

Special Taskforce on Domestic & Family Violence in Queensland

Research Report on Community Focus Groups

6 February 2015

Table of Contents

Background and Objectives	3
Background	3
Research Objectives	4
Research Approach	5
Executive Summary	8
Detailed Findings	12
Prevalence of Domestic & Family Violence	12
Definitions and Terminology	21
Influencing Factors	28
Intervention in Domestic and Family Violence	33
Communication and Campaigns	42
Appendix – Focus Groups Details	52
Appendix – Discussion Guide	54
Appendix – Scenarios Tested	69
Appendix – Domestic Violence Definition	70
Appendix – Communication Campaigns Shown	71
Queensland	72
New South Wales	73
International	74
LGBTI	75
Slap Her Video (Italy)	76

Background and Objectives

Background

The Taskforce on Domestic and Family Violence was charged with making recommendations to the Queensland Government to inform the development of a domestic and family violence strategy. The aim was to achieve a long term vision, where all Queenslanders can live free from violence from a partner or family member, and where children do not have to see or experience family violence.

In order to achieve this, the Taskforce undertook extensive, state-wide community engagement and consultation, recognising the need for shared responsibility across government, business, media, non-government organisations, communities, families and individuals in seeking to achieve the long term vision.

An extensive Consultation Plan was developed which set out a range of consultation methods that were employed to achieve the overarching consultation objectives. The consultation strategy included:

1. Call for contributions to a 'perspectives' document
2. Call for formal Submissions
3. Summits
4. One-on-one and small group meetings
5. Focus groups
6. General inquiries (correspondence and event requests)

The fifth listed element of the consultation plan: focus groups, was included in order to gauge community sentiment around the topic outside of the more formal consultation activities.

Research Objectives

The Taskforce specified that two specific research objectives were to be addressed by the research:

1. To inform the development of a recommendation in response to the following Term of Reference:

Educating and engaging Queenslanders to create a community that supports respectful relationships, practises positive attitudes and behaviours and promotes a culture of non-violence.

- a) Understanding community attitudes about the causes of, and responses to, domestic and family violence.
 - b) Providing information about what types of primary prevention activities may be most effective in addressing the underlying causes of, and community response to, domestic and family violence in Queensland.
 - c) Exploring or generating hypotheses about what the key barriers or opportunities are for increasing community willingness to take steps to prevent or respond to domestic and family violence (empowering bystanders to take action).
 - d) Obtaining information that will contribute to an understanding of how media messages about domestic and family violence are processed in different sectors of the community.
2. To generate conversations about domestic and family violence among diverse sectors of the community, with a view to raising awareness and building a platform for increased community engagement in primary prevention activities.

These objectives highlighted the need to explore issues relating to awareness, attitudes, behaviours, understanding, message comprehension and the influence of media.

Research Approach

To address the research objectives a program was designed consisting of twenty-four focus groups with members of the Queensland community. The groups were conducted with specific groups or segments that were identified as requiring attention within the study. These groups were identified by the Taskforce as those where there may be gaps in terms of participation in other consultation activities.

The following segments were targeted for participation:

- ▶ General population groups
 - Adults over age 25
 - Adults aged 18-25
 - School-age children aged 14-17
- ▶ Specific population groups
 - Aboriginal & Torres Strait Islander (ATSI) people
 - People from Culturally & Linguistically Diverse (CALD) backgrounds
 - People with disability
 - Lesbian, Gay, Bi-sexual, Transgender & Intersex (LGBTI) people

In designing an approach consideration was given to the fact that gender differences in terms of awareness, attitudes and behaviours may be pronounced in a number of these groupings. For this reason the focus groups were structured along gender lines, such that there were 12 male groups and 12 female groups. Furthermore, to provide the most appropriate environment for participants to provide honest opinions on the topic without concern about the impact of their comments on people of another gender, where possible, gender of the moderator was matched to gender of the participants.

Groups were carried out in two waves of activity: pre and post-Christmas 2014. Focus groups were conducted between Monday 15 December 2014 and Thursday 15 January 2015.

The desire of the Taskforce to ensure that participants were drawn from an appropriate regional spread saw groups conducted in ten separate locations across the state. Focus groups were conducted in the following locations:

1. Brisbane
2. Ipswich

3. Logan
4. Gold Coast
5. Sunshine Coast
6. Toowoomba
7. Gladstone
8. Townsville
9. Mount Isa
10. Weipa

Whilst a broad cross-section of the Queensland community participated in the focus groups and a number of specific segments or sub-groups were included, it should be noted that the research did not seek to draw conclusions about any of the specific sub-groups involved. The research sought to gain a general sense of community awareness and attitudes towards the topics covered.

Recruitment approach

Given the comprehensive set of other consultation activities undertaken by the Taskforce and the inclusion and representation of a variety of specific community groups it was seen as important that the research look to include a cross-section of the population with a view to generating a range of views and opinions. For this reason participants were deliberately recruited using a traditional focus group recruitment approach rather than working through specific community groups to identify participants.

A screening questionnaire was developed in collaboration with the Taskforce and secretariat. The screening questionnaire was used to ensure a mix of participants was included in each focus group. The screening questionnaire addressed issues such as:

- ▶ Fit with segment definition
 - ▶ Gender
 - ▶ Age
 - ▶ Background
- ▶ Comfort with discussions around the sensitive topic material
- ▶ Obtaining parental consent (for school-age children)

Potential participants were reassured that the nature of the discussion would be general and that specific experiences would not be sought.

- ▶ Recruitment was undertaken by qualitative recruiters, using the screening criteria to ensure the composition of the groups included the characteristics required for the selected target segments
- ▶ An incentive of \$80 per attendee was offered to cover participants' expenses

Sensitivity to issues

Due to the sensitive nature of the topic and the potential for focus group participants to reveal current safety concerns or to be negatively impacted by the nature of the discussions, such as by triggering past experiences, steps were taken to ensure appropriate processes were in place prior to conducting the focus groups.

It was seen as important to ensure that:

- ▶ The emotional and physical safety of participants was protected before, during and after their involvement in the focus group
- ▶ Safety concerns raised during the focus group were adequately responded to (e.g. through appropriate counselling support or referral to services)
- ▶ Groups were carefully conducted by trained facilitators who were able to address any safety concerns that arose during the group discussions
- ▶ Risks of other potential negative consequences for participants were mitigated.

Project team members were briefed on the topic by DV Connect prior to conducting the focus groups. In addition each participant was given a card containing contact information for DV Connect (Womensline or Mensline) at the completion of the focus groups.

Participants were encouraged to seek further information online or call if wishing to speak with a trained expert.

Executive Summary

Domestic and Family Violence is understood to be a significant and prevalent issue in Queensland. The level of personal experience that Queensland residents have with domestic violence significantly influences their perceptions on the seriousness and pervasiveness of the issue. Whilst setting out to understand broad community sentiment on the topic, it was clear that a large proportion of people have varying degrees of personal exposure. Those people with personal experience generally view the topic as more serious and pervasive than people who do not have direct experience.

Whilst there is general agreement that it is an important community issue, it is acknowledged as an issue that receives a limited amount of community discussion. As a topic, very few people reported having discussed the issue within their peer groups. Even among people who clearly had some personal experience with domestic violence it was generally reported as something that they had not discussed with others.

A number of factors seem to influence the relative lack of community discussion of the topic. These include the overall sensitivity of the issue and its potential highly personal nature. Most people report a level of discomfort in broaching such a difficult topic with others for fear of exposing hidden sensitivities.

Despite domestic violence seeming to have a higher profile and be less hidden than in the past, there is still a sense of some social stigma attached to the topic. This stigma is acknowledged to have diminished, but is still often seen as a barrier to open discussion.

Support for those experiencing domestic violence is understood to have improved greatly over time. However, it is clear among people with direct experience that a number of inadequacies still exist in the service and support provided. There seem to be some clear regional differences in the availability of reliable services. Similarly, confidence in the level of enforcement in this area is reported as patchy, especially in some regional locations.

The dominant type of violence is that perpetrated by men against women (and children). It is clear that people understand this to be where the problem is most significant. However, the perception that violence by women against men is also significant and under-reported was a view fairly broadly held.

Traditional gender roles are acknowledged to have evolved over time, but a lack of acceptance of this in some segments and areas is seen as a potential source of violence. There is a notion that where inequality exists in domestic relationships violence often tends to flow in the direction from the more dominant party to others and this is linked to a desire to exert control.

Whilst domestic violence is understood to be an issue that crosses regional, demographic and cultural boundaries there are still some views that it tends to be more prevalent in lower socio-economic households.

Whilst there is general acknowledgement that domestic violence is not acceptable in any circumstances, there are some seemingly contradictory views that people experiencing domestic violence may be able to take steps to mitigate the issue. The notion that some people are better able to tolerate (non-physical) violence is one that people have some discomfort with, but acknowledge to be true. The idea that people can choose to remove themselves from violent environments or modify their behaviour to avoid triggering violence are seen as simplistic in that they don't take account of the complexities involved. Nevertheless, there is some support for these suggestions.

Defining what constitutes domestic and physical violence is generally consistent across the state. There is a fairly unanimous view that non-physical violence is part of the definition. However, confusion around meaning can occur due to the association of the word 'violence' with physical violence. The word 'abuse' is more frequently used to describe the non-physical aspects.

Regardless of terminology used the categorisation of certain behaviours as being unacceptable is fairly consistent. There is agreement with the notion that the intent behind these behaviours, when not physical in nature, is what defines violence. Behaviours undertaken with the aim of controlling, frightening or intimidating others generally fit this definition.

Behaviour that is part of an ongoing pattern is seen as simpler to classify. However, whilst specific behaviours are viewed to be potentially violent in nature, interpreting a non-physical act in isolation is seen as problematic by most with the view that understanding the context is critical to categorising this behaviour.

There is widespread agreement that domestic violence cannot be excused, although certain factors can be seen to influence the presence of violence and in some circumstances make it

more understandable to people. However, it is agreed that these factors should never be accepted as excuses for violent behaviour.

Intervention by bystanders into cases of domestic violence is an area seen to be fraught with uncertainty. The relationship between the bystander and the parties and the presence of physical violence are the major determinants of whether and how intervention would occur. A wide variety of factors are weighed up when making a decision about possible intervention.

Key concerns held by people about intervention relate to potential consequences for themselves (including concern for physical safety and concern for future relationship with the parties involved), perceived likelihood of success and perceived further consequences for the victim.

It is clear that people generally have a limited range of strategies that they believe can be employed to intervene in cases of violence. These strategies often consist only of 'confrontation' and 'reporting'. In many cases neither of these are seen as suitable or desirable, and hence limit intervention behaviour.

There is generally low recall and awareness of communication in this area. Whilst some recall of individual campaigns is present, there is no sense of any ongoing concerted effort to address the issue through government communication.

The perceived lack of a community discussion about the topic is seen to signal a level of diminished importance as a social issue when compared with other issues given higher prominence. Communication around the issue is seen to need a higher level of prominence and longevity than seen in the past to truly elevate its seriousness.

An ongoing social marketing campaign would be seen to elevate the importance of domestic violence on the social agenda and in some sense 'grant permission' for the topic to become one discussed more widely across the community.

Communication is believed to need to target different groups with different messages to be most effective:

- ▶ The general public should be targeted with messages that can educate people about the issue and stimulate community conversations
- ▶ People experiencing domestic violence should be addressed with supportive messages

- ▶ Men should be targeted with messages designed to help identify the existence of unacceptable behaviours to encourage self-recognition
- ▶ Children should be targeted with education and messages

Improved and enhanced communication about domestic violence, its importance as a social issue and the responsibility of the Queensland community to discuss it and take steps to reduce its prevalence is desired across all segments researched.

Detailed Findings

Prevalence of Domestic & Family Violence

“Pretty important topic. It’s a pretty important bad thing that’s happening. I guess if we can do anything to stop it, that’d be good.”

Male, 16-17 years old, Brisbane

Domestic and Family Violence is prevalent, or at least people expect that it is

Across all of the segments covered in the focus groups Domestic and Family Violence is generally perceived as being fairly widespread and pervasive across the community in Queensland. It is an issue that is seen to cross all social and geographic boundaries.

