatch.org.au).

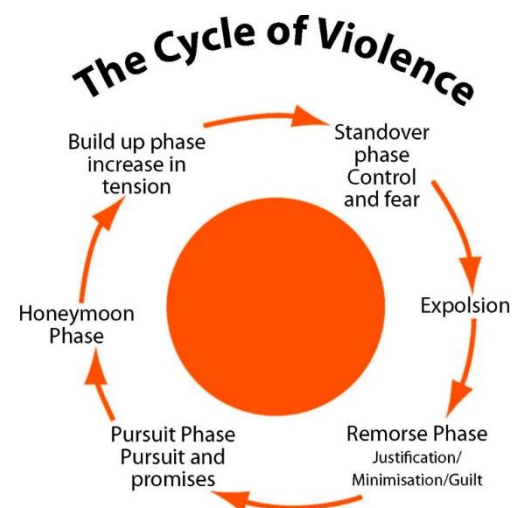
Violence occurring during or after separation including child abduction

There is clear evidence that abusers often increase their use of violence and abuse to stop their partners from leaving, or to force their partners and children to return home following separation. The abuser may attempt to take the children away from their mother to punish the woman for leaving and in some cases children have even been killed. The risk to children during and following separation is substantial (DVPC).

Other reasons women do not leave abuse relationships include the following: The victim still loves her partner - "Not abusive all the time!" and/or the partner has promised to change

The victim:

- believes "It's my fault!"
- feels they need to stay "for the children!" □
- no confidence
- under pressure from church, family, community □
- geographically isolated
- no money, transport, is disabled or elderly.



Impact of Family Violence on Children and Young People

Over 50% of women who experienced violence from an intimate or former partner had children in their care when the violence occurred.

Research has consistently found that children of all ages who have been exposed to family violence, particularly coercive and controlling behaviour, have been found to have more problems than children who have not. They have higher levels of emotional and behavioural problems and are at greater risk of physical abuse or having their physical and emotional needs neglected.

Daughters are more likely than sons to become victims. Where the mother is assaulted by the father, daughters are exposed to a risk of sexual abuse 6.5 times greater than girls in non-abusive families. Eighty percent of child fatalities within the family are attributable to fathers or father surrogates. Younger children are more vulnerable than older children because they are with their parents more frequently and are more dependent on their parents for care and protection.

Teenagers exposed to family violence may be more aggressive to their parents and other acquaintances and constantly be at greater risk of retaliation. (DVPC)

Apart from the emotional, physical, social and behavioural damage abuse creates for children, statistics show that domestic violence can also become a learned behaviour. This means that children can grow up thinking it's okay to use violence to get what they want; and as adults it's okay to have violence in their relationships. (DVPC)

“Family violence is an entrenched epidemic that we've lived with since time began, so we've got a long way to go. But I do believe the tide is turned. It's no longer a subject that only occurs behind closed doors

2015.

Rosie Batty - domestic violence campaigner & Australian of the Year



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Rotary Safe Families tool kit 2020

[www.rotarysafefamilies.org.au/1491/images/Rotary Safe Families Tool Kit April 2020 1.pdf](http://www.rotarysafefamilies.org.au/1491/images/Rotary_Safe_Families_Tool_Kit_April_2020_1.pdf)

AIHW (Australian Institute of Health & Welfare) - ***Family, domestic and sexual violence in Australia; continuing the national story 2019 In brief***, GPO Box Canberra, ACT 2601, June 2019

www.aihw.gov.au/reports/domestic-violence/family-domestic-sexual-violence-australia-2019/contents/summary

By Stander Campaign (VIC Government By Stander Campaign}

www.vic.gov.au/familyviolence

Change the Story

<https://www.ourwatch.org.au/what-we-do/national-primary-prevention-framework>

Crime Statistics Australia crimestats.aic.gov.au/facts_figures/1_victims/C1/

The DVPC – Domestic Violence Prevention Centre Queensland www.domesticviolence.com.au/pages/impact-of-domestic-violence-children-and-young-people.php

DVVIC – About family violence

dvvic.org.au/understand/about-family-violence/

Free From Violence

Victoria's strategy to prevent family violence and all forms of violence against women, Vic Government, 2017, www.vic.gov.au/familyviolence/prevention-strategy.html

Our Watch <https://www.ourwatch.org.au/>

The First Step – To Freedom from Domestic Abuse

www.thefirststep.org.uk/wp-content/uploads/2015/04/Types-of-abuse-and-examples.pdf

SRV – Seniors Rights Victoria <https://seniorsrights.org.au/>

VRC – Victoria Royal Commission into Family Violence

Royal Commission into Family Violence, Summary and Recommendations, Volume 1 Report and Recommendations, Vic Government Printer, March 2016
www.vic.gov.au/about-royal-commission-family-violence

Appendix 4 – Working Group Terms of Reference

Introduction

In 2014, Maryborough Rotary developed and launched an initiative designed to support communities to take ownership and address the issues associated with family violence. The SAFE model (Support Advice Facilitate, Empower) was designed to provide relevant services to build community capacity to support that objective.

