

101
WAYS
GREAT & SMALL
TO PREVENT
FAMILY
VIOLENCE

A Victorian Resource Kit

Bursting with Community-based Education Projects
to End Family Violence

A Project of the Domestic Violence
and Incest Resource Centre

Moira C.G. Finucane & Susan S. Finucane



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Foreword

*“We are empowered
with the right to be heard
and make changes
in the world”*

“I am so excited and proud to have been part of such a wonderful celebration of strength, spirit and beauty that was the Victorious Women’s Quilt Connection. I know that through my own personal experience of having lived with family violence that it is so important to recognise the courage and commitment that is required of anyone who attempts to break such a powerful, overwhelming cycle. I am reminded at events such as the quilt’s launch of just how much I have accomplished and how proud I can feel to be me.

It was then that I reflected on all the steps that I have taken in the last eighteen months in order to hide from my ex-partner. My children and I have moved several times, changed schools, left friends and family behind and started from scratch to rebuild a new life of freedom and choice.

Although the days are gone when I sat by the front window just waiting to see his face approaching my safe house, or laid awake at night terrified of every noise that I heard, or spent every minute looking over my shoulder every time we were out, we are effectively still hiding from this man.

I don’t stop to recognise the depth of courage and strength that I have drawn on to save myself and my kids often enough, and mine is only one story of many.

When we take the opportunity to gather together and celebrate all that we have overcome with grace, dignity and beauty we are reminded of our value, and when that value is supported by our community and our politicians we are empowered with the right to be heard and make changes in our world.

Eighteen months ago I walked out of a house where my children had seen me beaten and terrorised. Today they see me open new doors to new horizons every day and they see that I have a voice.”

Excerpts from a letter to the Eastern Family Violence Network,
from a young woman who participated in the
Victorious Quilt Connection, 2001
(you can read about the project on p. 37).

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Introduction

This kit was produced by the Domestic Violence and Incest Resource Centre (DVIRC). It was made possible with funds from the Victorian Government through the Community Support Fund with assistance from the Department of Human Services and Victorian Family Violence Prevention Networkers.

With a focus on the work of Victoria's 30 Family Violence Prevention Networks, *101 Ways* was produced to document a diversity of community-based prevention activities around Victoria. The kit also includes some notable projects conducted elsewhere in Australia and internationally. It aims to draw out the way projects work; the approaches they take; why they work; some of the key lessons learned along the way; and resources, issues and hot tips for those working in this area.

Created against a background of unprecedented cooperation and collaboration around family violence between government and non-government agencies in Victoria, the kit is designed as an action guide and a resource for any organisation that wants to work with the community to prevent family violence.

This kit is the first of its kind in Victoria. We hope it informs, educates, and inspires.

ABOUT DVIRC

DVIRC is a Victorian Resource Centre that provides professional development to those who work with victims of relationship violence. Working on a state-wide basis, the Centre's activities include providing training, publications and websites; a library and information service; advocacy around relationship violence; secondary consultations and telephone referrals; and policy advice to government.

WHAT'S IN THIS KIT?

101 Ways contains discussions of 59 family violence prevention projects, most of which are drawn from the work of Victoria's 30 Family Violence Prevention Networks. The Family Violence Prevention Networks have been in existence for fourteen years, working on a regional level to network services and foster effective local and collaborative approaches. In addition to improving and linking service provision to victims of family violence, and evaluation and advocacy around judicial and police responses, the Networks have been the major organisers of community education activities on family violence in Victoria.

In this kit you will find:

SECTION A The Fundamentals – will give you information on family violence prevention in Victoria including definitions, statistics, the legal and political context, principles, and information about Victoria's Family Violence Prevention Network.

SECTION B-F The Projects – will give you 59 projects to explore. They are grouped according to whom or what they are primarily targeted at: Working with Community; Working with Women; Working with Men; Working with Children and Young People; and Changing the Rules. Many of these projects are discussed as case studies, examining in more detail project aims; strategic and philosophical

approaches; with insights into the mechanics of the project; achievements, challenges and lessons learned. Smaller **project examples** are included to demonstrate the diversity and innovation of work being done.

SECTION G Issues, Lessons and Hot Tips – will draw out some of the lessons learnt by the Victorian Family Violence Prevention Network in the last fourteen years as well as lessons and issues emerging from local, national and international work being done. Issues and Hot Tips cover a range of areas from project planning and evaluation, to working with men, children, young people, Indigenous Communities, and survivors.

SECTION H Resources – contains websites under key family violence themes. These are international, national and local resources for you to use.

WHO IS IT FOR?

101 Ways is designed to be used as a resource by those wanting to undertake community-based education projects on family violence. It is a tool for Family Violence Prevention Networks, community-based organisations and for government agencies working in this area. It provides clear and accessible information on community-based projects to prevent family violence.

The kit will be a valuable tool for those wanting to run a small community project, and for those considering a state-wide campaign. It will be useful for those wanting to learn from the experience of others, and those wanting assistance, guidance or access to the resources of others.

Projects that cost as little as five hundred dollars are included alongside multi-year projects that cost hundreds of thousands of dollars.

HOW WERE THE PROJECTS CHOSEN?

The projects in this kit were selected by a Reference Group drawn from five Family Violence Prevention Networks across Victoria and headed by DVIRC. Projects selected focus on changing community norms, with some inclusion of those projects focused on identifying early indicators and those at risk. Project research was undertaken by consultant Sue Finucane, examining the work of the Networks in addition to a range of other government and non-government agencies in Victoria, nationally and internationally. Projects from other states in Australia and internationally have been included to demonstrate approaches or strategies yet to be taken in Victoria. These illustrate valuable lessons and approaches that could be relevant to the Victorian context.

Case studies were chosen from projects that demonstrated a clear rationale and philosophy on family violence; a community development or empowerment approach in project implementation; that were documented; and that demonstrated lessons learnt, successes and challenges. The ability to replicate the project was also considered.

Projects were also chosen to demonstrate a mix of approaches with specific target groups such as children and schools, men, women and young people. Projects were prioritised that illustrate innovation, an effective use of resources, a mix of local and state-wide approaches, and a level of engagement with the community that demonstrates best practice.

It is important to note that a key focus of this kit has been to document work that has not been widely documented elsewhere. As such, the kit does not include all of the valuable family violence prevention work to change community norms currently being undertaken in Victoria. Some projects not discussed here have been documented in a detailed way and are readily available elsewhere. Other exciting initiatives underway are not yet complete.

We value your feedback on *101 Ways*.
Please contact DVIRC with your thoughts.
Email us: dvirc@dvirc.org.au

FAMILY VIOLENCE –

SECTION

A

The Fundamentals

“Although women can be violent towards their male partners and violence also occurs between partners of the same sex, the overwhelming burden of partner violence is borne by women at the hands of men. In 48 population based surveys from around the world, 10-69% of women reported being physically assaulted by an intimate male partner at some point in their lives...Around the world, the events that trigger violence in abusive relationships are remarkably consistent. They include disobeying or arguing with the man, questioning him about money or girlfriends, not having food ready on time, not caring adequately for the children or the home, refusing to have sex, and the man suspecting the woman of infidelity.” (World Health Organisation 2002)¹

“...at a global level, the damage and costs to health from violence against women aged 15-44 years is comparable to that posed by other risk factors and diseases already high on the world agenda, including AIDS.” (World Bank)²

DEFINING FAMILY VIOLENCE

The way in which ‘family’ or ‘domestic’ violence is defined is inextricably linked to the way family violence prevention work is undertaken and how effective it is. Definitions will affect community perceptions of domestic and family violence; the accuracy of research; the understanding of prevalence and incidence, and the ways in which violence is addressed. A term such as ‘wife beating’, for example, hides the impact of the ‘beating’ on children; both the impact of witnessing the violence and the fact that they may be ‘beaten’ too.

One crucial aspect of family violence is gender-based violence. Globally, gender-based violence affects one in three women.³

Gender-based Violence

The term **gender-based violence** recognises that particular types of violence are predominantly, although not exclusively, perpetrated by men against women. These include domestic violence, sexual assault, stalking and sexual harassment. The term gender-based violence also places violence against women within the context of women’s inequality in society and the power differences between women and men in society.

The Victorian Government, in the *Women’s Safety Strategy*, acknowledges this cultural context of violence:

Violence against women is understood as an abuse of power that occurs in a particular social and cultural context. The power imbalance between men and women in society contributes to violence against women along with other factors such as racism, homophobia, other forms of prejudice and the dispossession of Aboriginal people from traditional lands.⁴

Family Violence

The Family Court, in its *Family Violence Strategy 2004-05* has adopted a comprehensive description of family violence:

*Family violence covers a broad range of controlling behaviours, commonly of a physical, sexual and/or psychological nature, which typically involve fear, harm, intimidation and emotional deprivation. It occurs within a variety of close interpersonal relationships, such as between spouses, partners, parents and children, siblings and in other relationships where significant others are not part of the physical household but are part of the family and/or are fulfilling the function of family.*⁵

The Victorian Government defines **family violence** as:

*Violent, threatening, coercive or controlling behaviour that occurs in current or past family, domestic or intimate relationships. This encompasses not only physical injury but direct or indirect threats, sexual assault, emotional and psychological torment, economic control, property damage, social isolation and behaviour which causes a person to live in fear.*⁶

More recently, the term **family violence** has come to replace the term 'domestic violence' in many settings. The term seeks to more accurately include the forms of violence that may occur in a 'domestic' setting – including children experiencing and witnessing violence – and the physical and psychological affects of this violence on the entire family.

MORE INFO: Domestic Violence Clearing House www.austdvclearinghouse.unsw.edu.au

This term is also preferred by **Aboriginal and Torres Strait Islander** communities seeking to describe more broadly what is happening to families in Indigenous Communities. The Indigenous Family Violence Taskforce reports:

*From an Indigenous perspective mainstream models appear to be premised on inequality within a spousal relationship which give rise to a service response of refuges and criminal sanctions that do not fully address the complex and fundamental causes of violence in Indigenous communities ... From an Indigenous perspective the causes of family violence stem from history and impacts of white settlement and the structural violence of race relations since then.*⁷

In its educational materials on intimate partner violence, the Domestic Violence and Incest Resource Centre defines domestic violence as:

Any behaviour that causes physical, sexual or emotional damage, or causes you to live in fear. Non-physical forms of abuse can be just as damaging as physical violence.

- **Emotional** abuse is when your partner constantly puts you down or criticises you, threatens to stop you from seeing your children, or threatens to commit suicide if you leave the relationship.
- **Social** abuse may include preventing you from seeing your friends and family, making you feel guilty about going to work or socialising; constantly checking up on your whereabouts.
- **Financial** abuse is when your partner takes control of your financial affairs when you don't want him to, or prevents you from having access to money.
- **Sexual** abuse is making you do sexual things that you don't want to do. Forcing you to have sex is a criminal offence, even if you are married.
- **Stalking** is when a partner or ex-partner follows you around, or repeatedly tries to contact you, even if you've said you don't want this.
- **Physical** abuse includes pushing, hitting, throwing objects, or threatening to physically harm you, other people, or pets.⁸

THE EXTENT OF FAMILY VIOLENCE

Family violence prevention work exists within the context of, and is informed by international, national, and local research on the incidence and prevalence of violence against women and children (and some men) within a relationship context. Research which includes the experience of survivors – and those of the workers assisting them – assists in understanding not only the *incidence*, but the *mechanism* of family violence. Community attitudes to violence, to diverse cultures, to masculinity and relationships, and to women and girls are also an important source of information for those seeking to change community norms. Local and regional research reveals the particular character of family violence issues in different areas, and provides a specific mandate for action.

MORE INFO: Domestic Violence & Incest Resource Centre www.dvirc.org.au

Some of the research on the prevalence and incidence of family violence is summarised below. Note that research continues to use a range of definitions such as ‘family’, ‘domestic’ or ‘relationship’ violence. These differing terms have been used below where they are pertinent to the research conducted.

➔ **WOMEN:** According to *Women’s Safety Australia*, a national survey on the nature and extent of violence against women undertaken by the Australian Bureau of Statistics (ABS) in 1996, approximately 23% of women who have ever been married or in a de-facto relationship have experienced violence in that relationship.⁹ This figure is supported by the 2002 Victorian Family Violence Database.¹⁰

➔ **REPORTING:** Most incidents of family violence go unreported.¹¹ The ABS survey found that 18% of women who experience violence never told anyone, however 58% told friends and 53% told family. Few women approached domestic violence services in the first instance. Only 19% of women contacted police, and less than 5% contacted services.¹² *Against the Odds*, a national study of the needs of women experiencing domestic violence, found that less than 20% of the women interviewed had any contact with domestic violence services while they were in the abusive relationship.¹³

➔ **CHILDREN:** The ABS survey found that of the women who experienced domestic violence, 61% had children in their care at the time of violence. Thirty-eight percent of these women said that their children had witnessed the violence.¹⁴ A survey of young people aged between 12-20 years found that up to 25% had witnessed parental violence against their mothers or stepmothers.¹⁵ Child abuse and family violence are closely connected and often occur in the same families.¹⁶ Even if children are not the primary victim, witnessing violence is a form of psychological child abuse.¹⁷ A 1994 survey found that one in three families in the child protection system reported domestic violence.¹⁸ International studies conservatively estimate that a child is 15 times more likely to be abused in families where family violence is occurring.¹⁹

➔ **TYPES OF ABUSE WOMEN EXPERIENCE:** Family violence can include physical, sexual, psychological, emotional, social, spiritual and financial abuse. Physical abuse includes kicking, biting, strangling, burning, suffocating, and attack with weapons such as knives and guns.²⁰ Torture of family pets in front of family members may also occur. In pregnant women, physical assaults are often aimed at the abdominal and genital area.²¹ Women interviewed in *Against the Odds* commonly identified the emotional and verbal abuse, and social and financial controls they were subjected to as worse than the physical abuse. A 1998 South Australian study showed that verbal attacks on women often focused on their intelligence, sexuality, body image and capacity as a wife or parent. Emotional abuse included long periods of silence or ‘sulking’.²² Women were commonly isolated from friends and family, sometimes isolating themselves, as contact would trigger abuse. Complete control of money by perpetrators was common.²³

➔ **TIMES OF GREATEST DANGER:** Women and children are often at greatest risk of violence when they are leaving or have left the perpetrator. Recently divorced and separated women are proportionally at greater risk of major violence from their former partners than those still living with their partner.²⁴

➔ **MURDER:** The Australian Institute of Criminology (AIC) has found that domestic violence plays a significant role in the lead up to lethal violence perpetrated within the family. Domestic violence accounted for 27% of all homicides in Australia between 1989 and 1996.²⁵ Another AIC study found that of the 129 family homicides each year, 77 related to domestic disputes, and 75% of victims were women. Further, 25% of these incidents occurred after the partners had separated or divorced.²⁶

➤ **VIOLENCE DURING PREGNANCY:** The ABS survey found that of women who had experienced family violence, 42% had experienced violence when pregnant.²⁷ Twenty percent of women who had experienced family violence stated that the onset of violence occurred during pregnancy.

➤ **YOUNG WOMEN:** Young women aged 18-24 years are more at risk of family violence than women from any other age group.²⁸

➤ **DISABILITY:** Women who experience disability are more vulnerable to violence, and violence can also be the cause of the disability.²⁹ Perpetrators can often be carers, and, as they may not be family members, they may be outside standard definitions of family violence.

➤ **INDIGENOUS FAMILY VIOLENCE:** Indigenous women, children and young people have a higher likelihood of experiencing violence, homicide and incarceration than any other community within Australia. The rate of death from interpersonal violence is over ten times higher for Indigenous people than for the non-indigenous population.³⁰ A Western Australian study showed that Indigenous women are 45 times more likely than non-indigenous women to be victims of family violence (and they sustain more severe injuries).³¹ Although Indigenous women comprise only about 2% of the total female population, they account for 15% of femicide victims. In Western Australia, Indigenous people account for only 3% of the state's population, but Indigenous women were almost one third of the total women's refuge population.³² Lowitja O'Donoghue has said that family violence has become 'a question of survival for my people'.³³

(A note on terminology: the term Indigenous is used throughout this kit when referring to Indigenous Australians, except where specific projects utilise different terminology, such as Koori or Aboriginal).

➤ **SAME SEX RELATIONSHIP VIOLENCE:** Violence occurs within same sex relationships, and whilst there is no reliable data on the incidence and prevalence of same sex relationship violence, studies indicate that the incidence of violence in same sex relationships is 'about the same as it is in heterosexual relationships and once it starts it is likely to get worse'.³⁴ Same sex relationship violence has been a more recent focus of concern by those working with both Indigenous and non-indigenous communities in Australia. Homophobia is a contributing factor, with victims of same sex abuse – already marginalised and discriminated against because of their sexual orientation – reluctant to identify themselves to generalist or family violence services. The threat of 'outing' is something that is often held over the victim by the perpetrator.³⁵

➤ **RURAL WOMEN:** Women in rural areas experience higher rates of family violence. These women have more limited options, and the main issues for women on farms are the added risk of firearms and the absence of protective family violence services in isolated areas.³⁶ There are a disproportionate number of spousal homicides in rural areas.³⁷ Compounding this is the fact that most farms are inherited by male family members, which means female spouses may have come from different areas, adding to their isolation. Additional pressure on women not to break up the family unit is connected to the splitting up of a farm and the loss of the farm's livelihood.³⁸

➤ **WOMEN FROM CULTURALLY AND LINGUISTICALLY DIVERSE BACKGROUNDS:**

Forty percent of Victorians were either born overseas, or have parents who were. Women in small and emerging ethnic communities may fear isolation from their community if they report family violence.³⁹ For women who have recently arrived in Australia there are many barriers to seeking help for family violence, which may include language and a knowledge of local services.⁴⁰ Women awaiting the outcome of residency applications may not be eligible to work or receive income support, and are under significant pressure to stay with their spouses lest they endanger their residency. Despite specific provisions designed to protect women in this situation, reports indicate that women do endanger their residency prospects if they leave their spouse, regardless of claims of family violence. Women asylum seekers in detention are particularly vulnerable to violence.⁴¹

In Victoria

The Victorian Women's Domestic Violence Crisis Service takes 30,000 calls per year, but, due to lack of resources, another 30,000 calls go unanswered. Of the 30,000 calls taken in 2001-2002, the services were able to assist and refer 1,683 clients.⁴²

21,618 family violence incidents were reported to police in the year 2000-01; approximately 80% of the victims were female.⁴³ In the same year, nearly 20,000 children were present at reported family violence incidents.⁴⁴

Nearly 21,000 applications were made for Intervention Orders in 2001/02, an increase of 25% from 1995/96. Seventy-four percent of aggrieved family members (AFM) were female, and 80% of defendants were male.

THE COST OF FAMILY VIOLENCE

It is difficult to estimate the cost of family violence, and practically impossible to measure the loss of human potential.⁴⁵ The World Bank estimates that on a global level, the damage and costs to health from violence against women aged 15-44 years is comparable to that posed by other risk factors and diseases already high on the world agenda, including AIDS. Gender violence, through its effects on a woman's ability to act in the world, can serve as a brake on socio-economic development.⁴⁶

MORE INFO: Domestic Violence Clearing House www.austdvclearinghouse.unsw.edu.au/topics.htm

Family violence is estimated to cost Australian businesses \$1.5 billion a year.⁴⁷ Staff absenteeism due to family violence alone costs Australian employers nearly \$30 million per year.⁴⁸ Family violence consumes a large share of legal and police resources.

Christine Nixon Chief Commissioner of the Victoria Police has estimated that 25% of her force's resources are spent dealing with domestic violence... 'If research we have which says 80% is not reported, you can well imagine what we'd be doing if it was'.⁴⁹

In light of the strong connection between child abuse and family violence, a report commissioned by Kids First Foundation is relevant. The report estimates the annual medical bill to treat children injured by abuse is \$1.3 billion and almost \$115 million spent trying to save fatally injured children. Child protection programs, including foster care, cost Australia \$797 million per year. The cost of long-term social and human problems caused by child abuse is estimated at \$1.9 billion annually.⁵⁰

IMPACTS OF FAMILY VIOLENCE

The impacts of family violence are far reaching and devastating. Whilst individual women will have differing reactions, dependant on a range of factors, there is no doubt that the emotional, health and financial impacts for women are severe. According to a 2004 Victorian report on the health costs of violence, intimate partner violence is:

... the leading contributor to death, disability and illness in Victorian women aged 15-44, being responsible for more of the disease burden than many well-known risk factors such as high blood pressure, smoking and obesity.⁵¹

Health problems can include depression; suicide; increased risk of sexually transmitted infections or unplanned pregnancies; debilitating injury; and death. Women's financial wellbeing may be affected through missing significant amounts of work. Family violence also has significant impacts on children, family, friends, co-workers, and the community.⁵²

Whilst children's reactions to family violence vary widely, they are always affected, no matter how young they are. Children who witness partner or domestic violence are at higher risk of psychological trauma, anxiety, depression and even early death.⁵³ Children both witness and experience family violence. Some children, especially older ones, may react by trying to take responsibility for the safety of their mother and siblings. Police are sometimes called by children to a family violence incident.

Many children feel that the violence is their fault. Constant anxiety, sleep problems, aggression and conversely becoming overly compliant and undemanding can be amongst the effects. Adolescent reactions can include delinquent behaviour; relationship violence; substance abuse; self-harm and suicide; and running away from home.⁵⁴

Whilst most children who witness or experience family violence will not go on to perpetrate violence, exposure to family violence is an important risk factor in both becoming a future perpetrator and a future victim of violence.⁵⁵ A 1999 national study of young people aged 12-20 found that the *'best predictor of perpetration and victimisation in young people's relationships was found to be witnessing certain types of male to female violence in the home'*.⁵⁶

THE LEGAL CONTEXT

International Law

Internationally, violence against women and children is seen as a violation of human rights. International law upholds the right of women and children to live free of violence. There are a number of United Nations instruments – declarations, conventions and covenants – that specify this right. These include the:

- United Nations (UN) Declaration on the Elimination of Violence Against Women (DEVAW);
- the UN Convention on the Elimination of all Forms of Discrimination Against Women (CEDAW);
- UN Convention on the Rights of the Child (CRC);
- UN International Covenant on Economic, Social and Cultural Rights (ICESCR); and
- UN International Covenant on Civil and Political Rights (ICCPR).

In 1994, the United Nations also appointed a Special Rapporteur on Violence Against Women. More recently it has also been argued that family violence can be defined as torture, for which the state is accountable under the United Nations Convention Against Torture.⁵⁷

MORE INFO: For detailed info on UN documents & links: Minnesota Stop Violence Against Women
www.stopvaw.org/site_map.html

These laws, and their development and clarification over time have made it clear that the state has a specific responsibility to protect the human rights of women and children and this includes their right to live free from violence. CEDAW specifies that:

*States may also be responsible for private acts if they fail to act with due diligence to prevent violations of rights or to investigate and punish acts of violence, and for providing compensation.*⁵⁸

The Special Rapporteur has noted that *'by failing to intervene, in particular if this failing is systematic, the government itself violates the human rights of women.'*⁵⁹

Australia has ratified these international treaties. However, unlike many other countries, these instruments are not technically binding under Australian law unless they are specifically legislated for. As such, they can only place political or moral pressure on the state to ensure that its citizens can access and enforce the rights set out in these treaties.

Australian Legislation

Australian legislation regarding family violence makes no mention of gender equality, nor of the government's commitments under international law. It also tends towards a gender-neutral definition, which distorts the reality of family violence and can dilute the usefulness of the legislation.

The 1994 report by the Australian Law Reform Commission, 'Equal Before the Law', found a significant gender bias against women, and whilst some progress has been made, this overwhelmingly remains women's experience. The fundamental issue that women and children are unequal before the law is still unresolved in this country.⁶⁰

The Family Court

In Australia, the states and territories, rather than the Commonwealth, have the law-making and enforcement responsibilities in the area of family violence. The exception to this is the Family Court, which has Commonwealth jurisdiction, and administers the *Family Law Act, 1975*.

The Family Court has recently released a *Family Violence Strategy 2004-2005* reviewing its existing family violence policy.⁶¹

MORE INFO: Family Court www.familycourt.gov.au/html/family_violence.html

In launching the strategy, the Chief Justice of the Family Court, Alastair Nicholson, described family violence as the biggest single problem affecting family breakdown:

*Statistically the figures are horrifying and it is hard to come to terms with Australian Institute of Family Studies research that indicates that 66 per cent of separating couples point to violence as a cause of marital breakdown, with 33 per cent of the couples describing the violence as serious. The Court's own analysis reveals that violence was a factor in 68 out of 91 judicially determined cases.*⁶²

The Strategy looks towards a comprehensive policy framework and integrated approach by the Court to the management of matters involving violence and the protection from harm of its clients, their children and staff.

Victorian Legislation

The main legislative framework within which family violence is dealt with in Victoria includes the *Crimes (Family Violence) Act, 1987*, the *Crimes Act 1958*, and the *Children and Young Persons Act, 1989*.

The Crimes (Family Violence) Act was introduced in 1987 in recognition that the Crimes Act alone did not provide an adequate legal response to family violence. The shortcomings of the Crimes Act included that it was unlikely to be used by women reluctant to involve police; it did not provide ongoing protection for women and children; and it required that the violence be proved beyond reasonable doubt, which is difficult in cases of family violence as often the only available evidence is the testimony of the victim.

The Crimes (Family Violence) Act, with its new system of Intervention Orders, was intended to address these shortcomings of the criminal law. The Act enables a court to make an Intervention Order where a person has assaulted, threatened to assault, caused damage to property, harassed, molested or behaved in an offensive manner towards a family member. The Crimes (Family Violence) Act was not intended to be used instead of the criminal law. Rather, it was intended that the intervention order system would operate alongside the relevant parts of the Crimes Act, and that criminal proceedings should still be initiated where there was enough evidence to secure a conviction.⁶³

Criticisms of the Crimes (Family Violence) Act include that it does not specifically name psychological, financial or other forms of coercive behaviours. The limitations of this legislative framework are exacerbated by problems with the administration of the legislation by the courts, and inconsistent enforcement by police.

MORE INFO: Victorian Law Reform Commission www.lawreform.vic.gov.au

The Children and Young Persons Act continues to be the main instrument of protection for children in Victoria, although the Crimes (Family Violence) Act also allows for children to be included on a parent's Intervention Order, or for an Intervention Order to be issued for the protection of the child.

Largely as a result of advocacy by family violence services, a review of the Crimes (Family Violence) Act by the Victorian Law Reform Commission is currently underway. The Commission is also examining law and procedure in relation to sexual offences; defences and partial excuses to homicide (see Release Heather Osland Campaign for further discussion on defences to homicide as they relate to women and family violence p.76); and reform and expansion of legislation relating to stalking.

RECENT DEVELOPMENTS IN VICTORIA

In 2002 the state government made a commitment to a whole-of-government response to family violence, with the launch of its *Women's Safety Strategy*. The strategy aims to reduce both the level and the fear of violence against women in all its forms, including family violence, by coordinating and integrating policy development and implementation across the whole community – across all government portfolios and the non-government sector.

MORE INFO: Women's Safety Strategy
www.women.vic.gov.au/owa/owasite.nsf/pages/safety_strategy

The *Women's Safety Strategy* incorporates a clear set of principles underpinning practice; a review of a range of key areas affecting violence against women; and complementary approaches across government to reduce violence against women.

The Strategy recognises that *'the role of the justice system in responding to violence against women is pivotal to a broad community understanding that violence against women is unacceptable'*⁶⁴, and the government has committed itself to reform of law and procedure, and police procedure.

The Chief Commissioner of Police, Christine Nixon, has shown key leadership in this area, nominating family violence as a top priority for Victoria Police. In 2001, she initiated a long overdue review of police responses to family violence. Coming out of this review is a new strategy, *The Way Forward: Victoria Police Violence Against Women Strategy*. A new Code of Conduct will soon be introduced to support the Strategy.

MORE INFO: Victoria Police VAW Strategy / download in PDF format www.police.vic.gov.au

A **Statewide Steering Committee to Reduce Family Violence** has been established within the context of the *Women's Safety Strategy and the Victoria Police Violence Against Women Strategy*. The Committee, made up of representatives from non-government and government agencies, is working to guide the government in policy development to improve responses to family violence. Its initial focus is on developing a framework for an integrated justice and crisis response to family violence.

A Family Violence Division of the Magistrates' Court is being established in 2004 to allow victims to have a range of legal issues dealt with within the one court. Two demonstration courts will be set up, one in Heidelberg and one in Ballarat. These courts will also include pilots of the Family Violence Court Intervention Program, which will see Magistrates directing men to participate in mandated men's behaviour change programs under the provisions of Section 5(i)(g) of the Crimes (Family Violence) Act.

A Victorian Indigenous Family Violence Task Force was established in 2001. As Taskforce Chairperson Daphne Yarram stated, the Task Force was established to *'support, empower and enable communities to examine the issues surrounding family violence and develop solutions appropriate to local conditions and needs'*.⁶⁵

The Task Force has led the development of the Indigenous Family Violence Strategy. The final report of the Task Force in 2003 made a range of recommendations addressing service responses for victims and perpetrators; new programs, activities and service responses; community education; research; and strengthening existing activities, infrastructure and service response.⁶⁶ Under the Task Force, Indigenous Family Violence Officers have been appointed in nine regions around the state. This initiative has been complemented by the establishment of regional Action Groups and a Community Initiative Fund.