Whilst the focus groups set out to gauge community perceptions about the topic it was clear that a proportion of participants had some personal experience or awareness of domestic violence. Clear differences could be noted between those with some direct experience with the topic and those without.

The general view that Domestic and Family Violence is probably quite common in Queensland is based on this direct experience, hearing stories from others, knowing other people affected and from media reporting. Some segments observed that the issue seems to be more prevalent, or perhaps more visible, due to smaller populations in some regional areas.

“It’s more than likely a growing thing, especially with the way things are going these days – with financial pressures.”

Male, over 25 years, Gladstone

Most think it is an important social issue in Queensland. However, how it compares in importance as a social issue varies across areas covered. The impact of direct experience is

illustrated by the notion that as a topic it can be seen to be ‘pushed under the carpet’ and not spoken about to the same degree as other social issues. Broader issues of violence, public health, racism and discrimination, drug and alcohol use are often seen as larger community issues as they tend to receive more attention and are more readily discussed by people.

“I would think that until you go through it you don’t really realise how it’s hidden; it’s really hidden. People do not talk about it and it happens pretty much in so many more family homes than we ever realise and it’s accepted and it’s hidden.”

Female, CALD background group, Townsville

The degree of community discussion of a topic is a de facto indicator of its social importance

For the reasons that as a community issue domestic violence is not as visible or discussed as widely as other issues, those without any direct experience or evidence can be tempted to question its prevalence. An indicator of the importance of a social issue can be the prevalence of discussion of the issue in the community. Family and domestic violence is not discussed openly and freely in most social circles. Seen by many as a personal and highly sensitive topic this influences the degree to which it is discussed.

A personal and sensitive topic

Those with some direct experience cite a number of issues that limit their desire to openly discuss their experience:

- A sense of shame felt about disclosing
- Fear of judgement
- Fear of appearing weak
- Fear of not being understood
- Lack of perceived support structures or awareness of these
- Fear of impact on future relationships

All these are cited as concerns that prevent the widespread discussion of the topic.

Difficult to broach

For those without direct experience there is a sense that it is a difficult topic to broach in conversation due to uncertainty about whether it is impacting on others and to what degree this is occurring. Waiting for others to initiate conversations leaves the topic completely undiscussed by many people.

An attitude of minding one's own business and not discussing such a potentially personal issue is also a factor for many. Even those who express a willingness to support friends and family who might be experiencing violence are reluctant to make this support known until asked.

"Yeah, it's a bit of a touchy subject, so people don't like to get involved because of their personal experience, so they kind of stay out of it and just don't talk about it that much. It's not something we talk about with friends, unless a friend had experienced something like that and they told me or my friends about it, we'd probably talk about it and try to help them out if we could. It's a bad thing, but if we can try and prevent it then we do talk about it, because then if it's bad, it's bad."

Male, 16-17 years old, Brisbane

Despite its dimensions and social significance, domestic violence is not discussed widely in the community. In a number of male focus groups people freely admitted they had never had a discussion on the subject with other male members of their peer group.

Social stigma has declined, but is still prevalent

Whilst the social stigma around discussing experiences of domestic violence has declined over time, there is still some stigma involved, according to most groups.

A large proportion of focus group participants report having never discussed the issues with their social circle. This includes people from regions where reports of the incidence of violence are quite high.

People with experience of domestic violence notionally have more access to community support

There is a general sense that in terms of availability of support services there has been an increase in these over time. However, those with some experience can express frustration with the performance and availability of these support services.

It is notionally easier for victims of domestic violence to seek support today due to the larger number of services available today. Community attitudes too have also shifted over time to a point where more supportive attitudes exist towards people experiencing domestic violence.

“It's still a big problem. It's getting more coverage in the news these days, there's a lot more coverage about domestic violence in the news. I guess we do hear about those things, whereas going back 30, 40 years ago you never heard of that.”

Male, over 25 years, Weipa

The rise of social media is seen to have made it easier for people to share their experiences. The availability of forums that provide an avenue for people to anonymously share experiences and seek support has increased. Even the ability to share or post comments to articles or stories about the topic is seen to have further enabled people to discuss the issue.

However, it is clear from those with direct experience that some support services are currently lacking. This was noted in some regional locations where poor experience with support services led to conclusions that additional services are still required.

Among concerns raised were that refuges are sometimes not regarded as safe and secure enough to provide confidence to victims of domestic violence. Poor ‘customer service’ experiences with support service providers in some regional areas also left some people feeling isolated due to a shortage of places to turn to for support.

Enforcement is seen as an issue to be addressed, especially in regional areas

Aligned with the issue of support services is that of enforcement. There are a wide variety of views expressed about the willingness and capability of police to deal with and enforce issues related to domestic violence. Personal experience plays a significant role in influencing attitudes in this area.

Those with little or no direct experience often cite the police as having a strong will to act in order to provide support to people experiencing family and domestic violence. This will to act is expected to extend to actual action to protect victims from perpetrators of violence.

Whilst those with no direct experience are unclear exactly what types of actions police can use, they expect that this includes assisting victims to remove themselves from danger, arresting perpetrators of violence, prosecuting and enforcing instruments of the court, including Domestic Violence Protection Orders.

Those with direct experience, however, report patchy experience in regards to some of these enforcement areas. These issues again were typically raised by residents of one or more regional locations. The range of concerns experienced included:

- ▶ Domestic Violence Protection Orders (if achieved) are often seen as no disincentive to most perpetrators or are not adequately enforced by the police
- ▶ Poor personal experiences leading to criticisms of some officers as variously as impotent, biased or inexperienced, or disinterested
- ▶ There is an acknowledgement that police are lacking appropriate resources to cope with the sheer volume of domestic violence incidents
- ▶ In instances where police are genuinely perceived as trying to help, there are some concerns that they are comprehensively unsupported by 'the law'
- ▶ Police, in some instances, are seen to be between a rock and a hard place as they expend their limited resources, attending the same domestic violence environments over and over again, sometimes night after night, in some regional locations

Those with some knowledge or experience of the role of police officers report a sense of inability to do much in the area of domestic violence due to lack of resources and complexities in enforcing laws that are difficult to work with.

Violence by men against women and children is commonly seen to be the most dominant type of violence

The immediate reaction by most people when discussing the topic of family and domestic violence is that the most prevalent type of violence is that done by men on women and children. There is an understanding that this is the most common type of event and that this is borne out by statistics.

In some specific communities again, this type of violence was seen to be almost pervasive and is the type that generates the most revulsion among people.

The types of violence perpetrated by men on women were generally seen to centre around physical violence but included also forms of mental abuse.

Violence by women against men is seen to be less common, but also reported less

Whilst violence against women and children is the most common type of violence many group participants, both male and female, are careful to point out that violence by women on men is also a significant issue. There is a belief that this type of violence goes under-reported and as such appears to be significantly smaller than it actually is.

In communities where people reported a high level of domestic violence there was a view that violence perpetrated by females onto males often took the form of an insidious form of violence which was essentially psychological or mental.

This is partially seen to be due to the increased stigma associated with males suffering violence at the hands of females. This type of violence is seen to be handled and perceived differently, especially in some communities with specific cultural and family backgrounds involved.

A view described by some people is that violence in relationships occurs where there is inequality in the relationship and the direction in which it flows is from the dominant partner to the less dominant partner. This was felt to apply equally in same-sex relationships in which violence was also present.

Traditional gender roles are seen to have evolved, but lack of acceptance of this in some areas is seen as a potential source of violence

The traditional relationship roles of men and women is acknowledged to be shifting significantly. This change in the traditional view is ascribed as one reason for domestic violence to manifest itself in specific communities where those communities may not have shifted at the same pace. For this reason some CALD groups where more traditional and rigid gender roles are in place identify themselves as being at risk.

Views on the linkages between socio-economic factors and violence are still evident

A simplistic view expressed by many people is that the issue of domestic violence is more common in lower socio-economic households across Queensland. This view was often articulated by those in urban areas or considering themselves to be in higher socio-economic groups and with limited real experience with domestic violence.

However, when exploring the issue further with people they would often stress that Domestic and Family Violence can happen to anyone, cutting across all demographic groups including white collar professionals.

“I think people that have grown up around domestic violence, probably low socio-economic groups.”

Male, over 25 years Gladstone

“There’s definitely abuse in the higher up areas as well. Probably more of the emotional because wealthier families and stuff.”

Male, 16-17 years old, Brisbane

As discussed, some groups conducted in regional areas suggested that domestic violence crosses all social boundaries. In some of these instances evidence for this was that it was endemic in their community, regardless of status of the household.

Victims of domestic violence are seen to be able to potentially take some action to mitigate this issue

Whilst it was acknowledged that violence in any form should not be tolerated, there is a sense that victims of domestic violence can take some steps to minimise the risk or mitigate the issue. This is an uncomfortable thought for many, but there is a sense that things can be done.

Tolerance of domestic violence is seen to be a factor involved in non-physical violence

Whilst it was felt to be not appropriate that this was the case, many felt that the ability to tolerate (non-physical) violence was a factor for many people that determined its acceptability. The ability to handle levels of non-physical violence or abuse was seen to vary across the community. This issue is related to thinking around the incidence of violence by women against men in that community expectations are that males should be less sensitive, with an assumed ability of men to cope with a certain level of violence.

“It’s a big thing because the same actions could be affecting people differently, just depending on what sort of person they are. So one person who’s being abused because they’re not as resilient as someone else, it might be hard for them to cope because they know that the other person would be able to cope with it, even though they’re not.”

Male 16-17 years, Brisbane

Removing oneself from an environment where violence is occurring

Whilst it is acknowledged that this is not always possible to do for a complex variety of reasons, there is a strong sense that people experiencing domestic violence could consider removing themselves from the violent relationship or household.

This type of suggestion is less likely to come from people with direct experience with domestic violence.

Modify behaviour to avoid violence

Another suggestion put forward by some people is that victims of domestic violence could modify their behaviour in some way to avoid ‘antagonising’ or triggering violence in another person. This idea is rejected by most people as being entirely inappropriate in that it should be the violent party modifying their behaviour rather than the victim of violence. Nonetheless, a minority hold the view that it is a valid strategy.

Definitions and Terminology

“It's a really broad definition, I think. Physical, sexual abuse, financial abuse, any coercive sort of behaviour. It's a really broad definition.”

Male, aged 25 years plus, Gladstone

People are generally easily able to define domestic and family violence

When asked to define domestic and family violence the overwhelming majority of people began with recognition of physical violence and then moved to include non-physical violence in their definition.

The issue of non-physical violence, whilst clearly understood and included unprompted in any definition, still seems to be secondary to physical violence when discussing the topic.

From a definitional perspective, people were quite clear that it extended to include a variety of ‘mental’ or ‘non-physical’ behaviours where there is some specific intent behind them.

Behaviours that are driven by intent to:

- ▶ Control another person in a relationship or household
- ▶ Scare, frighten or cause fear to another person in a relationship or household
- ▶ Intimidate or coerce another person in a relationship or household

were all viewed as falling under the broader definition of domestic and family violence.

“I see people who commit domestic violence as probably more malicious than just like a one-off assault, because it's like there's more intention, more thinking and planning behind it usually.”

Female, LGBTI group, Brisbane

Compiling a list of behaviours that would be classed in the category of domestic and family violence yielded a suggested list that included:

- ▶ Some form of close relationship status
- ▶ Physical violence
- ▶ Behaviour that negatively affects another person
- ▶ Behaviour that is threatening
- ▶ Verbal abuse
- ▶ Controlling behaviour
- ▶ Forcing others to do things they do not want to
 - ▶ Not letting another do what they want to
 - ▶ Making them ask permission
 - ▶ Displaying aggression
 - ▶ Denying necessities

To test the extension of the definition to a series of specific behaviours a number of scenarios were tested with the focus groups. Groups were asked to sort each of the scenarios into one of three groups: those that were clearly examples of domestic and family violence; those that were clearly not examples of domestic and family violence; and those where people were unsure or no consensus could be reached by the group. These scenarios were adapted from the NCAS study and supplemented with some additional hypothetical examples. The objective of the exercise was to understand the interpretation of what seemed to be a fairly well-accepted broad definition.