The initiative involves a three-pronged approach to contributing to solutions that will help address the issue of family violence.

1. The Maryborough Family Violence Strategy: encompassing the #SayNO2FamilyViolence campaign looks to raise awareness about the issue and how to get help, as a victim, potential victim, family member, friend, perpetrator and potential perpetrator. This is the key area that this project package has been developed from.

2. The SAFE model: is a key social change tool of the Strategy. It is aimed at linking services to provide a coordinated and strengthened approach to early intervention and community capacity building via the districts support network. The model is designed to help identify gaps and priorities to provide a comprehensive service response to the issue.

3. An information campaign helped to raise awareness, encourage positive action and support in combating effects on the community. In the beginning the aim is to create awareness and encourage productive discussion of the issue within the general community. This focus area, similar to focus area 1, also looks to provide knowledge about available support for victims, potential victims, perpetrators and potential perpetrators.

The 3 focus areas include a call to action (#SayNO2familyviolence), collaboration including collective impact principals and increased awareness of the issue and the impacts in the community.

To undertake a project such as this a designated working group has been established within the Maryborough Rotary Club. The Family Violence Working Group (referred to as the working group in this document) are the owners, drivers and gatekeepers of the program. The working group leads in the collaborative space to bring like-minded organisations and individuals together to work in the local community to address this complex issue.

The working group members are club ambassadors and represent the club within the wider community and through engagement with local service providers, subject matter experts, government and community groups.

What is the SAFE Model

**SAFE IS AN ACRONYM FOR
SUPPORT, ADVICE,
FACILITATION, EMPOWER**

These four elements embody both the purpose and the desired outputs required for the overall initiative.

Working with community partners, the SAFE model advocates and facilitates a range of education and awareness programs, with the primary long-term aim being to secure a reduction in incidences of family violence.

A range of Maryborough Rotary initiatives contribute to the SAFE objectives of helping to build a safer community by linking support, advice, facilitation and empowerment activities within the region.

Working Group role

Role

The working group will use its influence and networks in the community to support the club in implementing the #SayNO2familyviolence campaign. The working group is decision making body for the Maryborough Rotary Club in the delivery of the program. The working group are responsible for scoping, planning, implementing and evaluating activities that support the #SayNO2familyviolence program.

The working group are ambassadors of the club and are the reference point for all matters relating to addressing the community issue and impacts of family violence.

Governance

The working group will be responsible for decision making and planning at the tactical level. This will take the form of planning and relationship management with the final approval of the action plan occurring at the club executive level.

To facilitate the governance structure the working group will develop an action plan including documentation of any budgetary requirements and present this to the Executive with a recommendation for approval of the documented plan.

The working group will remain the responsible group for management and implementation of the approved plan. Membership of the working group will be diverse in nature with the aim of a gender balance.



Responsibilities

The working group is responsible for:

- The provision of advice on matters relating to family violence (internal and external to the club)
- Building and maintaining relationships which support program outcomes
- Development, implementation and evaluation of the Action Plan
- Management of the #SayNO2familyviolence website
- Representing the Maryborough Rotary Club at external activities/functions relating to family violence

Working group Chair responsibilities

The working group Chair will be appointed annually. If the Chair is unable to attend a meeting, Thea Allan will act as Chair.

The responsibilities of the working group Chair are to:

- Set meeting agendas and Chair Working group meetings
- Report to the Executive on project progress and any issues as required
- Act as spokesperson for the project

Working group member roles and responsibilities

The role of individual working group members is to:

- Understand the projects objectives and benefits
- Communicate positively about the project
- Have an understanding of this issue including the drivers of family violence
- Participate actively in meetings and review minutes and background resources/information supplied as reference material as required
- Support implementation of action plan activities

Members

Table 1 lists the Working Group members.

