



## **Monbulk Respect**

### **Family Violence Prevention Project Report**



**15/12/2014**

**This project was supported by a grant from the Victorian Department of Justice Community Crime Prevention Program.**

**Number of project participants: 110 in-person and many more online.**

#### **Project Aims:**

- Continue a community conversation about family violence prevention that was started by the Country Women's Association (CWA) in Monbulk April 2014 at a family violence awareness forum where 50 women and 3 men attended.
- Facilitate an opportunity for Monbulk residents to collaborate with project artists and create a family violence prevention campaign that would target the whole community, especially men.
- Bring together important Monbulk community organisation representatives that can speak to their own members and the wider community about family violence prevention.
- Shift the culture in Monbulk to a place where family violence prevention can be openly addressed and discussed by the whole community.
- Create a prevention campaign that can be utilised by all communities inside and outside the Yarra Ranges as part of the battle against the rise in family violence incidences. The multi-media *Monbulk Respect* campaign included the creation of a film, song and online blog.

#### **Project Process:**

- Project support and input was gathered from various relevant service providers and prospective participant groups such as:
  - \* Victorian Police Sergeant & Family Violence Liaison Officer Mark Knight
  - \* Women's Health East (WHE) Project Manager for *Together for Equality and Respect* Dr. Sue Rosenhain and family violence survivors.
  - \* Eastern Domestic Violence Services (EDVOS) representatives

Monbulk Respect online Blog banner



## **Monbulk Respect-Family Violence Prevention Project Report**

\* Monbulk community representatives from the following organisations -

Monbulk CWA, RSL, Business Network, Community Opportunities Working group (MADCOW), Secondary College, CFA, Police, Ranges Soccer Club, Football and Netball Club, Yarra Ranges Councillor Jason Callanan and Community Development Officer Amanda May.

***Most of Monbulk organisations listed contributed a support letter for the original funding application to the Department of Justice which made a powerful community statement about their commitment to the prevention of family violence.***

- This project process included the facilitation of 2 public forums in Monbulk.

The first forum 2/6/2014 invited the Monbulk community to become involved in the creation of the family violence prevention campaign.

The second forum 26/11/2014 invited the Monbulk community to the online release and launch of the *Monbulk Respect* film and song.

- After the first forum the project team of Film maker Joshua Collings, Singer Songwriter Carolyn Oates, Research Advisor Dr. Sue Rosenhain and Project Manager Sue Clisby met to collate responses from first forum and refine concepts that would embed the family violence prevention message into the film and song. It was decided by the project team that **well known Monbulk community representatives would be 'actors' in the film that delivered the family violence prevention message.**



Joshua Collings film maker talking with Sgt. Mark Knight



Josh filming RSL President Bill Ford outside RSL

The project team met on a number of occasions both in-person and online via a private facebook page.

The *Monbulk Respect* private facebook page was used repeatedly to post suggestions, latest family violence research and film script and song ideas.

## **Monbulk Respect-Family Violence Prevention Project Report**

- A *Monbulk Respect* project blog was created as a record of the project process accessible to the general public and contained quotes from Monbulk people, latest family violence research, a record of project forums, information on filming in Monbulk and family violence service providers and resources.
- An important element of the *Monbulk Respect* project was for the community and project artists to engage with family violence survivors to gain an appreciation of their personal experiences. This also meant the prevention message that was delivered in the film and song reflected not only community feelings but also victim/survivor sentiments.
- The Monbulk community expressed at each public forum they wanted to know how to react and support family violence victims so the film and song words were written to communicate empowering advice.



Monbulk Respect Launch flier



Mim and Carolyn performing Mim's song

### **Project Outcomes:**

- During the project process the community of Monbulk became markedly more willing to address and publically discuss family violence prevention. For example at the commencement of *Monbulk Respect* postings on community facebook pages in Monbulk started with only one like and by the time the film and song were released the post received **100 shares and 69 likes**.
- Monbulk community actors were commended for their willingness to be involved in the film and have become well known for standing up for family violence prevention. (Our youngest cast member Shaun Lucas from Monbulk Football Club needs a special mention for being the only person willing to be part of the film from the club.)

## **Monbulk Respect-Family Violence Prevention Project Report**

- The *Monbulk Respect* film and song launch included contributions from family violence survivors Kim Cornell and Mim who exhibited artworks and sung an original song inspired by their family violence experiences.
- Mim the victim/survivor singer will be collaborating with project singer-songwriter Carolyn Oates and song producer David Carr in 2015 to produce her own CD. This creative partnership has developed as a direct result of the *Monbulk Respect* project.
- The *Monbulk Respect* resources that have been produced are available to all communities who are working to address family violence prevention.
- **As of 15/12/2014 the *Monbulk Respect* blog has received 340 visits.**  
*This Town* song has received 92 listens on Band Camp  
 The *Monbulk Respect* film has received 987 views on YouTube.

Blog can be found at [www.monbulkrespect.weebly.com](http://www.monbulkrespect.weebly.com)

The film can be viewed at <https://www.youtube.com/watch?v=O8lgKskFpmM>

*This Town* the project song <https://thistownmonbulkrespect.bandcamp.com>



Monbulk Respect Project Team



Paul Bennet Monbulk RSL & Ray Yates DRMC

### **Project Promotions:**

The project was promoted through various outlets including community radio stations 3MDR & Yarra Valley FM, local newspapers including 2 "Mail" page 2 articles and one front page, online sites, school newsletters, council service centres, libraries and shopfront flyers.

Carolyn Oates has added the project song *This Town* to her set list at performances and 3MDR and Yarra Valley FM are both playing the song regularly.