SCENARIO	Example of Domestic & Family Violence		
	YES	NO	MAYBE
1. A person checking their partner's mobile phone call register, messages and contacts			
2. Partners often arguing about money			
3. Partners keeping secrets from each other			
4. A person checking the computer's browser history, after their partner has used the computer			
5. A person trying to control by denying money to their partner			
6. A person controlling the social life of their partner by preventing them seeing family and friends			
7. A person who slaps or pushes to cause fear			
8. A person who places a strong grip on a partner's arm whilst angrily but quietly talking to them when in a public place			
9. A person nagging their partner to help with household chores			
10. A person who repeatedly criticises their partner to make them feel bad/useless			
11. A person who throws or smashes objects to frighten their family			
12. A person who tries to scare or control their partner by threatening to hurt others			
13. A person forces their partner to have sex			

Responses to the scenarios displayed above suggest that there is no ambiguity around the majority of the scenarios presented. A few scenarios, however, were seen as less easy to categorise.

1. A person checking their partner's mobile phone call register, messages and contacts

4. A person checking the computer's browser history, after their partner has used the computer

These scenarios elicited similar responses given that the behaviour in question is ostensibly the same. The lack of agreement as to whether these scenarios constitute examples of family and domestic violence is driven by a need to understand the context and the intent

behind the behaviour. It was generally accepted that if the intent of the behaviour was to exert control over another person then this would constitute an example of violence. However, if there was a more innocent explanation for the behaviour (such as checking for possible gift ideas based on browsing history) then it clearly was not seen as an issue.

8. A person who places a strong grip on a partner's arm whilst angrily but quietly talking to them when in a public place

This scenario also generated some discussion around needing to understand the context and intent behind the behaviour in order to understand whether it could be called violent. There was agreement that observing that behaviour in isolation could be interpreted as witnessing domestic violence but many remained concerned that there may be another, unknown explanation for the behaviour.

The definition of Domestic Violence under the Act is well regarded and comprehensive

Examination of the definition of domestic violence from the 'Domestic and Family Violence Protection Act 2012' was seen by people to be an informative exercise. There is widespread agreement that the definition under the Act is thorough and comprehensive.

"That covers most issues. So it covers like the important ones and it goes into a lot of detail. So I think it's good. It covers quite a lot of it."

Male 16-17 years group, Brisbane

If anything, there was some surprise at the level of comprehensiveness of the definition. The fact that the definition in the Act is more comprehensive than many thought is seen to be a positive in that it very clearly conveys the types of behaviour that are unacceptable. Behaviours highlighted that may have been unexpected include stalking and surveillance, and threats of self-harm.

“I didn't even think of the ‘commit suicide or self-harm’; I didn't think about that as a domestic violence issue but now that you've pointed it out, yes it is, but I wouldn't have put it directly in my mind, straight there.”

Female, LGBTI group, Brisbane

“That touched on a few things we didn't touch on, like the sexual abuse and like the use of animals. And stalking. The suicide and stuff like that. That's something I was aware of but I didn't even think it would be to do with domestic violence.”

Female, 18-25 years, Toowoomba

When examined in light of the definition in the Act, there was greater consensus that the ambiguous scenarios relating to electronic surveillance met the definition of violence. However, many people still expressed concern about the ability to prove or enforce behaviours covered by the definition.

The word Violence conveys connotations of physicality to most people

Whilst people were in general comfortable with the discussion about the topic of Domestic and Family Violence and its definition it is clear that when pressed on the actual terminology that there is a strong association of the word ‘violence’ with physical violence and the direct threat of it. This association is evident across groups and genders.

When discussing the various non-physical forms of violence agreed as appropriate under the definition many people suggest that the word ‘abuse’ is a more appropriate term in this context. As a label, ‘abuse’ is seen as more encompassing of the variety of coercive and controlling behaviours outlined in the definition.

“I think abusive would be a better word. Violence, my way of thinking, is violence is physical, whereas abuse is mental.”

Male, over 25 years group, Weipa

“When you say abuse to me I think of abuse being verbal, whereas I feel that domestic violence is physical.”

Female, CALD background group, Townsville

This subtle distinction in labelling may have implications from a communication perspective. Ensuring that communications outline the inclusion of forms of ‘abuse’ under the definition of ‘violence’ will ensure a clear understanding of the scope of the topic in any campaign activity.

The association in people’s minds of ‘violence’ with the physical and ‘abuse’ with the mental may have the effect of unconsciously diminishing the importance of the non-physical forms of violence if distinct and separate labels are applied. For this reason retaining a single, stronger label for all forms of violent behaviour in this category is likely to be appropriate. By ensuring that people associate all behaviours with the stronger term ‘violence’ may yield a better outcome in terms of not allowing some behaviours to be unconsciously ‘downgraded’ in importance. The association of the label ‘violence’ with physical behaviour also ensures that anything carrying that label is viewed as always unacceptable.

Labelling of parties involved in domestic and family violence

When exploring definitions of terms related to ‘perpetrators’ and ‘victims’ of family and domestic violence there are consistencies in the language used.

Generally, people experiencing domestic and family violence are referred to as ‘victims’. Whilst there is acknowledgement that this label can be disempowering and may not be welcome, people find it very difficult to suggest an appropriate alternative. The label ‘victim’ can be used equally to describe males, females and children if experiencing violence.

When it comes to labels associated with ‘perpetrators’ of violence a number of suggestions were put forward. The word ‘perpetrator’ is seen as an appropriate label as it accurately describes the role of the person in the violence.

The word ‘abuser’ was also heavily suggested but not universally liked as it has a close association with abuse, which may be seen as non-physical. Other terms such as ‘criminal’ and ‘offender’ were suggested as appropriate also, but generated little broad support.

Given the general strong negative view of domestic violence many more critical labels were suggested for perpetrators to more accurately label their behaviour for what it is. 'Violent thugs', 'cowards', 'gutless' and worse labels were all terms suggested (mainly by males) when describing perpetrators of domestic violence. The notion of labelling perpetrators of violence has implications for communications campaigns in that appropriate nomenclature can be seen to be effective in stigmatising an undesirable behaviour.

Influencing Factors

“You can’t excuse domestic violence.”

Female, LGBTI group, Brisbane

Whilst domestic violence cannot be excused, it can sometimes be explained or partially understood

Across all segments of people and in all regions the overwhelming view is that domestic violence is not acceptable and cannot be excused. Some very minor exceptions to this view were expressed in some male focus groups, but these isolated views were generally in conflict with the remainder of group participants.

Whilst violence is inexcusable, there are, however, a number of factors that can be seen to play a role in explaining its presence. Unfortunately for some people with direct experience with violence or having witnessed violence there is a sense that some of these factors are used, sometimes successfully, to excuse what is regarded as inexcusable behaviour.

Previous family and cultural experience

The idea that children growing up in a violent household can repeat the behaviour as adults is something that troubles many people and is seen as a significant barrier to long-term behaviour change. In communities where participants believed there were high incidence rates of domestic violence, people expressed genuine concern that unless strategies were in place to ‘break the cycle’ then incidents would continue.

This instance was raised also in groups comprising people from culturally and linguistically diverse backgrounds where often traditional ‘old-fashioned’ views on the male/female/child relationship were present.

“Kids grow up with it. They don’t even know if it’s wrong or right.”

Male, 18-25 years, Mt Isa

Stress, financial concerns

This is seen as a significant factor influencing the incidence of domestic violence. Incidents triggered by stress and financial pressures may often be viewed more sympathetically than violence that seemingly cannot be similarly explained. Issues relating to financial stress that often act as a trigger for domestic violence include two distinct categories;

- ▶ Loss of employment and /or cost of living pressures. This is seen as a major factor in many households across the state. Uncertainty around employment and increasing domestic cost pressures are often seen as major drivers of domestic disharmony and subsequent violence.
- ▶ Differences in financial priorities within relationships leading to arguments. This issue relates more to conflicting ideas around household expenditures and often has origins in criticism and disagreement about overspending in certain categories. Gambling can be a factor here as well as perceived excessive expenditure in areas such as fashion.

“I think there’s a lot more stress placed on people as well these days, you know with both people working and money side of things and everybody’s out of the house and you don’t have time. I think there’s a lot of outside stressors that probably influence, you know, tempers run short and probably exacerbates the situation.”

Female, ATSI group, Mt Isa

Alcohol and drugs

Alcohol and drugs are seen to play a major role in the incidence of domestic violence. In communities and groups with high incidence rates the blame placed on alcohol and drugs as contributing factors is high. In comparison to stress and financial concerns though, this trigger is not viewed with a similar level of empathy. There is a strong sense that people should not be allowed to use alcohol and drug consumption as an excuse for their behaviour.

“Alcohol and drugs and what comes with that? Violence”

Female, ATSI group, Mt Isa

“Maybe it is getting worse, actually because of the drugs and alcohol.”

Female, CALD background, Townsville

“Drinking, drugs, gambling. Even work itself, the type you work you do and how long you spend there. As you fly-in, fly-out, long hours, all that sort of thing.”

Male, over 25 years Gladstone

Relationship factors

Other relationship factors mentioned by people as perhaps explaining instances of domestic violence include such things as: infidelity, history of arguments, or one party attempting to end the relationship. These and other factors are seen to be things that may be present in cases of violence but should not be used to excuse that behaviour. Some of the factors may be present in spontaneous, rather than systemic, cases of violence.

In these circumstances people tend to understand the anger behind acts of violence but are unable to excuse the violence itself.

Mental health issues are also often cited as contributing factors to violence in some communities. In these cases people find it more difficult to be definitive about how the violence should be regarded as the circumstances are not understood.

Broader societal factors are not generally seen to be a significant contributor to domestic violence

The notion that wider societal attitudes and behaviours can provide an environment where domestic violence is allowed to occur is one that generates some mixed responses.

Exploring issues such as the use of sexist language and jokes generally elicited responses that there generally should generally be no linkage between these issues. People are often

careful to point out that remarks, jokes and anecdotes made in company are felt to be harmless and ‘in fun or in jest’. They are generally taken in the right spirit as ‘jokes’. However, when these are virulently directed at an individual, they are considered unacceptable.

The idea that natural boundaries exist in the use of such language and references is something that most people accept.

Reference to increasing levels of sensitivity to language is cited by many people (male and female) as a societal trend.

“Again I think, you said how people can take something, it’s like if someone can just understand that it’s a joke, and it’s not said with malicious intent in its nature, but it’s simply meant as a joke and not actually to hurt or offend anyone, then it’s completely different to someone who’s said that with the intent to make them feel less or not as good a person.”

Male, 16-17 years, Brisbane

“There are times when you can have a joke with each other, but there’s a point when you take it too far. When it’s taken too far, I think that’s when somebody needs to step in and say, “Hey”.

Female 18-25 years, Toowoomba

The increasing level of violence portrayed in movies and video games is seen as a factor that is desensitising people to violence but not generally a factor in influencing violence. Younger age groups in particular reject the notion that video game violence can be linked to prevalence of domestic violence. Whilst there was some tacit agreement with the notion of a link among some groups of people, these tended to be unconsidered opinions not based in any real experience.

It was generally felt that a perpetrator of domestic violence may have a predilection towards becoming violent anyway, and using violence in games and on TV merely used as an (unacceptable) excuse for this behaviour.

"I know it's a video game. I can draw the line between punching a woman on GTA and then going up and punching a random woman in the street. I'm not going to punch a woman in the street. It's wrong."

Male, 16-17 years, Brisbane

"I think people who can't tell the difference already have something. If a video game or a movie's going to set someone off, they've already got a problem which probably needs to be dealt with."

Male, 16-17 years, Brisbane

Media reporting of family, domestic and other violence is seen to be an issue in society, but whether this is impacting on the prevalence of domestic violence is not clear. Media standards and the perceived responsibility of media to accurately and intelligently report incidences were noted. Sensationalising stories was seen as a major issue in how instances of domestic violence could be portrayed.