Table 1:

Working Group Members 20XX

[illegible]

Administrative arrangements

This section outlines the Working group frequency of meetings, requirements for agendas, minutes and papers requiring decisions.

Meetings

Meeting schedule

Meetings will occur on a regular basis (no less frequent than monthly) to review progress on the action plan, provide reports on other matters of interest and to address any risk or issues relating to the program.

The working group will participate in an annual planning session to review the action plan and set key priorities for the next 12 months. This planning session should occur in the month of June.

Agendas, minutes and reporting

The working group chair will be responsible for setting meeting dates and advising the working group of the following:

- the date, venue and agenda for the upcoming meeting
- the minutes of the previous meeting
- overview of any new items/issues/risks to be considered
- any other documents/information to be considered at the meeting.

Items for inclusion on the agenda should be provided to the working group chair no later than 5 business days prior to the meeting. Any supporting documentation should be supplied at this time to enable sufficient time for working group members to read and understand the topic to be discussed.

Minute taking will be shared across the group in a rotational manner with a member being nominated at the start of each meeting. Minutes from each meeting will be provided to the working group no later than 5 business days following the meeting.

Appendix 5 – Partnership Analysis

Robust and effective partnerships require strong foundations and a firm commitment in working together to address the identified need in your community. Like all relationships, partnerships require dedication, nurturing and a common understanding on the role and accountabilities for each of the groups.

Prior to establishing a partnership for your project, you should consider if the partnership is in line with not only your project purpose and objectives but also the guiding principles and vision of Rotary.

The following partnership analysis tool will help you decide which partnerships are essential for you to reach your goals.

Partnership Analysis

The need for a partnership	YOUR ANSWERS
Why is the partnership necessary?	
What is the goal of the partnership?	
What value will this partnership add to the planning process and/or plan actions?	

The core of the partnership	YOUR ANSWERS
Do you share common ideologies, interests and approaches?	
Is there a history of good relations between the partners?	
Is there a 'block' e.g. past negative experience, that might hinder the development of a partnership?	
Will the partnership bring added stature to the partners individually as well as collectively? Does the partnership demonstrate strong links with your cause?	

Meeting expectations	YOUR ANSWERS
Are there clear roles and responsibilities that will meet the expectation of both parties?	
Are you able to meet the expectations of the proposed partnership?	

The outcome

Overview of partnership analysis

**Adapted from Vic Health Partnerships Analysis Tool

Appendix 6 – Communication plan on a page

Stakeholders	Frequency					Types of communication				Key Points	
	Commencement	Fortnightly	Monthly	Milestones	Once off	In person	Email	Social Media/ website	Newsletter		
Local Government	✓			✓		✓	✓				Funding provider – regular progress reporting required
Service providers	✓		✓						✓		
Business	✓		✓						✓		
Rotary Executive	✓	✓	✓	✓		✓	✓				Project sponsor
Rotary Club Membership	✓		✓					✓	✓		
Schools					✓		✓				
Hospital	✓		✓			✓	✓				Key Partnership
Other Rotary Clubs	✓		✓						✓		
Local Media	✓				✓	✓	✓				

Appendix 7 - Key Messages & Conversation points

Key Messages (project focus)

- The Rotary Club of _____ is working on the development of a *#SayNO2familyviolence* Action Plan focused on reducing the impact of family violence within our community.
- The *#SayNO2familyviolence* Action Plan will combine the knowledge of subject matter experts and our local community to ensure we can best respond, prevent and ultimately eliminate family violence incidents.
- The *#SayNO2familyviolence* Action Plan is an essential starting point to expand our understanding of family violence and what steps we can take as a community to prevent it.
- The *#SayNO2familyviolence* Action Plan will support our commitment to strengthening gender and social equality.
- We all have a role to play in ensuring everyone in our community can live safely and free from violence.