RECENT FEDERAL DEVELOPMENTS

The major family violence prevention initiative to emerge at the federal level in the last decade is 'Partnerships Against Domestic Violence' (PADV). PADV was launched by the federal government in 1997 to find better ways of preventing and responding to family violence, and a commitment was made to a \$50 million program, delivered over five years. The program has produced a wealth of information on family violence, and has funded significant initiatives around Australia, particularly in Indigenous family violence prevention. The PADV Meta-evaluations across all funded projects have provided valuable insights into working with different groups including young people, children, women, men and Indigenous Communities.

MORE INFO: Partnerships Against Domestic Violence www.padv.dpvc.gov.au

Despite the undoubtedly good work being done under the PADV program, there has been a consistent underspending of budget allocations, which amounted to over \$10 million by 2003.⁶⁷ Grave concerns have been expressed by community organisations as to whether the program's expenditure commitment will be delivered within the planned timeframe, and whether PADV will follow up its promising start with the adequate allocation of resources to ongoing project development.

Federal government policy development in direct conflict with the lessons learnt internationally and from PADV is of further concern. This includes the recent government proposal for an automatic presumption of shared custody after separation: a 'rebuttable presumption of joint custody'.⁶⁸ Whilst the parliamentary inquiry established to examine the matter rejected the proposal, recognising that where families are separating due to family violence, shared care is not safe,⁶⁹ the apparent lack of understanding of family violence inherent in this proposal is particularly concerning.

In June 2004, the federal government launched its most recent family violence prevention initiative, a mass media campaign called 'Violence Against Women: Australia Says No'. This national community awareness campaign will focus on physical and sexual forms of violence against women. Activities and materials will include television and print ads; a booklet; a website; a video for schools; and materials for Indigenous people and people from non-English speaking backgrounds.

MORE INFO: Violence Against Women: Australia Says No www.australiasaysno.gov.au

FAMILY VIOLENCE PREVENTION

Violence against women, particularly within the context of marriage and the family, became a concern of the Women's Liberation Movement in the late 1960s. As the Movement began to incorporate domestic violence within its political analysis of the oppression of women, individual women's groups saw the need to take action. In 1974, the first women's refuge, Elsie, was set up in Sydney and in 1975 Women's Liberation Halfway House opened in Melbourne.⁷⁰

For a long time, the crisis system was the only source of prevention work in Australia, with workers supporting women through information and advocacy to prevent the recurrence of violence.⁷¹ Broader prevention initiatives emerged in the 1980s, including the establishment in 1986 of the state-wide Domestic Violence and Incest Resource Centre. In the 1990s men's behaviour change programs were developed as another way to stop the recurrence of violence. Family Violence Prevention Networks have been funded by the Victorian Government since the early 1990s to coordinate regional prevention activities and community education.

The *Women's Safety Strategy* defines prevention of violence against women as including:

*... any law, policy, program or activity aimed at reducing the level, fear and impact of violence against women or changing community perceptions of violence against women. Prevention is about individuals, communities and governments taking responsibility for creating a safer environment for women, and for all members of the community.*⁷²

The Statewide Steering Committee to Reduce Family Violence describes family violence prevention as having the following core elements:

- Changing community norms around violence;
- Identifying early indicators and those at risk;
- Responding to disclosures of violence; and
- Moving on: physical and emotional safety after violence.⁷³

A holistic approach is required. Successful family violence prevention must address the ‘*underlying factors that facilitate and/or perpetuate violence in families*’.⁷⁴ These can include poverty, gender inequality, racism and dispossession.

VICTORIA’S FAMILY VIOLENCE PREVENTION NETWORKS

Government support for Family Violence Prevention Networks, based on models in NSW and Canada, was first suggested in a 1989 issues paper produced by the Community Education Taskforce on Family Violence.⁷⁵

The Taskforce, made up of government and community agencies, saw Family Violence Prevention Networks as a potential mechanism to strengthen both the provision of non-specialist services for women experiencing violence and to change community attitudes. This strategy, to ‘*pool and put to good use the intimate knowledge that people gain from living in communities*’ gained strong support from service providers.⁷⁶ The development of Networks was designed to:

... improve understanding, communication and referral between agencies, lead to earlier interventions, promote recognition of violence as a criminal offence, assist in the identification of service gaps and advocacy for new services, as well as monitor the implementation of government policies and legislation.⁷⁷

The Family Violence Community Networking Program was launched in 1989. Funding was later made available for part-time Family Violence Prevention Networkers in nine regions. In some regions the Networkers tapped into already established networks and in others Networkers approached a diversity of organisations including domestic violence outreach services; community health services; police; housing services; child protection; Centres Against Sexual Assault; and local government.

Each Networker is auspiced by a local organisation working on family violence prevention in the region. In 2002 additional funding from the Community Support Fund enabled the nine Networker positions to become full-time for a period of three years. There are now 30 Family Violence Prevention Networks in Victoria working with a diversity of groups and organisations within communities, including schools; local councils; businesses; community groups; sporting clubs; faith groups and churches. Their state-wide logo is ‘Victorian Family Violence Prevention Networks: Communities Working Together’.

MORE INFO: Victorian Family Violence Prevention Network www.vfvpn.org.au

The Role of the Networker is to

- Support the work of their regional Family Violence Prevention Networks;
- Encourage and facilitate links between service providers to improve service delivery to those affected by family violence;
- Enhance the capacity of generalist services to identify and respond to family violence through: identifying and responding to training needs of workers, assisting with evaluation of programs and identifying gaps in service delivery;
- Coordinate and resource local community education and community development activities;
- Provide information about regional and state-wide initiatives and resources relating to family violence; and
- Produce a regional Family Violence Newsletter to highlight current issues and advertise local services and groups for survivors of family violence.

Networkers are the major organisers of community education activities in Victoria, many of which take place in October during the annual Week Without Violence. Networkers have also been active in the improvement of services; input to regional policy; the development of regional family violence prevention strategies; strategic partnerships with local government, police, health services and courts to improve responses to family violence; advocacy; and more recently, the development of regional workplace prevention strategies. State-wide, the Networkers are linked by the DVIRC, where they meet quarterly to share information and strategies.

THE PRINCIPLES THAT UNDERPIN FAMILY VIOLENCE PREVENTION

“... in a relatively short time, women and their advocates have transformed the way gender-based violence is understood ... the achievements of all those who have worked in this area are monumental. Violence against women has been recognised as a human rights violation; international and regional agreements call for laws and awareness-raising programs; and services are available to women that did not exist 15 or even 10 years ago. Yet we are also confronted with a paradox ... the efforts so far have brought results; nevertheless, women do not appear to be substantively safer from the ravages of violence than they were when the work began. Why does gender-based violence continue, seemingly unabated?

The answer is deceptively simple, but the solution is deeply complex: gender inequality fuels violence against women and the power imbalances it creates are not easily rectified. As long as women in diverse countries do not have access to property and employment and equal wages, to the seats of power and to education, the violence that is perpetuated in their lives is viewed as a private rather than a public issue.” (Noeleen Heyzer, Executive Director, United Nations Fund for Women, 2003)⁷⁸

The Domestic Violence and Incest Resource Centre and the Victorian Family Violence Prevention Networks work to a common set of family violence prevention principles. These principles have been developed and reviewed over time to reflect new information and understanding, and have recently been reviewed using the valuable principles outlined in the *Te Rito New Zealand Family Violence Prevention Strategy*, and the *Victorian Women's Safety Strategy*:

1. All people have a fundamental right to be safe and to live free from violence.

Government has a responsibility to ensure that all people remain safe and free from violence. Consequently, family violence prevention initiatives must ensure that the safety and well-being of all victims are given paramount consideration.

2. Family violence prevention approaches must recognise and address the power imbalance and gender inequality.

Most often, violence in relationships and families is perpetrated by men against women, or by adults against children. Sexual violence against women and children is almost always perpetrated by men.

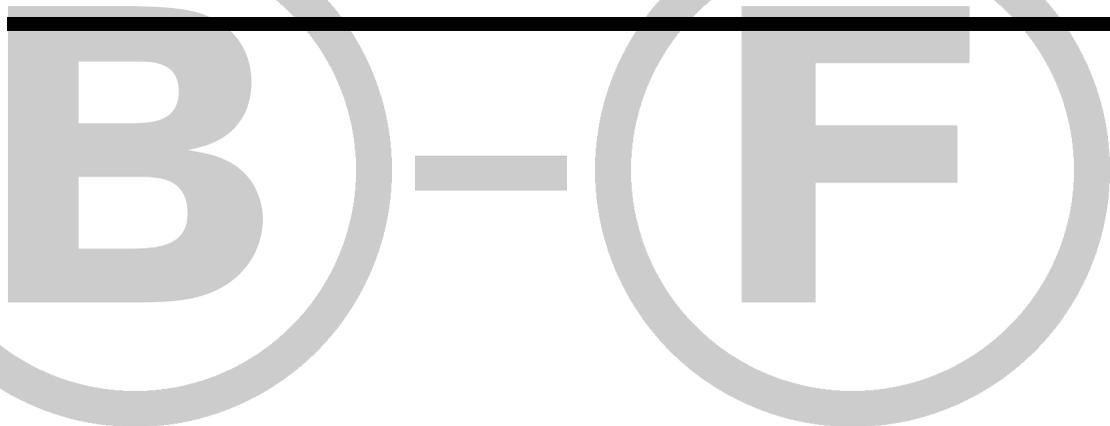
- 3. The diverse needs of specific populations must be recognised and provided for when developing and implementing family violence prevention initiatives.** Effective family violence prevention initiatives need to take into account and be responsive to the diverse needs and particular vulnerabilities of specific population groups (for example, according to age, gender, ethnicity, mental and/or physical health, disability, and social and/or cultural background). These groups, and/or advocates on their behalf, should be encouraged, guided and supported to develop their own solutions to family violence prevention.
- 4. Preventing family violence is the responsibility of the whole community.** It requires a shared community understanding of what constitutes violence and that violence in all its forms is unacceptable.
- 5. Government has a responsibility to show leadership in preventing family violence** through policy development, legislative reforms and adequate resourcing of programs including planning, monitoring, and evaluation.
- 6. Perpetrators of violence in families must be held accountable for their violent behaviour.** Perpetrators of violence in families are ultimately responsible for their violent actions. Family violence prevention initiatives should therefore encourage perpetrators to accept responsibility for their violent behaviour and for changing their behaviour. Family violence prevention initiatives must be consistent with criminal responses to family violence.
- 7. Family violence prevention needs to be approached in a broad and holistic manner.** Family violence prevention must address all forms and types of violence in families. It needs to be aimed at all levels of prevention:
 - Changing community norms and attitudes to violence through education (primary) – preventing violence from occurring in the first place;
 - Recognising indicators of violence (secondary) – identifying violence early and intervening immediately;
 - Responding to incidents or disclosures of violence and establishing safety (tertiary) – preventing violence from recurring.
- 8. There must be a strong emphasis on prevention and early intervention with a specific focus on the needs of children and young people.** Strategies targeted at children and young people should be a priority in order to address the underlying factors that facilitate and/or perpetuate violence in families.
- 9. The most effective approaches to family violence prevention are integrated, co-ordinated and collaborative.** Cross-sectoral co-ordination, collaboration and communication are essential to providing a comprehensive approach to family violence prevention.
- 10. Initiatives to address family violence in Indigenous Communities must be led by Indigenous people.**
- 11. Prevention efforts must build on existing good practice and focus on what has been shown to be effective through research, evaluation and data collection.**

The Projects

All the projects in this kit are community family violence prevention projects. They all have the major aim of changing community norms around violence; and to varying extents they involve identifying early indicators and those at risk, responding to disclosures of violence, and assisting with physical and emotional safety after violence. They have been separated out into ‘Working With’ sections – ‘Community’, ‘Women’, ‘Men’, ‘Children and Young People’, and ‘Changing the Rules’ – because targeting different parts of the community requires different approaches and strategies. Broad-based community campaigns are necessarily different from school-based programs, and this kit is divided to reflect that, and to be of use in deciding what, how and who to target in family violence prevention efforts.

Community education and awareness-raising projects engage the wider community, and a diversity of communities within it, to:

- Inform community members about family violence and its impacts.*
- Increase understanding within the community of women and children’s rights to live free of violence.*
- Empower communities and individuals to act to reduce family violence.*
- Increase community capacity to respond appropriately and effectively to family violence.*



THE PROJECTS

SECTION

B

Working with Community

Working with the Community is based on the assumption that change is possible; that people who have information and understanding about family violence and are empowered and supported to use it will be more active in addressing family violence – whether the abuse is happening to them or to a friend, family member, neighbour or workmate. These projects encourage people to help and listen to friends and loved ones; they raise awareness in urban and rural communities; they work with churches and religious groups; they use the media to ‘break the silence’; and they engage with diverse cultural communities to address family violence within those communities.

The Family and Friends Campaign

(Victoria, 1999)

case study

KEY INFO

The Family and Friends Campaign was a state-wide campaign run by the Family Violence Prevention Networks (FVPNs) throughout Victoria for Week Without Violence 1999. The Campaign focused on the role that family and friends can play in assisting those experiencing family violence, and conducted a diversity of awareness-raising activities in rural and metropolitan areas. The campaign had a key focus on cooperation and sharing of resources; establishing a reference group of Networks drawn from around Victoria, cooperating with a range of community organisations, and engaging a state-wide campaign coordinator, auspiced by Women’s Health West, to provide central coordination, core campaign materials, themes and resources. The Domestic Violence and Incest Resource Centre also played a central role in state-wide coordination and provision of resources. FVPNs in each region coordinated local activities.

BACKGROUND

FVPNs around Victoria have used the Week Without Violence as a focus for community awareness activities since 1999, when the Networks first organised events to coincide with the national YWCA Week Without Violence.⁷⁹ The theme ‘Family and Friends’ came out of two significant national studies: the 1996 Australian Bureau of Statistics *Women’s Safety Australia Survey* and the 1998 national study *Against The Odds: How Women Survive Domestic Violence*. The *Women’s Safety Survey* found that, in contrast to the 4% of women who contacted crisis services and the 19% who contacted police, 58% of women who had been assaulted spoke to a friend and 53% spoke to a family member.⁸⁰ *Against The Odds* found that ‘friends and family members and various helping professionals were often the first (or only) people or services from whom help was sought’⁸¹

and that the response to a woman's disclosure of family violence was '*often significant in determining the woman's subsequent help-seeking behaviour*'.⁸² *Against the Odds* identified a major need for increased awareness and knowledge of family violence among family and friends '*to assist them to respond more appropriately when women disclose and/or seek help*'.⁸³ The experience of domestic violence services bears this out, showing that family and friends are often a source of referral, or contact services to find out what they can do to help.⁸⁴

AIMS

The Family and Friends campaign was aimed at friends, families and neighbours; communicating key messages on how these groups can help and support someone they know who might be in an abusive relationship. The overall message of the campaign was, 'Is Someone You Know Being Abused? Your Help Can Make a Difference!' Within that, the campaign revolved around five key messages to friends and family:

- Listen and Believe Her.
- Take the Abuse Seriously.
- Talk to Her About Safety (hers and her children's).
- Find Out How You Can Help.
- Stay in Touch (with her and her children).

In creating a state-wide campaign with central coordination and materials, Family and Friends aimed to develop a consistent message and coordinated approach to community education about family violence; increase the potential for media coverage; and encourage and enhance cross-regional and cross-agency cooperation.

PROJECT DETAILS

Family and Friends revolved around cooperation and collaboration. Contributing organisations included the YWCA; the Victorian Community Council Against Violence; the Immigrant Women's Domestic Violence Crisis Service; the Domestic Violence and Incest Resource Centre (DVIRC); the Women's Domestic Violence Crisis Service of Victoria; the Men's Referral Service; the Kids Help Line; the Domestic Violence Outreach Services; and Centres Against Sexual Assault.

The project created a range of materials, resources and professional development opportunities that would allow the campaign to be implemented effectively on a state-wide, regional and local level. Campaign resources were provided to regional Networkers to assist each local area to use the campaign message and materials in appropriate and diverse ways. These included media training; media kits and databases for use with local media; radio advertising in seven languages; information booklets; T-shirts, teatowels, stickers and posters. All campaign materials featured contact numbers of services available to assist women and children experiencing family violence, and where men can go for help. The confidentiality of these services was clearly spelt out in campaign materials.⁸⁵

Media was a strong element of the campaign and included two days of media training for all Networkers and a number of others working in the family violence area. Media resources included 2000 media kits (150 for each Network) which included stories from survivors, background information and statistics, and draft press releases that could be adapted locally. Each region was supplied with a local media contact list in database form that could be used to print out media address labels. The state-wide media launch was very successful and well attended, and the regional press and radio response to the campaign was very strong. Radio interviews were conducted in English, Spanish, Arabic, Vietnamese and Turkish.

60 second radio advertisements were created in a range of languages: English (Man, Woman, Koori Woman), Turkish, Mandarin, Russian, Vietnamese, Spanish, and Arabic. Eight hundred CDs were produced, and ads were distributed to every radio station in Victoria. The ads were played on community, government and commercial radio throughout the state as Community Service Announcements and were used in paid advertising regionally and state-wide, with a total of 144 ad spots played over two weeks.

TV advertising. The Gippsland FVPN created a 60 second ad produced for regional television.

15,000 posters were distributed state-wide, and large format posters also appeared on five buses in Geelong for two months, and in 65 trams in Melbourne for two months.

20,000 Family and Friends booklets were produced by DVIRC and distributed state-wide. The booklets were specifically written to answer the questions friends and family might ask, such as: ‘What is Abuse?’, ‘How can I Recognise it?’, ‘Should I Get Involved?’, ‘What Can I Do?’ The Booklets were subsequently translated into ten languages.

T-shirts and teatowels were created by Hume FVPN and used around Victoria. The Western Metropolitan FVPN created 4000 stickers with contact numbers for children, women and men.⁸⁶

The Clothesline Project, a community arts project – where survivors, friends and family paint T-shirts about their experience of family violence and hang them out on a public ‘clothesline’ – was also undertaken in many regions (see p. 39).

Billboard. The Eastern FVN displayed a huge billboard on a prominent intersection in Ringwood for eight weeks, supported by the billboard company.

Networks undertook an incredible diversity of activities throughout the week including: Family Fun Days in the Grampians Region; an Inter-faith Forum in Western Metropolitan Region; Reclaim the Night Marches and activities in Ballarat, Bendigo, Shepparton and Seymour; creative arts projects including a poster competition with Year 10 students in the Maribyrnong area; and forums on family violence with notable women including a Western Metropolitan FVPN forum with Moira Raynor. Sue Finucane, state-wide campaign coordinator, said of the campaign:

Family and Friends was such an incredible joint effort. Together, we researched, planned, received funding, produced excellent resources and got the word out to every town in Victoria that people can do something to help their family and friends.⁸⁷

SOME KEY LESSONS

★ **State-wide coordination, combined with a local and regional focus, is cost-effective and increases project impact**

The well researched and produced campaign and media materials; consistent campaign message; state-wide provision of resources, coordination and professional development were essential and very effective. A reference group made up of Networkers from around the state proved invaluable in campaign development. State-wide resources and activities also provided regional Networks with valuable encouragement and ‘momentum’. Local ‘tags’ could be added to materials, making them immediately locally relevant. Local initiatives worked well and were very diverse.⁸⁸

★ **A well resourced focus on media gets the message out**

Coordinated media across the state was very effective, which included cost effective production of media materials and training for Networkers.⁸⁹

★ **With no formal evaluation, important opportunities were lost**

No formal evaluation of the campaign was undertaken. Evaluation funds were applied for but, as the project was not fully funded, formal evaluation was not possible. Whilst anecdotal reports and informal evaluation showed the campaign was effective in raising community awareness, there was no capacity to assess the campaign’s impact. Considering the scale of the project and the level of activities undertaken, a lack of evaluation represents a significant loss of opportunities to build on strengths and address shortcomings in future projects.

★ **Research and develop strong materials**

The campaign materials were well researched, coordinated and designed to be in use for several years. Six years later the materials are still popular. The campaign booklet, ‘Is Someone You Know Being Abused in a Relationship?’, has been translated into a number of languages and is now

distributed nationally, following requests from all over Australia. Over 50,000 booklets have been distributed since 1999. Posters are still displayed at schools, hospitals, police stations and health care centres. The theme from the campaign was used in the creation of a 2001 Tasmanian project around family violence.⁹⁰

★ **Consulting and involving survivors is vital**

In the creation and implementation of the campaign, consultation with, and the involvement of women who had experienced violence was vital. Two survivors also underwent media training and were amongst the campaign spokespeople in the Western Metropolitan Region.

★ **A focus on children should be explicit**

It emerged that the issue of children and family violence must be further addressed in broad community education. As a result, the following year's Week Without Violence theme focused on children.⁹¹

★ **Campaigns need to actively involve men**

Future campaigns should involve men more as patrons, spokespeople and supporters.

★ **Materials should be multi-lingual**

Multi-lingual products were very useful. All products in a state-wide campaign should be produced in a diversity of languages – at least six languages reflecting population groups – to maximise their effectiveness.

★ **Cooperation and collaboration increases reach and impact**

Inter-agency cooperation and collaboration was important and added to the project's impact. The project enhanced relationships and improved referral processes and resources for clients through an increased understanding of other services and how they work.

★ **More resources were required**

The campaign relied on large amounts of unpaid time and expertise – from students, volunteers, Networkers, other staff, and organisations including the auspice organisation – for its success. The campaign was under-resourced on both a metropolitan and regional level, needing further resources for coordination, administration and implementation; for publicity and for a dedicated publicist. The project also required additional resources for a formal evaluation.⁹²

RESOURCES

Available at the DVIRC library **tel:** 03 9486 9866 **e:** dvirc@dvirc.org.au

Multi Lingual Radio Ads

The Radio Ads are not time limited. Ads are available in English (Man, Woman, Koori Woman), Turkish, Mandarin, Russian, Vietnamese, Spanish, and Arabic.

Booklet *'Is Someone You Know Being Abused?'* can be ordered from DVIRC.

Sample Media Kits, Posters and Background Information.

The Family and Friends **Image** and **Theme** are available for use in other campaigns.

To find out about **Week Without Violence** activities this year call DVIRC

Close Knit Community Challenge

(Grampians Region, Victoria, 2003)

case study

KEY INFO

The Close Knit Community Challenge was held in the Grampians Region over one month leading up to the Week Without Violence 2003. The campaign involved over 300 participants contributing to the creation of a symbolic community scarf, raising awareness and demonstrating a united stand against family violence. The campaign was coordinated by the Family Violence Support Program worker based in Horsham together with the Grampians Family Violence Prevention Network (FVPN).

BACKGROUND & AIM

The project idea came to the local Family Violence Support Program worker Shari Jeffs as she was listening to residents talking about their community, saying *'we are such a close knit community'*. Based on this idea, the project invited members of the community in Horsham and Wimmera to *'join in the knitting of a symbolic scarf to stand united against family violence and demonstrate they are a close knit community'*.⁹³ The project aimed to raise community awareness of family violence through participation and media coverage.

PROJECT DETAILS

The project worked in cooperation with the Grampians FVPN and a number of local organisations including the Horsham Salvation Army, the Goolum Goolum Aboriginal Cooperative and Wimmera Uniting Care. Much of the wool and needles was donated; and eight to ten local knitting stations were established, giving people basic guidelines for dimensions and the size of the needles. People could come in and knit at the knitting stations or do their segment at home and bring it in.

Kate Pepplinkhouse, the Grampians Networker, says the knitting campaign *'took off like wildfire and caught people's imagination'* with over 300 registered knitters, including members of the Indigenous community, contributing pieces to what became a scarf more than 70 metres long.⁹⁴

The project was very inclusive and flexible, and allowed local people to show support for the issue without having to be very public about it. Project workers felt this was a very positive way to broach the subject with the community and local media. The project received a lot of coverage from the Wimmera press, including coverage in a free local newspaper which went to every household.

The scarf pieces were knitted together and launched by a local councillor at a celebratory concert in Horsham, with Indigenous singer/songwriter Ruby Hunter, and local Indigenous singer Kelly Britten, who was sponsored by the Goolum Goolum Aboriginal Cooperative. Kate reports: *'People were buzzing about it, it could go a lot further, and it's a great entry point with rural communities'*.⁹⁵

SOME KEY LESSONS

★ Knitting project is inexpensive

The knitting element of the project was a very inexpensive undertaking. Wool and needles were donated, and the project was supported by local organisations. The celebratory concert that launched the scarf was the most costly part of the project.

★ Participation was only possible through support of local organisations

Projects such as this need the backing of numerous local services to spread the workload and to access a diversity of participants. The project actively sought this cooperation, and as a result the project had excellent community and agency participation. This could be further developed to involve other community organisations such as bowling clubs, the Country Women's Association, schools, and universities.

★ **A positive and subtle approach drew people in**

The project involved the community in a non-threatening way and people were keen to participate and support it. People were able to contribute without having to be very public. This is particularly relevant to rural areas, where communities are a lot smaller and more isolated, and it is sometimes a lot harder to draw people into a public project on such a difficult subject.

The celebratory event was great for media coverage, and included members of both the Indigenous and non-indigenous communities and a significant number of service providers. However it was the most costly element of the project, and attendance was not high. Ways of inviting community participation need to be carefully explored.

★ **The scarf is now a resource**

The scarf has become part of a regional art exhibition in 2004 and will have a permanent display in the future.

RESOURCES

Outline of the Close Knit Community Challenge is available from the Grampians FVPN. Contact through the Victorian FVPN **w:** www.vfvpn.org.au

example

Indigenous Postcard Project

(Southern Metropolitan Melbourne, 2000)

The Inner South Family Violence Prevention Network (FVPN) created an information postcard in consultation with Indigenous Community organisation Winja Ulupna for the Week Without Violence 2000. The postcard's front features a painting by Indigenous artist Deborah Duggan: the rainbow serpent supported by her mother and grandmother. On the back, the postcard's message is 'We Survived You Can Too', alongside a description of the painting and contact numbers for help and information. Ten thousand cards were printed and distributed throughout the St Kilda/Prahran area to outlets including Centrelink, cafes, bars, bookstores, businesses, libraries, maternal and child health centres and laundromats. Michele Wright, from Inner South Community Health Service (ISCHS) says:

*We wanted to target the broader community, with something that was not too in your face, something that people would pick up because they like the image, and could be put in places that are part of people's every day life ... The project built links between mainstream and Indigenous services, and opened the door to clients to come to us about domestic violence issues.*⁹⁶

RESOURCES

Postcards and **Project Information** are available from Inner South Community Health Service **tel:** 03 9534 0981.

For information on the Inner South FVPN contact Women's Health in the South East and ask to speak to the Southern Metropolitan Family Violence Prevention Networker **tel:** 03 9783 3211.

examples

WORKPLACE STRATEGIES

Thankfully he did not judge me. He showed compassion and concern, allowing me to take time off to attend court or simply have a break. For a working woman in a violent relationship, the workplace may be her only safe haven, and therefore an understanding employer can play a big role in helping her and her children survive. (Phillipa, 2003)⁹⁷

Family violence is estimated to cost Australian businesses \$1.5 billion a year through causes including loss of productivity, absenteeism, and staff turnover.⁹⁸ Increasingly, family violence prevention workers and governments are working with employers towards workplace family violence prevention strategies.

Victorian Community Council Against Violence	(Victoria, 2003)
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The Victorian Community Council Against Violence (VCCAV) hosted a forum on workplace strategies to prevent family violence in Week Without Violence 2003. The forum was widely attended, with participants including employers; managers; human resources personnel; occupational health and safety personnel; unions; employee assistance providers; family violence and family support services; counsellors; coaches and mentors; workplace consultants and the philanthropic sector. A panel of speakers discussed family violence as a workplace issue and explored its intersection with issues of good business practice; occupational health and safety; workplace violence and bullying; equal opportunity and human rights. Participants were provided a kit of resource materials, including a summary of the VCCAV's 2003 research report *Family Violence is a Workplace Issue: Models of Family Violence Prevention through the Workplace*.⁹⁹

RESOURCES

Family Violence is a Workplace Issue: Models of Family Violence Prevention through the Workplace is available from VCCAV

e: vccav.info@justice.vic.gov.au **w:** www.vccav.vic.gov.au

Gippsland Workplace Strategy	(Gippsland Region, ongoing)
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A number of workplace strategies are currently being developed by Family Violence Prevention Networks (FVPN) including the development of a Gippsland Workplace Strategy by Gippsland FVPN. The Gippsland project will begin in 2004, focusing in the first year on building awareness and links with employers through networking, forums, information kits, and involving employers in Week Without Violence activities in 2004.

RESOURCES

Gippsland Workplace Strategy is available from Gippsland FVPN.