"I think the media, the way they report it as in saying it's what she was wearing, it's what she was doing, means that when a possible victim would read that, she would then think maybe it was what I was wearing, it was what I was doing. I'm the one to blame. I'm not a victim; I'm the cause of the problem. So the way the media report, I hold them responsible for a lot of problems in this world."

Male, LGBTI group, Brisbane

Intervention in Domestic and Family Violence

“You’d have to get permission. I wouldn’t report that if that was me. If I saw that I wouldn’t report it unless I had permission from the person who was hit or abused. If I saw it happen in like a public area, then I’ll just keep it to myself and I wouldn’t like report it or anything”

Male, 14-17 years, Brisbane

Intervention is an issue causing uncertainty

The issue of intervention into cases of Domestic and Family Violence is one that causes a great deal of uncertainty and some angst. It was clear from the focus groups that a large number of people had some previous direct personal experience in being a bystander or witness to some form of domestic violence. Responses to questions about likely future behaviour were generally framed in the context of this experience. For those with no previous exposure hypothesising their likely response was challenging and seen to be driven by a wide variety of factors.

Many people are unsure about how they would react if confronted with situations of witnessing violence.

“I don’t know if I would do anything, to be honest. In my mind I would probably try and pass it off as something else and try and forget about it, but I think if it kept happening I would eventually tell someone who could help.”

Female, 16-17 years group, Toowoomba

A number of variables are at play in influencing people’s thinking about whether or not to intervene in situations and, if so, how they can or should intervene.

The key variables involved in the consideration tend to be around whether the parties are known to them:

- ▶ Family or friends
- ▶ Strangers

And the type of violence encountered:

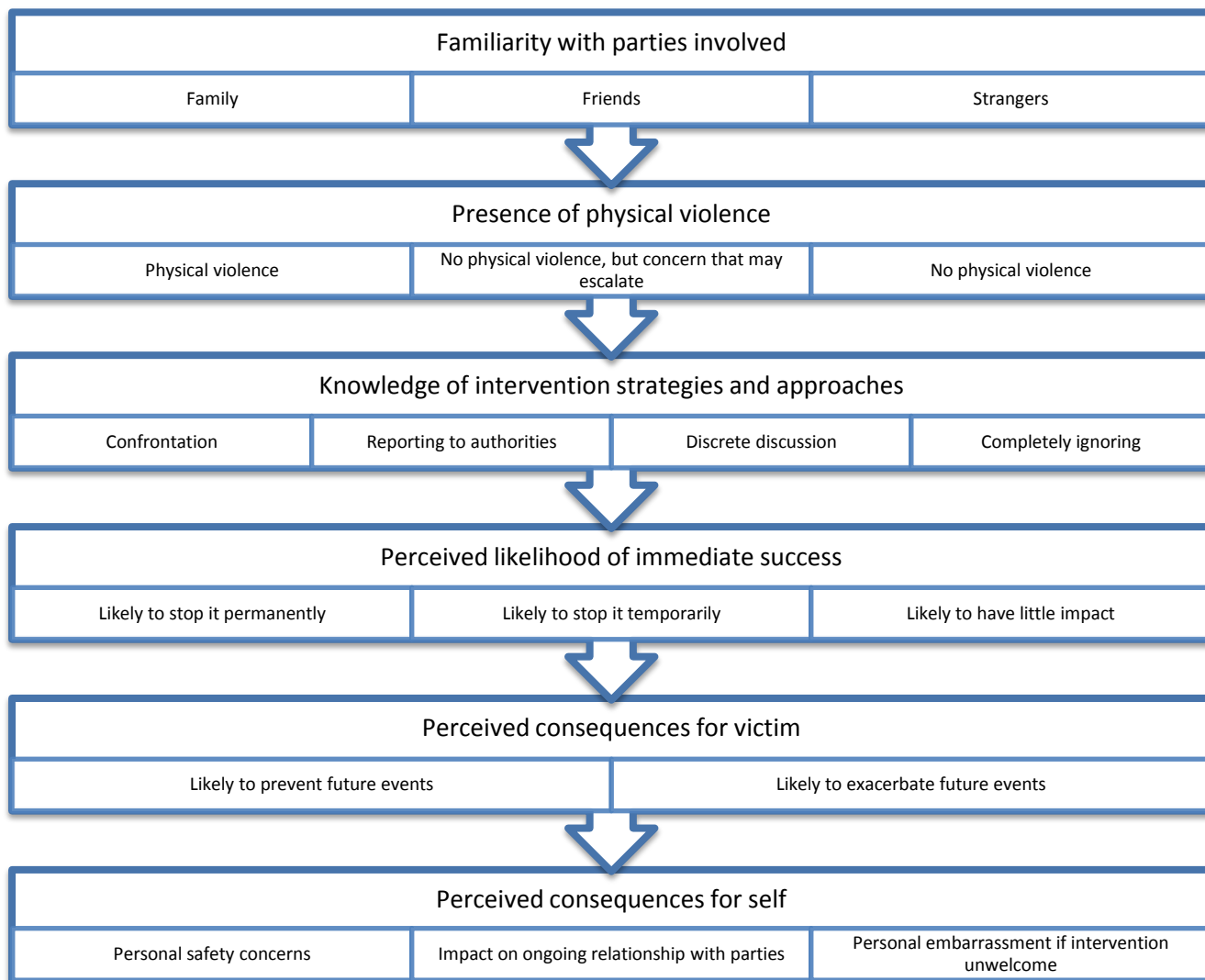
- ▶ Physical
- ▶ Non-physical

Not surprisingly people generally report being more likely to have an intention to intervene in scenarios where a person known to them is involved and where the violence witnessed is physical in nature.

“I actually had that scenario with a friend so I think it’s different when it’s a friend versus a stranger. She and her partner were having a fight and he held her quite forcefully and my first reaction was to run over and protect her, so that was something we definitely intervened straight away.”

Female, 18-25 years, Brisbane

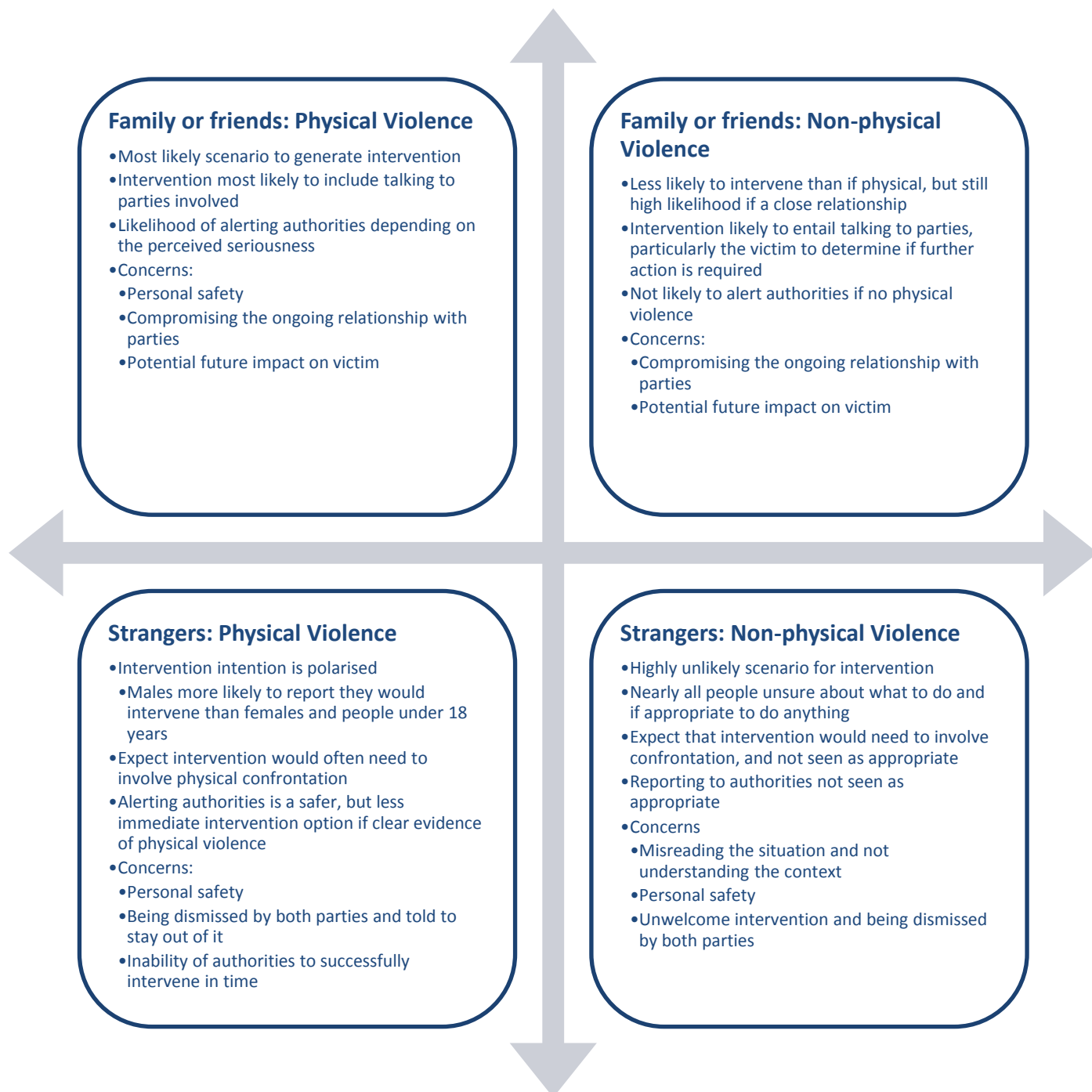
However, there is still a significant range of feelings expressed around this issue. People are often strongly conflicted about whether to intervene and, if so, how. The thought process involved in assessing a potential intervention includes a number of factors. Some of the factors seemingly considered by people as part of the decisions about potential intervention include:



There is concern that weighing up the factors involved can take time that is not immediately available when confronted with instances of violence. Hence, people often left thinking after an event that “I could have done ... or I should have done ...”.

Familiarity with the parties involved and the type of violence witnessed are major factors influencing intervention

Using a combination of types of violence and familiarity with the parties involved allows a general picture of the likelihood of intervention consideration.



Understanding the context of violence is perceived to be very important

A key point often made by people when talking about potential intervention is about the importance of understanding the context in which an event is occurring. There is a strong sense that witnessing what might be an isolated event can be devoid of context and therefore influences the decision about whether intervention is needed or appropriate.

“Without knowing any prior details it’s hard to make assumptions about a situation, and I don’t think I have the authority or the experience or the power to do something like that.”

Male, 14-17 years group, Brisbane

This lack of context when witnessing or being aware of incidents is seen as something that often prevents an intervention from occurring. This is especially the case where it is not physical violence being witnessed, but another behaviour that people, as bystanders, feel they could misinterpret. The lack of any knowledge of the usual behaviour in a particular relationship or the events leading up to the witnessed behaviour causes many people to dismiss or ignore incidents that they would otherwise deem to be unacceptable.

The scenario put to participants of ‘a person who places a strong grip on a partner’s arm whilst angrily but quietly talking to them when in a public place’ was used to illustrate this point. A person witnessing only this behaviour would be unsure of what had led up to this event. Possible explanations suggested by participants included: someone defending themselves against violence from their partner by restraining them in this way or a person trying to calm down their agitated or intoxicated partner.

The perceived need to understand what led to a situation in order to fully understand it, is felt quite keenly where the violence witnessed is not overtly physical in nature.

Knowledge of intervention strategies is seemingly limited to confrontation and reporting

When discussing the issue of intervention people generally cite a limited range of strategies that can be employed to intervene in a situation.

Regardless of the type of violence witnessed, confrontation is often the first considered approach. This is generally seen to involve directly confronting the parties to stop the

violence. The most obvious examples cited are when witnessing physical violence and needing to step in to stop it.

Generally, males express a higher likelihood of employing physical confrontation to intervene in cases of physical violence. Even then, it was evident that generally younger adult males or older adult males with confidence in their ability to enter a physical confrontation are the most likely to suggest they would act in this way.