Talking Points

- Community led planning is a proven way of planning and taking action that captures relevant existing local knowledge whilst considering advice from people with expertise in the issue our community is aiming to address. This type of community led action will help reduce incidents of family violence and raise awareness of the issue and the impact it has on many families in our community.
- This project will follow a tried and tested program developed by the Maryborough Rotary Club and will be tailored to meet our identified community needs, in collaboration with local service providers, community groups and interested community members. Family violence can affect anyone in the community, regardless of their level of income, status, gender, age, race or culture.
- An organising committee has been formed and we are working on a plan that addresses _____. (describe the area of concern)
- We are now looking at how we can work together, as a community, to
 - start the conversation around family violence
 - learn about the drivers of violence against women
 - Identify how we can prevent family violence from occurring
 - understand how we can inform our community and businesses,
 - know how to act when you witness unacceptable behavior
 - establish educational programs to drive respectful relationships in local youth
 - initiate programs designed to support perpetrators to change their behavior

- At the end of this planning process we will have created our own locally produced #SayNO2familyviolence Action Plan focusing on Family Violence Reduction that addresses our community's specific needs.
- Domestic and family violence can involve behaviour that makes you feel scared, involve threats to you, your children or pets, and denies your choice. It is an ongoing repeated pattern of behaviour to control you. It is not always physical.
- People who use this kind of violence are sometimes called 'perpetrators of violence'.
- Family violence has long been a hidden and underreported problem, but it is a very widespread social issue in Australia and around the world. 1 in 4 Australian women has experienced physical or sexual violence by an intimate partner. Intimate partner violence contributes to more death, disability and illness in Australian women aged 15 to 44 than any other preventable risk factor including smoking, obesity and high blood pressure. – source www.safesteps.org.au/understanding-family-violence/family-violence-myths-facts/
- The _____ region is no different, we have residents at risk and those currently experiencing family violence. (insert relevant local incident statistics)
- Women are most likely to experience violence by someone they know.
- About a quarter of women in Australia have experienced violence by a partner at least once.
- Family violence is most commonly carried out by men against women who are their current or former partners. This is known as intimate partner violence.
- Family violence is also carried out by:
 - people, including family members, who provide support for people with disabilities
 - adult children against their elderly parent(s)
 - young people against their parents
 - people in same-sex relationships
 - family members against others in their extended family
 - siblings
- For additional facts on violence against women visit - www.ourwatch.org.au/quick-facts/

Appendix 8 – Community Engagement Ideas

Technique	Think it through	What can go right?	What can go wrong?
BILL STUFFERS – Local area Rates notice			
Support flyer included with the municipal rates notice	Design bill stuffers to be eye-catching to encourage readership Design considerations to include: Information should look casual – not targeted to individual households Consider varying levels of literacy	Widespread distribution within the local area Easy access to community households Economical use of existing mailings	Limited information can be conveyed Message may get confused and be seen as coming from the LGA Message may not reach the intended target
BRIEFINGS			
Use regular meetings of community groups and organisations to provide an opportunity to inform and educate. Normally these groups need speakers. Examples of target audiences: Football clubs, Lions Club, CFA, SES	KISS! Keep it Short and Simple Always reinforce key messages and if possible, bring local statistics Use “show and tell” techniques Bring visuals	Control of information/presentation Opportunity to reach a wide variety of individuals who may not have been engaged with another format. Similar presentations can be used for different groups	Program stakeholders may not be in target audiences Topic may be too sensitive to capture interest of audience
CENTRAL INFORMATION CONTACTS – Contact Lists			
Identify designated contacts for the public and media	If possible, list a person and the position Best if contact person is local Anticipate the best contact methods i.e. mobile, e-mail Make sure message is kept up to date	People don't get “the run around” when they call Controls information flow Conveys image of accessibility	Designated contact must be committed to and prepared for prompt and appropriate responses May filter public message from agreed message contact and format May not serve to answer many of the toughest questions
EXPERT PANELS – Subject Matter Experts (SME)			
• Public meeting • SME provide information and then time allowed for Q&A • Club members or members of the general public ask questions of the experts from different perspectives. • Can also be conducted with a neutral moderator asking questions of panel members	Provide opportunity for participation by general public following panel Have a neutral moderator and agree on ground rules in advance Possibly encourage local organisations to sponsor rather than challenge	Education of community members in relation to seeking support and what resources are available Presents opportunity for informed discussion of key issues Provides opportunity to dispel misinformation	Requires substantial preparation and organisation May amplify public concerns by increasing visibility of issues