Contact through FVPN **w:** www.vfvpn.org.au

TriCare Workplace Strategy	(Queensland, ongoing)
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TriCare is a Queensland aged care organisation employing some 1,500 staff, most of whom are women. In 1997, during Queensland's Domestic Violence Week, TriCare CEO Jim Toohey was approached about becoming involved in awareness raising and creating a workplace strategy. Raising the issue at a staff forum, Toohey was surprised by the response:

We were willing to be involved ... more for reasons of good corporate citizenship than anything else. To many of us at TriCare (including myself) domestic violence was something that occurred in severely dysfunctional families ... I raised the issue of domestic violence [at a staff forum] and no one had very much to say on the subject. That was until the lunch break, and the time immediately after the meeting, and days after, when I received numerous phone calls and letters – many of them anonymous – from our staff talking about the realities of colleagues who report for work with bruises, black eyes, split lips ... it was like a bombshell.¹⁰⁰

TriCare has adopted a formal policy on domestic violence and, under this, a range of initiatives designed to assist employees. These include access to telephones, medicos, legal advisers and counsellors during paid work time, as many workers are unable to access these services outside the workplace due to fear of discovery by the perpetrator. Policies are in place to ensure recipients of Apprehended Violence Orders do not approach the workplace, and staff are actively encouraged to seek help if they are experiencing family violence. Workplace Harassment Officers have also been trained to address violence within the workplace.¹⁰¹

RESOURCES

TriCare Policy Information is available from Christopher O'Brien,
Manager Employee Relations **tel:** 07 3343 9255 **e:** cobrien@tricare.com.au

example

Strengthening Our Communities Information Sharing Day (Southern Metropolitan Melbourne, 2004)

Strengthening Our Communities was a joint initiative of the Southern/Eastern Indigenous Family Violence Support Officer, and the Southern Metropolitan Region Indigenous Family Violence Local Action Group Kangoo Bambadin (End the Terror). Kangoo Bambadin was established to look at issues of Indigenous family violence in the region and encourage community ownership and participation in developing strategies. Consultations had found that many Indigenous Community members did not know of available family support services and so Strengthening Our Communities was developed to provide an opportunity for mainstream organisations to come and promote their services and strengthen relationships with the local Indigenous Communities. The event was held at a farm in Doveton in 2004. Feedback from the day was very positive, and it is hoped that Strengthening Our Communities may become an annual event. The Inner South Community Health Service (ISCHS), part of the Inner South Family Violence Prevention Network, was one of the organisations to participate. Michele Wright from ISCHS reports:

It was a great day. Organisations were grouped in sub-regions, and the display area was set up that way. We took a busload of people from our local Indigenous Community and their feedback was really positive. We displayed information about ISCHS, and in

*particular our services addressing family violence. We were able to set up our displays with other inner south services such as Connections (ISCHS' partner in a family violence project delivering group services to women, men and children) and the local Domestic Violence Outreach Service. It's a great way to give information about services in a relaxed and positive atmosphere.*¹⁰²

RESOURCES

Indigenous Family Violence Support Officers and Local Action Groups exist in nine regions in Victoria. Contact details can be found on the DVIRC website **w:** www.dvirc.org.au

examples

WORKING WITH DIFFERENT FAITHS

Inter-faith Workshop	(Western Metropolitan Melbourne, 1999)
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Women's Health West conducted an inter-faith workshop, Finding Common Ground, as part of Week Without Violence in 1999. The project spent considerable time identifying leaders and community workers to invite to the forum. Participants were invited from Buddhist, Muslim, Orthodox Ethiopian and Christian communities. Fifteen leaders and workers came together for the workshop to discuss religious and community perspectives and solutions on family violence, and to share information on available services. Participants found the diversity of religions and cultures involved particularly valuable and felt that it was the beginning of an important dialogue between faiths on this issue. Participants expressed a strong desire for more training and networking in this area. Venerable Chien Kuan from the International Buddhist College said of the workshop: *'Even though the culture is different the pain is the same'*.¹⁰³

Including Family Violence in Church Services	(Loddon Campaspe Region, Victoria, 2000)
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For National Stop Domestic Violence Day, 26 April 2000, the Loddon Campaspe Family Violence Prevention Network collaborated with a local priest – a Network member and director of Centacare – to write an open letter to churches in the region. The letter asked churches to make family violence part of their service on the day, to pray for victims and perpetrators and include information on support services in their churches and newsletters. The initiative was well received; the message was integrated into many church services, and support service information was distributed. Many women contacted Loddon Mallee Women's Health (LMWH) as a result, and women said that some churches read out the whole letter. Collaborating with a priest gave the project credibility, and LMWH established contact with many small churches through the project. LMWH believes such a project would be improved through the use of posters on permanent display in churches, reaching those who are not able or comfortable to take information home.¹⁰⁴

examples

SAME SEX RELATIONSHIP VIOLENCE

Regional Lesbian Domestic Violence Project	(Regional New South Wales, ongoing)
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The Regional Lesbian Domestic Violence Project was conducted in NSW in 1999, initiated by Kassa Bird and Di Furness, with the support of the NSW Violence Against Women Strategy. Working with lesbians in Northern NSW, the project established five focus groups across the region to explore attitudes towards lesbian domestic violence. The project included a consultation with Aboriginal lesbians and Aboriginal leaders.

The project highlighted issues such as the silence around violence due to marginalisation and homophobia, with lesbians saying 'it doesn't fit in with feminist principles', 'we are embarrassed and ashamed', and 'reluctant to face the reality'. There was also discussion of the difficulties around addressing lesbian violence in rural communities where any lesbian community would be very small. Project participants talked about solutions including awareness raising, intervention – telling friends that violence is not OK – and the need for training for services dealing with domestic violence, including police, courts, services and health workers.

Aboriginal women participants said that very few lesbian relationships in the Aboriginal community were not violent. Many Aboriginal women chose not to disclose their lesbianism and felt they *'must choose between a legitimate place within their own culture as a closet lesbian, or live openly as a lesbian and jeopardise their place within their culture.'*¹⁰⁵

A one day regional forum was held at the end of the project which built on the issues identified to come up with a range of strategies for reducing relationship violence within the lesbian community. These strategies included research into models which will best assist lesbian victims of violence; services becoming more informed and promoting themselves as accessible to lesbian clients; and the development of a resource manual. Strategies for working with Aboriginal women included Aboriginal specific focus groups and workshops, refraining from using the term lesbian and focusing on 'Aboriginal women's violence against women'.

Coming out of this project, a resource manual was developed, and has now been published. Work with Aboriginal women has also received funding and is now underway. The Aboriginal Women's Violence Against Women project includes community forums for Aboriginal lesbians, one-to-one interviews with Aboriginal lesbians about their experience of relationship abuse, and surveys and community awareness for Aboriginal people around issues of lesbianism and domestic violence. The project is an Australia first.¹⁰⁶

RESOURCES

More information about The Regional Lesbian Domestic Violence Project and a discussion of the initial research in *Making Waves: attending to Lesbian Relationship Violence* is available from Wayward Concepts,
P.O. Box 2163 Byron Bay NSW 2481 e: phoenix@versa.com.au

Same Sex Domestic Violence Campaign

(New South Wales, 2004)

In February 2004, the AIDS Council of NSW (ACON) launched the **Same Sex Domestic Violence Campaign**, 'Australia's first comprehensive campaign on same sex domestic violence'.¹⁰⁷ The campaign was launched in response to an increasing number of ACON clients seeking help in response to relationship violence. The campaign will raise awareness within gay and lesbian communities and provide a range of referral information. The campaign has also developed an accessible and informative website.

RESOURCESAIDS Council of NSW **Same Sex Domestic Violence Campaign****w:** ssdv.acon.org.auInformation on **abuse in lesbian relationships** is available from the Domestic Violence and Incest Resource Centre website **w:** www.dvirc.org.au

examples

WORKING WITH THE MEDIA: 'Silence does breed violence'**Breaking the Silence: Deborah Light, Bulletin**

(Australia, 2003)

In 2003, Deborah Light, Senior Features Writer at the *Bulletin*, wrote a cover story titled 'Breaking the Silence'. The article was about family violence and reflected, in part, on her own experiences as a child growing up with family violence. The response was overwhelming. The *Bulletin* had never received so many responses to a single article in recent history, and letters poured in from women and young people who had experienced family violence. Deborah has since launched the Domestic Violence and Incest Resource Centre's Bursting the Bubble Campaign (see p. 55). Deborah spoke of 'Breaking the Silence' in her speech:

*When I began research on domestic violence one thing that struck me was how very little there is in the media on domestic abuse anywhere in the English-speaking world. There are almost daily police reports, of course, but almost nothing at any length on the issue of this shocking crime. What a true shame that is, because the experts tell me that silence breeds violence ... Responses to my article flooded in and what terrible, terrible stories our readers told. Women poured their hearts out. Some rang me directly ... One such woman ... [had] never told a soul. Now just last week, she got in touch to tell me she has started divorce proceedings. She proves the experts right. Silence is the perpetrator's greatest ally. Silence does breed violence.*¹⁰⁸

A KEY LESSON

★ Put a 'face' to the issue

Other media also picked up on 'Breaking the Silence', and Deborah did a range of interviews, which themselves brought a very strong response. The experience led Deborah to reflect on the value of putting a 'face' to the issue:

By putting myself into the discussion – as opposed, I guess, to more common practices such as simply quoting experts and unnamed victims – I appear to have given other media a personal focus for their interest. As a result, I did a great deal of radio interviews around the country. They in turn got a huge response from listeners – for example Sydney's ABC radio did two follow-ups based on listener interest. I also had TV requests but did only one, for '60 Minutes'. This too got a big response from viewers. So perhaps it's not that media won't cover the issue, just that it's a difficult area to personalise which many media outlets need to do.¹⁰⁹

Violence in the Home Has Many Forms	(South Australia, 1998)
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In 1998, Violence in The Home Has Many Forms produced radio ads in 13 different languages from the perspective, and in the 'voice' of a woman who is being abused. The ads cover all kinds of violence in the home, including financial, sexual, and psychological violence: *'He gives me \$50 and he expects me to do miracles with the shopping ... everything I do is always wrong; I can never please him ... I love my family, all I want is peace.'*¹¹⁰ The ads have been played on community radio stations throughout South Australia and they are still being played. They have received a very positive response from women in diverse communities saying they identified with the ads, and that the ads have helped them. The project was used as a resource by the Victorian Family and Friends radio ad campaign (see p. 22). One of the project workers, Celia Karpfen, notes:

The project took two years to develop, and its success lay partly in this long development time. It takes time to really involve people from different communities and to work out an effective way to get the message across. In a way it was beneficial to do the project on a shoestring – it meant that we could set our own timeline.¹¹¹

RESOURCES

Violence in the Home Comes in Many Forms: Radio ads and a **brief report** are available from the Southern Women's Community Health Centre **tel:** 08 8384 9555 or **e:** Karpfen.Celia@saugov.sa.gov.au

Walk Against Violence	(Gippsland Region, Victoria, 2003)
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As part of Week Without Violence 2003, The Gippsland Family Violence Prevention Network organised a 'Say No to Family Violence' Community Walk. The Network invited Ben Williams, winner of 'reality' television's Big Brother program, to be the Walk's guest speaker, and received coverage from the local ABC Radio, Regional WIN TV News, local community radio and the local newspaper.

examples

MORE WAYS OF WORKING WITH THE COMMUNITY

Week Without Violence Displays	(Loddon Campaspe Region, Victoria, 2000)
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For Week Without Violence 2000, the Loddon Campaspe Family Violence Prevention Network organised displays – focusing on violence against women – in a whole range of public outlets in Bendigo. Bookshops and libraries displayed books on violence as well as posters and pamphlets; displays were held at the local tertiary institutions; and the display windows in the local mall also carried information. Personal connections were vital in this initiative, and the results were much wider public exposure for Week Without Violence. As Eileen Oates, the project coordinator put it: 'It was all about getting beyond the converted'.¹¹²

Police Christmas Breakfast	(Western Metropolitan Melbourne, 2001)
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The Western Metropolitan Family Violence Prevention Network (FVPN) held a Police Christmas Breakfast in 2001 at the Moonee Valley Race Club, inviting police from each station in the region, along with workers from social services, the family violence area and the courts. Seating was carefully planned to ensure that tables had a distribution of workers. Activities such as ice-breakers were used to get people talking about better ways of working together, and Judy Arnott, a survivor of family violence, spoke 'to put the event in context'.¹¹³ The entire event cost very little and was very successful. Police have since invited FVPN member Women's Health West to local police meetings, and police communications with the Women's Health West domestic violence outreach service have improved.

Somebody's Daughter Theatre	(Victoria, ongoing)
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Somebody's Daughter Theatre began in 1980 in Fairlea Women's Prison. Since that time, the company has grown, continuing its work with women inside prison, and working with women who have been released to present their stories to the wider world. Since 2000 Somebody's Daughter has begun working intensively with young people who are outside the school system in the Wodonga area. Nearly all of the people Somebody's Daughter works with, from all generations, come from lives steeped in abuse, poverty, neglect and violence. The Company has toured a range of works, to both schools and communities that tell the stories of the lives of those they work with and address issues of abuse.

RESOURCES
Somebody's Daughter Theatre w: www.somebodysdaughtertheatre.com

key dates

USING KEY DATES

Many family violence prevention activities and campaigns are built around key dates throughout the calendar year. Using key dates can give events and campaigns a national or international context.; can increase collaboration with other organisations working in the same area; and enables organisations to combine efforts and energies for greater media, community and political impact. These dates include:

V-Day Until the Violence Stops (14 February, Valentine's Day)

V-Day began in 1998, coming out of US playwright Eve Ensler's work 'The Vagina Monologues'. V-Day is now a global movement to stop violence against women and girls. V-Day works as a focus and a catalyst for women's rights activists and supporters around the world, providing support and a global media spotlight to many campaigns, raising awareness globally, and raising funds for many women's anti-violence campaigns and organisations. See V-Day discussed on pX.

MORE INFORMATION V-Day: www.vday.org

International Women's Day (8 March)

International Women's Day is a world-wide event which has its roots in the industrialisation of the early twentieth century. Women were entering the paid workforce in large numbers and were working in wretched conditions. They began to agitate for better pay, conditions and women's rights. On March 8 1908 over 20,000 garment workers in New York banded together to strike for better conditions. By 1911 the first official International Women's Days were held in many countries in Europe. That year German women distributed one million leaflets telling of the Prussian King's broken 1848 promise to give women the vote. International Women's Day is now used by women and women's organisations around the world as a focal point to demand women's human rights and celebrate women's achievements. There are a huge number of international activities that focus on violence against women on this day.

MORE INFORMATION Isis: www.isis.aust.com/iwd/stevens/origins.htm
Office of the Status of Women: www.women.gov.au/content/story.asp?story_id=2394

National Stop Domestic Violence Day (26 April)

National Stop Domestic Violence Day is recognised by the Australian government as a national day of focus on domestic violence. The Office of the Status of Women has said: 'National Stop Domestic Violence Day is a timely reminder that domestic violence is a real issue for everybody. It's not just someone else's problem, rather a dilemma that the whole of the Australian community must confront.'¹¹⁴ Some community organisations also use the date as a focus for their activities.

MORE INFORMATION Office of the Status of Women:
www.women.gov.au/content/story.asp?story_id=2394

Week Without Violence (last week in October)

The Week Without Violence is conducted annually by Family Violence Prevention Networks throughout Victoria, as a major focus for projects and campaigns to end family violence. The Week culminates in the Reclaim the Night marches on the Friday evening. Week Without Violence activities are diverse, working with communities on a local, regional and state-wide basis. Each year the Week Without Violence has a different theme such as the 1999 'Family and Friends' theme, and the 2000 focus on children through the theme 'Family Violence Hurts Kids Too'.

MORE INFORMATION Contact your local Family Violence Prevention Network: www.vfvpn.org.au

Reclaim The Night (last Friday in October)

Reclaim the Night has traditionally focused on women's rights to live free of violence, to 'reclaim the night' and walk the streets of their own communities in safety. Many regional Family Violence Prevention Networks in Victoria have annual Reclaim the Night activities and marches at the end of the Week Without Violence. Regional Reclaim the Night Marches often involve the wider community, with schoolchildren and men participating in marches and activities.

MORE INFORMATION Isis: www.isis.aust.com/rtn/

International Day to Eliminate Violence Against Women (25 November)

International Day to Eliminate Violence Against Women has been used since the early 1980s by women's organisations to focus on the issue of violence against women. The date commemorates the brutal 1961 assassination of the three Mirabal sisters, political activists in the Dominican Republic, on orders of Dominican ruler Rafael Trujillo. In 1999, the United Nations designated 25 November as the International Day for the Elimination of Violence against Women, and encourages governments, international organisations and non-government organisations to use the day to raise awareness. The Australian government has also adopted this day.

MORE INFORMATION United Nations: www.zontad23.org.au/IVAWD.pdf
United Nations: www.un.org/depts/dhl/violence/
Australian Government: www.osw.dpmc.gov.au/international_day.cfm

16 Days of Activism to End Violence Against Women (25 November-10 December)

The 16 Days of Activism begins on 25 November, International Day to Eliminate Violence Against Women and ends on 10 December, International Human Rights Day. It is an international campaign, with women's organisations around the world planning a diverse calendar of events for the 16 Days. It is a particular focus for women's rights organisations in the Pacific region, and more recently women's organisations in Australia have taken up the 16 Days.

MORE INFORMATION About 16 Days: www.cwgl.rutgers.edu/16days/kit03/dates.pdf
www.rwh.org.au/casa/projects.cfm?doc_id=4741

White Ribbon Campaign (6 December)

The White Ribbon Campaign is an international men's anti-violence campaign, working to end violence against women. December 6 is the anniversary of the 1989 Montreal massacre, the murder of 14 women at Montreal University by a man who blamed women students and 'feminists' for his not being accepted into the engineering school. In 1991, a small group of men in Canada decided to start a white ribbon campaign as a symbol of men's opposition to men's violence against women. That year, up to 100,000 men across Canada wore a white ribbon. The campaign is now used by men's groups globally to express their commitment to an end to violence against women. In Australia, the White Ribbon Campaign has recently been taken up by the government and some non-government men's organisations on 25 November, the International Day to Eliminate Violence Against Women.

MORE INFORMATION White Ribbon Campaign: www.whiteribbon.ca
Australian Government: www.whiteribbonday.gov.au
www.osw.dpmc.gov.au/pdfs/womensNews/04/01/wnews0104_white_ribbon.cfm

United Nations Dates

The United Nations observes a variety of celebratory days world-wide. Below is a web site which lists the major days of observance. If you have a campaign with a particular focus you can also utilise these days to draw media attention to your work.

MORE INFORMATION United Nations: www.unaa-wa.org.au/observe.htm

THE PROJECTS

SECTION

C

Working with Women

This section looks at projects that work specifically with women. Many of these projects work with women who are survivors, and use an empowerment approach to actively engage women in sharing their stories, their experiences and knowledge about family violence.

These projects work with women 'where they are at'. They are designed to enable the participation of women whose lives may be in turmoil whilst escaping a violent partner. Against sometimes overwhelming obstacles, these women are keen to contribute to a community understanding of the impacts of and solutions to family violence.

Many of these projects have become powerful and lasting visual statements of the fear, strength and courage of those who have lived with family violence. They are invaluable tools for raising awareness and have a unique power to communicate the reality of family violence.

Victorious Quilt Connection

(Eastern Metropolitan Melbourne, 2001)

*case study***KEY INFO**

The Victorious Quilt Connection was a community education project undertaken by the Eastern Family Violence Network (FVN). The project involved women survivors of family violence from around the region, both in the creation and implementation of the project. Through a series of workshops, women contributed quilt squares to what finally became five quilts, based on their experiences and what they wanted to say to people in the community about family violence.

BACKGROUND

The Victorious Quilt Connection was inspired by the Clothesline Project (see p. 39), which uses the stories and artworks of women and children who have survived family violence to raise community awareness. The project itself was devised and run by the Networker with an organising group of family violence survivors and Janene Evans, a Community Development student on placement. The name 'Victorious' came about from a discussion about the terms 'victim' and 'survivor' and women's dissatisfaction with both. They wanted to express that they had moved beyond mere survival to be powerful and triumphant.

AIM

The project was designed to raise awareness of family violence and women's experiences of it. The quilt was designed to provide a permanent resource for community education and awareness.

PROJECT DETAILS

Four workshops were held around the region for approximately 70 women participants, to decorate calico squares with messages and images about their experiences of violence. Contributors were drawn mostly from domestic violence support groups and women's refuges. The project was designed to maximise women's opportunities for participating. Lunch was provided, as was childcare.

A range of materials allowed women who didn't know how to sew to participate; using everything from fabrics, ribbons, and lace, to fabric fix, crayons and paints. Workshop facilitators stressed that anyone could participate, and there were many people at each workshop. The design wasn't premeditated; women could make what they liked. Barbara Younger says of the project's approach:

We designed around what we had from the women, not the other way around. We wanted to give women free rein to do what they liked, however they liked; this was the process and it was important. Some women were in refuges, others were further down the track and made squares about hope; it was good to have all those different stages on the quilt. Workers did pieces as well, and they enjoyed working alongside the other women.¹¹⁵

Five quilts were created from all the squares and a day's workshop was held to decide on the design of each quilt and an overall design that would unite all of the quilts.

The Community Safety Officer for the City of Maroondah was involved in the project and invited the Minister for Community Services, the Hon. Christine Campbell, to launch the quilts on behalf of the Council. The involvement of the local Council in the project and organising the launch ensured huge interest from adjacent Councils, police and local agencies and the launch was attended by over 180 people. The launch was reported in local newspapers and the quilt has featured in a national quilting magazine.

The quilts were exhibited at Parliament House at the invitation of the Hon. Christine Campbell. They have since been exhibited at various venues around the region.

SOME KEY LESSONS

★ Knowledge of survivors' experiences is essential

An understanding of the complexities of working with survivors was an essential grounding for the project. Working with women who may have only recently left a violent partner, who may be living in temporary accommodation and whose daily lives can be very uncertain, requires particular project strategies to enable their participation.

★ Partnerships and cooperation make for stronger projects and ongoing impact

One of the critical elements of the project's success was the level to which different groups, agencies and sectors of the community were drawn in and the consultative and inclusive process that the project used. A range of women, from survivors to community development students, were drawn into the project's development and management.

A number of stakeholders were actively included in the project, which resulted in a positive response and regard for the project; a well publicised and attended launch; an invitation for the quilt to be displayed at Parliament House; and the active engagement of a range of government organisations with the issue. The Mayor of Knox attended the launch and made a commitment to address the issue of family violence in the City of Knox. The Council subsequently provided funds to the Network, in partnership with local agencies, for a research project on the needs for family violence services in Knox. Victorious Quilt Connection was awarded a Certificate of Merit in the Community Safety and Crime Prevention Awards 2001.

★ An empowerment approach can create extraordinary long-term benefits

At every stage of the project's design and management, women who have experienced family violence were included. Evaluations showed that women '*felt really heard, equal and part of the project, and appreciated the fact they could put what they chose into the project*'.¹¹⁶ Some of the women involved went on to do arts courses. The women survivors involved in organising the project have formed an ongoing group to organise annual community education projects with the Network (such as Freedom Flyers, p. 46). Evaluation comments from participants included:

'I liked the calm and peaceful atmosphere and the fact we could all speak freely. It was nice sewing. It was very fun'.¹¹⁷

'Sense of community. Positive acceptance. Sense of hope. Caring'.¹¹⁸

★ A visual message is powerful

The Eastern FVN has undertaken a number of creative arts projects. Victorious Quilt Connection reinforced their analysis of the educative and preventative value of art in assisting people to listen and respond better to difficult issues. Janene Evans, the Community Development Student who worked on the project said:

The beauty and the colour of the quilts were so eye catching and, with the quilt's positive association with nurturing and wellbeing, were very accessible. In this context, the images about violence against women and children became more confronting.¹¹⁹

★ Time and expertise is required

Quilting skills were very important in bringing together the panels created by women in a cohesive design across the five quilts. Making quilts is also very time-intensive. The project had the voluntary participation of survivors who were also keen quilters.

★ High quality documentation is important

The Eastern FVN employs a professional photographer to record all their projects and artworks. This ensures high quality documentation that can then be reproduced in a range of publications.

RESOURCES

The Quilts are available for loan, and a **project report** is available. Contact the Eastern Family Violence Network through the Victorian FVPN website: www.vfvpn.org.au

Clothesline Project (Victoria, ongoing)

KEY INFO

The Clothesline Project is an international project that was first taken up by a number of Family Violence Prevention Networks (FVPN) in 1999, as part of the Week Without Violence. Survivors and those who have been affected by family violence paint their story on T-shirts and hang them on 'public clotheslines'. The project has been undertaken in a number of regions on an annual basis. The Clothesline Project has also been adapted in a range of ways by Networkers, extending to quilt and banner projects and inspiring other arts projects with survivors of family violence.

BACKGROUND

The Clothesline Project began its life in 1990 in Cape Cod, Massachusetts, USA, where women, inspired by the AIDS Quilt – an international campaign to commemorate and document

case study

those who die from AIDS – came up with the idea of hanging shirts on a clothesline. Carol Chichetto, Chair of the Clothesline Steering Committee in the U.S.A. sees the project as a particular response to women's lives and work: 'Doing the laundry has always been considered women's work, and in the days of close-knit neighbourhoods, women often exchanged information over backyard fences while hanging out their clothes to dry. The concept was simple – let each woman tell her own story, in her own unique way, and hang it out for all to see. It was and is a way of airing society's dirty laundry.'¹²⁰

AIM

The Clothesline Project has been adapted and used by FVPN throughout Victoria to highlight women's stories and publicise domestic violence.

Clothesline Project	(Hume Region, Victoria, 1999)
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In 1999, as part of the Week Without Violence, eleven groups throughout the Hume FVPN participated in the Clothesline Project. Working with a creative arts therapist, groups in Seymour, Shepparton, Yarrawonga, Benalla, Wangaratta, Beechworth and Wodonga participated, including a secondary college 'boys talk' group. The project included women and young people aged 13-60 years. Participants were a mix of survivors, students, those still experiencing abuse, friends, family and health workers, and included people from a diversity of cultural backgrounds including Koori people. Over 90 people attended the regional launch in the gardens in Benalla where all the T-shirts and art work were displayed. Each group then took their own works and displayed them along busy streets in each of the towns. The Clothesline banners in Seymour, which were hung high on a fence in the main street, were torn down and destroyed using ladders and wire cutters three times in one week. Women replaced the banners each time with new ones, including one that said '*We will not be silenced!*' The banners continued to be attacked, and in the end women left them there on the fence in tatters. The Clothesline Project was particularly powerful in these rural areas where there is little visibility of domestic violence, and the project served to raise awareness. The Hume FVPN undertook an evaluation of the project, designing self-evaluation kits and forms for participating groups.¹²¹ The Project was strengthened in the region for 2000, with eight groups of women participating and two professional development programs undertaken.

SOME KEY LESSONS

★ Publicly addressing family violence in rural areas is a major challenge

The repeated destruction of the banners in Seymour highlights some of the very real difficulties in running public campaigns on family violence in small rural towns. Whilst the reaction of project participants in 1999 was to rise to the challenge and remake the banners, Hume FVPN notes that the next year, despite an increase in activities, there was a considerably smaller number of women survivors, workers and agencies choosing to participate in Week Without Violence. One worker had been threatened; there was a sense that involvement would lead to trouble, and that participants would be judged. Hume FVP Networker Kylie Stephens reported:

This is the story of just one town in our region, but it does raise questions about our work practice. In this town, it seems the banner vandals were very successful. In effect, women were threatened not to speak out, for their experiences not to be heard. Many were silenced. This, of course, reflects patterns of family violence. We can see from the comments from workers it goes beyond just the women who have experienced the family violence. Workers too, feel the impact of the dominant rural culture of denial and silence about family violence.¹²²

★ **Creative arts are a valuable form of expression**

The original clothesline concept was expanded in the Hume region and messages and images were also displayed on banners, mobiles, scrolls, and masks. Many workshop participants commented that using creative arts provided them with an opportunity for an alternative form of expression, and a deeper insight into their experiences. The project created a sense of unity across a large and diverse region.

★ **Balancing local initiatives and central direction is a challenge**

A major challenge was balancing the local activities on the ground and the broader campaign aims: undertaking the actual displays and activities, whilst ensuring the campaign message was broadcast on a larger scale.

Clothesline Project	(Northern Metropolitan Melbourne, 1999-2002)
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Seven local FVPNs in the Northern Metropolitan Region undertook the Clothesline Project as part of Week Without Violence 1999. The response to the project was very positive, with 600 women painting T-shirts and over 400 people attending the Clothesline events. There were six publicly displayed Clotheslines throughout the region. The Northern FVP Networker received donations of materials, pegs and rope and provided local Networks with T-shirts for painting, planning and skills sharing, and training on how to run a T-shirt painting workshop. Local councils also became actively involved in supporting the project. The City of Yarra facilitated the involvement of the local Vietnamese community through a T-shirt painting workshop, and Vietnamese women, men and children participated, painting anti-violence messages in their own language. The project continued in 2000, with local workshops and one large central Clothesline display. The Clothesline project was undertaken again in 2002, this time as a focal point for the state-wide launch of the Victorian government's Women's Safety Strategy.

SOME KEY LESSONS

★ **Collaboration and activities across the region created regional identity**

The project created a regional identity and awareness around family violence. People in each local government area got to know each other, and communication and networks were built between each sub-region and across sub-regions.