“I would, and have, done something in that situation. I’m a big guy and when I tell someone to stop hitting a woman, they usually listen.”

Male, CALD background group, Logan

Females and young males (under 18 years) are generally less likely to express a desire to confront.

The obvious barrier to confrontation is the perceived risk of personal harm to the person confronting.

“Being caught up in it not just once, but twice, with the same bloke that came and switched my power off and knocked on my front door and ran up to my back door and I’ve called the police and they came and got him. But to have the fear put into you so much because you’ve actually helped somebody else really puts me off intervening in anybody else’s problems.”

Female, People with disability group, Townsville

This concern for personal safety is a significant reason cited for not getting involved at any level, not just in terms of confrontation. Apart from the direct experience of many people, there was significant mention of media reporting of bystanders being attacked (in some cases murdered) after intervening in cases of violence. This fear is a significant deterrent for many.

Another intervention strategy suggested and employed by people is alerting authorities about witnessed violence. Again, a number of factors influence the decision to report violence.

In cases of witnessed physical violence this strategy is most commonly considered with a number of people coming forward with personal experience. These experiences range from calling police to speaking with shopping centre security to advising their own parents (in the cases of under 18s).

“He had his very, very young girlfriend with a new baby in a trolley and it was just disgusting how he was treating and screaming at her in the supermarket. So I just got the security guard and I said, ‘Keep an eye on him he’s about to hit that girl’. If that girl needed help I would step in. I was just watching because he was raising his voice in the middle of the supermarket, he was humiliating her and that little baby and just dragging her around.”

Female, CALD background group, Townsville

Reporting incidents to authorities is generally seen to be most appropriate for actual physical violence or impending physical violence. The concern a number of people have with this approach is the likelihood of success the reporting will have in stopping and preventing violence.

When physical violence is witnessed many people are concerned that the time it takes to report the incident and for authorities to respond may be too long. A concern cited is the fact it might be too late by the time police (or other authorities) arrive. In these cases physical injury may have already occurred or there is also concern that the incident will have passed and that police won’t be able to witness anything happening and be able to do anything about it.

Where this concern is present there is often a realisation that they as bystanders will need to employ confrontation. This leads to the concerns with confrontation outlined earlier.

The effectiveness of authorities in appropriately addressing and stopping this and future violence occurring was also raised by some groups. This often tended to be in cases where people had previous experience of ineffective responses from authorities.

Speaking directly (often discretely) with people in violent relationships is an approach that is generally employed where the bystander has some close relationship with one or more of the parties. In cases of family and close friends people report a likely intervention approach starting with a conversation. This approach generally is seen to be appropriate to minimise the risk of damage to the future relationship with the parties involved. This approach is seen as appropriate where there is not an immediate threat of physical injury to the victim of the violence.

Concern for the future relationship and future safety of victims is a factor for people

Apart from the immediate concerns for personal physical safety the likely impact of any intervention on relationships is a key concern for many people. Where domestic violence is occurring to family or friends, people express a very real concern that any intervention may be unwanted and could impact on the future relationship. Potentially jeopardising these close relationships is something that people are uncomfortable with and leads to hesitancy to intervene.

“I think that’s really tricky and really like intertwined. I think you don’t want the person to hate you and be like ‘oh my god, why did you tell the cops’. ‘Like stay out of my business, you don’t know anything about it, you don’t know my story.’ I think it gets really, really complicated and my first reaction would be let her talk to them or figure out a way of trying to understand where she’s coming from.”

Female, 18-25 years, Brisbane

This concern also links to the notion that intervention may have a negative future impact on victims of domestic violence. The very real concern that the violence will become worse as a result of another party becoming involved is something that many people are worried about.

Acknowledged gaps in education and training about domestic violence

At a more specific level there are acknowledged gaps also in terms of workplace information about how to intervene in or deal with examples of family and domestic violence that may present in workplaces.

“One of the people that I manage is in a relationship and came to me and told me that she’d been the victim of domestic violence. I didn’t quite know what to do. I would really appreciate having workplaces do some sort of workshops or make it a bit more known what you should and shouldn’t do and how to interact with a person who obviously feels trust in you and will share that with you. I kind of felt a little bit like I didn’t really know what to do.”

Male, LGBTI group, Brisbane

Strategies to drive future bystander intervention

Community messaging and education around the **expectation for bystanders to intervene in cases of violence** and the **most appropriate strategies to employ in different scenarios** would seem to be required in order to shift the current patchy and hesitant behaviour.

In light of the fact that many people have limited personal experience with intervention there seems to be a very limited range of strategies available to them to deal with a situation. The fact that the main default options include: reporting to authorities, personal confrontation or discrete conversation, suggest that educating people about additional alternative intervention strategies would be useful to enable them to better make decisions about what to do in certain circumstances.

Additionally, the hesitancy of people to become involved could be addressed by setting expectations for social norms in this area. This is due to the fact that people are weighing up the decision about whether to intervene or not as well as the appropriate type of intervention.

“You would probably be told ‘It’s none of your business’. Maybe we should start making it our business from an early age, and maybe culturally and through school programmes, getting kids and teachers and parents to say, ‘Actually, it is my business’ because if everyone did it who saw it, it would be better than just one person stepping forward.”

Female, LGBTI group, Brisbane

Communication and Campaigns

Agreement on the need for community communication on domestic violence

There is agreement about Family and Domestic Violence being an important social and community issue, but one around which there seems to be limited community discussion. A clear consensus across the entire range of focus groups is the high level of support for government-led communication campaigns addressing the issue. The view that such campaigns can influence the level of social discussion around a topic if appropriately engaging and targeted was quite clear.

Far from being seen as a potential extravagance or waste of resources people expressed a clear view that addressing the issue in a public way would send a clear signal that this was an important community issue that required attention. Parallels were drawn with large-scale long-term campaigns addressing issues such as drink-driving and smoking. The view that by publicly highlighting the topic it would serve to ensure it was a top of mind issue (raising awareness) and, hopefully reducing incidence (behaviour change).

Low awareness of existing or previous campaigns

In terms of existing and previous communication campaigns on the topic people were unable to recall, with much certainty, many (if any) specific campaigns targeted at the issue of family and domestic violence.

One campaign that generated a reasonable amount of unprompted recall is the Commonwealth Government's "Violence Against Women - Australia Says No" campaign from the mid-2000s. This campaign was regularly cited when participants were asked about what campaigns they recalled in this space. Apart from the campaign headline and some vague recall of content, there was little about the campaign that was specifically identified.

(Note: <http://www.australiasaysno.gov.au/> no longer active, TVC here <https://www.youtube.com/watch?v=iCCt-Bo07oc>).

Other than this campaign there were not a great deal of examples provided of other communication on this topic in Australia. There were some mentions of international campaigns that people had seen, often based on a memorable creative device or approach. An example of this type described by a few people was a campaign where children and

adults experienced a different view of the same billboard message, based on their height and line of sight. There was no additional recall of this campaign other than it being from Europe and addressing violence against children. (Note: referring to ANAR Foundation <http://www.adweek.com/adfreak/child-abuse-ad-uses-lenticular-printing-send-kids-secret-message-adults-cant-see-149197>)

Interestingly, given the proximity of the first wave of focus groups to White Ribbon Day there was only limited mention of the day and the associated campaign (<http://www.whiteribbon.org.au/>).

When discussing campaigns in this space people often reference high profile government communication campaigns in other social areas. The campaign referred to most often was the drink driving campaign “Bloody Idiot”. This campaign was widely referenced as memorable through its creative headline and clearly illustrating the importance of drink driving as a social topic through the seeming longevity and weight behind the campaign. The campaign was also noted positively in that it was able to identify the undesirable behaviour and place sufficient stigma on this behaviour through labelling perpetrators as “bloody idiots”. There is widespread agreement that if a topic is important enough it will be given a long term communication focus to enable it to become instantly recognised and so part of the community discussion.

Another example raised was the campaign to relabel a ‘king hit’ to a ‘coward punch’ and the concerted communication activity about this issue. Again, the attention given to the topic seems to elevate its importance and the labelling of perpetrators as cowards is attempting to apply a level of social stigma to an undesirable behaviour.

Campaigns presented to focus groups all had some positive qualities

A number of existing and past campaigns’ stimulus material was presented to the focus groups with a view to identifying recall (of Queensland campaigns) and to assess the takeout of key messages and likely impact on education and/or behaviour. (Note: Copies of the stimulus material used are included in the Appendix.)

Make The Call (Queensland – current)

When promoted with a campaign image there was a low level of recall of the campaign. Those who did recall having seen the campaign believed that this was on railway platforms or in public toilets.

On first inspection people believe that this campaign is targeted at victims of domestic violence. This view is influenced by the dominant image of a female face with and without a black eye. However, when read in detail it is clear that the campaign is targeting bystanders through the line “if you feel concerned someone you know is being abused, don’t wait”. A potential concern is that the campaign could be dismissed as not relevant to people not directly experiencing domestic violence as they could ignore the copy based on interpretation of the primary image.

When the copy is read, it is seen as a positive that the campaign provides details of a non-authority number and website (DV Connect). However, there is a low level of awareness of DV Connect and their role. The clear inference is that they provide support for domestic violence, but from a bystander perspective people are unclear about what would happen if contacting DV Connect. Immediate questions concern whether DV Connect would report cases to the police on behalf of bystanders or whether they would provide advice as to possible next steps for the person to follow. The expectation is of the latter of these occurring, but without an explanation about DV Connect and their role for bystanders this is not immediately clear.

Generally this campaign is seen as providing useful information, but seen to lack immediate cut-through and memorability. The limited recognition also suggests to people that there is not a great deal of weight behind the campaign, potentially diminishing its perceived importance as an issue.

Can you see signs of abusive behaviour in your relationship (Queensland – 2012)

When promoted with a campaign image there was a lower level of recall of this campaign (compared with Make The Call). Those who did recall having seen the campaign believed that this was probably on buses or in public toilets.

Based on initial viewing of the campaign material a view emerged that the campaign was targeting younger females. This is based on a quick scan of the images used (women’s

purse, women's clothing and pink mobile phone). It was felt that an immediate glance at this advertisement may not lead someone to realise it is about domestic violence because of the use of these 'female' images which could be seen as being retail-related. Once read in detail it is obvious to people that the campaign is targeting males who may be abusing their partners.

The notion that men can be perpetrating domestic violence without being entirely aware of this is seen as plausible. For this reason, targeting males with messages around what constitutes violence or abuse is useful to reinforce the notion that this behaviour is not acceptable. Clearly, physical violence is widely understood as unacceptable, but it is believed widely that other non-physical aspects could be occurring without the perpetrator being entirely aware of the impact.

In the context of this campaign the Mensline number is seen as an appropriate call to action as the expectation is that it will provide support and behaviour change strategies to men who may be doing this.

You make the call. We'll make it stop. (NSW – recent)

The immediate target of this campaign is seen to be victims of physical domestic violence. The imagery used supports this. Some executions in the campaign seem to target bystanders based on the copy used.

The idea that people should report domestic violence directly to the police has some support. This is especially the case in terms of physical violence. Also supported is the notion that the police express willingness to intervene. However, the campaign is viewed as not appropriately addressing cases of non-physical violence.

There is some concern also about the requirement to contact police. As outlined earlier there are concerns about the appropriateness and effectiveness of contacting authorities in all cases. This includes concerns about possible repercussions for both the victim of violence and the bystander.

The imagery of abuse victims clearly communicates the gravity of the issue but also makes the campaign appear to be relevant only in extreme cases.

STAND UP against domestic violence. (NSW ACON LGBTI - recent)

This campaign was shown in the LGBTI focus groups in Brisbane and Townsville. The campaign is clearly seen to be targeting the LGBTI community based on the use of the rainbow colours and also originating from ACON.

The campaign is viewed positively in that it provides supportive messages around the ability of networks of friends to assist people with issues of violence.

The use of scenarios is seen as helpful in helping people to identify the existence of violence as bystanders and to clarify to the parties involved that violence is occurring. Also useful is the provision of information about a variety of support services.