Technique	Think it through	What can go right?	What can go wrong?
FEATURE STORIES			
Focused stories on general project-related issues	Anticipate visuals or schedule interesting events to help sell the story Recognise that reporters are always looking for an angle	Can heighten the perceived importance of the project More likely to be read and taken seriously by the public	Little control over what information is presented or how
INFORMATION WAREHOUSES			
Libraries, information centres, schools, and other public facilities make good locations for housing project-related information This can be useful for gathering feedback via surveys and/or conducting a public education campaign	Make sure personnel at a location know where materials are kept Provide contact details that link straight back to the steering committee to support access to additional information as it is required.	Relevant information is accessible to the public without incurring the costs or complications of tracking multiple copies sent to different people Can set up visible display to attract people to your project information	Information warehouses are often not well used by the public The information stored at different locations may become outdated or are overlooked when new resources become available.
NEWSPAPER INSERT			
A “fact sheet” or “FAQ” within the local newspaper	Design needs to get noticed in the pile of inserts Try on a day that has few other inserts Ensure it is visibly attractive encouraging people to read the content.	Provides community-wide distribution of information Presented in the context of local paper, insert is more likely to be read and taken seriously Provides opportunity to include public comment form	Expensive, especially in urban areas Not all demographic within a community will purchase a 'hard copy' newspaper
MEDIA RELEASES & MEDIA PACKETS			
Media Releases Media Packets (provides resource and background information plus contact information)	Foster a relationship with editorial board and reporters to ensure they give your project prime position in the paper. Provide additional information throughout the project to build the story and celebrate your successes along the way. Allocate the role of media liaison to one of the Steering Committee members	Informs the media of process/project milestones Media release language is often used directly in articles Utilise key talking points to ensure the message is consistent Opportunity for technical and legal reviews	Low media response rate Frequent poor placement of press release within newspapers

Technique	Think it through	What can go right?	What can go wrong?
<i>PUBLIC INFORMATION – via mailing lists</i>			
Fact Sheets Newsletters Brochures Progress Reports Direct Mail Letters	KISS! Keep it short and simple Make it visually interesting but avoid a slick sales look Include a postage-paid comment form to encourage two-way communication and expand mailing list Be sure to explain public role and how public comments have affected project decisions. Q&A format works well	Can reach large target audience Encourages written responses if comment form enclosed Facilitates documentation of public involvement process	Only as good as the mailing list/distribution network Limited capability to communicate complicated concepts No guarantee materials will be read
<i>RESPONSIVENESS SUMMARIES</i>			
A form of documentation that provides feedback to the public regarding comments received and how they are being incorporated	Use publicly and openly to announce and show how all comments were addressed	Responsiveness summaries can be an effective way to demonstrate how public comments and ideas are addressed in the decision process	With a large public, the process of response documentation can get unwieldy, especially if web-based comments are involved
<i>WORLD WIDE WEB SITES</i>			
Web site provides information and links to other sites through the World Wide Web. Electronic mailing lists are also included	Consider linking in with other already established community websites A good home page is critical Each web page must be independent and contain emergency exit buttons Web pages should be silent – Videos not set to auto play Put critical information at the top of page Use headings, bulleted and numbered lists to guide users	Reaches across distances Makes information accessible anywhere at any time Saves printing and mailing costs	Users may not have easy access to the internet or knowledge of how to use computers Large files or graphics can take a long time to download Loud videos can draw attention Search history can be easily accessed

Technique	Think it through	What can go right?	What can go wrong?
<i>INTERVIEWS</i>			
One-on-one meetings with community members and stakeholders to gain information and feedback for developing your community action plan	Where feasible, interviews should be conducted in person, particularly when community input will be the driving factor in the plan creation	Provides opportunity for in-depth information exchange in non-threatening forum Provides opportunity to obtain feedback from all stakeholders Can be used to evaluate potential steering committee members	Scheduling multiple interviews can be time consuming
<i>SURVEYS & QUESTIONNAIRES</i>			
Enquiries mailed randomly to sample population to gain specific information for statistical validation Surveys can also be conducted via computer networks such as www.surveymonkey.com	Make sure you need statistically valid results before making investment Survey/questionnaire should be professionally developed and administered to avoid bias Most suitable for general attitudinal surveys	Provides input from individuals who would be unlikely to attend meetings Provides input from cross-section of public, not just activists Statistically valid results are more persuasive with political bodies and the general public. Data is well-presented using Survey Monkey	Response rate is generally low for mailed surveys For statistically valid results, can be labour intensive and expensive – Survey Monkey (or a similar platform) will provide data in various formats Level of detail may be limited
<i>KITCHEN TABLE MEETINGS</i>			
Small meetings within a neighbourhood usually at a person's home	Make sure the person facilitating the meeting is very polite and able to engage with strangers.	Relaxed setting is conducive to effective dialogue Maximizes two-way communication	Can be labour intensive Discussion of this sensitive topic may result in escalation of emotions/outbursts
<i>FAIRS & EVENTS</i>			
Central event with multiple activities to provide project information, raise awareness and gather feedback. Established events & workshops	All issues – large and small - must be considered Make sure adequate resources and volunteers are available Build relationships with the organising committees and ensure the event fits with your values and what you are trying to achieve	Focuses public attention on one element Conductive to media coverage Allows for different levels of information sharing Whilst many people will not attend an event that is specifically targeted at being prepared for family violence, it is more likely to get people in attendance if you piggyback onto an established event	Public must be motivated to attend Can carry an expense to do it well Can damage image if not done well If you do not fit the event, there is a possibility that you could damage your group's reputation in the community