★ **Big is not always best**

Based on the project's success in 1999, in 2000 the Clothesline project received increased resources and held a single central Clothesline display. This was not necessarily a better way to work, and the 2000 project was not as strongly owned by the local networks. Keeping the project grounded in local networks – using local resources and skills, and holding local workshops and displays – is very important in generating a sense of community engagement and interest in the project.¹²³

★ **Central resources and coordination were critical**

The central coordinating and resourcing role undertaken by the Networker, supported by a small working group, was critical to the success of the project. Local Networks readily embraced the project partly because of the resources and training provided. Project coordinator Libby Eltringham said:

The T-shirt painting workshops calmed workers' fearful pleas of 'but I'm not artistic'. The provision of a Clothesline Kit that included locally tailored posters, brochures, T-shirts, paints, pegs and rope for the Clotheslines alleviated workers' other fears of not having time to do it all.¹²⁴

★ **Balancing local ownership and central coordination is a challenge**

Project coordinator Libby Eltringham reported:

Generating local interest and sense of ownership was vital, but this needed to be balanced with the overall themes and activities of the campaign. So one of the greatest challenges was providing a central coordinating role and resources for a consistent message, whilst continuing to encourage local creativity and initiative around new activities and ideas for community education.¹²⁵

★ **The T-shirts are an ongoing resource**

Each of the local networks in the region has kept the painted T-shirts from their Clothesline Project, and these are used in various displays and for awareness-raising events throughout the year.

★ **Painting and displaying on a Clothesline empowered women**

Workers from a range of services reported that their clients had found the act of painting a T-shirt, and hanging it on a public Clothesline (or having someone else hang it for them) was an empowering experience. Many participants took their T-shirts home. Many others chose to leave their shirts as part of an ongoing public display protesting violence against women and children.

★ **T-shirts captured media attention**

The T-shirts provided a great photo opportunity, and local media response was excellent. In 1999, the Project launches involved many female Members of Parliament.

RESOURCES

For information on the international **Clothesline Project**

w: www.now.or/issues/violence/clothes.html

For a Clothesline Project **activity outline** contact the Domestic Violence and Incest Resource Centre **e:** dvirc@dvirc.org.au

example

A Powerful Journey: Stories of Women Leaving Violent Situations (Hume Region, Victoria, 2004)

Produced by Women's Health Goulbourn North East, *A Powerful Journey: Stories of Women Leaving Violent Situations* is a collection of women's stories from the Hume Region, and is accompanied by a research report, *A Powerful Journey: Women Reflect on What Helped Them Leave*. The project was undertaken with the aims of allowing the voices of survivors to be heard and enabling survivors' knowledge of violence to inform both prevention and intervention work. Fifteen women's stories have been told, in their own words, unedited, including the stories of two Koori women and three women from culturally and linguistically diverse backgrounds. The women interviewed came from a range of socio-economic backgrounds, and age groups from mid-twenties to mid-fifties. The research report drew out a range of issues and findings for analysis. Recommendations coming out of the research included specific directions to friends, family and workers from the women interviewed about what helps women leave; and a diversity of recommendations focusing on education, changing the culture of service provision, and redressing injustice.¹²⁶

Doing this interview is really good for me. Realistically you're one of tens of thousands of women and even if you can be counted in a small way it's a good thing. Domestic violence is the worst silent issue that's out there. They put people with half their heads hanging off

on TV to stop speeding, but this issue is ignored ... A lot of people don't even know what a women's refuge is. They just don't. It's not advertised on TV ... the information needs to be more public. If people think it's crazy to put information in the supermarket, well I think it's offensive to put lollies there! The partner will often be with the woman. Even at Centrelink, often the partner will be there. But how many men who are abusive will want to go shopping with the kids? The supermarket is an ideal place to have information about domestic violence. (Sharona, 2004)¹²⁷

A combination of people helped me leave. Sally – a very close friend I have known all my life – even though she has a family and a busy life, she always had the time to talk and listen. I owe her a great deal. my family, my counsellor and the domestic violence counsellor helped me recover and become the person I am today. (Tina, 2004)¹²⁸

RESOURCES

A Powerful Journey: Stories of Women Leaving Violent Situations and ***A Powerful Journey: Women Reflect on What Helped Them Leave*** are available from Women's Health Goulbourn North East
e: whealth@whealth.com.au w: www.whealth.com.au

example

Spanish Language: Quilt & Booklet on Family Violence

(Southern Metropolitan Melbourne, 2001)

The Southern Metropolitan Family Violence Prevention Network collaborated with Prodele (the Latin American Association of Community Development and Welfare Services) and a diversity of organisations – including the Domestic Violence and Incest Resource Centre, Immigrant Women's Domestic Violence Service, Valerie House and the Eastern Domestic Violence Outreach Service – to work with women survivors in the Spanish-speaking community on family violence. The first project, in 1997, created a quilt on family violence, which has been displayed at events throughout the Southern region. Coming out of this, in 2001, was a Spanish language family violence resource booklet, developed by Spanish-speaking women, using the quilt as artwork. The booklet contains women's stories about family violence, information on the law, refuges, property, children, and state-wide and local services. The issue of confidentiality was a key one for the women, as participants came from a small Spanish-speaking community and were worried that they would be stigmatised for participating. As a result, all contributors' names were changed. The booklet's strength lies in its creation by Spanish-speaking women. In contrast to a translation, the booklet presents women's own stories and experiences, expressed from their cultural perspective, in their own language. The booklet is used by a number of Spanish-speaking services in the Southern Region and the Eastern Region.¹²⁹

RESOURCES

The **Spanish-language booklet** *Tengo tranquilidad...tengo vida* is available from the Southern Metropolitan Family Violence Prevention Network and DVIRC.
Contact through the Victorian FVPN w: www.vfvpn.org.au

example

Multicultural Domestic Violence Posters Project

(Northern Metropolitan Melbourne, ongoing)

In 1999, as part of the Clothesline Project, the Northern Metropolitan Family Violence Prevention Network held T-shirt painting workshops with a number of local communities. The response from local women was overwhelmingly positive: *'Hundreds of T-shirts were painted and displayed; they were amazing, lots of languages, lots of different ways of looking at domestic violence'*.¹³⁰ Based on this response, the Moreland Domestic Violence Network (MDVN) worked with women from these communities to create posters on family violence from different cultural perspectives.

Using the Clothesline Project images as their core resource, a group of women from each community worked with MDVN and ethno-specific workers to decide what image and message they would like to create for the posters. Posters were created by Indigenous women and Arabic and Turkish speaking women, and have been distributed to schools, children's services, health and legal services. The posters have been very popular and are now distributed around the state. The approach taken by the project has been one of 'organic growth', with new initiatives building on the success and lessons of previous activities. Project workers note a community development process like this can take a long time, and posters have taken between six months and two years to create. The next step is working with Somali women on the Somali language poster. Two forums for Arabic-speaking women have also grown out of the project, with women expressing their desire to meet and talk further about domestic violence. The forums provided childcare, food and entertainment. The first forum was attended by 120 women, and the second forum, focusing specifically on refugee and newly arrived women, was attended by 60 women.

RESOURCES

Posters are available from Coburg-Brunswick Community Legal Centre **tel:** 03 9350 4555.

example

V-day until the Violence Stops & the Vagina Monologues

(International, ongoing)

V-Day, a global movement to end violence against women and girls founded by playwright, performer, and activist Eve Ensler, has captured the imagination of women around the globe. V-Day began with Ensler's play, 'The Vagina Monologues', which was based on interviews with over 200 women about their memories and experiences of sexuality, and *'voices women's deepest feelings and most private thoughts about their female bodies'*.¹³¹ V-Day benefit productions of Ensler's play are staged each year by local groups around the world to benefit grassroots groups dedicated to ending violence against women and girls. In February and March 2004 alone, there were 2,300 V-Day benefit productions of 'The Vagina Monologues' in over 1,100 communities and colleges worldwide, raising an estimated \$5 million for local community anti-violence programs. The V-Day movement has had a huge international

impact as a focus for women's activism around the globe, and activities continue throughout the year. V-Day's campaign strategy includes a very high level media and communication activity; consistently throwing a detailed international 'spotlight' on the situation and activism of women in different countries, cultures and communities.

In Australia

'The Vagina Monologues' have been performed throughout Australia, often featuring well known women, and has proved both popular and accessible, attended by a mixed and mainstream audience. The production style makes it very simple to stage, and is delivered in a 'rehearsed reading' style, with three women performing.

In **Gippsland**, members of 'Eye 2 Eye', the local theatre group, staged a V-Day benefit of 'The Vagina Monologues' for a two night season in 2004, playing to a full house and raising a total of \$2,400 for Gippsland Women's Health and Gippsland CASA. The theatre owner donated the use of the theatre and the services for the season, local services were approached for support, and Gippsland Women's Health provided an information display.

RESOURCES

V-Day Until the Violence Stops **w:** www.vday.org

examples

CREATIVE ART: More Ways of Working with Women

A range of other projects has been undertaken by the Victorian Family Violence Prevention Networks working with women and children survivors in family violence prevention. These include:

Field of Broken Dreams (Hume Region, Victoria, 2001) was a project of the Hume Family Violence Prevention Network in Wangaratta. The project invited survivors to decorate red hearts, which then became a field of 530 red hearts, in the Wangaratta's King George Park.¹³²

Beyond Recovery (Loddon Mallee Region, Victoria, 2003) is a booklet of survivors' art and stories produced by the Loddon Mallee Family Violence Prevention Network. Contributions were sought from clients of the Mallee Domestic Violence Service, and the booklet was distributed throughout the Network to a very positive response.

Nurturing Strength (Southern Metropolitan Melbourne, 2003) was a creative arts project undertaken by the Port Phillip Community Group, part of the Southern Metropolitan Family Violence Prevention Network. The project worked with 10 women survivors to explore their experience of family violence. The women created a collaborative piece of artwork, resulting in a sculptural installation.¹³³

Silent Witness (Loddon Campaspe Region, Victoria, 1997) was coordinated by Bendigo's Emergency Accommodation and Support Enterprise. Silent Witness is a mobile sculpture exhibition designed to incorporate local women's stories. The exhibition features sculpted figures of women who bear messages and stories of local survivors. Silent Witness can be used in indoor and outdoor spaces.

The Bethany Community Support Mosaic (Barwon South West Region, Victoria, 2000) was a weekend mosaic-making project which worked with 20 women and their children who have experienced violence to create a beautiful mosaic. The mosaic is now on permanent display at Bethany Community Support.¹³⁴

Freedom Flyers: Women and Children Speaking out about Family Violence (Eastern Metropolitan Melbourne, 2002) was a kite-decorating project undertaken with women and children survivors, coordinated by the Eastern Family Violence Network. The project involved school holiday workshops, an exhibition and a kite flying day.

THE PROJECTS

SECTION

D

Working with Children & Young People

This section examines projects aimed at children and young people. Whilst the literature points to 'the earlier the better' approach in relation to interventions to reduce the negative impacts upon children exposed to violence, adolescence is also seen as a key time to change attitudes and behaviour before they are adopted in adult behaviour.¹³⁵

These projects provide a mix of awareness raising, changing behaviour and intervention. Through art, performance, schools-based programs, peer programs, websites and resource kits, these programs challenge the culture that supports and encourages violence.

Solving the Jigsaw: Changing the Culture of Violence (Loddon Campaspe Region, Victoria, ongoing)

case study

KEY INFO

Solving the Jigsaw is run by the Emergency Accommodation and Support Enterprise (EASE), a family violence outreach service that has operated in the Bendigo area since 1994. Jigsaw is a comprehensive schools-based violence prevention program that seeks to 'change the culture of violence' through weekly courses run over 20-60 weeks with a range of schools throughout the Loddon Campaspe region.

BACKGROUND

EASE has its roots in providing support to women and their children around family violence, pregnancy, parenting and drug and alcohol problems. Recognising the serious impact of family violence upon children, and how few children it was able to reach through its service in any ongoing way, EASE sought to extend its work with children. The issues facing young people in the Bendigo region contributed to the need for this program: the youth suicide rate is more than double in the region compared to Victoria as a whole, and alcohol abuse rates are much higher. In 1997 EASE developed a schools-based program, aiming to reach a large number of children and work with them to create a safe environment for addressing issues and actively supporting alternatives and solutions to violence.

AIM

Solving the Jigsaw aims to change the ‘culture of violence’ and build a ‘culture of wellbeing’ in schools and more broadly within the community. The program does this through working with young people in upper primary and lower high schools, targeting the age range ‘*where early intervention and prevention programs are likely to have significant and long term impacts*’.¹³⁶ The program works to provide children with skills designed to increase their safety, such as conflict resolution, assertiveness and anger management; to provide an environment where children can address difficult and painful topics safely; and to promote support networks and understanding between students, teachers, parents and external support services.¹³⁷

PROJECT DETAILS

In 1997 EASE approached eight primary and secondary schools in the Bendigo area and discussed the idea, proposing topics, objectives and possible ways to integrate the program into the school curriculum. EASE kept the project detail minimal at this stage in order to involve the schools in consultation about the project’s development. Six of these schools were interested in the program, and Solving the Jigsaw gained funding to begin work in two schools. A reference committee made up of representatives from EASE, schools, parents and services in the region was established to further develop the project’s implementation.

The program is now a comprehensive schools-based program in the Loddon Campaspe region working to ‘strengthen connectedness, belonging and resilience’ in young people. The program is based on two key premises associated with early intervention. Jigsaw connects ‘at risk’ behaviours such as bullying with later problems such as substance abuse, suicide and violence, and believes that ‘these destructive behaviours can be addressed through facilitated programs that create a safe environment for young people where self-esteem, resilience and connectedness can be fostered’.¹³⁸

The program is delivered by an EASE trained facilitator in one hour sessions run each week over 20 weeks. In many schools students now participate over three years – providing them with a 60 week program. Schools pay roughly half the cost of Jigsaw, with the other half met by EASE through funds from the Victorian government and philanthropic trusts.

Jigsaw’s approach is to involve the entire class, with an aim of reaching all students, not just those directly affected by violence. The program structure is flexible to allow issues to be explored in more depth and for unexpected issues and discussion to be given an airing. Topics for a twenty week course include ‘I’m Gorgeous’, ‘Effects of Violence’, ‘Power in Groups’, ‘Exploring Anger’, ‘Loss and Grief’, and ‘Feelings and Emotions’. Jigsaw works closely with the classroom teacher, welfare coordinator, principal and other staff in the school to offer support and share resources. Positive outcomes for students include recognising and naming behaviours; increased self-knowledge; and assertiveness and anger management. Students also gain skills in conflict resolution and mediation; and in understanding and taking constructive action on issues around violence.¹³⁹

In addition, Jigsaw offers professional development to teachers and runs sessions for parents which reflect and discuss the students’ program, as well as discussing adolescence, parenting styles, conflict resolution, building confidence in parenting, and self esteem. This whole-of-school approach aims to develop robust, honest and trusting relationships within school communities.

Since 1998, Jigsaw has also run targeted groups with ‘at risk’ older students, allowing the facilitator to spend more time with individual students. These groups are drawn from Year 8 -10 and are small and sex-segregated. Each school decides which students to invite to these sessions.

Between 1997 and 2003 Jigsaw worked in 56 schools with over 7,000 students between 9 and 15 years, ran two twelve month training courses for program facilitators and undertook a range of professional development sessions.¹⁴⁰ In 2003 Jigsaw ran 123 programs in 43 schools with over 2,500 students. In 2004 EASE is reviewing the program, planning accreditation and will be trialing the program in the Grampians region.

The program is widely praised and has garnered a number of awards including a National Australian Drug Foundation Award (2000), Australian Violence Prevention Awards, a National Association for

Grief and Loss Award (2001) and a National Child Protection Award (2003). Democrats Senator Lyn Allison spoke of Jigsaw during the parliamentary debate on bullying in schools:

The Children from Quarry Hill Primary School who have gone on to the local secondary school are now being noticed. Three years on, those children who had been in the program are now entering secondary school. They are being noticed for the ease with which they make that difficult transition from primary to secondary school; they are being noticed because they are turning into the leaders of their peer groups; and they are being noticed for their skills in conflict resolution and articulating their feelings appropriately. Teachers have reported that their own behaviours and their method of teaching in the classroom have changed as a result of witnessing the program in action.¹⁴¹

SOME KEY LESSONS

★ Longer programs are more effective

Jigsaw delivers courses over 20-60 weeks in one hour weekly sessions allowing for the development of trust, the development of complex ideas and discussions, program flexibility, and the ongoing and consistent support required to effect change. The weekly program is flexible to allow response to students' immediate concerns and interests.

★ Offer programs to the entire class

Offering the program to the entire class involves everyone, not just victims and perpetrators, in addressing and understanding the impacts of violence and building a 'culture of wellbeing'.

★ A whole-of-school approach means change occurs on a number of levels

Involving and linking parents, teachers, students and external services through information sessions, professional development and ongoing parental support has provided opportunities for schools and communities to develop new approaches.

★ Partnership with schools is essential

The program has the greatest impact where there is a strong partnership between the program and the school community.

★ A long-term commitment has meant excellent program development and reach

The program is received very positively by students and teachers. In a recent evaluation 73% of students reported that Jigsaw had helped them sort out problems and 63% said it had made them change their ideas and behaviours. Ninety-two percent of teachers in the evaluation reported that the program had impacted upon participating children and upon themselves as teachers. Seventy-five percent of teachers reported that the program impacted on the whole community.

★ Further resources are required to extend the program

Solving the Jigsaw has the potential to become a program offered state-wide. An increase in funding resources would make this possible. With further support, suitable people from a welfare or teaching background could be trained as Solving the Jigsaw facilitators, allowing the program to be applied much more widely.

RESOURCES

For more information on **Solving the Jigsaw** contact Carla Meurs, EASE
tel: 03 5443 4945 e: easebend@netcon.net.au

Respect Protect Connect (Southern Metropolitan Melbourne, ongoing)

case study

KEY INFO

Respect Protect Connect is a schools-based violence prevention program run with young people in eleven local government areas in the Southern Metropolitan Region. A partnership between Women's Health in the South East (WHISE) and South Eastern Centre Against Sexual Assault (SECASA), Respect Protect Connect works with young women and young men from Years 7-10 (and sometimes up to Year 12) in sex-segregated groups run by young facilitators on a peer education model.

BACKGROUND

Respect Protect Connect started with an anti-violence pilot conducted by WHISE with young women in 1996. A strong recognition of the need to work with young men on violence prevention came out of this project. At the same time, SECASA was developing materials for promoting non-violent behaviours for young men, and out of these activities, the partnership grew. From the basis of two valuable sets of materials, 'Respect Yourself, Protect Yourself' for girls, and 'Respecting Ourselves, Respecting Others' for boys, WHISE and SECASA developed a joint program, Respect Protect Connect.

Nolan Alles, from SECASA, places Respect Protect Connect within the context of the convergence of violence, crime and gender in the community:

While race, gun ownership, mental illness or the use of drugs and alcohol are often posited as the supposed 'roots' of much violence within our community, the deep-seated issue of the dominant way society shaped the behaviour of men from an early age is – continually – excluded from interrogation. In addition, while young men are demonised, the mass media sanctions other forms of covert male violence. As such high rates of domestic violence occurring in homes around the country, war mongering and terrorism, and the long term imprisonment of refugee children and families in detention centres by the state are often ignored – both by government and the media – as a form of male perpetrated aggression. All this on top of the largely unquestioned violence played out on our sports fields, cinemas, and household television screens daily.¹⁴²

AIM

The project has the overall aim of providing young people with information about violence and ways to look after themselves. For young women the program focuses on providing information and strategies to deal with relationship violence, and protecting and respecting themselves. For young men, the project aims to promote healthy, respectful and non-violent ways to relate to themselves and others while encouraging broader, alternative understandings of masculinity.

PROJECT DETAILS

Respect Protect Connect is conducted as a series of workshops, which are run by young facilitators from the age of 18-25 years using a peer educator model. Offered in single sex groups, the program works with young people towards harm reduction and violence prevention.

Originally developed as a one-off workshop session of 80-100 minutes, the course has now expanded to provide four, six and ten week courses in schools, dealing with themes including anger management, positive relationships, bullying, safe partying, masculinity, self esteem and dealing with problems. The cost of the program is covered jointly by the schools and by Respect Protect Connect through funding from the Victorian Department of Human Services.

Single sex workshops are offered to maximise the benefits for both young men and young women; to allow for differing maturity levels in teenage boys and girls, particularly in the lower year levels; to provide girls and boys (who may already have experienced violence) a safe space to raise issues; to reduce the need for students to impress each other, 'act out', or victimise others when bringing up painful issues; to allow for differences in learning styles; and to decrease the tension levels that often arise in mixed groups when talking about issues surrounding sex, sexuality and violence.¹⁴³

The approach with young men is 'non-shaming, non-blaming'; and with *all* the young people, the approach brought to the sessions by the peer educators is one that encourages trust, tolerance, accessibility and openness, whilst not condoning or supporting violent behaviours or attitudes.

The 'peer education' model allows participants to relate to someone roughly their own age, encourages trust and positive role modelling, and is also specifically aimed at increasing the leadership and community participation of the peer educators. Forty-seven peer educators have been trained by WHISE and SECASA since 1996, and all have gone on to employment education or to work in community development.¹⁴⁴ Many of the peer educators have experienced relationship violence as well. Peer educators are not mandated to report disclosures, but work to empower young people to take action to maximise their safety.¹⁴⁵

By the end of 1999, over 50 schools and 8,000 students had participated in Respect Protect Connect.¹⁴⁶ In 2001, 200 workshops were conducted with nearly 4,500 male and female students.¹⁴⁷ The course is further diversifying. In 2002 Respect Protect Connect ran a bullying and masculinity workshop with Year 8 students from an orthodox Jewish school, and a positive sexuality workshop with young men from a sexual offenders group. In 2003 Respect Protect Connect worked with students in a special development school.¹⁴⁸

SOME KEY LESSONS

★ A Shared Philosophy is Essential

Both WHISE and SECASA utilise a pro-feminist framework, with a belief that this philosophy offers something to both young men and women. Nolan Alles from SECASA says, that 'in doing so, we recognise the inhibiting nature of dominant discourses surrounding gender for both young men and women and the violence and inequality that such discourses engender in practical ways.' Kiri Bear, from WHISE, discusses what this approach means for their programs:

We acknowledge the social and systemic inequalities that give rise to differences between men's and women's experiences. These inequalities are taken into consideration when we work with women so that their needs are met and their experiences are validated in ways that are not normally supported or recognised by our society.¹⁴⁹

WHISE and SECASA clearly define and agree upon program processes, strategies, aims and desired outcomes.

★ Engaging schools requires a strategic and consistent approach

Initial frustrations in getting a diversity of schools to engage with the program led to strategies which included personal contact with key teachers such as Student Welfare Coordinators, Year Level Coordinators and follow up. Kiri Bear from WHISE says:

A major difficulty in working with schools is making contact with teachers; you have to be a bit creative in finding ways of meeting up with teachers at conferences and forums, youth and student welfare coordinator networks, via the school focused youth service etc. Several trips are often made to a school to explain the philosophy and benefits of the program before the program begins.¹⁵⁰

★ Longer programs are more effective

Respect Protect Connect has developed from one-off sessions in 1996 to four, six and ten week programs.

★ **Long term development increases impact and program reach**

Evaluations and staff feedback have continually proved very positive. Secondary school staff report that the program has promoted cultural change within schools. Participating schools have made a number of changes including reviewing and promoting bullying and harassment policies; violence-related professional development; following up Respect Protect Connect using materials provided; and engaging with local services to support violence-related professional development. The outcomes for young people include young men recognising the links between violence and dominant forms of masculinity, and young women gaining a clear understanding of their rights and ways to uphold them.

★ **Peer education and sex-segregation works – particularly with older students**

The program's approach, using male and female peer educators to run single sex groups, has proved very effective. Sex-segregation allows for increased participant safety and open discussion, particularly at an age where young people are exploring their own sexuality. Female and male components of the program complement each other through their audience specific approach to issues affecting young people's lives. The peer education model fosters trust and positive role modelling. Peer educators also benefit greatly in terms of their own professional development.

★ **Resources are required to develop the program**

A lack of resources is a major challenge facing the further development of the project. Respect Protect Connect is keen to see the program spread to other regions in Victoria, to schools and organisations including sporting clubs and workplaces. Long-term evaluation; professional development; improved training; and further development and review of program resources are needed, and require further funding.

RESOURCES

Contact **Respect Protect Connect Young Women's Project**

Women's Health in the South East **tel:** 03 9783 3211 **e:** whise@vicnet.net.au

Contact **Respect Protect Connect Young Men's Project:**

South East Centre Against Sexual Assault **tel:** 03 9928 8741

e: secasa@southernhealth.org.au **w:** www.secasa.com.au

Seen and Not Hurt (Eastern Metropolitan Melbourne, 2003-2004)*case study***KEY INFO**

Seen and Not Hurt is a joint project of the Eastern Family Violence Network (FVN) and Anglicare Knox Family Services, working with young people to create artworks around family violence. The project is designed to give a voice to the experiences of young people (including survivors) and has used their artworks to develop accessible family violence prevention materials for young people, and raise community awareness about the impact of family violence on young people.

BACKGROUND

The project comes out of a range of community arts projects Eastern FVN has undertaken with survivors including the Victorious Quilt Connection (p. 37), the Clothesline Project (p. 39), and Freedom Flyers (p. 46). The experience of the Eastern FVN is that community arts projects have proven extremely popular, with multiple benefits for both survivors of violence and the broader community via community education. The materials created in such projects have an ongoing life as resources for community education and professional training. Commenting on the genesis of the project, project coordinator Barbara Younger says: *'I realised there wasn't much around by young people, in their own language, using their own artwork'*.¹⁵¹

AIMS

The aims of Seen and Not Hurt were threefold. The project sought to give a voice to young people's experiences and the impact of family violence on young people; to raise community awareness around the impact on young people; and to provide information to young people about support services available for themselves and adults they are concerned about.

PROJECT DETAILS

Seen and Not Hurt has been conducted with three secondary colleges in the Eastern Metropolitan Region. The project has three phases, with the first phase being the creation and exhibition of artworks during Week Without Violence 2003. The second phase, in 2004, used artworks selected by the young artists to create information resources for young people, including small wallet cards, postcards and posters. The third phase, also in 2004, will involve using all of the art and writing to develop a resource for young people, teachers and schools, including a booklet and CD of all the art works.

At the outset, a focus group with young people was held to determine the kind of family violence resources they would find attractive and useful. This consultation shaped the planned artworks. Using this information, the project then sought recommendations for potential participants from both school art teachers and welfare staff, and chose from amongst these on the basis of young people's artistic ability and enthusiasm. The involvement of Sue Sanders, a Youth Worker from Anglicare Knox Family Services, who was already running programs in the three participating schools, provided an invaluable link to the schools and students.

Conducted each lunchtime for one week in each school, the workshops were attended by over 40 young people, with 10-17 young people participating in each school. The artists were given lunch and provided with a wide range of arts materials, both to help ensure a diversity of works, and to allow them to work with the materials that most interested them. Phase One of the project finished with a ten day exhibition and information stall at the Knox Shopping Centre, a popular meeting place for young people that afforded great public exposure. The Centre provided free space and security, and the exhibition was launched by the Mayor of Knox. It attracted local newspaper coverage and a great deal of community attention.

Phase Two was completed in 2004, with the artists consulted about which works should become family violence materials for young people: postcards, wallet cards and posters. The materials were launched during Youth Week in March 2004 by some of the young people involved.

Further development of materials for schools is now underway.

SOME KEY LESSONS

★ Creative arts have a 'unique ability' to reach people

Using the art of young people gave legitimacy to the message about the impact of family violence on young people. Project coordinator Barbara Younger says:

The unique ability of art to convey the experience of the victim has a profound impact on viewers, more powerful than words ... This was great work with a depth of insight and I was struck by the level of internalisation of the impact – so many images of isolation, despair and loneliness. Adults were fascinated by the honest and confronting perspectives of young people. One nurse said that the poster 'sent shivers down her spine'.¹⁵²

The artworks are also a permanent resource. Powerful artwork produced by local groups serves as a voice of the community and can be utilised as a valuable resource for ongoing community education and professional training.

★ Consultation and involvement of young people ensured project relevance

The process has placed a high priority on young people's involvement in project decision making. Participants had input into the kinds of family violence materials young people would like to see and use; were given a wide range of options in terms of art materials; and chose the images to be used in the awareness and education materials. The artwork was displayed at a local shopping centre, which young people identified with and hung out at. These approaches have helped maximise the effectiveness of the project, both for the participants and the target audience of the education materials.

One young artist said:

[I liked] the fact that it was open. You could express your own views and opinions on family violence. I also loved the fact that we talked about family violence and were able to discuss how to change it.¹⁵³

★ Powerful visual messages displayed in an accessible public space are very effective

Rather than asking people to come to a venue especially to see the exhibition, the project held the exhibition in a public space already used by thousands of people. The exhibition attracted great media and public attention, including coverage on the front page of Knox Journal, which is delivered free to every home in the area. Barbara Younger notes:

People were really interested in the exhibition. We had a stack of leaflets, lots of people were looking at the exhibition, and one worker had to queue to see the artwork at the weekend.¹⁵⁴

★ Partnerships must involve those working with and in schools

The project was only possible because of the partnership with Anglicare, who were already working in the schools involved.

★ More time was required for workshops and organisation

A lunchtime workshop was not really long enough for the project. More time was required for schools to respond to the project idea and organise participation in workshops and launches.