However, visually the campaign is seen to be crowded due to the number of elements included. This detracts somewhat from its potential impact.

It is seen as positive that a specific LGBTI campaign exists as some people believe that there are some concerns within the LGBTI community about having the issue dealt with appropriately and sensitively through broader support avenues.

Other international campaigns

The two international campaign ideas were reviewed quite briefly due to time limitations. They were both seen to contain some useful elements.

“He checks my texts before I do” – this headline is seen as clearly targeting people in abusive relationships and provides an avenue for support to leave.

“Killing me softly with his words” – this campaign also targets women in abusive relationships and also addresses the non-physical aspects of violence. The creative execution is seen to capture attention but was felt to be quite ‘busy’ and could be mistaken in passing as something unrelated to domestic violence (i.e. women’s make-up or face creams). It is unclear what the campaign is attempting to have people do as a result of seeing it.

Slap Her (Italy – 2015)

The focus groups of under 18 year olds in Brisbane and Townsville were also shown the “Slap Her” video. This video was released a matter of days before the focus groups and was seen as being sufficiently topical to raise in the groups.

There was a reasonable level of recognition of the campaign. In the 16-17 year old focus group in Toowoomba the video was not shown but it was raised unprompted. Most who had seen it reported having seen it shared on Facebook or as a high ranking YouTube video.

The video elicited an overwhelmingly positive response from all who had seen it already and all when shown in the focus groups. It was seen to be a stark reminder that children are aware of the distinction between acceptable and unacceptable behaviour in relation to violence, whilst many adults still seemingly wrestled with the issue.

“(It’s effective) I think because they’re children, because kids know what’s right and wrong but some adults don’t.”

“Yeah, because as you get older I feel like the lines blur a bit based on your experiences and things.”

Females, 16-17 years, Toowoomba

None of the campaigns tested seemed to adequately address the entire issue

All campaigns reviewed had some positive aspects and are seen to have merit in addressing an issue that is seen to require attention. However, none of the ideas perform sufficiently well to seemingly elevate the importance of the issue to society or strongly enough to be noticed and remain memorable.

A widespread observation about the majority of the campaigns reviewed is that they were obviously government campaigns. Whilst not exactly a criticism, this was more an

observation of the campaigns complying with an identifiable formula for social marketing efforts. As such, none of them really displayed true originality to assist cut-through and memorability.

The advertisements were also felt to mainly focus on physical violence which was understood to be easier to convey, however addressing the issue of non-physical violence was felt to be important. Getting help before things become physical and recognising that non-physical violence is a form of domestic violence were important messages to convey.

If serious about domestic violence a concerted campaign needs to address various target audiences and potential message territories

There are a number of target audiences that people believe need to be addressed through campaign activity.

1. Educating the general public

A key aim of the campaign is seen to be the need to provide a level of education for the general public. Whilst people are comfortable defining family and domestic violence in broad terms and including non-physical violence as an issue, there remains a sense that the broader community view is that physical violence is the area of greatest interest.

Many people are of the view that providing definitions of abusive or violent behaviour are useful to frame thinking about the topic. Pointing out behaviours that are unacceptable (and unlawful) are seen to focus attention on them and can lead to re-evaluation of personal behaviour (see 3 below).

A key objective of this aspect of the campaign should be stimulating community conversations about the broader issue of violence and the specifics of behaviour that constitutes it.

A further area of focus for the general public is in dealing with the issue of intervention. Messaging that clearly focuses on expectations of bystanders to intervene and attempting to set new social norms in this area are seen to be desirable and would clear up confusion that currently exists about permission to intervene.

Further, providing advice on intervention strategies would address the relative lack of knowledge of the options available to people witnessing cases of violence. These strategies need to acknowledge that reporting physical violence is encouraged and also provide alternative avenues of contact. The role of DV Connect can be clarified and explained to ensure understanding that the benefits in making contact include helping to identify alternative support and intervention approaches. Providing concrete suggestions about potential intervention behaviours as substitutes for confrontation are also desirable.

2. Victims of domestic violence

Addressing people who are currently experiencing domestic violence is seen as important to support them in exploring options and making decisions about action. Supportive messages that address the possible complexity of situations but suggest clear pathways to help are desirable.

Again, explaining the role of DV Connect in providing a support network and assisting with resolution of issues would help people experiencing violence to understand the range of options available to them and their benefits.

Encouraging people to reach out for help to family and friends could align with messages around intervention strategies.

If the general public-focused communications are successful in generating community conversations and increasing the level of understanding and support across the general community then messages around commitment to helping victims of violence will be strengthened and more believable.

3. Encouraging self-recognition in men

The idea that people could be perpetrating non-physical violence or abuse without explicitly understanding this is a notion that receives some agreement. An example was provided in a regional all-male focus group where a group member recalled a conversation among friends about another man exercising controlling behaviour over his partner with a reference along the lines of “sort of like you do with your partner”. The group member reported

experiencing a sudden realisation that he was, in fact, exercising a form of abuse. This self-recognition was reportedly accompanied by a commitment to be aware of this behaviour and to stop it.

In line with this view, there is support for campaign messaging outlining unacceptable behaviour with a view to triggering this realisation in people.

4. Targeting children with education and messages

The notion that children should be a target audience for communication on the topic is well supported and generally suggested. Ensuring that children are aware of the issue and are included in the community conversation is seen as important to drive longer-term behavioural change.

It is widely felt that schools could definitely play an important role in helping educate children from an early age to help diminish the incidence of domestic violence. However, it is also clear that it is not the schools' 'responsibility' in isolation. It is specifically a parental, family and community role to play and then to back up and augment with any other educational and awareness activity. It is also seen as a parental responsibility to set the example.

By encouraging the conversation around domestic violence with children many people believe that the issue will be elevated and given more prominence in the community.

Whilst there is widespread support across the community for the conversation to start with children, there is some debate about the appropriate approach to this.

An obvious solution for many is introducing the topic with children in schools. People see a role for a coordinated campaign in schools supported by appropriate resource materials. This would help to ensure consistency of message and ability to in some way steer the conversation about the topic in the desired direction.

Whilst all believe that it is a parental responsibility to ensure that children have the appropriate understanding of what is and isn't acceptable in society, there is a firm view that given the prevalence of domestic violence in the community it is clear that children currently do not all have appropriate role models in this area.

Some people express concern about the implications of adding additional educational content into schools. This is where the provision of appropriate material by government to support story-telling and activities is seen to be important to make the process of educating children on the topic easier and ensure consistency of messages.

Any communication campaign activity must be given sufficient time to work and have sufficient weight behind it

As mentioned earlier, the longevity of social marketing campaigns is viewed by people as a de facto measure of their importance as a community issue. Ensuring that any activity in this area is given enough time to get noticed, drive conversations and shape behaviour is seen to be critical to its long-term success.

There was some discussion about appropriate media for such a campaign. An ideal campaign utilising TV, cinema, radio, outdoor, digital and social media were all suggested to varying degrees. Whilst different groups had preferences for a variety of useful channels they were all driven by a sense that visibility was important. As such, an integrated campaign relying on a variety of media channels would likely have the best chance of cutting through.

Appendix – Focus Groups Details

Code	Specifications	Gender	Location	Date	Time	Participant target
A1	Gender specific groups >25 years	Female	Gold Coast	Monday, 15 December 2014	6:00pm - 7:30pm	8
A2	Gender specific groups >25 years	Female	Mt Isa	Wednesday, 17 December 2014	5:30pm - 7:00pm	8
A3	Gender specific groups >25 years	Male	Gladstone	Thursday, 18 December 2014	6:00pm - 7:30pm	8
A4	Gender specific groups >25 years	Male	Weipa	Thursday, 18 December 2014	7:15pm - 8:45pm	8
B1	Young men & women 18-25 years	Female	Brisbane	Wednesday, 17 December 2014	6:00pm - 7:30pm	8
B2	Young men & women 18-25 years	Male	Sunshine Coast	Monday, 12 January 2015	6:00pm - 7:30pm	8
B3	Young men & women 18-25 years	Male	Mt Isa	Tuesday, 16 December 2014	6:00pm - 7:30pm	8
B4	Young men & women 18-25 years	Female	Toowoomba	Wednesday, 14 January 2015	6:00pm - 7:30pm	8
C1	School aged children 14-17 years	Male 16-17	Brisbane	Friday, 9 January 2015	2:00pm - 3:30pm	6
C2	School aged children 14-17 years	Male 14-15	Townsville	Monday, 12 January 2015	4:00pm - 5:30pm	6
C3	School aged children 14-17 years	Female 16-17	Toowoomba	Wednesday, 14 January 2015	4:00pm - 5:30pm	6
D1	Aboriginal & Torres Strait Islander (ATSI) people	Female	Mt Isa	Wednesday, 17 December 2014	4:00pm - 5:30pm	6
D2	Aboriginal & Torres Strait Islander (ATSI) people	Female	Gladstone	Thursday, 18 December 2014	7:45pm - 9:15pm	6
D3	Aboriginal & Torres Strait Islander (ATSI) people	Male	Toowoomba	Wednesday, 14 January 2015	7:45pm - 9:15pm	6
D4	Aboriginal & Torres Strait Islander (ATSI) people	Male	Weipa	Thursday, 18 December 2014	5:30pm - 7:00pm	6
E1	People from Culturally & Linguistically Diverse (CALD) backgrounds	Male (Maori & Pacific Islander)	Logan	Wednesday, 14 January 2015	6:00pm - 7:30pm	6
E2	People from Culturally & Linguistically Diverse (CALD) backgrounds	Female	Gold Coast	Tuesday, 13 January 2015	6:30pm - 8:00pm	6
E3	People from Culturally & Linguistically Diverse (CALD) backgrounds	Female	Townsville	Tuesday, 13 January 2015	7:30pm - 9:00pm	6
F1	Lesbian Gay Bi-sexual Transgender & Intersex (LGBTI) people	Male	Brisbane	Thursday, 18 December 2014	6:00pm - 7:30pm	6
F2	Lesbian Gay Bi-sexual Transgender & Intersex (LGBTI) people	Female	Brisbane	Thursday, 18 December 2014	7:45pm - 9:15pm	6
F3	Lesbian Gay Bi-sexual Transgender & Intersex (LGBTI) people	Male	Townsville	Wednesday, 14 January 2015	7:30pm - 9:00pm	6
G1	People with disability	Male	Ipswich	Thursday, 15 January 2015	6:00pm - 7:30pm	6
G2	People with disability	Female	Sunshine Coast	Saturday, 20 December 2014	2:00pm - 3:30pm	6
G3	People with disability	Female	Townsville	Thursday, 15 January 2015	4:00pm - 5:30pm	6

Appendix – Discussion Guide

Domestic and Family Violence Taskforce
MASTER COPY
DRAFT TOPIC GUIDE
December 2014

Note to Client

This guide has been designed to address the research objectives below. While verbatim questions are included in this guide, their function is only to provide the client with a clear picture of how the discussion is likely to proceed, as well as the breadth and depth of content. The questions will not be read as written or necessarily asked in the order listed. The Moderator may move back and forth across the content areas depending on the natural flow of the discussion.

Research Objectives

- ▶ Understanding community attitudes about the causes of, and responses to, domestic and family violence.
- ▶ Providing information about what types of primary prevention activities may be most effective in addressing the underlying causes of, and community response to, domestic and family violence in Queensland.
- ▶ Exploring or generating hypotheses about what the key barriers or opportunities are for increasing community willingness to take steps to prevent or respond to domestic and family violence (empowering bystanders to take action).
- ▶ Obtaining information that will contribute to an understanding of how media messages about domestic and family violence are processed in different sectors of the community.