Technique	Think it through	What can go right?	What can go wrong?
<i>TARGETED AUDIENCES – examples</i>			
Parents of school aged children	Approach when awaiting school to finish. Opportunity for 10 minutes to ask some open-ended questions	Parents are receptive as they have adequate time to answer question/provide feedback	Distractions caused by school bells and PA announcements may make it difficult Parents may find the topic uncomfortable to discuss in public
Local sporting codes	Speak to local spectators during intervals in the game or at the entry gate. Attend training session and speak to players at the end of the session	Opportunity to gather a group perspective	If it is late in the day spectators could be affected by alcohol Players may be keen to have a shower and head home
Youth	Take your questions to them. Visit skate parks, youth organisations. Engage the assistance of young people that can use their established social networks to gather feedback on your behalf	Young people are very keen to offer ideas. You just need to ask. If you can involve young people (asking the questions) you are likely to get uncensored views on the issues affecting them 'Young people understand other young people!'	Depending on the youth they may have limited interest in the topic or hijack the conversation in another direction Depending on each individual youth's life experience they may have experienced a family violence situation which could cause distress during discussions
Women's Health Clinics & Maternal Health Clinics	Opportunity for a 5-minute survey/survey box		
<i>MEETINGS WITH EXISTING GROUPS</i>			
Small meetings with existing groups or in conjunction with another group's event	Understand who the likely audience is to be Make opportunities for one-on-one meetings	Opportunity to get on the agenda Can help identify future project partners Provides opportunity for in-depth information exchange in non-threatening forum	May be too selective and can leave out important groups

<i>PUBLIC MEETINGS</i>			
An organised large group meeting usually used to make a presentation and give the public an opportunity to ask questions and give comments. Public meetings are open to the public at large	Set up the meeting to be as welcoming and receptive as possible to ideas and opinions and to increase interaction between technical staff (SME) and the public Review all materials and presentations ahead of time	Participants hear relevant information and have an open opportunity to ask questions and comment People learn more by hearing others' questions and comments Information can be shared in take home formats for those who are not comfortable to have a face-to-face conversation	The meeting escalates out of control because emotions are high Facilitators are not able to establish an open and neutral environment for all views to be shared Loud community members can dominate the discussion and stop open conversation

Source: adapted from the IAP2's Public Participation Toolbox –

NOTES FOR COMPLETION

- Where possible send a photograph or illustration to accompany your case study for inclusion in the website
- Case studies should be written in the third person
- It is recognised that not all sections will be relevant to all case studies – this template is designed to offer consistency across a range of case studies related to the #SayNO2familyviolence program

Heading

Project

Title

Summary (Max 250 words)

Please provide a summary of the case study. What is the problem/s you are trying to address?

Aims/Objectives

Describe what you were trying to achieve – What are the major problems in the case and what outcomes are you seeking?

What did you do?

What actions were taken to successfully achieve your objectives

What was the context / background?

Key drivers for the work, previous activities

How was it organised and who was involved?

Internal / external partnerships

What are the key steps in the process you used to arrange the activity?

What resources did you need?

Financial, equipment, display information, human etc.

Has it been evaluated? How successful has it been?

How was the solution implemented? How did you measure the impact?

Key success inputs

Community/participant feedback

How did it draw on or contribute to a #SayNO2familyviolence approach?

Include links to relevant resources used or created

Future Plans

How do you plan to expand on this activity or share with other communities/rotary clubs?

Key Learning Points

What did you learn?