RESOURCES

Wallet Cards, Postcards, and Posters are available from Eastern Family Violence Network. Contact through the Victorian FVPN **w:** www.vfpvn.org.au

Bursting the Bubble (Australia, 2003)*case study***KEY INFO**

Bursting the Bubble was the first international website for young people on the subject of abuse in families. The site and associated materials were created by the Domestic Violence & Incest Resource Centre (DVIRC), and include a website – www.burstingthebubble.com – postcard, booklet and poster about family violence for young people. Bursting the Bubble was launched in 2003 for Week Without Violence.

BACKGROUND

Bursting the Bubble was created in response to the lack of resources specifically designed for young people on the subject of abuse, and to young people's feeling of disempowerment in services designed to help them. DVIRC notes:

While adults had listened to them and tried to help, they had not really understood. In fact young people seemed to experience disempowerment through both their experience of violence, and by having their survival skills ignored or questioned by helping systems.¹⁵⁵

AIM

Bursting the Bubble aims to provide supportive information to young people who have been abused (physically, emotionally or sexually) or neglected by a family member, or who have witnessed domestic violence. The materials seek to empower young people to act through making the processes of police, child protection and other important agencies clear and comprehensible.

PROJECT DETAILS

Bursting the Bubble was based on information gathered from young people living in refuges, and builds on their knowledge and experience to assist other young people experiencing family violence. The site is specifically designed to encourage young people to make informed and thoughtful decisions on their own safety. It includes information on housing assistance; legal issues; support and advocacy services; a form to devise your own safety plan; and checklists for assessing how things are at home. Its title was overwhelmingly affirmed by young people as reflecting the internal pressure of trying to hold it together. The site contains lots of young people's stories and advice. Acknowledging that many young people turn to their friends for support, Bursting the Bubble also has advice for supporting friends who may be in abusive situations. A 16 page pocket booklet, 'Something Not Right at Home?', was also created, reflecting the tone and information available on the website.

Bursting the Bubble was launched at a public forum in October 2003 by Deborah Light (a journalist who has personal experience of family violence, see p. 32). It received significant coverage in the national media. Promotional postcards were created and distributed through Avant Card outlets in venues across Victoria, and were posted to all Victorian secondary schools. A promotional poster was also produced and distributed.

Each Family Violence Prevention Network (FVPN) distributed Bursting the Bubble materials as part of the Week Without Violence 2003, with each agency adopting their own distribution strategy. The Grampians FVPN linked up with the School Focused Project Officer and made a pack of laminated posters and information which was sent to every school in their region. As a result of this they have received many requests for information, and for speaking and training. In the Southern Metropolitan Region this information was also taken into schools, with information sessions run by the Inner South Community Health Service.

It's easy to understand and shows that other people experience the same things too. It made me feel I wasn't alone. (16 year old girl)

Good links, the true stories help you feel like you aren't a freak and it's brilliant that same sex marriages are acknowledged. (17 year old boy)¹⁵⁶

It helped me a lot mentally. And it made me realise that some things that have gone on, are not right. It helped me to understand things that I've always been afraid to mention or say to friends and family. Thank you! (15 year old girl)¹⁵⁷

SOME KEY LESSONS

★ The web is a great way to reach young people

Since the website was uploaded in October 2003, it has received over 2,000 hits every month. The website is increasing in popularity, with a significant number of international visitors.

★ Young people want information from other young people like them

Feedback received so far indicates that, for young people, one of the most valuable things about this project is that it provides stories and quotes from other young people about how they coped with family violence. They also particularly appreciate the quiz and question and answer format of some of the content, as this enables them to apply the information to their own personal situation. Young people can provide feedback on the site via an online form.

★ Schools need support if they are going to distribute materials

One of the major challenges is how to support schools to feel comfortable in distributing materials like this to young people. Ideally, resources such as these should be supported by funded training for teachers on how to respond to the issues raised by young people who read the material.

RESOURCES

Bursting the Bubble w: www.burstingthebubble.com

'Something Not Right at Home?' Booklets and **Posters** are available from DVIRC:

tel: 03 9486 9866 e: dvirc@dvirc.org.au w: www.dvirc.org.au

When Love Hurts (Australia, 2003)*case study***BACKGROUND**

When Love Hurts is a website created by the Domestic Violence and Incest Resource Centre (DVIRC) in 1998. When Love Hurts came out of two significant research projects: the 1996 Australian Bureau of Statistics *Women's Safety Survey* which found that 7% of women who had been abused by their current partners in the last 12 months were aged 18-24 years, compared to 2% aged 45-54 years; and a 1997 global internet user survey which found that 46% of internet users aged 10-18 years were female. Based on these studies DVIRC decided to create a website as an experiment in reaching young women.

AIM

The website – When Love Hurts: a guide for girls on love, respect and abuse in relationships – aimed to provide accessible and private information directly to young women in schools, homes and libraries.

PROJECT DETAILS

The site was created in consultation with a diversity of young women, from students to young women in detention. DVIRC found these women were very reluctant to contact authorities as they were fearful their independence would be taken away, and wanted enough information to allow them to think through solutions themselves rather than just call a helpline. The young women consulted also didn't identify with the term 'domestic violence', as much of the violence they experienced wasn't in a domestic setting, and the term was associated with adults cohabiting in marriage-like relationships. DVIRC used the young women's feedback to tailor the information and advice offered in 'When Love Hurts'. The site contains true stories from girls who have 'been there'; quizzes and information to help young women decide whether their relationship is abusive; a thinking sheet to help weigh up the pros and cons of the relationship; a safety plan; information on legal rights and services; information on young women in lesbian relationships; and a section for friends and family. The site was promoted through search engines, links, and magazines for young women and won the 2001 Australian Violence Prevention Award.

Coming out of When Love Hurts was Relationships, a wallet sized interactive 24 page booklet for young women. The booklet was based on the website and the stories submitted to it, and was developed in consultation with a diverse group of young women aged 15-22 years old. Relationships was launched in 2000, and is very popular in secondary schools.

SOME KEY LESSONS**★ The web is a highly effective way to reach young women**

The site had 3,000 hits in the first week. When Love Hurts was the first website on this subject and the concept has since been replicated by organisations in the USA, New Zealand, Japan and in Australia.

★ Interactive web site features give young women a voice

The most popular part of the site allows young women to submit their own personal stories about abuse, and their advice to others. DVIRC created a feedback form for the site and has received over a thousand stories and very positive feedback. Some of these stories have been published on the website.

RESOURCES

When Love Hurts: www.dvirc.org.au/whenlove **Relationships Booklet** available from DVIRC **tel:** 03 9486 9866 **e:** dvirc@dvirc.org.au **w:** www.dvirc.org.au

The Majic Bus (Barwon South West Region, Victoria, 2000)

case study

AIMS

The Majic Bus Project was run by the Emma House Domestic Violence Service, part of the Barwon South Western Family Violence Prevention Network, for Week Without Violence 2000. Responding to the state-wide theme 'Family Violence Hurts Kids Too', the community bus project was designed in consultation with young people. The idea behind the Majic Bus was to involve a diversity of young people communicating the theme 'Family Violence Hurts Kids Too' through their own artwork, and then display the work on something that would be seen by the whole community – a community bus.

DETAILS

Emma House approached the owner of Warrnambool Bus Lines and secured access to a bus, an undercover work area, and twelve months of sponsored bus display time. A local paint supplier was approached to supply paints at cost, and the project established media liaison with the *Warrnambool Standard* at the outset, who committed ongoing media coverage. The first media coverage called for interested members of the community to participate, and two artists studying at TAFE joined the project as a result.

A call for young artists went out through a range of community and school organisations including the Gundijmara Aboriginal Cooperative to recruit young Koori artists; the Warrnambool City Junior Council Committee for young people attending high school; the East Warrnambool Primary School for younger artists; and Kulcha Shift for young people who had already left school. A diversity of young people from ages 1-17 years contributed images and drawings. Finally, over one weekend the bus itself was painted. Thirteen of the young artists worked with a professional artist and the TAFE students to assist in the supervision and transferring of the drawings on paper onto the bus. The bus was launched during Reclaim the Night march and was seen in the community daily for the next two years. The Majic Bus Project received a 2002 National Crime Prevention Award.

Deborah Downes, the project coordinator, reflects on the project:

It was a challenge to get the bus, considering the issue was domestic violence, and we did it very delicately ... We worked for about two months behind the scenes in the lead up to the bus painting day. We asked kids to draw pictures 'how a child might feel'; 'how a child should feel' ... The kids had a great time. Warrnambool's not a big town; lots of people were talking about it, and the painted bus was used every day for two years.¹⁵⁸

A KEY LESSON

★ Involve the local community to build support and ownership

This small project took a very inclusive approach and involved many sectors of the local community – community organisations, businesses, schools, a diversity of young people, and the local media – which increased its impact, community ownership and awareness raising potential.

*example***REAL LIFE** (Hume Region, Victoria, ongoing)

The REAL Life program is a schools-based relationship violence education program coordinated by the Women's Health Goulburn North East (WHGNE), part of the Hume Family Violence Prevention Network. Coming out of a recognition of the lack of local programs around this issue, REAL Life was the initiative of domestic violence and community workers in the region. The program encourages local agencies to work collaboratively with secondary schools to increase students' awareness of relationship violence, and link young people to local services.

Using an action research model, WHGNE conducted a pilot in 2001. The program developed over two years to become four or more sessions delivered to Year 8 by trained facilitators. With support from the local Department of Employment, Education and Training, sixty people were trained as facilitators, including domestic violence workers; school nurses; teachers; school chaplains; youth workers; social workers; Centre Against Sexual Assault counsellors; and community nurses. Facilitators worked alongside the REAL Life project worker using a facilitator's manual created by the program. The program explores the concept of relationships, the nature of rewarding and unrewarding relationships, and the impact of inappropriate use of power in relationships. It aims to help students develop the skills to foster healthy relationships and to seek support when relationships are unhealthy.

Whilst the commitment to the project at a local level is excellent, the challenge for the project will be to develop a coordinated approach across the region and provide ongoing support and training for teachers and workers. For the family violence field, the challenge will be maintaining the relationships with local schools and allocating the time and resources to support prevention education strategies.

RESOURCES

The REAL Life Manual is available from Women's Health Goulburn North East.
tel: 03 57223009 e: whealth@whealth.com.au

*example***YIPTI- Fun With Feelings** (South Australia, ongoing)

Yipti is an interactive resource kit which helps children explore and express their feelings, in three Indigenous languages – Pitjantjatjara, Ngarrindjeri, Kurna – and English. Yipti was produced by Port Youth Theatre, now called Kurruru Indigenous Youth Performing Arts Inc. Yipti was the initiative of Port Youth Theatre's Aboriginal Advisory Group who, with the advice of Elders in the group, wished to bring awareness of conflict resolution skills to young members of their communities through a creative process.¹⁵⁹ Yipti began with Warritti #1 in 1997, a program run once a week after school for five weeks, with Indigenous children aged 5-8 years and 9-12 years. Children explored their feelings in a safe and creative way, through cartoons and drawing with an Aboriginal artist, a cartoonist, and Indigenous and non-indigenous community workers. Based on the success and evaluation of Warritti #1, Warritti #2 was held in 1998. This time, children worked with a puppeteer and Indigenous workers over six weeks to make and play with puppets around issues of conflict and emotions. Yipti is

now available as four booklets on feelings – happy, sad, angry and scared – which came out of Warritti #1; a facilitator's workbook; and a video on Warritti # 2. The resource kit is designed to allow the program to be replicated and adapted to a range of settings. Yipti can also be conducted with non-indigenous children.¹⁶⁰

RESOURCES

Yipti: Fun With Feelings is available from Kurruru Indigenous Youth Performing Arts Inc; 135 Vincent St, Port Adelaide 5015 **tel:** 08 8341 1150 **e:** kurruru@chariot.net.au (cost \$47: \$40 per kit plus postage and handling).
Yipti can also be ordered through PADV **w:** www.padv.dpmc.gov.au

example

Brainstorm Productions

(Australia, ongoing)

Established in 1983, Brainstorm Productions brings plays about young people, violence and equality to schools across Australia. Winner of the 2001 Violence Prevention Award and the NSW Schools Performance Unit Frater Award for seven consecutive years, Brainstorm tackles issues including child abuse; domestic violence; suicide; substance abuse; depression; bullying; and prejudice. Every year Brainstorm performs to over 300,000 students from ages 5-18 years. One and a half million students have seen 'Sticks & Stones' – a show about conflict resolution, anger management and domestic violence. The Gippsland Family Violence Prevention Network organised Brainstorm to perform for four Gippsland schools in the lead up to Week Without Violence 2003. Networker Sarah Corbell reports:

*The kids loved it. They sat on the floor for one hour, the play reached 700 students over two days, and the company engaged with the kids on a whole range of issues including talking about the difference between acting and reality. One of the schools has a full time social worker, and after the play lots of kids came to him and disclosed relationship violence; kids he had not engaged with before.*¹⁶¹

Based on this success, Gippsland FVPN organised another Gippsland tour with Brainstorm in 2004, with five schools and over 1,200 students participating.

RESOURCES

Brainstorm plays cost \$4 per student and have a minimum fee of \$580 per play. Contact **Brainstorm Productions freecall:** 1800 676 224 **e:** info@brainstormproductions **w:** www.brainstormproductions.com.au

example

BIG hART (Tasmania, ongoing)

BIG hART is an award winning Tasmanian organisation that works to create non-welfare solutions – combining arts intervention and community cultural development – working with marginalised young people and communities. BIG hART works with young people, communities and government, using creative arts projects as a focus for community change. Their approach takes a mentoring and advocacy role with participants and communities, encouraging new insights and new approaches to issues; increasing young people's participation in communities; linking in with community services to explore more effective and innovative delivery; and piloting innovative solutions to problems. In twelve years the organisation has worked with 4,000 young people and 28 communities throughout Australia on projects addressing issues including juvenile justice, self harm prevention, domestic violence, homelessness and racism. Projects engage professional artists and community cultural development workers to 'meet people wherever their life experience is at'¹⁶² and include film, theatre, radio and new media. Recent Projects include '24hr SHIFT', a film installation piece addressing issues facing young people living in mining towns in Tasmania and NSW; 'Your Shoes, My Shoes', a reverse mentoring project with police and young people in NSW; and 'kNOT@home', a national film and storytelling project exploring homelessness and dispossession.

RESOURCES

Contact BIG hART **e:** bighart@bigpond.com.au **w:** www.bighart.org

examples

More Ways of Working with Children and Young People**Parenting Information Kit** (Victoria, 2003)

Choosing Positive Paths: A Resource Kit for Parents Concerned about Children who Have Experienced Violence was produced by Women's Health West & Berry Street in 2003. The kit is a resource for parents whose children have experienced abuse and for community workers. Community and consumer consultation was the key to the success of the kit, and it has had excellent feedback. Users have found it accessible, and found the information in it new and relevant. Mothers – most of whom are parenting alone – have found the kit very useful and encouraging.

RESOURCES

Choosing Positive Paths can be obtained from Women's Health West or Berry Street in hard copy or by downloading from **w:** www.whwest.org.au or www.berrystreet.org

Professional Development for Teachers

(Western Metropolitan Melbourne, 2000-2003)

Women's Health West has undertaken professional development with primary school teachers, designed to help teachers respond early and with confidence to signs of family violence. The program, 'You Don't Have to Go it Alone,' was developed in 2000 and ran for two years with schools in the Western Metropolitan Region. The program reached 74 teachers in five primary schools. Women's Health West are currently using their experience to input into the Brimbank Family Violence Project and identify good practice models through participation on a reference group. Workshops are being conducted and facilitated by the Brimbank Family Violence Project worker to develop a professional development training manual.

Introducing Students to their local Family Violence Services

(Barwon South West Region, 1999)

The Ethnic Youth Health Worker from Barwon Health Corio, part of the Barwon South West Family Violence Prevention Network, took English as a Second Language (ESL) students from the North Geelong Secondary College to visit a range of family violence services for young people in the area. The excursion came out of a family violence workshop run with students by Barwon Health Corio, where discussions revealed that few students knew of any services in Geelong. Services visited ranged from the Centre Against Sexual Assault to the hospital and the police station.

Music, Poems and Posters

Rage Against Violence: Battle of the Bands (Loddon Campaspe Region Victoria, 2002) was part of the Bendigo Week Without Violence 2002. Rage Against Violence involved young people 12-16 and 17-25 years, writing and performing music with the message that violence is not OK. Rage included prizes and an opportunity to record the songs at a local recording studio.

A Poster Design Competition (Loddon Campaspe Region, Victoria, 2003) was held as part of the Loddon Campaspe Week Without Violence 2003. The competition involved young people in two age groups, 5-12 years and 13-18 years, around the message violence is not OK.

A Poster Competition (Grampians Region, Victoria, 2003) was held in Ararat for Week Without Violence 2003. Four primary schools participated, responding to three different themes for three age brackets from Grade 1 to Grade 6 – 'I am ...', 'Kids Are...', 'Families Are ...'. The project received 150 entries. Prizes for each bracket, including encouragement prizes, were donated by local businesses and were presented by the Mayor. The presentation event was very well attended by schools, parents and local identities. The project received media coverage in the local newspaper, and forged links with local schools.

THE PROJECTS

SECTION

E

Working with Men

While Victoria has a significant number of perpetrator programs compared to other states, there is still a significant lack of community education, awareness raising and intervention programs specifically targeted at men. The projects discussed here are largely from other states. They are included to demonstrate the kind of education and awareness work that is happening elsewhere in Australia, targeting the general populations of men, specific cultural groups, perpetrators and men ‘at risk’ of becoming perpetrators.

These projects endeavour to speak directly to men ‘where they are at’. They recognise that it is not enough for women to say ‘it’s wrong’, but that campaigns must specifically create messages that men will respond to and must foster male leadership in tackling family violence.

The projects are based on the assumption that change is possible; and that men must be actively encouraged to examine their behaviours, seek help if they need to, and become role models and agents for change. Projects such as these must be delivered within the context of a holistic range of responses, from community education to strong and integrated justice responses. All are vital to family violence prevention.

Freedom From Fear: Campaign Against Domestic Violence (Western Australia, ongoing)

KEY INFO

Freedom From Fear is a ten year campaign run by the WA government’s Family and Domestic Violence Unit, Department for Community Development. The campaign was launched in 1998 and is designed to target perpetrators and ‘at risk’ men, encouraging them to seek help and change their behaviour. The campaign uses social marketing principles to underpin a mass media community education campaign. The first phase of the campaign, currently underway, focuses on the physical forms of domestic violence. In future phases, the campaign plans to extend its messages to address other forms of domestic violence. The primary target group is men aged 20-40 years who are ‘reachable’ perpetrators or are at risk of perpetrating domestic violence. The secondary target group is all other men at risk of perpetrating family violence. A tertiary target group is men within the general population.

case study

BACKGROUND

The Freedom From Fear campaign came out of a 1995 WA Government and Domestic Violence Task Force, and is also underpinned by the recently released WA Family and Domestic Violence State Strategic Plan 2004-2008. Social marketing principles – the application of commercial marketing principles to social change projects and behaviour change strategies – formed the basis of this campaign, with extensive research undertaken into the kinds of messages men would be open to, and would respond to through action to change their own behaviour. Research findings that indicated punitive messages would not be effective in changing men's behaviour formed the basis of the campaign strategy. Freedom From Fear is the first non-punitive campaign in Australia focused primarily on perpetrators. The family and domestic violence sector was consulted state-wide in the creation of the campaign, and the project has a high level of bipartisan support at a government level.¹⁶³

AIM

The primary goal of Freedom From Fear is the safety of women and children. The campaign works to achieve this through changing the behaviour and attitudes of men who are at risk of perpetrating, or are currently perpetrating, domestic violence. Freedom from Fear has two key principles underpinning the entire campaign: that *'domestic violence is a serious issue and many forms of abuse are criminal'*, and that *'the perpetrator is accountable for the violence and responsible for ending the abuse, no one else and nothing else'*.¹⁶⁴

PROJECT DETAILS

Freedom From Fear is constructed as a number of elements within an overarching strategy, or 'umbrella', of mass media through television, radio, press and outdoor advertising. The media campaign is supported by a Men's Helpline, established specifically for the campaign; counselling and support for perpetrators through men's behaviour change programs; support for victims and families; a campaign website; and a range of community activities in metropolitan and regional areas.

Educational materials have been produced for a range of professional sectors relevant to the primary target group. They have been distributed to health services; police; family and domestic violence services; legal professionals; employers; schools; and trade unions. A men's self-help booklet has also been produced and is available on the Freedom From Fear website. Stakeholders such as services, police, courts and magistrates are informed and involved in an ongoing way.

To create the campaign messages, five different themes were tested with focus groups comprising a total of 120 'general population males' from 15-40 years, and 20 perpetrators. Their responses shaped the campaign's message:

- **Criminal sanctions** – outlining the criminal consequences of violence – were not seen as a deterrent. Perpetrators doubted the severity of the criminal response, having seen men 'get away with it' for many years, and there was a feeling that a criminal sanctions message would lead to further 'covering up' of the violence.
- **Community intervention** – encouraging people to report suspected domestic violence – was seen as 'dobbing' and not effective, as men would be reluctant to become involved.
- **Social disapproval** – focusing on violence as unacceptable behaviour for a man and giving a message of peer rejection – met with a mixed response. Whilst 'general population males' responded quite favourably to this, perpetrators reacted angrily, indicating the danger of increased defensiveness and a 'siege mentality'. Social disapproval was therefore not chosen as a stand-alone strategy for the early stages of the campaign.
- **Consequences** – focusing on two separate themes of damage to a man's partner or damage to children – met with contrasting responses. The theme of damage to partner was not seen as a salient issue by perpetrators; and non-perpetrators doubted (correctly) that perpetrators cared very much about the damage to their partners. However damage to children was universally seen as a very powerful notion, with all perpetrators expressing

strong feelings for their kids and many having vivid memories of their children's reactions to them as children.

- **Help** – the message that help is available – was also seen as a powerful message that addressed men's feeling of being under siege. The view of most perpetrators was that the focus should be on sources of formal, rather than informal, help.

The campaign adopted an initial message of the impact of violence on children, which was framed in a non-punitive way. A major challenge was the creation of a powerful non-punitive message in which the perpetrator's responsibility was not diminished. Thus the campaign materials and messages were carefully tested for impact and minimal counterargument (i.e. 'she deserved it' or that the commercial was 'against men').

Freedom From Fear's advertising has been conducted in 'waves' of 30 and 45 second television commercials run for a number of weeks at a time each year from August 1998. The ads focused initially on the impact of domestic violence on children; then on help being available; and more recently, since 2002, on self-reflection, with a man talking to himself about violence and frustration in the mirror. All ads have encouraged men to seek help and call the Helpline. Radio ads were also created, depicting conversations between a caller (perpetrator) and a Helpline counsellor, to break down the stigma of calling the Helpline.¹⁶⁵ The media campaign has also included newspaper ads, displays of materials and ongoing media activity with journalists and a range of regional and local papers and publications. The ads have been very effective both in communicating their message and in encouraging men to seek help.

The Helpline, which is free to STD callers, is staffed seven days a week, 24 hours a day. Counselling is available daily and the Helpline also actively refers callers to men's behaviour change programs. Records show that many men call from work during the day.¹⁶⁶ From September 1999 to June 2001, the Helpline received 9,500 calls. Sixty-five percent of these calls were from men who identified themselves as perpetrators or men at risk of perpetrating. In the same period, nearly 2,000 of these men agreed to be referred to men's behaviour change groups by the Helpline.

An eight month follow-up survey of men who had called the Helpline was conducted in April 1999. Over 80% of respondents reported that their life was 'better' since calling the Helpline. The vast majority of them reported that they had better anger control; used less abusive behaviour; were more able to talk to their partner, and to understand the effect of their behaviour on their partner.¹⁶⁷ Whilst these are encouraging results it is important to note that verification was not sought from men's partners.

Further developments are an increased strategic focus on country areas, Indigenous and Culturally and Linguistically Diverse communities, although the campaign has faced resource challenges.¹⁶⁸ Freedom From Fear has also won a number of national and international awards, including an Australian Violence Prevention Award in 1999 and the 1999 international Novelli Prize for excellence and innovation in social marketing.

SOME KEY LESSONS

★ Tailoring the message is absolutely essential: social marketing is vital

The campaign is based on the very successful use of social marketing principles, and has created a range of messages that are accessible and memorable. To date evaluations have shown that they are effective. The most recent campaign evaluation was conducted in 2003, and it included a survey based on a randomly selected sample of 400 men and 200 women between 18-40 years within Perth and country areas.¹⁶⁹ The survey showed that 90% percent of respondents were aware of the ads and saw the campaign as promoting positive messages for both women and men.¹⁷⁰ Women were overwhelmingly in favour of the campaign, and 90% of women reported that the ads do not communicate *at all* that women who get beaten deserve it in some way. Sixty-five percent of men surveyed were *strongly* in favour of the campaign, and over half of them do not believe that the ads are *against* men or are suggesting that *all men are violent*. Only a small backlash has occurred through the careful construction of the messages: 10% of respondents said that the ads are against men and portrayed all men as violent.¹⁷¹

★ **The Helpline has meant campaign impact and response can be measured**

The Helpline established as part of Freedom from Fear can accurately measure campaign response. To date response has been very strong, with nearly 10,000 calls received over a two year period. Between August 1998 and December 2003 there were over 17,400 calls to the Men's Helpline. Of these calls, 42% were from men who self-identified as having committed or being fearful of committing acts of domestic violence.¹⁷²

★ **Men know where they can go for help, but tend to only call in crisis**

Men's awareness of help services has grown significantly during the campaign, with 59% of men recently surveyed saying they now know where violent men can go for help. However men still say they would seek help 'when and if' they needed to, and research indicates men are likely to seek help at a point of crisis (i.e. after they have become violent). As the first incidence of violence is a critical indicator of a continuing pattern of abuse, the campaign needs to strengthen prevention work across all sectors to reach men earlier, before they begin to perpetrate family violence.¹⁷³

★ **Attitudes are still a concern, with women being blamed for violence**

In the recent evaluation survey, women and men were asked whether women were 'somewhat' responsible for violence. Responses reveal that there is much work to be done. The majority of women and men surveyed believed women sometimes provoke 'occasional slapping'. Women were asked if they ascribed some responsibility to women for provoking violence: 23% said women said they ascribed some responsibility to women for provoking 'regular hitting'; and 43% ascribed some responsibility to women for provoking 'occasional slapping'. Men were asked if women ever provoked 'regular hitting' or 'occasional slapping': 54% of men said women never provoke 'regular hitting', but only 41% of men said women never provoke 'occasional slapping'.¹⁷⁴

★ **Behaviour change programs require longitudinal evaluation**

The outcome of the behaviour change programs that form part of the campaign is yet to be determined, and requires longitudinal evaluation. In 2002 an evaluation of perpetrator programs for mandated and voluntary participants in Western Australia was conducted, supported by Partnerships Against Domestic Violence. This research provided insights into the strengths of the programs, and a range of relevant and detailed recommendations for setting up ongoing evaluation in the future that has the potential to track the longer term impact of these programs.

RESOURCES

Freedom From Fear **e:** fadvu@dcd.wa.gov.au **w:** www.freedomfromfear.wa.gov.au

Campaign Materials including **Radio ads** and **TV ads** are available for loan from the Family and Domestic Violence Unit. **e:** fadvu@dcd.wa.gov.au

Men's Self-help Booklet and other resource materials can be downloaded and ordered at no cost from the Freedom From Fear website.

Research reports and **policy information** about Family and Domestic Violence are available on the Family and Domestic Violence website

w: www.familyanddomesticviolence.wa.gov.au

Violence Against Women: It's Against All the Rules (New South Wales, 2001-2002)

case study

KEY INFO

Violence Against Women: It's Against All the Rules was a community awareness campaign run by the NSW government in 2001 and 2002 throughout NSW. The campaign focused on the use of high profile sportsmen, and sport, to deliver anti-violence messages 'targeted at non-violent, young men aged 21-29 years who have an interest in sport'.¹⁷⁵ The campaign was conducted on a state-wide and regional level, with a range of local activities and approaches using sporting identities, clubs and events. Against All the Rules sought to stimulate discussion; to increase the unacceptability of violence; to encourage an understanding of what constitutes violent behaviours; and to encourage men to understand the effects of violence against women.

BACKGROUND

Violence Against Women: It's Against All the Rules was founded upon social marketing principles – the application of commercial marketing principles to social change projects and behaviour change strategies – and contemporary theories that explain violent behaviour and behaviour change using a social learning framework. The campaign was created within the context of the NSW Strategy to Reduce Violence Against Women, which '*understands violence against women in the context of unequal power relationships in our society*' and proposes models of crime prevention applied in a '*climate which demands policy and practice that confronts men's licence to abuse*'.¹⁷⁶ One of the campaign's key assumptions was that changing men's attitudes about violence against women requires changing the 'cultural meaning' of violence to men. The campaign's theoretical framework positions male violence as part of our cultural understanding of masculinity and gender, which allows men to assert their dominance. In this context, violence against women becomes tied to cultural expectations of masculinity, and change is about 'rescripting' the cultural expectations around masculinity and what it means to be a man.¹⁷⁷ The campaign was conceived from a basis of building upon positive and constructive change. It used sports as a medium to convey messages, as men are highly involved in sport, both as participants and viewers.¹⁷⁸

*Inviting men to challenge cultural scripts about masculine attitudes and behaviour is an effective strategy to shift community thinking about legitimate ways for men to interact with women. Co-opting high profile sportsmen to deliver the message that violence against women is unacceptable increases the visibility and authority of the message.*¹⁷⁹

AIMS

The campaign's goal was prevention and reduction of violence against women, rather than the promotion of services. Targeting young men between 21 and 29 years, Violence Against Women: It's Against All the Rules sought to deliver an anti-violence message in a way that was credible, attractive and accessible to young men. The key messages were:

- Violence against women takes many forms.
- Violence and abuse are wrong.
- Violence and abuse damages individuals, families, households and communities.
- We must tell people that violence against women is 'against all the rules'.