Discussion Guide Overview

Topic #	Topic Description	Mins
1, 2	Introduction & Warm up	10
3	Prevalence of domestic and family violence	10
4	Exploration of definition of domestic and family violence	15
5	Terminology	10
6	Attitudes to domestic and family violence	15
7	Prevention activities	15
8	Messages addressing the issue	15
9	Close	0

1 Introduction

5 mins

Instructions

- Explain the following:

▶ Welcome & moderator introduction	<input type="checkbox"/>
▶ Moderator independence	<input type="checkbox"/>
▶ Purpose of the group	<input type="checkbox"/>
▶ Agenda outline	<input type="checkbox"/>
▶ Time commitment (approx. 1.5 hours)	<input type="checkbox"/>
▶ Note taker, video/audio recording	<input type="checkbox"/>
▶ Toilets	<input type="checkbox"/>
▶ Refreshments	<input type="checkbox"/>
▶ Mobiles	<input type="checkbox"/>
▶ Open and honest answers ▶ No right or wrong answers ▶ Permission to disagree ▶ Hear from all ▶ Might have to interrupt due to time constraints	<input type="checkbox"/>
▶ Moderator not an expert, may not be able to answer all questions, but speak up as it is important to note these	<input type="checkbox"/>
Although the topic of the focus group is around the topic of domestic and family violence we won't be discussing personal matters or experiences. We don't want you to speak about any experiences that you or anyone you know has had. We are just interested in understanding general community views on the topic.	<input type="checkbox"/>

2 Warm Up

5 mins

To get things started tonight, I'd like to go around the group and get everyone to introduce themselves. I'd just like you to tell me a little about:

- ▶ Who you are (Name) and where you live?
- ▶ Whether you work or study or neither or both?
- ▶ What you like to do in your spare time?

3 Initial Discussion – Prevalence of domestic and family violence

10 mins

When the topic of domestic and family violence was mentioned to you on the telephone what were your first thoughts?

- ▶ What are some of the things that first come to mind?
 - Who do you think is often the victim or victims?
 - And who carries out the violence?
- ▶ How much of an issue do you think domestic and family violence is in Queensland? How prevalent is it?
 - Why is this the case?
 - Are there any parts of the community where you think domestic and family violence is more prevalent?
 - How prevalent do you think it is in your community?
 - Are there any particular groups of people who you believe are more likely to experience domestic and family violence? Any others?
 - Are the rates of domestic and family violence on the rise, unchanged, or declining in Queensland?
 - Why do we think this?
- ▶ How important is domestic and family violence as a social issue in Queensland today?

- ▶ How does it compare with other social issues? What other issues do you think of that might be as or more important? Why is this the case?

IF NOT MENTIONED

- ▶ Is domestic and family violence discussed widely in the community?
- ▶ Is it discussed freely and openly?
- ▶ Is there any stigma attached to talking about domestic and family violence in the community?
 - Why is this the case?

- ▶ In the community today, is it easier for people who have firsthand experience of domestic and family violence to speak out about it?
- ▶ Would it be easier or more difficult than in the past?
 - Why is that?

4	<i>Exploration of definition of domestic and family violence</i>	<i>15 mins</i>
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Resources: Whiteboard, cards

Exercise 1: Card sort – statements to be presented on A4 sheets of paper for sorting

I'd like to talk about how we define the topic of domestic and family violence. I have here a list of hypothetical scenarios and I'm interested in how we would classify these.

Let's look at these hypothetical scenarios and try to determine which, if any, are what you would call 'domestic and family violence'. We will create 3 groups:

1. Definitely examples of domestic and family violence
2. Definitely not examples of domestic and family violence
3. Examples where we're not sure or there is disagreement

It's important to note that we won't be marking this like a test, I'm interested in how people in the community regard these issues.

(ROTATE ORDER)

- ▶ A person checking their partner's mobile phone call register, messages and contacts
- ▶ Partners often arguing about money
- ▶ Partners keeping secrets from each other
- ▶ A person checking the computer's browser history, after their partner has used the computer
- ▶ A person trying to control by denying money to their partner
- ▶ A person controlling the social life of their partner by preventing them seeing family and friends
- ▶ A person who slaps or pushes to cause fear
- ▶ A person who places a strong grip on a partner's arm whilst angrily but quietly talking to them when in a public place
- ▶ A person nagging their partner to help with household chores
- ▶ A person who repeatedly criticises their partner to make them feel bad/useless
- ▶ A person who throws or smashes objects to frighten their family
- ▶ A person who tries to scare or control their partner by threatening to hurt others
- ▶ A person forces their partner to have sex

Exercise 2: Definition using whiteboard

Now let's talk about what 'domestic and family violence' actually means. Specifically, where do we draw the line between partners having arguments and what constitutes domestic and family violence?

Feel free to use the scenarios on cards as examples and I'll note your ideas on the whiteboard

- ▶ What did you look for in the scenarios to decide whether an action is, in fact, 'domestic and family violence'?
- ▶ What is the definition of domestic family violence for you?

IF NOT MENTIONED

- ▶ Is it the presence of physical violence? Or signs of physical violence, such as bruises, scratches. Or more severe physical damage, such as broken limbs and other impairment?
- ▶ What about threats of physical violence?
- ▶ What if children are also physically affected by a conflict between their parents?
- ▶ Do you see controlling behaviour as a form of domestic and family violence? Or more of a predecessor to violence?
- ▶ What if no physical violence has taken place, but someone is fearful that it might happen?

According to the legislation in Queensland domestic violence is defined as: (SHOW STIMULUS, to be presented on A3 sheet)

Meaning of domestic violence

- (1) *Domestic violence* means behaviour by a person (the *first person*) towards another person (the *second person*) with whom the first person is in a relevant relationship that—
- (a) is physically or sexually abusive; or
 - (b) is emotionally or psychologically abusive; or
 - (c) is economically abusive; or
 - (d) is threatening; or
 - (e) is coercive; or
 - (f) in any other way controls or dominates the second person and causes the second person to fear for the second person's safety or wellbeing or that of someone else.
- (2) Without limiting subsection (1), domestic violence includes the following behaviour—
- (a) causing personal injury to a person or threatening to do so;
 - (b) coercing a person to engage in sexual activity or attempting to do so;
 - (c) damaging a person's property or threatening to do so;
 - (d) depriving a person of the person's liberty or threatening to do so;
 - (e) threatening a person with the death or injury of the person, a child of the person, or someone else;
 - (f) threatening to commit suicide or self-harm so as to torment, intimidate or frighten the person to whom the behaviour is directed;
 - (g) causing or threatening to cause the death of, or injury to, an animal, whether or not the animal belongs to the person to whom the behaviour is directed, so as to control, dominate or coerce the person;
 - (h) unauthorised surveillance of a person;
 - (i) unlawfully stalking a person.

- ▶ How do we feel about this definition?
 - Is it clear? Does it leave any doubt?
- ▶ Does this differ from what we thought it included? How?
- ▶

5 Terminology

5 mins

Now I would like to talk about language and terminology we use when we are talking about domestic and family violence

- ▶ What are the phrases and ideas that come to mind when talking about the issue?
 - What do we call the person committing the violence? How about terms such as...
 - Men who use violence
 - Violent men
 - Perpetrators
 - Offenders
 - What do we call someone experiencing the violence?
 - Victims
 - Women and children
 - Is “domestic and family violence” an appropriate term for the issue? How about...
 - Domestic abuse/abuse
 - Harassment
 - Domestic violence or just family violence. What if violence is happening between people in a relationship but not in a domestic setting?
 - Violence against women
 - Any others?

6 *Attitudes to domestic and family violence*

15 mins

I'd like to talk about what might lead to domestic and family violence.

- ▶ Are there certain things that might commonly lead to an act or acts of domestic and family violence?
- ▶ Can you think of any actions or events that might lead to such behaviour?

IF NOT MENTIONED

- ▶ Heavy drinking
 - ▶ Stress at work/Stress in family
 - ▶ Lots of arguing
 - ▶ A partner is cheating/suspected of cheating
 - ▶ Drug abuse
 - ▶ Money worries
-
- ▶ If one or more of these factors are present does this cause us to think differently about what happened?
 - How so?

Are there instances where domestic and family violence might be understandable? Are there any examples you can think of?

IF NOT MENTIONED

- ▶ What about self-defence?
- ▶ What if someone is unfaithful to their partner?
- ▶ What if someone disobeys the instructions of their partner for no good reason?
- ▶ What if someone tried to end the relationship?
- ▶ What if someone makes their partner look foolish in front of friends? What if they insult the partner in public?
- ▶ What if the partner has not prepared dinner as expected?
- ▶ What if afterwards, the violent person genuinely regrets what they have done?

Is there anything someone could do to make themselves less likely to experience domestic violence?

- ▶ What could be done?
 - Explore: Avoid triggers v ending the relationship v reporting
- ▶ Is changing your behaviour an appropriate thing to do to avoid violence?
 - Why?

Are there any factors which contribute to someone becoming the perpetrator of domestic violence?

- ▶ What if the abusing partner was abused as a child?
- ▶ What if the violent person was under a lot of stress?
- ▶ What if the violence results from someone becoming so angry that they temporarily lose control?
- ▶ What if the offender is heavily affected by alcohol?

7	<i>Prevention of domestic and family violence</i>	<i>15 mins</i>
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Do you think there are things that can be done to prevent instances of domestic and family violence taking place?

- ▶ In Queensland, in general
- ▶ In your community

IF NOT MENTIONED

Do you think any of the following common activities or issues have any impact on the incidence of family and domestic violence?

- ▶ Violence in computer games
- ▶ Violence in TV shows/movies
 - What if there are scenes of violence against women in particular?
- ▶ A culture where sexist/gender-specific jokes and references are common and permissible?
- ▶ Media stories on violence against women where some of the blame is shared between the victim and the perpetrator?

- For example, comments on what the victim was wearing, drinking, walking alone, promiscuous behaviour

Are there things that we as individuals can do personally?

- ▶ What can be done?

Let us refer back to some of the scenarios that we discussed earlier and see if there are certain things that we can or should do in these circumstances

IF NOT MENTIONED

- ▶ How likely are you to intervene if you were present when a family member or a close friend was being physically assaulted by their partner?
 - What if they were being verbally assaulted?
 - What would you do?
- ▶ How about intervening in instances where physical or verbal abuse was taking place in public between people you don't know?
 - What if the behaviour was happening in their home (i.e. you can hear your neighbours arguing violently)
 - How would you intervene? Physically try to stop the behaviour and/or say something to the offender?
 - What about calling police?
- ▶ What sorts of issues do you think you could face if you tried to intervene?
- ▶ What if someone you know is being controlled by their partner (having their messages checked, money withheld)?
- ▶ What if one of your friends made a joke/comment that could be interpreted as sexist?
 - If you felt uncomfortable, would you say anything? What would you say?
 - How do you think your friends would react if you called them out on a sexist joke that you found offensive?

Are there any other issues that might impact on your intervention in domestic and family violence you can imagine?

IF NOT MENTIONED IN PREVIOUS DISCUSSION

- ▶ Being physically assaulted yourself
- ▶ Having own masculinity called into question, being made fun of
- ▶ Being told "it's none of your business", being dismissed

- ▶ Is there a role for schools to play in preventing domestic and family violence?
- ▶ Is this a topic that should be discussed in schools?
 - How should it be handled?
 - What should children be taught around the topic?
- ▶ Would this help?

- ▶ Are there other ways to educate people about domestic and family violence?
- ▶ Do you think there are any downsides to more discussion in the community about talking about domestic and family violence?

8	<i>Messages addressing the issue</i>	<i>15 mins</i>
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So now let's think about any messages there might be around concerning the issue.

- ▶ Do you think there is a need for a communications campaign raising awareness of the issue in the community?
 - Why or why not?
 - Would it be useful for some members of the community?
 - What would it say?

- ▶ If there was a campaign about domestic and family violence, who should it be targeted at?
 - People who are/might be the victims
 - People who are/might be the perpetrators
 - Other members of the community
- ▶ What should the key messages be for each of these groups?

Has anyone here seen any advertising recently about domestic or family violence? **SHOW OF HANDS**

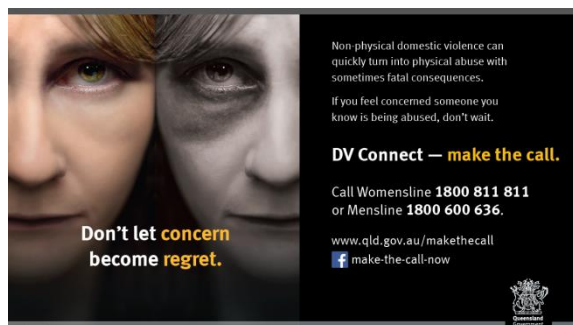
- ▶ Where did we see this advertising? Anywhere else?
- ▶ Who was the advertising from? Government, community groups?