Theme Categories (tick any that apply to your case study)

Method		Topic		Population Group	
Campaign / Event	☐	Impacts of Family Violence	☐	Focus Groups	☐
Curriculum	☐	Community Resources	☐	Families	☐
Project	☐	Family Relationships	☐	Wider Community	☐
Policy / Procedure	☐	Mental Health	☐	Professionals	☐
Consultation & Community engagement	☐	Support Services & Groups	☐	Staff	☐
Whole System Approach	☐	Extended Family Support	☐	Students	☐
Collaboration	☐	Sustainable Development	☐	Health Professionals	☐
Partnerships	☐	Empowerment	☐	Clubs	☐
Other	☐	Facilitation	☐	Other	☐
		Other	☐		

Contact Details

Name of Organisation	
Contact Name	
Email Address	
Links	<i>Please add links to any relevant pages/documents on your own website</i>

Email case study to: secretary@maryboroughrotaryvic.org.au

Appendix 10 – Info collection template for Club inclusion on website

Frequently Asked Questions (FAQ) Community Template

Overview

Project Background and Description

One of the key focus areas of the redeveloped #sayNO2familyviolence website will be localised information where users can locate a service provide in their own community.

The website will include generic information in form of a FAQ tab. The same information can be localised with your community's information if you are able to provide this information and ensure the information provided is reviewed regularly to keep the information current. The team at the Maryborough Rotary Club will be able to make any changes required on your behalf at any time in the future.

Key Contacts page:

Contact numbers for local services:

Organisation	Services Offered	Web	Contact details:

After hours support services: (what would you like included here for your community? Please add details)

- Safe Steps – 1800 015 188 safesteps.org.au
- 1800 Respect www.1800respect.org.au tel:1800737732

Where will I find emergency accommodation?

Please check with your local connections on what the best information is to be provided here. Keep details short and to the point

Where do I go to get help?

Example from Maryborough –

The Orange Door and Centre for Non-Violence provides specialist family violence support and accommodation options across the Loddon region to women and children experiencing family violence and also for men using violence within the family context.

Safe Steps Family Violence Response Centre provide a state-wide service for intervention, support and advocacy. They are a 24/7 service and provide afterhours services and regional responses.

1800 RESPECT provide a confidential information, counselling and support service. Open 24 hours to support people impacted by sexual assault, domestic or family violence and abuse.

Will I need to go to a lot of different places? Where do I go first?

Example from Maryborough –

Your first contact point should be either through the Maryborough District Health Service (MDHS) the Orange Door or the Centre for non-violence (CNV). These services will ensure you are put in contact with the correct services to help you with your individual needs. 1800 RESPECT and Safe Steps can be called after hours.

MDHS are our local support network will ensure you are connected with the right services to support you both in our local community and in other locations if this is needed. They are in close contact with family violence support services. TOD /CNV are located within walking distance from the health service and offer services to women, children and men.

If you are not comfortable in speaking to someone in our local community you can reach out to 1800 Respect, Safe Steps or Lifeline. You will talk to a trained clinician who will listen and support you in what feels right for you and your situation. They will work with you to help you identify what you can do and to find the right services or support for you. You can also speak to someone online at www.1800respect.org.au

Will I get help straight away?

There is specialist family violence and accommodation support available 24 hours a day, 7 days a week to respond to immediate risk and safety needs. Police and/or other services will ask you questions to assess your risk and safety needs and offer services to support you. If you are experiencing family violence, you are fearful and/or have been threatened please call police on 000 for an immediate response.

Where do I get help financially?

Local contacts – PLUS content from main page can be included here

Where do I access counselling and support services?

Example from Maryborough -

Counselling and group work services are available to support you. You can ask the Maryborough District Health Service or another support service to refer you, find a counsellor yourself, or ask your doctor for a referral.

Specialist family violence services provide groups to support recovery, counselling and support for women and children experiencing family violence. In Loddon, you can call the Centre for Non-Violence to find out about groups and individual counselling for women and children and Men's Behaviour Change groups.

If I need to take my children out of school what help is available to find a new school?

General wording used in the main website can be duplicated here as below:

Your specialist support services will help you work through all your needs including the safety of your children. There are programs in place that can provide educational support for children who cannot attend school due to risk and safety concerns. Schools can also provide support to ensure children are safe and protected including the understanding about safety concerns and intervention order conditions. Children can have their own safety plans that support their safety and wellbeing, often the school need to know about any protective and safety concerns and measures in place to support them.

If you are looking at new schools, talk to your support service about safety needs and/or make contact with the school principal to have a tour of the school and determine what requirements are needed.

How can the police make sure I am safe? What about my extended family?