PROJECT DETAILS

The campaign was conducted on a state-wide and regional level through the NSW Council on Violence Against Women, the Violence Against Women Specialist Unit and the Regional Violence Prevention Specialists (RVPS). The campaign used a range of core materials and was implemented

using mass media, local community-based activities, key sporting events and sportsmen on a local, regional and state-wide level. Whilst generalist in its approach, the campaign specifically engaged with a number of communities, including Indigenous, Spanish-speaking and Arabic-speaking communities. The seventeen RVPS were responsible for implementing the campaign on a region-by-region basis, taking the messages, themes and materials from the state-wide campaign and initiating a variety of local activities.

Campaign materials included:

Radio ads: Six weeks of radio ads were played on major metropolitan and regional stations. Community Service Announcements were distributed to other radio stations around the state.

Posters: More than 16,000 posters were distributed state-wide. The core campaign posters featured four elite sportsmen from different sports, with messages framed in the language of their particular sport:

- Michael Slater, cricket player: *'Sledging a woman? That's verbal abuse!'*
- Mark Bosnich, soccer player: *'Marking a woman, watching her every move? That's stalking!'*
- Dale Lewis, football player: *'Striking a woman? That's assault!'*
- Laurie Daley, rugby player: *'Force a woman into touch? That's sexual assault!'*

Materials featuring other sports, regional sportsmen and a diversity of cultures: Posters and postcards were created featuring Indigenous, Spanish-speaking and Arabic-speaking sportsmen; surfers and rally car drivers; and regional sporting identities.

Posters on buses: Campaign posters featured on 136 buses in Sydney and Newcastle.

Campaign Kits: kits were created to assist RVPS to implement the campaign.

Information booklets: 5,000 information booklets were produced targeting organisations including sporting clubs, businesses and employers, to encourage them to become involved.

Regional materials were created, including 9,500 competition drawcards for clubs. These included information for men about the campaign. Several cards were developed with the competition draw details of different teams, and these were distributed at regional events. Other regional materials included car racing guides in Bathurst, banners, postcards and posters.

Coasters, stickers, and bookmarks were produced and distributed.

Regional Activities

Regional activities became a strength of the campaign and included some of the following:

In New England: Three months of TV ads featured local sportsmen talking about violence against women. New England and Central North referees wore jerseys with the campaign slogan for an entire season.

In Central Coast: 18,000 fans who attended a central coast Northern Eagles vs Newcastle Knights game were part of the Central Coast Launch of the Campaign. Snapshots of interviews about the campaign aired during the lead up to the game. Campaign posters and banners were displayed around the field, including one under the scoreboard, where the television caught it with each score.

The Bathurst 2000 motor sports event had campaign information printed in all the event's pocket racing guides.

In South Western Sydney: Arabic and Spanish-speaking campaign working parties were formed to encourage community participation. Internationally renowned Spanish-speaking soccer player, Gabriel Mendez, was chosen to feature on campaign promotional materials and engage Spanish-speaking men. Arabic-speaking Bulldogs player, Hazem El Masri, was chosen to be the face of the Arabic language campaign. Media and community activities were built around these sporting identities.

In Western Sydney: A working party came together with local Aboriginal community members to design the regional campaign. A card was designed using Indigenous artwork, and track and field star Jermain Khan was chosen to be the face of the campaign with the slogan, 'Let's Keep Our Mob on Track'. A number of other Indigenous sportsmen became involved, and the campaign included a range of community activities. In Western Sydney, the campaign extended to prison, with a sports day at Parklea. Inmates and staff wore campaign T-shirts and raised \$1,000 for a local family support service.¹⁸⁰

SOME KEY LESSONS

★ Sportsmen caught men's attention and gave the campaign credibility

Using high profile sportsmen as role models gave the campaign interest and credibility to men at both a metropolitan and regional level. Many of the regional sportsmen responded very positively to the campaign, and a number reported that they became involved because of the high profile sportsmen spearheading the state-wide campaign.

Eighty-three percent of respondents understood the message of the campaign was that violence against women was 'not on' and 49% recalled the campaign slogan. Men responded very favourably to the 'clever' use of sporting terminology and to the use of sporting heroes.

★ Central coordination and resources, complemented by local implementation, is effective

Local implementation of the campaign was greatly assisted by centrally produced materials and co ordination. This has proved a highly effective use of resources and provided RVPs with a strong base for conducting effective local campaigning. At a regional level, messages could be conveyed in a more in-depth way, and local people and identities became actively involved in developing campaigns that were culturally appropriate. Regional involvement was active, innovative and very encouraging.

★ Men were keen to participate in the campaign

On a regional level, RVPs were surprised and encouraged by the level of interest from men in local clubs and organisations in supporting the campaign. Some of the regional sporting identities who became spokespersons on a local level reported that their decision to become active was strongly influenced by the involvement of the sportsmen in the state-wide campaign.

★ Men are generally reluctant to discuss violence against women with other men

Whilst many men reported that they would intervene directly within their immediate friendship group to challenge relationship violence, 91% of the target group said they would not talk to their peers about this issue, irrespective of the campaign.

I have had to deal with one of my mates bashing up his partner, she had actually come to me for help. That wasn't a problem for me. I feel very strongly about men being respectful to women ... I only had to say a few words, sharp and to the point and he knew I meant it. But I wouldn't talk about the issue of violence against women in the general flow of conversation, I don't think. (Respondent's feedback)¹⁸¹

★ Indigenous men are willing to discuss family violence with other men

In sharp contrast to non-indigenous men's general reluctance to talk with other men about the issue of violence against women, Indigenous men who participated in the campaign evaluation reported that they saw violence against women as an issue that should be discussed by men. Indigenous respondents in two focus groups reported that Aboriginal men needed to talk to younger men in their community about violence against women and that the campaign materials made it easier; providing a starting point for the conversation.¹⁸²

They're good things, those posters, because we can say to our men – look at those sportsmen, heroes, they're telling you it's no good to go hitting your woman. Don't do it brother. (Indigenous man's feedback on campaign materials)¹⁸³

★ Ongoing community education is required

The campaign evaluation indicated that a single campaign was unlikely to shift community values.

★ The campaign's focus on women led to some backlash

There was some backlash to the campaign's focus on women, with men asking, 'What about violence against men?' Respondents in focus groups stridently raised the issue of men's status as unacknowledged or invisible victims of violence, and that some women 'ask for it'. To be more effective, any future campaign needs to address this sense of victimisation and defensiveness.

... we did talk about it a bit and we wondered who they would put up there for woman sportsmen telling women not to nag their fellas. Like Cathy Freeman might be saying: 'Don't run him down!' (Evaluation Respondent)

Yeah I've spoken to my girlfriend because we had a bit of an argument about it. I was saying they shouldn't just talk about men abusing women, because men can be abused too, you know. (Evaluation Respondent)¹⁸⁴

★ Sporting culture has been associated with poor attitudes to, and violence against, women

The authors of this kit note that, in light of the spate of sexual assault allegations against high profile sportsmen in Australia in 2004, it is important to acknowledge that the culture of masculinity in sport has often been associated with poor attitudes towards women and a culture of violence.¹⁸⁵ Delivering a campaign on gender violence through the culture of Australian sportsmen therefore has risks, and spokespeople must be carefully screened. Campaign strategies, whilst utilising the opportunity provided by the credibility of sportsmen with men in the wider community, need to address the inherent challenges in working in a cultural area where a problematic masculine identity is created and perpetuated.

★ Help and assistance contact details should be part of a state-wide campaign

Whilst regional materials carried contact numbers of services for information, advice and assistance, many of the state-wide materials did not have any contact details for further information or support. The campaign was designed to raise awareness rather than promote services, but the authors of this kit note that campaign effectiveness is diminished if men who are responsive to a campaign are not provided simultaneously with details of where to access further anonymous and confidential information. This can be a website, or the phone number/s of services.

RESOURCES

For more **information** or **campaign materials** contact the NSW Violence Against Women Unit **tel:** 02 9228 7899
or visit the Violence Against Women Unit website **w:** www.lawlink.nsw.gov.au/cpd

examples

More Ways of Working with Men

Coasters for the Pub (Victoria, ongoing)

A range of organisations has run coaster campaigns, placing coasters with family violence messages in pubs and clubs. Some coasters are an adjunct to a broader community campaign, and reflect its message, such as the 2001-2002 NSW campaign *Violence Against Women: It's Against All the Rules* (p. 67) or the 1999 Victorian Family and Friends Campaign (p. 22). Other organisations have produced coasters as smaller, stand-alone initiatives. A coaster campaign run by Women's Health West in Melbourne used the message, 'When you hurt your partner you'll hurt your kids too', and listed the Men's Referral Service number. A 2003 campaign in the Victoria's Corowa Rutherglen area, used the drawings of children who were then in refuge accommodation and attending an after-schools program for children experiencing domestic violence. The message was created by a local police officer involved in the campaign: 'Kids are what they see, what sort of role model are you?'

A KEY LESSON

★ Coaster campaigns must consult pubs and clubs and ideally support broader initiatives

Successful coaster campaigns have consulted with pubs and clubs prior to the campaign and are more effective when connected to a broader and accessible community campaign. Messages and images need to be clear and accessible; and coasters should include contact details for services that are clearly identified as confidential.

Men Mow Out Family Violence (Metropolitan Melbourne, 2002)

No To Violence (NTV), the Male Family Violence Prevention Association, is a Victorian based organisation of individuals and agencies working for the prevention of male family violence. NTV includes the Men's Referral Service. In 2002, as part of Week Without Violence in Melbourne, NTV brought men together to take a symbolic stand against violence; 'Men Mow Out Family Violence'. Twenty-one men, wearing T-shirts with the message 'Our Strength is Not for Hurting', used lawn mowers to mow out the words 'Family Violence' in five metre high grass. Jason Cripps from the St Kilda Football Club spoke and over one hundred people attended the event and family picnic.

Mirrors, Windows and Doors (Victoria, 1994)

In 1994, No To Violence produced a self-help book for men, *Mirrors, Windows & Doors: A Self-Help Book for Men About Violence and Abuse in the Home*. The book provides information and advice to men who are using violent behaviour with their families. Chapter headings include 'What exactly is Family Violence and Abuse?'; 'What's Going on in Your Life Right Now?'; 'How does it Happen?'; 'Men, Sex and Masculinity'; and 'What's Going on for Your Partner'. *Mirrors, Windows and Doors* is still in demand and can be viewed on, and ordered from the NTV website.

SOME KEY LESSONS

★ **Men's projects need to be clear that violence is a choice**

NTV is constantly challenged to reinforce the understanding that violence is a choice, and is an experience separate from anger, or any other emotion. Through its work, NTV has learned that issues relating to the extent, impact and foundations of violence against women require constant reinforcement at various levels, including within government, community health providers and individual members of the public.

★ **Men's projects should empower men as advocates**

NTV's major successes lie in advocating for non-violence within intimate relationships by empowering men from a wide range of backgrounds to advocate on the organisation's behalf throughout the community.

★ **'Anonymous and Confidential' is an essential message**

In encouraging men, and any community members, to call services for advice and assistance, the confidentiality and anonymity of the call must be reinforced on all published material. This removes a significant barrier – the fear of personal consequences – to seeking assistance and advice.

RESOURCES

Contact No To Violence for information, pamphlets and posters **tel:** 03 9428 3536

e: ntv@ntv.net.au **w:** www.ntv.net.au

Mirrors, Windows & Doors can be read at www.ntv.net.au and is available from NTV.

THE PROJECTS

SECTION

F

Changing the Rules – Responsibility, Policy & Law

This section includes initiatives to change law and policy and, through doing this, to change the way in which family violence is viewed and responded to by the state. These projects reflect what is possible when organisations and individuals combine their resources and energy around a single issue or cause. These projects are often driven by unpaid work. They address deeply entrenched attitudes around law or policy, have achieved remarkable things, becoming instrumental in law reform; setting the framework for positive and meaningful review in police responses to family violence; raising national and international awareness around the inequality of women before the law; and taking issues such as inadequate state action to protect women's human rights to the international arena.

Most of these projects or campaigns are rights-based, placing the rights of women and children suffering from domestic violence in a human rights context. This context includes the international human rights conventions to which Australia is a party, and the concept of due diligence which places the state in a position of responsibility for the behaviour of individual citizens. All the projects outlined here use one or more of the following key elements for changing the rules:

- *research* – proving a case and providing a mandate for action
- *understanding* – how the creation of policy, legislation and legal reform works
- *strategy* – figuring out how to effect change
- *the international context* – using international laws and conventions and the instruments of those to create a context for the campaign and, sometimes, to demand international intervention
- *the political system* – lobbying and political advocacy
- *public awareness and opinion* – using the media and other awareness raising techniques

The Domestic Murders Project (Victoria, 1989-94)

case study

KEY INFO

The Women's Coalition Against Family Violence formed in 1987 as a community-based women's network to address family violence through community education and awareness-raising. The Coalition's members included women working in community legal centres, community health services, domestic violence and sexual assault services. During the first few years of the Coalition's work, it was contacted by a number of family members of women and children who had been murdered.

In 1989, the Coalition held an event to commemorate the deaths of women and children who had been murdered by their partners, ex-partners and fathers. The Coalition found a universal theme in the speeches of family members:

*Family members emphasised the long history of violence preceding the murders of women and children. They said that almost without exception the response of the police was inadequate and inappropriate in the light of the history of domestic violence which led up to the murders, and they expressed a range of criticisms of the legal profession and the courts in their dealings with witnesses, the dead women and children and the men who had killed them.*¹⁸⁶

AIMS

Coming out of the commemoration event, the Coalition:

*... in conjunction with family members and friends of the murdered women and children, decided to undertake research aimed at documenting and publicising the reality and extent of the domestic violence that precedes murder.*¹⁸⁷

PROJECT DETAILS

The research project, which ran over two years, prioritised the stories of the murdered women and children, as told by their friends and families. It also analysed a range of documents to examine the 'context of domestic murders and the response of the community, police, legal system and media to these murders'.¹⁸⁸ Information was gathered from Victorian Coroner's Court files; Department of Public Prosecutions' files; police statements; homicide squad murder registration books; medical evidence; witness statements and media reports.

The project found that the legal system and the wider community are complicit in domestic murders. The Coalition reported:

*As we waded through mountains of papers and documents, the uniform absence of any attempt to provide an account of the victim's life and the context and history of violence which preceded the murder was striking. Throughout the entire process, from initial police investigations through to court trials and media reporting, we witnessed the systematic silencing and marginalising of the experience of the dead woman and children, and the relentless focus on attempting to justify or explain away the killer's actions.*¹⁸⁹

In 1994, the Coalition presented the findings of the Domestic Murders Project in a book, *Blood on Whose Hands? The Killing of Women and Children in Domestic Homicides*. *Blood on Whose Hands?* brings together the stories of a number of murdered women and children as told by their families and friends. These stories are combined with an analysis of legal responses both prior to and after the murders and media responses to the murders. The book highlights the extent of institutional and community inaction towards, and complicity in, domestic violence.

SOME KEY LESSONS

★ An action research model is appropriate in new initiatives

The project used an action research model, with the research project coming out of the initial work with family members, and the book developing out of that. At every stage, the voices and stories of the families of the women and children who were killed were prioritised. As a result, unique information from family members of those murdered was gathered for the project.

★ Working in conjunction with family members was essential

The Campaign was guided by surviving family members – their stories, their perspectives and their experiences. The families were included in the campaign's steering committee, and approved all the information in the book.

★ Creating strategic 'noise' around a silent issue brings powerful responses

Maria Dimopoulos, who worked on the campaign, said: *'The campaign captured the hearts and minds of people across the sector, not only the workers, but politicians and those working in legal areas as well.'*¹⁹⁰ After the first commemoration, groups around Victoria were inspired to hold local commemorations for women who had been killed. The Domestic Murders Banner, created by women in the community for the first commemoration, travelled to many local commemorations.

★ Media is an essential component in bringing about change

The campaign generated a lot of national and some international media, including television coverage. Kath McCarthy, a founding member of the Coalition, says now of the project:

*Domestic homicides as they related to domestic violence had never received so much publicity before. The project was extremely effective in heightening the seriousness of domestic violence and making key policy makers and the wider community aware of what lies behind the headlines.*¹⁹¹

★ Advocacy must include challenges to unjust legal responses

The campaign highlighted in detail the inadequacy of the legal responses to the murdered women and children, both before death and afterwards. This work has played a significant role in the Victorian Law Reform Commission's current examination of the partial defence of 'provocation' to the charge of murder homicide, which has often been successfully used by men who have killed their partner, to allege that the killing was committed in anger 'in response to certain kinds of provocative conduct'.¹⁹² Leaving a relationship, 'nagging', having 'an affair', or criticising a man's sexual performance have all been seen as constituting provocation.

★ The project was time consuming and traumatic

Once the research project successfully gained funds from the Victorian Women's Trust, the project struggled to adequately support its paid workers. Coalition member Kath McCarthy reports:

*We had not anticipated the level of vicarious trauma to which the project exposed the project workers and (unpaid) collective members who were also co-authors and researchers. The project became much bigger than we'd ever envisaged, and the funding didn't reflect the reality. It was largely a voluntary effort and the timeline blew out.*¹⁹³

RESOURCES

The Domestic Murders Project Banner is housed at the Domestic Violence and Incest Resource Centre **tel:** 03 9486 9866 **e:** dvinc@dvinc.org.au

Blood on Whose Hands? The Killing of Women and Children in Domestic Homicides is distributed by Federation Press and is available from the DVIRC library and some university and public libraries around Australia.

Release Heather Osland Campaign: Women Who Kill in Self-Defence (Victoria, ongoing)

case study

KEY INFO

The Release Heather Osland Campaign is a voluntary campaign that has worked since the end of 1996 for the release of Heather Osland, who was convicted in 1996 of murder for the killing of her violent husband. Run by the Release Heather Osland Group, the campaign has succeeded in raising national awareness of the inadequacy of state and community responses to family violence. The campaign has supported a number of legal challenges to Heather's conviction, and continues to support Heather in her last years in jail.

BACKGROUND

Heather Osland and her adult son David went to trial in 1996 for killing Heather's husband, Frank Osland. At the time Frank was killed, Heather had suffered thirteen years of severe and escalating abuse from her husband. David is one of Heather's four children, all of whom had suffered severe abuse at the hands of Frank. Heather and David both pleaded self-defence, stating that they were convinced that they were in danger for their lives. While David struck the fatal blow which killed Frank, he was acquitted on the grounds of self defence. Heather was found guilty of murder and sentenced to 14 years imprisonment.

Reflecting on their lives before Frank's death Heather says:

There is little understanding in the community of the level of control exerted by violent men such as Frank. I should mention I left him eight times, only to return because of the threats made to my family. It's surprising how many times it has been said to me personally 'Why didn't you leave?' I answer 'I did, eight times!'.¹⁹⁴

AIM

The campaign was established in 1997, primarily to seek Heather's release from prison and to raise awareness that her actions were self-defence. Through a focus on the particulars of her case, attention was drawn to the inherent gender bias in defences to homicide in Australian law, and the inadequacy of state and community responses to family violence. More broadly, the campaign has advocated for the defence to homicide of self-defence, to be reviewed and reformed to reflect the experiences and reality of women who are acting to save their own lives. The campaign has sought to highlight and challenge state and community responses to family violence, and women's inequality before the law.

ACTIVITIES

The Release Heather Osland Campaign was very carefully structured to maximise the effectiveness and accountability of a voluntarily run campaign on a very controversial issue. The campaign provided participants with detailed information and resources for action and established clear guidelines to facilitate coordination and interaction. Materials clearly outlined the relationship that the group has with Heather and the group's accountability to her:

The primary aim of the group is to work towards Heather's release. Heather is part of the group therefore the group works with Heather not for her. The group always works in full consultation with Heather ... The group does not provide Heather with legal advice.¹⁹⁵

Using this approach, the Release Heather Osland Group managed a remarkably difficult public awareness campaign with a consistent and proactive response. The group prepared a media strategy, undertook journalist briefing, and briefed and prepared all nominated spokespeople (who were the only campaign members empowered to speak to the press).

The campaign was involved in a number of formal challenges to Heather's conviction of murder: appealing to the Victorian Supreme Court in 1997; bringing the case before the High Court in 1998; and preparing a Petition of Mercy which was submitted to the Victorian Government in 1999.

The campaign raised funds from the community and philanthropic trusts; created a website (www.vicnet.net.au/~rhog/group.htm); and prepared a comprehensive Supporter's Kit. The kit is informative, clear and accessible. It contains background information; a letter from Heather; a letter writing guide and sample letter; a petition; a lobbying guide; and a media responses guide. The kit can be downloaded from the website. Supporters undertook intensive lobbying on both a state and federal level at key times in the campaign, working to build political will and awareness around Heather's situation and the issue.

The Release Heather Osland Campaign has been a landmark campaign in Australia. After almost ten years, the group is still active, and their efforts have effectively put on the agenda the failure of the state and the legal system to protect women from long-term abuse. Heather Osland contributed to this kit from prison:

*There is so much that I could add/for speak about lessons learnt or major challenges ... but I cannot change the past. I thank you for the hard work that you are doing working on this Resource Kit. If it changes or saves one life then what I've endured has made a difference and it's been worthwhile.*¹⁹⁶

SOME KEY LESSONS

★ To change women's experience of abuse, legal responses must be challenged

The campaign's appeals and Petition of Mercy were unsuccessful. Heather is still incarcerated and expects to be released from prison in 2005. The campaign now focuses on supporting Heather during her incarceration and on law reform. However, the campaign *has* been effective, playing a significant role in the current review by the Victorian Law Reform Commission of Defences to Homicide.¹⁹⁷

★ Strategic use of the media is crucial in advocacy

Through the careful structuring of their media responses, and a proactive approach to briefing spokespeople and journalists, the campaign was able to get its message out, despite the controversial nature of the subject. It has had a significant impact on public awareness of family violence and women's access to justice. Balancing direct *negotiation* for change with a well publicised *demand* for change is something that needs to be addressed throughout the life of a campaign such as this one. The campaign faced a very difficult task in trying to balance the strategic use of media, to put public pressure on the state, with direct lobbying of politicians outside the public arena As Heather puts it:

*While the petition of mercy was being considered we did not go to the media. We were given the strong impression that the outcome was more likely to be positive if we stayed away from the media and dealt directly with the government. At the time, it seemed the most strategic path to take. In hindsight, every time the government asked for that little bit extra information, the media should have been informed. We shouldn't have been silent during that process; we should have made it very public.*¹⁹⁸

RESOURCES

More **information** and **Supporter's Kit** **w:** www.vicnet.net.au/~rhog/group.htm

Through Women's Eyes: Police and Family Violence

(Loddon Campaspe Region, Victoria, 2003)

case study

KEY INFO

Through Women's Eyes was a research and advocacy project undertaken in 2003 by Bendigo's Emergency Accommodation and Support Enterprise (EASE), which is part of the Loddon Campaspe Family Violence Prevention Network. The project examined women's experiences of police responses to family violence in the Bendigo region, towards working in partnership with the Victorian police to improve police responses.

BACKGROUND

Through Women's Eyes came about from EASE's casework with abused women and children and their experiences of the criminal justice response to family violence. Since EASE's establishment in 1994, the stories of women and children indicated ongoing concerns with police responses. Previous attempts to work with police on these issues had been unsuccessful, partly due to a lack of clear evidence. In 2002 EASE decided to research and document women's experiences, with the hope that this would give EASE, and police, a clear mandate for change.

AIMS

The aims of the project were twofold: to research and document the women's experience of the police response to family violence; and to work in partnership with Victoria Police to improve the situation.

PROJECT DETAILS

The project was supported by the Reichstein Foundation. A project Steering Committee was established, drawn from a diversity of government and non-government agencies working on issues relating to family violence. The project built on the internal state-wide review of Victoria Police responses to violence, *Victoria Police Violence Against Women Strategy: A Way Forward*, which was released in 2002. This review's clear acknowledgement of the need to improve police performance with regard to violence against women set the tone, and a further mandate, for the Bendigo research.

Twenty women were interviewed for the research project. All were clients of EASE and had had contact with police in the previous twelve months due to family violence. The women were aged between 16 and 52 years, lived in the Bendigo area, and 19 of them had had contact with police stationed at Bendigo. This made the research particularly pertinent to the Bendigo police response. Research findings were drawn together in a publication called *Through Women's Eyes: Police and Family Violence* and used as a basis for recommendations to improve police responses. Recommendations included: providing women with clear written information about services and Intervention Orders; interviewing women safely and privately; monitoring adherence to guidelines; police education on women's experiences of family violence; greater police accountability; and mandatory police application for Intervention Orders on behalf on any person 'who has been, or is likely to be, the victim of domestic violence'.¹⁹⁹

The study was launched at the Family Violence and Integrated Responses Conference, organised in Bendigo during the Week Without Violence 2003. This conference was attended by a large number of police from around the state. In both the writing and presentation of the study, EASE took a specific focus on the positive results of quality policing, and how this had helped women and changed their lives for the better. At the launch, researcher Cheryl Munzel also spoke of the challenges faced by those working in this area. With a clear strategic focus on building partnerships

with police for change, EASE worked to engage police in the possibilities discussed in the report. The study and its presentation were well received by police.

The project has led to a number of initiatives and in 2004 The Loddon Campaspe Family Violence Prevention Networker will be working with Bendigo police to achieve them. These initiatives include participating in a regional police-led working group to make recommendations to Victoria Police on the improvement of police responses at both a state and regional level; developing a local court support program; and facilitating the implementation of the Family Abuse Integrated Response (FAIR) model in the Loddon Campaspe region. FAIR aims to improve the crisis response by developing protocols between police and family services for referral and support.

SOME KEY LESSONS

★ Research has provided a mandate for change

The project gave credibility to EASE in the eyes of police and others involved in the criminal justice response to family violence. It has assisted those working towards change within Victoria Police by placing a spotlight on police practice around family violence. Senior officers at the local stations realised the focus was on their management of policing family violence and undertook to improve the situation.

★ A diverse steering committee has been a vehicle for change

The steering committee included representatives from all key agencies involved with the criminal justice response to family violence. Its regular meetings brought about change by simply bringing people involved with the criminal justice system together to discuss the policing of family violence. This was unprecedented. There was also a woman on the committee who had experienced the police response first hand, and her contributions about her own experience of the system were pertinent and illuminating. The committee was thus both educative and an opportunity to build links and joint approaches.

★ Advocacy work positions organisations as agents for social change

Through this research and advocacy project, EASE and the Loddon Campaspe Family Violence Prevention Network have developed more clarity about their role as agents for social change. The Network will become more involved in lobbying for the improvement of police responses through its participation in Domestic Violence Victoria, the peak body of women's domestic violence services in Victoria. The Network will also focus on obtaining funding for a Community Legal Centre in the Loddon Campaspe sub-region.

★ Partnerships for change require a focus on the positive

The major challenge faced by the project was to build positive links with police towards a partnership for change. Researcher Cheryl Munzel reports:

Stories from the women about police practice tended to be negative more than positive, and it was a challenge to present the findings in a way that would engage police and not alienate them further. I was able to build on the state-wide Victoria Police review and, in the launch and presentation, I emphasised the positive examples where police had really helped women. It was also important to acknowledge the difficulties police face in this work. In the launch I expressed an understanding of some of those by talking about my experiences as a child protection worker, such as working with clients who often hate or fear you because of your role; having very limited resources with high work loads; and the frustration when women go back to violent situations. This was very important, and police thanked me after the presentation for acknowledging some of their difficulties and for being balanced in the research.²⁰⁰

RESOURCES

Through Women's Eyes is available from EASE tel: 03 5443 4945
e: easebend@netcon.net.au

Abuse Free Contact Campaign (Australia, ongoing)*case study***BACKGROUND**

The Abuse Free Contact Campaign (AFCC) was first established in Queensland by a group of welfare and legal practitioners, to critique the violence risks to women and children under the current implementation of the Family Law Act. In 2000, the campaign produced a comprehensive research report of child contact and family violence: *An Unacceptable Risk: A Report on Child Contact Arrangements where there is Violence in the Family*.²⁰¹ The Report was reprinted in 2002.

AIMS

The campaign is now nationally and internationally active as a national coalition of organisations who have formed to advocate on behalf of women and children going through the Family Court system with concerns about domestic violence and child abuse.