- ▶ Who is responsible for the advertising?
 - Is it authoritative / a credible voice providing the info?
- ▶ What can you tell me about what the advertising was about?
- ▶ What messages or information did you take from the ads?

Resources: Stimulus

(Note: each of these will be printed on an A3 sheet and examined/handed around the group) So now we are going to have a look at some examples of advertising campaigns about domestic and family violence. Some of these are from Australia and others from overseas

Queensland Campaign



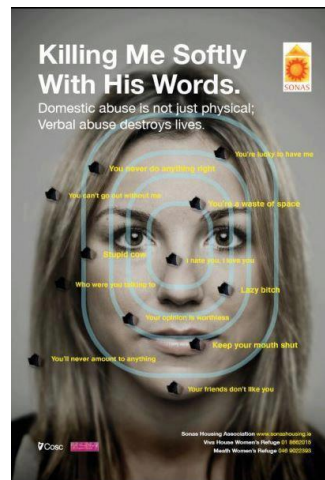
New South Wales Campaign



International Campaigns



For



each examine:

➤ Firstly, does

anyone think they have seen this ad before? (SHOW HANDS)

- Where?
- Overall, what did we think? Did we like it?
 - Positives?
 - Negatives?
- What did we think was the MAIN message being conveyed?
 - Was it clear what was being conveyed?
 - Easy to understand?
 - Do we agree with the main message?
- What did we think about the actual information included in the ad?
 - Credible / believable / do you trust what is being said?
 - Relevant to you / important to do?
- Does it address any concerns you have on the issue?
- How well do you think this ad performs in terms of educating people about the topic?
- Do you think you would do anything different after seeing this ad?
 - What would you do?
- Do you think that this will do anything?

- Raise awareness of the issue?
- Change peoples' behaviour?

▶ Would seeing this ad make you feel that it was right for you to do something?

- Would you feel more comfortable doing something after seeing the ad?

Finally, do you think an advertising campaign could have real impact on domestic and family violence?

What is the goal that an advertising campaign should be trying to achieve?

- ▶ Getting offenders to seek help?
- ▶ Informing victims of the help available?
- ▶ Enabling community members to intervene?
- ▶ Raising awareness, in general?
- ▶ Getting the community talking about the topic?

What elements should a successful advertising campaign have?

- ▶ What content should it have?
- ▶ Who should it be addressed to?
- ▶ How should it be distributed?
 - TV/radio/newspaper? Which, in particular?
 - Social media
 - Advertising at particular locations? What locations?

Do you think if we get people from wider community talking about the issue, do you think it would have an impact?

9	Close	
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▶ Thank and distribute incentives

Appendix – Scenarios Tested

1. A person checking their partner's mobile phone call register, messages and contacts
2. Partners often arguing about money
3. Partners keeping secrets from each other
4. A person checking the computer's browser history, after their partner has used the computer
5. A person trying to control by denying money to their partner
6. A person controlling the social life of their partner by preventing them seeing family and friends
7. A person who slaps or pushes to cause fear
8. A person who places a strong grip on a partner's arm whilst angrily but quietly talking to them when in a public place
9. A person nagging their partner to help with household chores
10. A person who repeatedly criticises their partner to make them feel bad/useless
11. A person who throws or smashes objects to frighten their family
12. A person who tries to scare or control their partner by threatening to hurt others
13. A person forces their partner to have sex

Note: adapted from NCAS survey and modified

Appendix – Domestic Violence Definition

Meaning of domestic violence

- (1) *Domestic violence* means behaviour by a person (the *first person*) towards another person (the *second person*) with whom the first person is in a relevant relationship that—
 - (a) is physically or sexually abusive; or
 - (b) is emotionally or psychologically abusive; or
 - (c) is economically abusive; or
 - (d) is threatening; or
 - (e) is coercive; or
 - (f) in any other way controls or dominates the second person and causes the second person to fear for the second person's safety or wellbeing or that of someone else.
- (2) Without limiting subsection (1), domestic violence includes the following behaviour—
 - (a) causing personal injury to a person or threatening to do so;
 - (b) coercing a person to engage in sexual activity or attempting to do so;
 - (c) damaging a person's property or threatening to do so;
 - (d) depriving a person of the person's liberty or threatening to do so;
 - (e) threatening a person with the death or injury of the person, a child of the person, or someone else;
 - (f) threatening to commit suicide or self-harm so as to torment, intimidate or frighten the person to whom the behaviour is directed;
 - (g) causing or threatening to cause the death of, or injury to, an animal, whether or not the animal belongs to the person to whom the behaviour is directed, so as to control, dominate or coerce the person;
 - (h) unauthorised surveillance of a person;
 - (i) unlawfully stalking a person.


Source: Domestic and Family Violence Protection Act 2012 p13-14

<https://www.legislation.qld.gov.au/LEGISLTN/CURRENT/D/DomeFamVPA12.pdf>

Appendix – Communication Campaigns Shown

Queensland

Shown to all focus groups




Don't let **concern become **regret**.**


Non-physical domestic violence can quickly turn into physical abuse with sometimes fatal consequences.

If you feel concerned someone you know is being abused, don't wait.

DV Connect — make the call.

Call Womensline **1800 811 811**
or Mensline **1800 600 636**.

www.qld.gov.au/makethecall
 [make-the-call-now](#)


Queensland
Government


Can you see signs of abusive behaviour in your relationship?



Trying to take control of her life is a form of abuse.
Don't let abusive behaviour ruin your relationship – make the call.
Freecall mensline **1800 600 636** for anonymous and confidential advice

New South Wales


Shown to all focus groups



**YOU MAKE THE CALL.
WE'LL MAKE IT STOP.**

If you are experiencing domestic violence, report it to the police. **We'll make it stop.**

www.police.nsw.gov.au/dv
Call the Police Assistance Line on 131 444 to contact your local specialist Domestic Violence Liaison Officer.
Always call Triple Zero (000) to report domestic violence if you have fears for your own, or somebody else's, immediate safety.


NSW Police Force



**IS THIS THE CHILDHOOD
YOU WANT FOR THEM?**

If you or anyone you know is experiencing domestic violence, phone the police. **We'll make it stop.**

www.police.nsw.gov.au/dv
Call the Police Assistance Line on 131 444 to contact your local specialist Domestic Violence Liaison Officer.
Always call Triple Zero (000) to report domestic violence if you have fears for your own, or somebody else's, immediate safety.


NSW Police Force



**DOMESTIC VIOLENCE IS NOT
ABOUT LOSING CONTROL
- IT IS ABOUT CONTROL.**

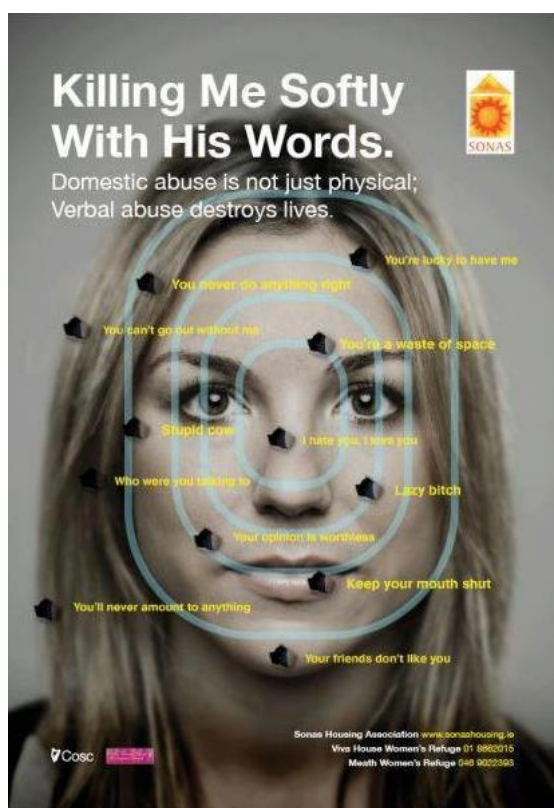
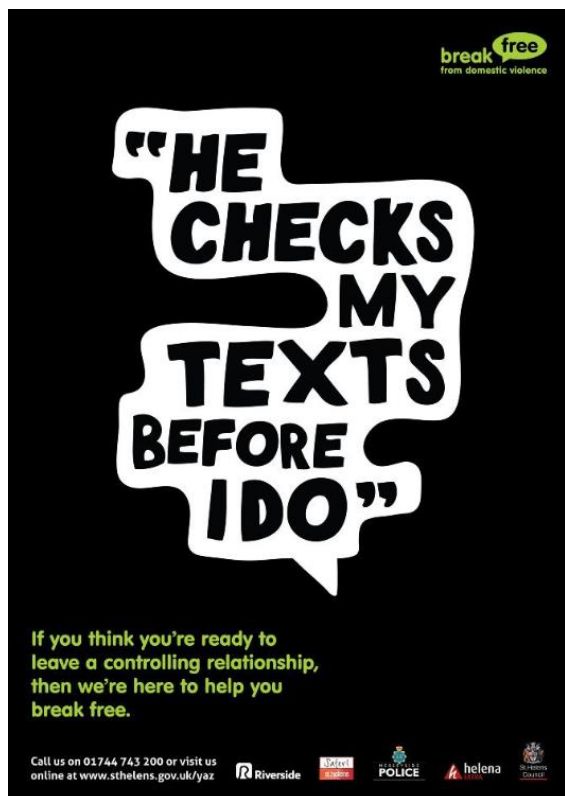
If you or anyone you know, is experiencing domestic violence, phone the police. **We'll make it stop.**

www.police.nsw.gov.au/dv
Call the Police Assistance Line on 131 444 to contact your local specialist Domestic Violence Liaison Officer.
Always call Triple Zero (000) to report domestic violence if you have fears for your own, or somebody else's, immediate safety.


NSW Police Force

International

Shown to selected focus groups dependent on time



LGBTI

Shown only to LGBTI focus groups



“I talked to a friend in an abusive relationship about domestic violence. It was hard, but they knew they could come to me.”

Lookin', gay, bisexual, transgender and intersex (LGBTI) people experience domestic violence at a similar rate to non-LGBTI women: 1 in 3 people.
Domestic violence is more than just physical violence. It's okay to say "I'm worried about your relationship. I've been hurt too."

If you see this:
The way she speaks to her girlfriend is not ok. He never agrees to come to things because he has to get permission first. She threatened to hurt her dog. He controls his money. He threatened to out her gender history.

You can do this:
Call ACORN's Anti-Violence Project 9206 2116. Visit AnotherCislet.com.au. Call the Safe Relationships Project 9332 1966. Call the National Sexual Assault Domestic and Family Violence Line 1800 737 732. Call QLife 1800 184 527. In an emergency, call 000.

STAND
against domestic violence

funded by the Australian Government Department of Social Services

“Friends told me it was abuse. When I was ready, they were there to help.”

Lookin', gay, bisexual, transgender and intersex (LGBTI) people experience domestic violence at a similar rate to non-LGBTI women: 1 in 3 people.
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The way she speaks to her girlfriend is not ok. He never agrees to come to things because he has to get permission first. She threatened to hurt her dog. He controls his money. He threatened to out her gender history.

You can do this:
Call ACORN's Anti-Violence Project 9206 2116. Visit AnotherCislet.com.au. Call the Safe Relationships Project 9332 1966. Call the National Sexual Assault Domestic and Family Violence Line 1800 737 732. Call QLife 1800 184 527. In an emergency, call 000.

STAND
against domestic violence

funded by the Australian Government Department of Social Services

“I talked to a friend in an abusive relationship about domestic violence. It was hard, but they knew they could come to me.”

Slap Her Video (Italy)

Shown only to under 18 years focus groups



https://www.youtube.com/watch?v=b2OckQ_mbiQ