General wording used in the main website can be duplicated here as below:

The police are able to assess your safety (and that of your family) including any future risks. The police can put in place immediately, safety notices that will assist in keeping you safe. If required, through the court system, you can also apply for an Intervention order.

With an intervention order the magistrate can include any conditions they believe are needed to keep your family members safe. The orders also support your children or anyone else who supports your family members and may be considered at risk.

The orders can include conditions that prevents the respondent (the person who is using violence) from:

- Hurting or threatening to hurt your family member*
- Behaving in an offensive manner towards them*
- Harassing, stalking or intimidating them*
- Coming near them, their home, school or their work (usually a safe nominated distance)*
- Telephoning or contacting them*
- Damaging or threatening to damage their property*
- Getting someone else to hurt or threatened them to do any of the things in the order*
- Having a gun or another weapon*

**** Add a local contact number for your community Police or someone similar where people can speak to them about how this might work for their individual circumstances.**

Appendix 11 – Family Violence Support Services

based on our top recommendations – there are many more online resources available
Let Google be your friend!

Organisation	Services Offered	Web	Contact details:
1800RESPECT	Telephone & Online Counselling: Referrals, webchat, information.	www.1800respect.org.au	1800 737 732
ORANGE DOOR	The Orange Door is a new way for people experiencing family violence, or who need assistance with the care and wellbeing of children and young people, to access the support they need.	www.orangedoor.vic.gov.au	1800 512 359 (Bendigo No – check website for other locations)
SAFE STEPS	24/7 Family Violence Support: Counselling, Emergency Accommodation, Safety Planning.	www.safesteps.org.au	1800 015 188
MENSLINE	Online & Telephone Counselling Services. Changing for Good program: to support men to stop using violence in their relationships Help is Here Campaign: Provides information for those experiencing domestic violence.	www.mensline.org.au	1300 789 978
RELATIONSHIPS AUSTRALIA	Family Violence prevention, support and recovery. Counselling, Mediation, Family Relationship centers.	www.relationshipsvictoria.com.au	03 8573 2222
DVRCV Domestic Violence Resource Centre Victoria	'Preventing Violence, Promoting Respect' Training & Resources	www.dvrcv.org.au	03 8346 5200
WITH RESPECT	LGBTIQ+ Focused support. Tele counselling and support. Support for Communities/Professionals State-wide intake referral & support service	www.withrespect.org.au	1800 542 847
BERRY STREET	Family Violence services for Women, children & LGBTIQ+ Counselling, Legal services, Emergency Housing, After hours support, Children's support services	www.berrystreet.org.au	03 9429 9266

Organisation	Services Offered	Web	Contact details:
FAMILY COURT	Family courts of Australia information relating to Family Violence and the legal system. Includes a FAQ section	http://www.familycourt.gov.au/wps/wcm/connect/fcoaweb/family-law-matters/family-violence/	1300 352 000
MAGISTRATES COURTS VICTORIA	Family violence intervention orders (FVIO) A court order to protect a person, their children and their property from a family member, partner or ex-partner.	www.mcv.vic.gov.au/family-matters/family-violence-intervention-orders-fvio	Individual Court contact numbers available online
VIC POLICE	Information and resources – links to additional support areas	www.police.vic.gov.au/family-violence	131 444
VIC.GOV.AU	Resources for staff working with anyone affected by family violence, and the history and progress of family violence reform.	www.vic.gov.au/family-violence-support	1300 366 356
LIFELINE	Domestic Violence general Information Domestic Violence tool kit DV Alert: bystander training program	www.lifeline.org.au	13 11 14
NO TO VIOLENCE	Runs programs aimed at supporting men to change violent & abusive behaviour. Largest peak body in Australia for organisations/individuals who work with men to end family violence	www.ntv.org.au	1300 766 491
DV ALERT	Domestic & Family Violence Training including non-accredited awareness sessions for those experiencing family violence	www.dvalert.org.au	Contact via website contact form
WHITE RIBBON	Prevention of domestic violence and education	www.whiteribbon.org.au	08 6370 0600
VINCENT CARE	Advocacy & support for women escaping from family violence	www.vincentcare.org.au	1800 825 955
WIRE	free generalist information, support and referral service generalist information, support and referral service	www.wire.org.au	1300 134 130
#SAYNO2FAMILY VIOLENCE	Maryborough Rotary Clubs #SayNO2familyviolence website including 'how to guide' to implement the program in your community	www.sayno2familyviolence.com.au	0418 473 669