CAMPAIGN DETAILS

The group has a major focus on the enactment of the Family Law Act, and campaigns to ensure that priority is given to children's right to live free from violence. AFCC critiques the lack of primary consideration of children's safety when balancing the 'need to ensure safety from family violence', with the 'right to know and be cared for by both their parents' and the 'right to contact on a regular basis'.²⁰²

More recently, the AFCC has become active around the federal government's proposal of a 'rebuttable presumption of joint custody', whereby joint custody would automatically be assumed when families break up. Alongside family violence services and women's organisations around Australia, the AFCC has resoundingly rejected this proposal as placing women and children who are experiencing family violence at further risk. The proposal has recently been rejected on the same grounds by the Child Custody Arrangements Inquiry, which was established by the federal government to explore the issue.²⁰³ The AFCC is advocating for the introduction of a rebuttable presumption of no contact where there are allegations of violence established on the balance of probabilities (similar to family violence legislation in New Zealand). Under this proposal, persons found on the basis of civil proof to have used violence would have to show why children were safe before contact was allowed.²⁰⁴

RESOURCES

Contact AFCC **e:** ncsmc@ncsmc.org.au **w:** www.ncsmc.org.au/abusefree/

examples

Local Partnerships for Family Violence Prevention

Community and worker activism around family violence has resulted in a number of successful local partnerships, working across local government and local service providers to create a more comprehensive, and better coordinated, response to family violence. Notable amongst these have been the following.

Darebin Family Violence Working Group

(Northern Metropolitan Melbourne, ongoing)

The Darebin Family Violence Working Group was set up in response to the identification of family violence in the Darebin Community Safety Plan and concerns raised by family support workers and the Darebin Domestic Violence Network. The Darebin Family Violence Working Group was established with representatives from Darebin Council; the police; the magistrate's court; Centrelink; Department of Human Services Protective Services; and the community. Community representatives include tertiary institutions; schools; the local Ethnic Communities Council; Indigenous services; health, housing, community and family violence services; the Darebin Domestic Violence Network; and the Northern Metropolitan Family Violence Prevention Network. The Working Group aims to create a partnership approach to addressing family violence issues in Darebin. The group works to bring together local knowledge; identify and monitor family violence; develop joint protocols and guidelines to address family violence; contribute to Darebin's family violence policy; and facilitate liaison and coordination between government and non-government agencies, networks and initiatives.

A one day forum was held in 2002 for people who work with those affected by family violence, to workshop local ways to address family violence. The forum was well attended, with over a third of attendees being police, and was very successful. Vig Geddes, Coordinator of the Domestic Violence and Incest Resource Centre, chaired the forum:

We allocated participants to different tables so that there was a mix of people at the tables. Each table was given family violence scenarios to discuss, and as they did this they got to hear a lot about other people's roles in working with family violence. Then they had to come up with a number of agreements about what could be done to improve our responses to family violence.

I think people really got a buzz out of coming up with ideas that the whole table could agree on, because often we are focused on the things that we disagree on. At the end of the forum participants were asked to write one comment and stick it on the wall as they left. I was impressed by how many people commented that they had a better understanding of other people's work, and in particular that of the police.²⁰⁵

Suggestions from the forum are currently being implemented by the Working Group, including a bi-monthly meeting between Darebin police officers and support workers to discuss practice issues.²⁰⁶

RESOURCES

For more information contact Monika Merkes, Chair of the Darebin Family Violence Working Group **e:** MMERKES@darebin.vic.gov.au or visit City of Darebin website **w:** www.darebin.vic.gov.au

Darebin Family Violence Working Group: Partnership for a Safer Darebin, Background Paper 2004 can be downloaded in pdf format:

w: www.darebin.vic.gov.au/Files/darebin_family_violence_working_group_background_paper.pdf

Family Violence Prevention Programs in Shepparton & Brimbank (Victoria, 2004)

In 2004, the Victorian Community Council Against Violence is collaborating with government and non-government agencies to undertake programs addressing family violence in Brimbank and Shepparton. The projects are taking a locally-based approach to family violence prevention. They focus on early intervention delivered through a range of local settings (both family violence and generalist services) and in particular, building the family violence prevention capacity of a range of family violence and generalist service providers. Project officers, based in local auspice agencies in Shepparton and Brimbank, are consulting with local agencies and service providers towards the development of locally-based approaches to family violence prevention.²⁰⁷

RESOURCES

For more information about the VCCAV Family Violence Prevention Program in Shepparton and Brimbank contact VCCAV:

e: vccav.info@justice.vic.gov.au **w:** www.vccav.gov.au

Greater Dandenong Council Family Violence Prevention Program (Southern Metropolitan Melbourne, ongoing)

Since the adoption of its Family Violence and Abuse Policy in 2002, Greater Dandenong Council has been involved in initiatives to respond to family violence, through advocacy, publicity and information dissemination - largely in collaboration with local networks and agencies.

Press releases and a website have been prepared to inform the community about the nature and effects of family violence; brochures have been distributed to community agencies; a website created; and books placed in local libraries. Local Family Violence Prevention Networks have been assisted in the production of a crisis services resource card in nine community languages. Plans are underway for the development of community service announcements for radio in several community languages. Also planned is the production of a multilingual poster; and further refinement of awareness-raising brochures.

Greater Dandenong Council hopes to extend these efforts by sharing resources and the lessons of practical experience with other councils, and fostering collaboration between councils in areas such as advocacy and publicity.²⁰⁸

RESOURCES

For more information contact the Social Planning Unit, City of Greater Dandenong:
tel: 03 9239 5300

*example***Women's Human Rights Tribunal & Report Card**

(Australia, 1999, 2004)

The Women's Human Rights Tribunal was held in 1999 by the Women's Rights Action Network of Australia (WRANA). It was the first Australian tribunal on women's human rights, highlighting women's experience of human rights violations and abuses. The tribunal was held in the Melbourne Town Hall and 14 women testified to their experiences. The testimonies of these women were used to prepare a comprehensive contribution by WRANA to the Beijing + 5, the Beijing Platform for Action five year review. The tribunal was also filmed and a video was made featuring excerpts of the women's testimonies.

WRANA continues to undertake women's human rights advocacy. In 2004, WRANA is running the Women's Report Card Project. The Report Card prepares a national community report on the status of women in Australia, and a shadow report to the United Nations Convention to Eliminate All Forms of Discrimination Against Women (CEDAW) Committee to inform their consideration of the Australian government's report on the implementation of CEDAW in Australia.

RESOURCESContact **WRANA** **w:** home.vicnet.net.au/~wranaMore **Report Card** information **w:** www.ywca.org.au/womens_report_card_project.htm*example***Pacific Women's Network to End Violence Against Women
&The Fiji Women's Crisis Centre** (International, ongoing)

The Pacific Women's Network to End Violence Against Women has become a key vehicle for women's voices in the Pacific, with 26 member organisations across nine Pacific Island countries. The Network is involved in region-wide campaigns. Members share experiences and skills, problems and concerns, and resources and materials. The Network has a critical ability to unite a diversity of organisations in the work to end violence against women.²⁰⁹

The Fiji Women's Crisis Centre plays a central role in the Network, as Secretariat, Facilitator of the Network's four-yearly meetings and as a regional role model in work to end violence against women. Against a background of three political coups since 1987, and a history of racial tension, constitutional uncertainty and destabilised legal and human rights, the Fiji Women's Crisis Centre is a multi-racial organisation whose work in advocacy, law reform and direct service is internationally respected.²¹⁰

The Centre was established in 1984. Its work is based on a model of empowering women, and a recognition that women's rights are human rights. The Centre's work includes direct service (including a mobile counselling service); education; research (including Fiji's first national research on domestic violence and sexual assault in 2000); training with workers from the police, judiciary, military, welfare, health and churches sectors; advocacy and law reform.

The Centre is very active in media and public awareness-raising, which dovetails with their lobbying and advocacy work. The Centre also has a regional program of training, mentoring, networking and advocacy for policy change with both government and non-government agencies throughout the Pacific region.²¹¹

RESOURCES

For information on the **Fiji Women's Crisis Centre** and the **Pacific Network Against Violence Against Women** w: www.fijiwomen.com

example

Working through the United Nations Special Rapporteur (International, ongoing)

Australian women are able to make complaints to the United Nations Special Rapporteur on Violence Against Women if they have suffered gender specific acts of violence and have not been able to remedy these abuses through domestic law. Although these complaints are not legally binding for the Australian government, the complaints are taken up with the government and made public through the Rapporteur's report. This is another way for women to make the issue of violence against women and children more visible, and to place pressure on the Australian government to make good the commitments it has made to ensure women and children's legal rights to live free from violence in the home.

RESOURCES

For more information about how to make a complaint contact:
w: www1.umn.edu/humanrts/svaw/law/un/enforcement/Rapporteur.htm

SECTION

G

Issues, Lessons & Hot Tips

This section explores some of the issues and lessons arising from the Victorian Family Violence Prevention Networkers. It also highlights some of the lessons and hot tips arising from campaigns and evaluations undertaken in other Australian states, nationally and internationally.

These issues and lessons are meant to act as a guide, a checklist, and a source of further ideas. Use the information below to make good projects better, not to stop ambitious, innovative or 'smell of an oily rag' projects from seeing the light of day.

issues

ISSUES ARISING FROM THE NETWORKERS

Many past, and all current Victorian Family Violence Prevention Networkers were interviewed in the preparation of this kit. Their perspectives on pressing issues and lessons include the following.

*** TIME AND RESOURCES ARE LACKING**

Repeatedly, workers have stressed time commitments as an issue they struggle with, and one that often hampers the effectiveness of projects. Networkers positions have only recently been funded full-time (in 2002 for a period of three years). Prior to that, Networker positions in some regions were only ten hours per week.

Limited funding means that projects are often not further developed, and that the potential of many initiatives is not realised. It also means that Networkers do not have access to paid support, and many projects rely solely on students and volunteer support for their implementation. As one Networker put it:

These projects are so time consuming, and they are often one-offs, dying as soon as they finish. They need to be ongoing in some way, and they need ongoing resources.²¹²

Networkers were very positive about the increased funding for their positions, and look forward to a permanent commitment to funding full-time Networkers in each region. Multi-year funding is an ideal model for family violence prevention projects.

Changing community norms takes time and considerable investment. The projects discussed in this kit repeatedly point to the advantages of project development over a long period of time, building inclusive and consultative partnerships with the community for change.

*** LACK OF RESOURCES MEANS VALUABLE APPROACHES AREN'T BEING SHARED**

A lack of resources is also preventing very successful, well developed programs from extending to other parts of Victoria. Projects such as Victoria's Respect Protect Connect and Solving the Jigsaw are effective, well established programs which could, with adequate resources, be further developed and extended to other parts of Victoria and Australia. This lack of resources is also contributing to a duplication of efforts. For example, Networkers responding to an urgent local need for schools-based program by initiating projects despite inadequate resources, can face many of the same difficulties and 'teething problems' programs such as Respect Protect Connect have already resolved. Whilst local applicability is vital, Network resources may be better used if well established projects were better resourced and able to be locally adapted for a broader application.

*** COLLABORATION AND COOPERATION IS ESSENTIAL TO SUCCESS**

Networkers' projects demonstrate the importance of extensive and diverse collaboration and cooperation. Cooperation between workers in family violence services and generalist services has been particularly important. The success of many projects can be traced back to the consultations with stakeholders including family violence survivors; a diverse reference group; and the involvement of a number of government and non-government agencies. This can include local councils; businesses; police; family violence services; health and welfare services; schools and tertiary institutions; and community organisations such as the Country Women's Association and sporting clubs.

*** PARTICIPATION AND OWNERSHIP MUST BE FOSTERED**

Building on the above, a project with a large number of partners is likely to have a bigger community impact. Projects that use an empowerment or community development model, that foster participation and ownership of project ideas and activities, are more likely to have flow on effects for both the project and its participants.

*** STATE-WIDE RESOURCES AND CAMPAIGN FOCUS ARE EFFECTIVE AND COST EFFICIENT**

State-wide campaigns such as the Victorian Family and Friends Campaign provide a clear focus and resources for local action. Well produced materials and resources, created in consultation with regional workers, can be used in any locality and adapted to each area. This is an effective use of available funds and an efficient way to deliver coordinated professional development such as media training. It also allows a consistent and broad distribution of key messages, and a momentum around the issue throughout the state that workers can use to their advantage on a local level.

Workers have also talked about the 'energy' and 'buzz' created by campaigns such as Family and Friends. One worker described the enthusiasm created by the campaign as 'thrilling'. The Domestic Violence and Incest Resource Centre has an important role to play as a central facilitator and a focus for networking and the exchange of ideas and resources in Victoria.

*** PROJECT MANAGEMENT SKILLS ARE VITAL AND MORE ARE NEEDED**

Project management skills encompassing feasibility, design, implementation and evaluation are vital to maximise project effectiveness and the possibility of further development and refining of initiatives.

*** EVALUATION IS LACKING**

Too many community-based projects are not evaluated, and, if they are, it is often not a comprehensive, long-term or formal evaluation. This is a major obstacle in the development of effective family

violence prevention. Family violence prevention initiatives are relatively new, and there is a range of conflicting philosophies underpinning projects, and divergent opinions about what works. Without rigorous evaluation these assumptions and methodologies cannot be tested or developed. The state-wide Victorian Family and Friends Campaign was not formally evaluated due to a lack of resources, and although the campaign was both innovative and broad reaching, a lack of evaluation hampers attempts to assess its impact. One Networker commented: *'How do you know what works? How do you know the impact, how do you keep it going, and do you have the energy?'*²¹³

*** RESEARCH CREATES A POWERFUL MANDATE**

Local research has emerged as an important area of work, with a number of Family Violence Prevention Networks undertaking primary research projects. Local research has provided a 'snapshot' of what is happening, and is a powerful mandate for action, particularly in rural communities, where women may be very isolated and family violence may be broadly denied as 'not happening here'.

*** LOCAL RELEVANCE IS ESSENTIAL FOR CHANGING COMMUNITY NORMS**

Local responses must be responsive to the particular needs and character of the area. Local networks, connections and knowledge are vital to effective project planning and implementation.

*** REINVENTING THE WHEEL OCCURS**

Whilst there is a lot of networking and sharing of information, a lack of resources, and perhaps a lack of access to information about other community-based projects has led to a duplication of efforts. Lessons learnt from other similar projects are a very firm basis for good project development, and part of the reason for producing this kit. State-wide approaches and resources are also seen as a good way to avoid a duplication of efforts.

*** WORKING WITH SURVIVORS IS INVALUABLE AND REQUIRES PARTICULAR STRATEGIES**

Survivors can play an invaluable role as community educators, advocates, role models and a source of knowledge and expertise on family violence. It is important to work with women 'where they are at' recognising the trauma, fear and uncertainty that may still be a part of their everyday life: *'For women in refuges, they might not even know what they are doing tomorrow'*.²¹⁴

Projects have repeatedly shown the need to have the voices and experiences of survivors of family violence at the core of prevention work. As one Networker noted:

*The power of having survivors speak, to give women the chance to speak and to hear it from a survivor ... it has an incredible impact on people, so much more powerful than anything I could say.*²¹⁵

Clear understandings around anonymity, safety and legal issues associated with naming participants and perpetrators are very important. Projects such as the Victorian Victorious Quilt Connection have highlighted the value of caring for participants by providing childcare, catering, flexible access and an inclusive approach to women and children's involvement.

*** LINKS WITH INDIGENOUS COMMUNITIES AND ORGANISATIONS REQUIRE FURTHER DEVELOPMENT**

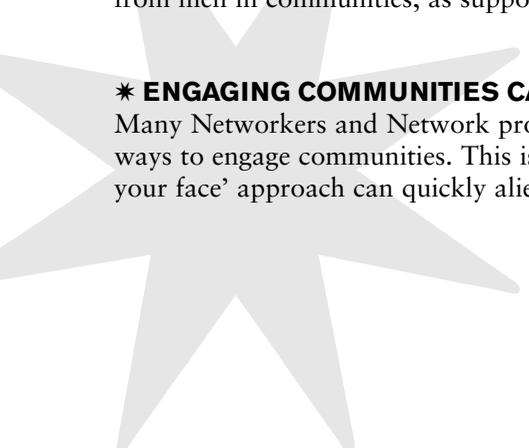
Links with Indigenous family violence workers, communities and services vary from FVPN to FVPN, and require considerable further development. With the establishment of the Victorian Indigenous Family Violence Task Force in 2001, there are new opportunities for collaboration and cooperation. The Task Force released its Final Report in December 2003,²¹⁶ and Indigenous Family Violence Support Officers have now been engaged in nine regions in Victoria. Indigenous Family Violence Support Officers contact details are available from the DVIRC website: www.dvirc.org.au

*** MEN SHOULD BE ACTIVELY ENGAGED**

General community awareness-raising projects such as Week Without Violence, Coasters for Pubs, marches to end violence, fun runs and many other events, have the potential for more involvement from men in communities, as supporters, spokespeople and role models.

*** ENGAGING COMMUNITIES CAN REQUIRE A 'POSITIVE, SUBTLE' APPROACH**

Many Networkers and Network projects use a positive and subtle approach, finding innovative ways to engage communities. This is particularly relevant to rural areas where a hard line and 'in your face' approach can quickly alienate communities.



Lessons & Hot Tips For:

PROJECT DESIGN & PLANNING

Some Questions to Ask Yourself

- > **Why are you doing the project?**
- > **Be clear about objectives: what are you trying to change?**
- > **Who wants the project?**
- > **Who will work on the project?**
- > **Is the project addressing the rights and needs of the intended target group?
How have needs been assessed?**
- > **What are the principles, policies and procedures that will be used to
guide this project?**
- > **Has the intended target group been consulted?**
- > **Can you secure adequate resources for the project?**
- > **How long will the project take?**

Hot Tips – Planning & Design

- Plan and consult: why, who, where and how.
- Carry out a feasibility study if you can.
- Design your project carefully and include an evaluation – how will you know the project made a difference?
- Document your assumptions, so you can go back and test these when evaluating.
- Use current research and statistics to support your work; work from an evidence-based approach, both qualitative and quantitative.
- Projects should always be designed to start with current community capacity, i.e. start where people 'are at'.
- Build in accountability to survivors. Consult with, and seek advice, input, and involvement from women and children where safe and appropriate.
- Identify government policy which supports your approach. Engage government and remind them of their accountability, praise government efforts, critique shortcomings, lobby for changes.
- Estimate the implementation time of the project, then double it. This will then allow enough time for planning and some evaluation. For example if a project is going to take 12 months to implement, give it a two year time period. This is to allow three months for planning, two months for project establishment, an extra two months for project implementation, 12 months for project activities, two months to wrap the project up and three months for evaluation.
- Build in flexibility, for example contingency plans for budgets, timelines and personnel.
- Build training and capacity-building into the project, learn as you go.

hot tips

Action Research

If your approach is innovative or new to your area, action research may be the best approach to take:

The linking of the terms “action” and “research” highlights the essential features of this method: trying out ideas in practice as a means of increasing knowledge about and/or improving curriculum, teaching, and learning.²¹⁷

A Clear and Well Articulated Philosophy

- Have a clearly stated philosophy on family violence and prevention. See the Family Violence Prevention Principles on p. 19; these are a common set of principles which the Domestic Violence and Incest Resource Centre and the Victorian Family Violence Prevention Networks work to.
- Programs should acknowledge that violence against women and children is a breach of international, national, and state law, and violates fundamental human rights.
- Use a philosophical framework which includes a feminist analysis of power; gender; women and children’s rights; child abuse; diversity; and legal issues. This includes promoting programs that challenge constructions of masculinity which condone male violence.²¹⁸
- Key messages must acknowledge that women and children are not responsible for men’s use of violence.
- Document and make agreements about philosophy, messages, responsibilities and decision-making authority before the project starts.
- Embrace a ‘bottom up’ philosophy so that strategies are informed by work at a local and regional level.

Project Evaluation

- Monitor and document as you go, don’t wait till the end. Evaluate at stages during the project, and use this to further develop the project. Evaluation should be used by the organisation to learn from the project, and incorporate these learnings in future projects. Share your evaluation with others: successes and failures are both important.
- Evaluate short and long term; try to measure changes in awareness and attitudes and, if at all possible, behaviour.

PROJECT IMPLEMENTATION

hot tips

Resources

- Get adequate funding, including funding for evaluation.
- Piggy back on other efforts and don’t re-invent the wheel.
- Family violence campaigns should be conducted in collaboration with the service system to ensure follow up and support for those people who go on to access services. This will also require an adequate level of funding to allow services to respond to the increased demand for services, which will come with any successful campaign.

Working with Other Agencies and Community Groups

- Identify key agencies that will pitch in, help out and cooperate.
- Enlist support and collaboration from a wide range of organisations such as schools, hospitals, child protection staff, police, community health centres, neighbourhood centres, domestic violence services, community legal centres, youth centres, sports clubs, and shopping centres.
- Link in with existing programs, especially those that provide accessible and credible services.
- Campaigns should be conducted in collaboration with the service system to ensure follow up for those people who go on to access services.

Be Accountable to Target Groups

- Be accountable to your target group. Involve them in an advisory group or reference group if appropriate.
- Ensure that the safety of women and children is a priority. Will there be a backlash? Consider this before the program commences. Consider how your program may unintentionally harm women and children. For example, are resources in place to respond to increased demand for services?

Campaign messages

- Explore Social Marketing, a critical element in effective mass media campaigns.
- Find out how to engage your audience.
- Consistent messages are essential across a campaign.
- Supply style guides for the implementation and presentation of campaigns to all involved organisations and agencies, to ensure uniform presentation of the campaign.
- State-wide coordination support and provision of materials provides a consistent message and effective use of resources.
- Public transport has been shown to be very effective in getting messages out.
- Be clear about where your target group will be. For example, women may be in supermarkets without their partners, is there information there?

Copyright

If your project uses stories, images and materials created by other groups or individuals, you will need to clarify issues of copyright and ownership. This should be sorted out early in project planning to allow for adequate consultation time and to ensure ongoing access to materials created during a project. See Web Resources (p. 109) for more information.

Getting the Message Out

- Using the media is vital. It requires training and support of spokespeople and workers, and well-constructed accessible materials for journalists.
- Develop clear media messages; identify your target group and the desired changes.
- Prepare a media kit and media briefing resources, such as survivors' stories and statistics.
- Make sure the media messages and campaign do not have unintended negative consequences for children or other victims of family violence. This may involve testing your message before it goes out.

- Develop strategies to encourage responsible media reporting of family violence. Build partnerships with media to ensure they have access to up to date, succinct information for their use.
- Put a 'face' to the issue if possible. Is there a survivor who can tell her story safely? If not, she may be able to tell her story anonymously, either directly to trusted media outlets, or through a written story distributed by your organisation to media.

Lobbying and Advocacy

- Advocacy and lobbying is a key element to family violence prevention.
- Support peak bodies and encourage them to take up family violence as an issue.
- Link into international and global efforts to reduce violence against women and children.
- Access 'how to' resources that will help you run an effective advocacy campaign (see Web Resources p. 105).

State-wide & Local

State-wide campaigns with local implementation are a very effective use of resources and allow consistent messages and state-wide impact, alongside local ownership and strategies.

Lessons & Tips for Working With:

WOMEN

- The voices, knowledge and expertise of survivors are an important part of family violence prevention work, in research, community education and advocacy.
- Understand women's reality, why women stay, how they manage to leave.
- Support community awareness work that increases women's empowerment through informing and empowering friends, family and neighbours to assist.
- Programs must challenge gender stereotypes.
- Increase support for women survivors, both short and long term.
- Programs must work towards women's and girls' equality.
- Empowerment programs for girls can include self-defence, legal rights, leadership programs and sport.
- Gender specialist agencies have a vital role to play in family violence reduction.
- Workplace family violence prevention strategies are an important area of focus.
- Work within a framework that acknowledges power, gender, women's and children's rights, child abuse, and legal issues in relation to family violence.

INDIGENOUS COMMUNITIES

Lessons and tips for working with Indigenous communities include contributions by Janice Muir, State-wide Coordinator, Indigenous Family Violence Strategy, and some of the recently appointed Victorian Indigenous Family Violence Support Officers.

- Initiatives to address family violence in Indigenous Communities must be led by Indigenous people.
- Increase understanding of Indigenous family violence issues through linking with Indigenous workers and training.
- Acknowledge impacts of colonialism on spiritual, economic and cultural wellbeing.
- Utilise existing strategies and understandings outlined by the Victorian Indigenous Family Violence Task Force in their reports and in the Indigenous Family Violence Strategy.
- Contact your local Indigenous Family Violence Support Officers and Regional Actions Groups and liaise on strategy and a community led response.²¹⁹
- Contact should be made with Indigenous communities at the outset of projects, don't tack it on as an afterthought.²²⁰
- Develop effective partnerships with Indigenous organisations and communities.²²¹
- Involve Indigenous communities in policy, planning and program development, and in service delivery.²²²

- When making links with Indigenous communities respect and be aware of local community protocols. Try to ensure you talk to key Indigenous people and ensure that they understand what the project is about. Make an appointment to discuss the project face-to-face, don't just use the phone.²²³
- Part of the empowerment process is ensuring there is an equal partnership to ensure informative discussions and solutions.²²⁴
- Encourage and resource capacity building such as training and skilling of workers.

Be aware of the **Key Values and Principles of the Victorian Indigenous Family Violence Task Force**. These are:

- Safety and security for victims of violence.
- Strong community leadership and positive role models.
- Shared responsibility and being supportive of each other.
- Healthy lifestyles based on harmonious relationships and respect for self and others.
- Cultural integrity/respect and cultural safety within Indigenous and mainstream services.
- No more violence – in the home, in the family, in the community or in the workplace.²²⁵

CHILDREN & YOUNG PEOPLE

- Programs with disadvantaged communities are essential. These communities have been identified as 'at risk', with young people in disadvantaged communities experiencing higher levels of family violence and higher levels of intergenerational transmission of violence.
- Programs should use and acknowledge gender issues and issues of power and control to raise awareness about family violence. This includes promoting programs that challenge constructions of masculinity that condone male violence.
- Universal approaches, which include all children rather than focusing on 'at risk' children, can avoid stigmatising children. Programs targeting 'at risk' children must take care not to stigmatise them.
- Programs targeting primary school children are critical for intervening before aggressive and violent behaviour is entrenched.
- Key messages in programs should highlight children's and young people's legal rights to live safely and free from fear and threats.
- All programs should endeavour to deliver a high standard of duty of care. They should do no harm, and should ensure staff are qualified, capable and screened carefully. Ensure significant agency support for ongoing training and supervision of project workers.
- Carefully assess program benefits and risks, to ensure as far as possible that the program will not further harm, traumatise or marginalise children and young people.
- Enlist, respect and incorporate children's and young people's ideas, opinions, attitudes, energy and involvement in projects. Develop programs using accessible, contemporary language children can understand and relate to. Avoid jargon.
- Link in with existing programs, especially those that provide accessible and credible services.

SCHOOLS

- Violence prevention programs are urgently required across Australia. Programs should be consistently implemented, resourced, evaluated, and supported in core curriculum.
- School programs that show the most promise include those with a social learning approach, that provide intensive interventions; get participants involved; clarify and communicate behavioural norms; and focus on a range of strategies to develop social competency such as self-control, decision making and communication skills.
- Program materials, topics and approaches appropriate to participants' age, gender and cultural background should be developed.
- Children must be provided with information on where and how to get accessible, confidential advice and assistance. There will almost certainly be children who are survivors and victims of violence in the class.
- Develop clear project policies and guidelines for dealing with disclosures, referrals, incidents and backlash from resistant students.
- Have trained, experienced facilitators.
- Programs should be linked to, and collaborate with, local services to provide support, a source of referral and up to date information on services.
- Developing an ongoing relationship with school and school staff is essential in the program establishment.
- Ongoing programs are more effective. Programs that are flexible – working in with different schools' priorities, programs and timetables – are more accessible.
- Include, train and work with teachers to support their work with students.

MEN

- Ongoing community education programs are needed and must include programs targeted at men of all ages.
- There are many men and boys in the community who will support an awareness-raising campaign. Projects must foster and harness their support.
- Intervention with adolescents is pivotal in family violence prevention. This can challenge gender stereotypes, prevent violent behaviour from becoming normalised, and offer alternative ways – based on equality -- of conducting relationships.
- Programs should target young men and boys where they congregate for work and play: schools, the military, TAFE, work sites, universities, sporting clubs.
- Prevention work must address the issue of men's contact with children where violence has occurred, and ensure women's and children's safety.
- Prevention work must empower men to become advocates for change with neighbours and friends.
- Services must be provided for boys affected by family violence.
- Don't assume that boys and men who are survivors of family violence will go on to be abusers; many do not.
- Indigenous men have indicated a willingness to discuss violence against women amongst their peers.

- Programs targeting men should be tested on a diverse range of men beforehand. Programs should reflect men's diversity, including their culture and language; whether they are gay; rural; urban; Indigenous; disabled; old; young; and sporty. Programs targeting men need to engage men at a community level, be well resourced, and should adhere or link to programs with at least minimum practice standards.
- Experience shows that women's services – when consulted, included, and given decision making authority – are willing to engage with programs addressing and targeting men.

Messages & Masculinity

- Messages need to be carefully structured to reach men; avoiding defensiveness and backlash. Non-punitive, non-blaming and non-shaming approaches have worked well.
- When engaging men, try to use messages that define manhood as non-violent without compromising messages.
- Messages must challenge harmful masculine bonding and culture.
- Be wary of approaches which appeal to men's sense of 'real' manhood or invite them to prove themselves as 'real' men.
- Develop programs for boys and young men which provide non-violent, diverse models of masculinity.
- Programs should address the social diversity of men without reinforcing racism or homophobia.
- Messages must challenge entrenched attitudes such as 'what about violence against men', or some women 'ask for it'.

SECTION

H

Web
Resources

Information on Family Violence & Violence Against Women

Victorian Information

Centre Against Sexual Assault: CASA House

<http://www.casahouse.casa.org.au/>

Provides information about sexual assault, as well as the campaigns and services provided by the Centre Against Sexual Assault.

Domestic Violence and Incest Resource Centre

<http://www.dvirc.org.au/>

State-wide Victorian organisation. Great up to date information for women, children and young people, workers, and researchers in the field.

Domestic Violence Victoria

<http://www.dvvic.org.au/>

Peak body of women's domestic violence services in Victoria. (Online from Nov 2004)

Indigenous Family Violence Support Officers

No web site as yet

For regional **Indigenous Family Violence Support Officers** see DVIRC web site <http://dvirc.org.au/>.

For more information on Victorian Indigenous FV Strategy and

Local Action Groups contact the Statewide Co-ordinator, Indigenous Family Violence Strategy through the Department of Human Services tel: 03 9616 7777

Victorian Community Council Against Violence

<http://www.vccav.vic.gov.au/>

Family Violence materials, projects and reports available by order and web.

VicHealth

<http://www.vichealth.vic.gov.au/>

Comprehensive 2004 research on the health costs of intimate partner violence in Victoria. The study used the internationally recognised "burden of disease" approach to measuring health problems and their impacts across the population, taking into account illness, disability and premature death. Report can be downloaded in pdf form. Go to <http://www.vichealth.vic.gov.au/default.asp?artid=684&tmid=454&level=3>

Victorian Family Violence Prevention Network

<http://www.vfvpn.org.au/>

This new web site has a range of information about each regional network and activities in Victoria. Will provide information about contacts in each area.

WIRE – Women’s Information

<<http://www.wire.org.au/>>

The site includes information sheets for women experiencing domestic violence and sexual assault.

Women's Safety Strategy

<<http://www.women.vic.gov.au/>>

'Women's Safety Strategy- A coordinated approach to reducing violence against women', was released by the Office of Women's Policy in October 2002. The strategy is part of a whole-of-government approach that recognises the need for a specific strategy to address violence against women. See the strategy document online.

Other States: Information

All state based agencies can be found through the

Australian Domestic and Family Violence Clearinghouse

<<http://austdvclearinghouse.unsw.edu.au/>> go to links.

Domestic Violence Resource Centre, Brisbane (QLD)

<<http://www.dvrc.org.au/>>

The Queensland service provides fact sheets on domestic violence and how it affects children, as well as information about their services.

Family Violence Prevention Specialists (NSW)

<<http://www.lawlink.nsw.gov.au/CPD.NSF/pages/RVPS>>

Information about regional activities by workers in NSW. A good resource for ideas and projects.

Gold Coast Domestic Violence Integrated Response (QLD)

<<http://www.domesticviolence.com.au/gold.htm>>

A community-based integrated multi-agency response to domestic violence that focuses on services working together to provide coordinated, appropriate and consistent responses to domestic violence within a justice reform model. Includes information on project goals, strategies employed and protocols developed.

Queensland Centre for Domestic and Family Violence Research (QLD)

<<http://www.noviolence.com.au/>>

Undertakes research into family violence in Queensland, and provides a range of publications.

The NSW Women’s Refuge Resource Centre (NSW)

<<http://www.wrrc.org.au/>>

The WRRC is the point of contact for the NSW Women's Refuge Movement (WRM), a network of 55 refuges for women and children escaping domestic violence across NSW. Web site has information on family violence, lobbying, media, resources and links.

Women’s Refuge Group of Western Australia (WA)

<<http://www.space.net.au/~wrgofwa/>>

The Women's Refuge Group is the peak representative organisation for the 35 women's refuges in Western Australia. Provides basic information on domestic violence and what refuges offer.

National Information

Australian Domestic and Family Violence Clearinghouse

<<http://austdvclearinghouse.unsw.edu.au/>>

Provides a searchable catalogue of Australian research and resources on domestic and family violence in Australia. Also provides excellent information service, good practice data base, newsletter, and other publications. Great list of links at
<<http://austdvclearinghouse.unsw.edu.au/Links.htm>>

Australian Institute of Criminology**<<http://www.aic.gov.au/>>**

Provides a range of research reports and statistical summaries, including research on domestic violence, femicide and stalking.

National Campaign Against Violence and Crime**<<http://www.ncp.gov.au/>>**

A Commonwealth government initiative aiming to prevent violence and crime. The section on domestic violence has a range of reports, including one on perpetrator programs, young people, and Indigenous family violence.

Partnerships Against Domestic Violence**<<http://www.padv.dpmc.gov.au/>>**

Provides information on policy and projects funded by the Australian government. Lots of useful new Australian reports and research are available via this web site. Materials can be ordered for free.

Women's Safety After Separation**<<http://wsas.here.ws/>>**

Australian information about safety after separation for women escaping domestic violence.

Women's Services Network (WESNET)**<<http://www.wesnet.org.au/>>**

WESNET is a national women's peak advocacy body which facilitates and promotes policy, legislative and programmatic responses relevant to women and children who have experienced domestic and family violence.

Women with Disabilities Australia**<<http://www.wwda.org.au/>>**

Current information and resources on a range of issues facing women with disabilities, including violence and abuse.

International Information

End Abuse: The Family Violence Prevention Fund (USA)**<<http://endabuse.org/>>**

The Family Violence Prevention Fund is a national American organisation. Their 'End Abuse' web site has lots of information about domestic violence, statistics, resources for healthcare professionals (including health care protocols), workplace and neighbourhood responses to domestic violence, and information and campaigns for men on domestic violence.

Institute on Domestic Violence in the African American Community (USA)**<<http://www.dvinstitute.org>>**

A great web site for articles on culturally specific prevention models and innovative strategies for working with the African American Community. The Institute is funded by the USA Department of Health.

ToolKit to End Violence Against Women (USA)**<<http://toolkit.ncjrs.org/>>**

Web site provided by the National Advisory Council on Violence Against Women, USA. The toolkit has recommendations for strengthening prevention efforts and improving services and advocacy for victims.

UK Home Office - Domestic Violence Section (UK)**<<http://www.homeoffice.gov.uk/crime/domesticviolence/index.html>>**

Lots of research and reports on multi-agency coordination, strategies to improve police responses, and others.

Statistics and Legal Information

Community Legal Centres Index (Aust)

<<http://www.naclc.org.au/centres.html>>

Lists and hyperlinks to all community legal centres including specialist services in Australia.

Crime Prevention Victoria (Vic)

<<http://www.crimeprevention.vic.gov.au/>>

New agency established to develop and implement a comprehensive crime prevention and anti-violence strategy and provide information and support on best practice models of crime prevention. Legal information and domestic violence.

Domestic Violence in Australia an Overview of the Issues (Aust)

<http://www.aph.gov.au/library/intguide/SP/Dom_violence.htm>

Excellent overview and statistics with hyperlinks reports on prevalence and incidence of family violence.

Measuring the Tides of Violence Women's Health West (Vic)

<<http://www.whwest.org.au/>>

Excellent overview of statistics in Western metropolitan region and state-wide, also includes informative appendices.

Submissions to Standing Committee on Family and Community Affairs, Child Custody Arrangements Inquiry (Aust)

<<http://www.aph.gov.au/house/committee/>>

Interesting submissions, over 1600, from a range of non-government organisations, judiciary and individuals to this 2003 inquiry.

Women's Equality Before The Law (ALRC 67)

<<http://www.austlii.edu.au/au/other/alrc/publications/reform/reform67>>

Significant report and recommendations regarding law reform to improve women's equality before the law.

World Report on Violence and Health (International)

<http://www.who.int/violence/worl_report/wrch1/html>

Report published in 2003. Extensive global statistics, focus on family violence and child abuse. Excellent information and some resources.

Victorian Law Reform Commission Review of Crimes (Family Violence) Act 1987. (Vic)

<<http://www.lawreform.vic.gov.au/>>

The Commission is undertaking a review of the Crimes (Family Violence) Act, which covers Intervention Orders.

Indigenous Family Violence Prevention

Aboriginal Family Violence Strategy (NT)

http://www.dcm.nt.gov.au/dcm/social_policy/pdf/ABDV_Strategy.pdf

The NT Aboriginal Family Violence Strategy operates in partnership with Indigenous communities to reduce and prevent family violence.

ATSIC Family Violence Strategy (Aust)

http://www.atsic.gov.au/issues/Our_Family/Default.asp

The ATSIC Family Violence strategy, which includes the Family Violence Action Plan, is part of a long term commitment by ATSIC to end family violence in Indigenous communities. Includes reports, strategies, and links.

Australian Domestic Violence and Family Violence Clearing House (Aust)

<http://www.austdvclearinghouse.unsw.edu.au/dbtw-wpd/exec/dbtwpub.dll>

A range of information about Indigenous Family Violence initiatives.

Family Violence Advocacy Project (Apunipima Cape York Health Council) (QLD)

<http://www.apunipima.org.au/familyviolence/familyviolence.html>

Apunipima Cape York Health Council advocates for the health needs of Cape York communities. The strategy adopted by the organisation is a systems advocacy approach where the primary aim is to move Cape York society beyond passive welfare dependency which, along with a severe alcohol and drug problem, is fundamental to poor Indigenous health in the region.

Funding for Indigenous Family Violence Prevention Victoria (Vic)

http://www.dpc.vic.gov.au/domino/Web_Notes/newmedia.nsf/0/cd31901190867dd9ca256e2d00776e14?OpenDocument&Click=>

Indigenous Family Violence Support Officers (Vic)

No web site as yet

For regional **Indigenous Family Violence Support Officers** see DVIRC website

<http://dvirc.org.au/>.

For more information on Victorian Indigenous Family Violence Strategy and

Local Action Groups contact the Statewide Co-ordinator, Indigenous Family Violence Strategy through the Department of Human Services tel: 03 9616 7777

Indigenous Family Violence - Phase 1 Meta-Evaluation Report (Aust)

http://www.padv.dpmc.gov.au/oswpdf/meta_indigenous04.pdf

Meta-evaluation of Indigenous PADV projects. This report can be downloaded or ordered for free by emailing: jamie.walker@rmsdas.com or veronica.warren@rmsdas.com

Same Sex Relationship Violence

Gay Partner Abuse Project (Canada)

<http://www.gaypartnerabuseproject.org/>

Website provided by organisation in Toronto, provides an overview of the issue, stories, information for victims and perpetrators of violence.

International Gay and Lesbian Human Rights Commission (USA)

<http://www.iglhrc.org/>

Campaigns, resources, reports, images, training materials.

Same Sex Domestic Violence Campaign (NSW)

<http://ssdv.acon.org.au/>

This web site is aimed at members of the lesbian and gay communities of NSW. It covers a range of issues related to violence, homophobic and otherwise, and attempts to give practical strategies for avoiding and dealing with violence.

Children and Young People: Violence, Family Violence & Child Abuse

Bursting the Bubble (Aust)

<<http://www.burstingthebubble.com/>>

A great interactive web site for young people who witness or experience violence or abuse at home. Easy to navigate. Using straightforward questionnaires, allows you to look at the problems at home clearly. You can develop a "safety plan" or use one of the many useful services listed to get support. Personal stories are shared so you know you're not alone in having to confront this issue.

Child Rights Information Network (International)

<<http://www.crin.org/>>

Child Right Information Network (CRIN) is a global network that disseminates information about the Convention on the Rights of the Child and child rights amongst a range of organisations.

Department of Human Services Victoria :

Child abuse & child protection information (Vic)

<<http://hnb.dhs.vic.gov.au/commcare/yafsinte.nsf/Frameset/Community+Care?OpenDocument>>

Includes info on reporting child abuse, and publications on child sexual abuse, such as: 'It Happened To Me – Survivors of Child Sexual Abuse Speak Out' 'You and Your Child – For parents of children who have been sexually abused' See the Community Care Division section of the web site, under child protection or child abuse.

Jannawi Family Centre (Aust)

<<http://www.jannawi.com.au/>>

Information on child protection and linkages to domestic violence. Uses a range of educational programs including puppetry to address family violence with kids.

National Child Protection Clearinghouse (Aust)

<http://www.aifs.org.au/nch/NCH_menu.html>

Provides some of the research articles published by the Australian Institute of Family Studies.

Promoting Prevention, Targeting Teens (USA)

<<http://endabuse.org/field/PromotingPrevention1003.pdf>>

Year long study emphasising the need to focus on teenagers.

Respect Protect Connect (Vic)

WHISE <<http://home.vicnet.net.au/~whise/RYPY.HTM>> and

SECASA <<http://www.secasa.com.au/index.php/secasa/48/194/2>>

Young people's schools-based Peer Education program to promote non-violence, conducted in sex-segregated groups. Information about the young women's program on WHISE web site. Young men's program information on SECASA web site.

See It and Stop It (USA)

<<http://www.seeitandstopit.com/>>

A US website created by and for young people about healthy non-violent relationships, with questions and answers and educational resources for young people and community workers.

When Love Hurts (Aust)

<<http://www.dvirc.org.au/whenlove/index.htm>>

A website on love, respect and abuse in relationships for young women.

Working with Children (QLD)

<<http://www.lgcms.com.au/WWC%20Frame.htm>>

A project to scope, map and document existing services, resources and interventions for children living with domestic violence. An initiative of the Queensland government to document best practice with children and young people who have lived with domestic violence.

Youth Affairs Council of Victoria Inc. (Vic)

<<http://www.yacvic.org.au/>>

YACVic is the peak body and leading policy advocate on young people's issues in Victoria. Incorporates Children and Young Peoples Commission Coalition.

Men: Campaigns Against Violence

Founding Fathers Campaign (USA)

<<http://founding-fathers.org/>>

Men's and boys campaign to end violence against women.

Freedom From Fear (WA)

<<http://www.freedomfromfear.org/>>

Freedom From Fear Campaign: WA Campaign targeting men – useful resources on a campaign targeting. Materials can be ordered from website for free.

No To Violence (Aust)

<<http://www.ntv.net.au/>>

NTV Male Family Violence Prevention Association Inc. This website provides information targeted at men who use violence towards family members. It provides useful information, links and information on services available for men. It is an Australian organisation, based in Melbourne, Victoria. Posters, leaflets, coasters and other materials in a number of languages are also available from NTV.

US Men's Anti-Violence Organisations (USA)

<<http://www.mencanstoprape.org/info/>>

US based website with resources, events, programs and links.

White Ribbon Campaign (USA)

<<http://www.whiteribbon.ca/>>

The WRC is the largest effort in the world of men working to end men's violence against women. It also has a small presence in Australia; see <www.whiteribbonday.gov.au/idevaw_factsheet1.pdf>

Faith Groups: Responses to Violence

Broken Rites (Aust)

<<http://brokenrites.alphalink.com.au/index.html>>

Based in Melbourne, this is a non-denominational support group for people who have been abused sexually, physically or emotionally in religious institutions. The website contains information about priests who have been charged with sexual abuse.

Domestic Violence within Muslim Communities (USA)

<http://www.themodernreligion.com/women/w_dv.htm>

Information, advice, religious interpretations, stories.

East Side Domestic Violence Program (USA)

<http://www.edvp.org/AboutDV/religion_and_dv.htm>

Advice for priests and rabbis about advising women experiencing domestic violence.

FaithTrust (USA)

<<http://www.cpsdv.org>>

Information and resources about religion and domestic violence.

Jewish Task Force on Family Violence (Aust)

<<http://www.jewishaustralia.com/jewishtaskforce.htm>>

The JTAFV consists of a group of Jewish persons both lay and professional, secular and orthodox, who voluntarily meet together to promote information and act as a resource to persons experiencing family violence in the Jewish community.

Joint Churches Domestic Violence Prevention Program (Aust)

<http://www.liturgiesonline.com.au/html/may_7.html> and

<<http://users.bigpond.net.au/stpauls/dvread.html>> and

<<http://users.bigpond.net.au/stpauls/DVttt.html>>

Queensland Christian liturgy addressing domestic violence, from the Joint Churches Domestic Violence Prevention Program.

Muslim Women's National Network Australia (Aust)

<<http://www.mwnna.org.au/aboutus.htm>>

Peak body representing Muslim women in Australia, provides information on resources, contacts and events.

National Council of Churches Decade to Overcome Violence (Aust)

<<http://www.ncca.org.au/dov/>>

The Decade to Overcome Violence is an initiative of the World Council of Churches for the years 2001-2010, and has been adopted as a key focus by National Council of Churches in Australia. The website addresses gender; social justice; youth; and Indigenous issues through the National Aboriginal and Torres Strait Islander Ecumenical Commission.

Stepping Together: Muslims Against Family Violence (USA)

<<http://www.amila.org/projects/stepto.php>>

A website on domestic violence in the Muslim community in San Francisco.

Includes articles and frequently asked questions.

Human Rights Campaigns

Australian Human Rights Campaigns

Abuse Free Contact Campaign

<<http://www.ncsmc.org.au/abusefree/>>

Includes campaign information, reports, stories and testimonies.

Amnesty International: Stop Violence Against Women Campaign

<<http://www.amnesty.org.au/>>

Global campaign involving all AI offices including Australia. Report, campaign materials, activities and lists.

Coalition for a Feminist Agenda

<<http://www.feministagenda.org.au/>>

A feminist website with papers, analysis and events. For information on recent lobbying action please see on their website Report on Political Action by Australian Feminists: 22-24 March 2004: Parliament House, Canberra.

E-mail Discussion Lists of Interest

<<http://www.nwjc.org.au/avcwl/>>

E-mail discussion lists can be a convenient way to keep up to date on particular issues.

You can subscribe and unsubscribe at any stage. Some lists require an application and some are open to join upon subscription. The website reference has a long list of possible lists you could join.

Football Fans Campaign Against Sexual Assault

<<http://www.ffasa.org/>>

FFASA is a group of AFL and NRL fans disillusioned by the recent allegations of sexual assaults within our codes, and active around improving football clubs attitudes, behaviour and responsibility towards women.

Greenpeace

<www.greenpeace.org.au/getactive/index.html>

This website contains information on how to lobby, organising a campaign, working with the media and starting a community group.

Heather Osland Home Page

<<http://www.vicnet.net.au/~rhog/>>

Heather Osland was a victim of domestic violence who is now in prison in Victoria. This website provides information on the 'Release Heather Osland' campaign, legal issues and poetry.

The Body Shop Campaign Against Domestic Violence

<<http://www.thebodyshop.com.au/>>

The National Help Stop Violence in the Home campaign 2004.

The NSW Women's Refugee Movement Campaign for Safety and Justice for Women and Children in Family Law

<http://www.wrrc.org.au/current_issues.htm>

The NSW Women's Refugee Movement has launched a campaign on safety for women and children post-separation. The campaign focuses on the needs of women and children seeking safe living arrangements for through the Family Law Court.

16 Days of Activism to End Violence Against Women

<<http://www.cwgl.rutgers.edu/16days/home.html>>

Campaign information for global campaign commencing on 25th November International Day to Eliminate Violence Against Women and ends on 10th December International Human Rights Day. Includes resources, bibliography, background, contacts and campaign kit materials.

Campaign takes place in Australia too, contact CASA House Melbourne through

<www.rwh.org.au/casa/projects.cfm?doc_id=4741>

Women's Rights Action Network Australia

<<http://www.home.vicnet.net.au/~wrana>>

<http://www.ywca.org.au/womens_report_card_project.htm>

Information on human rights lobbying, keeping government accountable and other human rights campaigns for Australian women, including human rights tribunal and women's report card, Beijing +10.

International Human Rights Campaigns

Advocacy Institute (USA)

<<http://www.advocacy.org/publications/htm>>

A range of exciting publications that can be downloaded on how to organise, campaign and advocate. It also includes a link to a companion website Advocacy for Social Justice

<http://www.oxfamamerica.org/advocacy_guide/index.php>

Advocacy for Social Justice: A Global Action and Reflection Guide can be ordered from

<<http://www.lastfirst.net/>>

Diana: Women's Human Rights Resources (Canada)

<<http://www.law-lib.utoronto.ca/diana/>>

Part of the DIANA human rights database provided by the University of Toronto. Excellent for authoritative research on international human rights for women. Includes annotated listings of websites for legal research, full text documents (many on violence against women), and bibliographies.

Domestic Violence and International Law (International)

<<http://www1.umn.edu/humanrts/svaw/domestic/laws/index.htm>>

This website from the University of Minnesota Human Rights Library has lots of great information about domestic violence and international law, and how to conceptualise domestic violence as a violation of human rights.

Fiji Women's Crisis Centre (Fiji)

<<http://www.fijiwomen.com/>>

Includes advocacy information, integrated service approach, merchandise and reports.

Human Rights Watch (International)

<http://www.hrw.org/doc/?t=women_domesticviolence>

Articles on international issues, countries and domestic and sexual violence. Human Rights Watch is based in New York.

Minnesota Advocates for Human Rights (International)

<http://www.stopvaw.org/Domestic_Violence2.html>

This website from the University of Minnesota Human Rights Library has lots of great information about domestic violence and international law, and how to conceptualise domestic violence as a violation of human rights.

Raising Voices (Southern Africa)

<<http://www.raisingvoices.org/>>

A registered non-profit project of the Tides Centre working to create and promote community-based approaches to preventing violence against women and children. Great resources on community based family violence prevention. Based in Southern Africa.

Soul City (South Africa)

<<http://www.soulcity.org.za/>>

This NGO uses media to develop edutainment messages on violence against women and other issues such as HIV/AIDS. Good information on media marketing and advocacy.

The Week Without Violence (Canada)

<<http://www.weekwithoutviolence.ca/>>

This is a violence prevention initiative of the YWCA Canada. Information, resources and ideas.

The Zero Tolerance Charitable Trust (UK)

<<http://www.zerotolerance.org.uk/>>

An organisation promoting innovative policy and practice that tackles the root causes of male violence against women and children. Information on campaign approaches and merchandise.

UNIFEM: United Nations Development Fund for Women (International)

<<http://www.unifem.org/>>

UNIFEM promotes gender equality and links women's issues and concerns to national, regional and global agendas. Comprehensive website includes a downloadable report 'Not a Minute More: Ending Violence Against Women', media ads, resources, press statements and links.

World Health Organisation Campaign for Violence Prevention (International)

<http://www.who.int/violence_injury_prevention/violence/en/>

Campaign materials can be ordered for free, reports and other information on website.

Community Development and Program Management: How To

Bridging the Gap: A Guide to monitoring and evaluating development projects (Aust)

<<http://www.consultpdm/publications/htm>>

An extremely thorough examination of the second half of the project cycle, out-of-print but available from the authors website.

Community Builders (NSW)

<<http://www.communitybuilders.nsw.gov.au/>>

NSW Government website on community building.

Community Development: An Outline (Aust)

<<http://www.mapl.com.au/ComDev.htm>>

Provided by Management Alternatives (private consultants).

Community Information Portal (Aust)

<<http://www.community.gov.au/>>

Resources on community development for community groups.

Community Partnership – Tool Kit (Aust)

<<http://www.communitypartnerships.health.gov.au/cpkpdfs/cpkwbim.pdf>>

A workbook on program management, getting started, planning and evaluation.

Community Sector Online web site (Aust)

<<http://www.coss.net.au/>>

Provides a gateway to Australia's community welfare sector. Produced by the Councils of Social Service (COSSes) across Australia.

Evaluating Community Arts and Community Well Being (Vic)

<<http://www.arts.vic.gov.au/arts/Downloads/062.pdf>>

Great downloadable manual on Evaluation for community workers. Focuses on community arts projects, but also applicable for other community projects. Prepared by Effective Change for Victorian community groups.

Guide to Evaluation –PADV (Aust)

<<http://www.padv.dpmc.gov.au/oswpdf/meta4.pdf>>

Our Community (Vic)

<<http://www.ourcommunity.com.au/>>

Victorian website on community organising, fundraising, management and much more.

PADV meta-evaluation on Community Awareness and Education to Prevent, Reduce and Respond to Domestic Violence (Aust)

<http://www.padv.dpmc.gov.au/oswpdf/meta_community04.pdf>

Planning and Promoting a Health Promotion Project (Aust)

<http://www.nt.gov.au/health/healthdev/health_promotion/bushbook/volume1/ch4.html>

Includes useful information on action research, planning, project implementation and evaluation.

Media & Messages

Audience Dialogue (SA)

<<http://www.audiencedialogue.org/>>

This South Australian organisation provides information on research based techniques for communications.

Campaign Resources (Aust)

<http://unionsafe.labor.net.au/safety_reps/index_3.html>

Union website with useful information about how to run a media campaign.

Conservation Council of South Australia:

Media, Campaigns and Submissions – How To (SA)

<http://www.ccsa.asn.au/Cybrary/pathways/activism/Activism_How_To.html>

This website has lots of useful information, on everything from writing a media release to making a submission to government. Although focused on the environment, it is equally useful in the family violence area.

End Violence Against Women – John Hopkins Centre for Communication Programs (USA)

<<http://www.endvaw.org/>>

Multi-lingual posters and materials available to view and order through John Hopkins University Centre for Communication Programs.

Media Releases and Campaigning from the Tasmanian Gay and Lesbian Rights Groups (Tas)

<http://www.tased.edu.au/tasonline/tasqueer/site_map.html>

Information on media strategies and ideas. The same-sex lobby is very active and experienced in the use of media. This website and others linked to it can provide excellent information for family violence workers wanting to find out how to organise.

Picturing a Life Free From Violence: Media and Communication Strategies to End Violence Against Women (International)

<<http://www.unifem.undp.org/>> or

<http://www.unifem.org/index.php?f_page_pid=66>

Comprehensive report and images can be downloaded.

Sauce Hot Tips for Effective Arts Promotion (Aust)

<http://www.fuel4arts.com/sauce/04_campaign_strategy/campaign_strategy.htm>

The Sauce is an Australia Council project. The website provides lots of useful information about media, campaigns, promotions, publicity and advertising.

Social Change Media (Aust)

<http://media.socialchange.net.au/planning_comms/guides.html>

Social Change Media is an Australian social marketing agency. Provides information and links on social marketing.

V-Day until the violence stops (International)

<<http://www.v-day.org/>>

V-Day is a global movement to stop violence against women and girls. Website provides campaign materials, images, events, and networks.

Copyright Information

Public Interest Law Clearing House (Vic)

<<http://www.pilch.org.au/>>

Coordinates the provision of pro bono legal assistance to members of the Victorian community who do not have the financial resources, who have a legal matter which is in the public interest.

Australian Copyright Council (Aust)

<<http://www.copyright.org.au/>>

Free advice, information and publications.

Arts Law Centre of Australia (Aust)

<<http://www.artslaw.com.au/upcoming/index.html>>

National community legal centre for the arts. Arts Law gives preliminary advice and information to artists and arts organisations across all art forms on a wide range of arts related legal and business matters including contracts, copyright, business names and structures, defamation, insurance and employment.

Funding and Value Adding

The Australian Directory of Philanthropy 2004-2005 (Aust)

<<http://www.philanthropy.org.au/publications/>>

The Directory is the most comprehensive reference on sources of non-government funding in Australia.

Australian Violence Prevention Awards (Aust)

<<http://www.aic.gov.au/avpa/index.html>>

The awards are designed to reward the most outstanding projects for the prevention or reduction of violence in Australia, to encourage public initiatives and to assist governments in identifying and developing practical projects which will reduce violence in the community.

Commonwealth Government Funding (Aust)

<http://www.grantslink.gov.au/grants_finder/>

Australian government community grants website.

Community Support Fund (Vic)

<<http://www.grants.dvc.vic.gov.au/>> or via <<http://www.dvc.vic.gov.au/building.htm>>

Victorian government grants from gambling taxes.

Department of Human Services Family Violence Funding (Vic)

<<http://hnb.dhs.vic.gov.au/commcare/yafsinte.nsf/Frameset/Community+Care?OpenDocument>>

- Family Violence Prevention and Support Program – Program Guidelines 2001/2002
- Family Violence Services – Data Collection Guide 2002-2003 Standards and Guidelines
- Family Violence Support Services Program and Service Plan Implementation Guidelines 2003-2004. For further information please contact the Regional Advisor.

GrantSearch (Aust)

<<http://www.grantsearch.com/>>

Database of grants available in Australia.

Office of Status of Women Funding Grants (Aust)

<<http://www.osw.dpmc.gov.au/>>

Information on annual funding round, usually limited to national organisations/projects. Go to site map. Women's Development Projects are listed under Projects. 2004-05 funding guidelines: **<http://www.osw.pmc.gov.au/3rd_wom_dev_prog04_05.cfm>**

Our Community (Vic)

<<http://www.ourcommunity.com.au/>>

Grants Information and lots of other useful information for community groups on grant applications, in kind support, management and resources.

Parliament of Australia Parliamentary Library Guide to Community Grants (Aust)

<<http://www.aph.gov.au/library/intguide/sp/spgrants.htm>>

The following guide provides links to selected sources of Commonwealth, State and Territory financial assistance to community groups, and a selection of links to non-government organisations which may provide community grants.

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