



28 May 2015

Royal Commission into Family Violence
By Email: enquires@rcfv.com.au

Dear Commissioners,

Submission on behalf of the Goulburn Valley Family Violence Prevention Network

The Goulburn Valley Family Violence Prevention Network was formed in approximately 2000. The Network facilitates discussions and cooperation between a number of services within the Great Shepparton Local Government Area and the Goulburn Valley more broadly. We share a commitment to reducing the incidence of family violence and assisting families who are affected.

Participating services include the Australian Childhood Foundation, Berry Street Victoria, The Bridge Youth Service, FamilyCare, Marion Community, Primary Care Connect, Women's Health Goulburn North East, Rumbalara Aboriginal Coop, Victoria Police, Shepparton Courts, Centrelink, Greater Shepparton City Council and the Goulburn Valley Community Legal Centre. Our meetings provide an opportunity to share information about resources, programs and new and emerging issues. We are all aware that family violence affects everyone in our community. It is not confined to particular social, economic or cultural groups. It affects everyone, across demographics from newborns to the elderly. Our network acknowledges that the Commission will receive many other submissions, with more detailed comments provided by specialist services and peak bodies. The following brief comments are therefore offered as a supplement to the other views the Commission will receive. Our primary aim is to note some specific local perspectives and actions we are taking to address family violence in our community.

Safe Families, Safe Homes Campaign

This campaign was established in 2014. It consists of 12 advertisements, alternated on a monthly basis, each containing a strong, clear message to our local community that violence is not acceptable. Available in a variety of formats, each advertisement depicts a message challenging people to reflect on their attitudes to violence. To make the messages more immediately relevant, all of the advertisements feature local people in identifiably local places.

Presently we have posters displayed on an electronic billboard at one of the Shepparton's main intersections. The advertising company that owns the billboard also features the monthly ad on its Facebook page. Our local Shepparton Village Cinema displays the monthly posters during their advertising sessions on their five screens, seven days per week. The advertising also features on a local Shepparton transit bus which travels throughout the local community.

Attached to this submission is a summary of the circulation of the advertisements to date, with a summary of views. Although we recognise the importance of evaluating a public messaging campaign of this type, we did not have the resources to conduct or commission that research. That lack of financial capacity did not seem to be a good enough reason not to run the campaign which has attracted significant local support and positive comment.

Education

Providing opportunities for local workers to attend Family Violence training is another important step in raising both awareness and service capacity. In 2014 the network hosted two well attended workshops in Shepparton. This training was targeted at local students, new and current workers in the industry, teachers



and other professionals. Participants received instruction on more effectively identifying potentially violent situations and responding to and supporting women, children and men who have been affected by Family Violence in our region.

We also produced some wallet size contact cards in 2014, providing information about local crisis and support options, in an easily accessible format.

White Ribbon and regular public messaging

The Family Violence Prevention Network raises public awareness by participating in White Ribbon Day on an annual basis. Community events and activities are conducted in the lead up to and on White Ribbon Day.

In 2014, a number of local service agencies, in cooperation with the Goulburn Valley Football League conducted a White Ribbon Round, where a series of football teams played for a Care Cup, to promote the importance of saying no to violence. Two clubs, the Tatura Bulldogs and Shepparton United have decided to continue playing for the Cup each time the clubs are drawn in the normal home and away season. A Care Shield has been added for the coinciding netball fixtures.

In country communities, football and netball clubs not only bring a large portion of the community together, they are often the one time in the week when the entire family is together for almost a full day.

Building Better Relationships in schools

This program has been set up to encourage school staff to be educated about family violence. The intention is to ensure teachers have the skills to identify and respond appropriately to families and children and link them with appropriate services. Several local school have already participated in the program

School nurses have also been approached to facilitate healthy relationship sessions. Mooroopna and Nathalia Secondary Colleges have already participated in this activity.

Some of the challenges

Regional communities face a variety of challenges in devising and delivering appropriate responses to family violence. Some are similar to issues faced in metropolitan communities, for example the constant battle to provide sufficient front line services and the chronic under-resourcing of services for men, outside of the criminal justice system.

Some are uniquely regional in nature. Living in a smaller community can make it more difficult to seek assistance, because of the very public nature of doing so. Challenges with the costs of transport for women and children escaping violence and the lack of reliable, affordable accommodation are also more prevalent and difficult to overcome in a regional context.

We are also concerned that a fresh wave of competition reforms will make it less rather than more likely that community organisations can work effectively together.

If there are any issues raised above that the Commission would like us to expand on, we would be happy to do so.

Yours sincerely,



Sarina Luca
Goulburn Valley Family Violence Prevention Network.

Post Details

Reported stats may be delayed from what appears on posts ✕**Top Gun Multimedia**

Posted by [REDACTED] [?] · Yesterday at 10:53am ·

The most important thing a father can do for his children is to love their mother.



15,936 people reached

[View Results](#)

Unlike · Comment · Share · 379 18 46

15,936 People Reached**542** Likes, Comments & Shares

469 Likes	379 On Post	90 On Shares
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25 Comments	19 On Post	6 On Shares
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48 Shares	46 On Post	2 On Shares
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424 Post Clicks

183 Photo Views	0 Link Clicks	241 Other Clicks
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NEGATIVE FEEDBACK

6 Hide Post	0 Hide All Posts
0 Report as Spam	0 Unlike Page

Post Details

Reported stats may be delayed from what appears on posts ✕**Top Gun Multimedia**

Posted by [REDACTED] [?] · [REDACTED]

What are you teaching your kids? Like this status if you agree that these three points are important.



7,392 people reached

View Results

Unlike · Comment · Share · 43 3

7,392 People Reached**46** Likes, Comments & Shares

43 Likes	43 On Post	0 On Shares
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3 Comments	3 On Post	0 On Shares
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0 Shares	0 On Post	0 On Shares
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150 Post Clicks

113 Photo Views	0 Link Clicks	37 Other Clicks
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NEGATIVE FEEDBACK**0** Hide Post **0** Hide All Posts**0** Report as Spam **0** Unlike Page

Post Details

Reported stats may be delayed from what appears on posts ✕



Top Gun Multimedia

Posted by [redacted] [?] · [redacted]

PUT A STOP TO VIOLENCE AGAINST WOMEN! On November 25th, Australians will send the biggest social media message in history, if you would like to help and join in this campaign please sign up via the following link and let it be known that Violence against women is NOT OK in Australia. <http://www.whiteribbon.org.au/thunderclap/#>



21,832 people reached

[View Results](#)

Unlike · Comment · Share · 380 28 81

21,832 People Reached

625 Likes, Comments & Shares

495 Likes	380 On Post	115 On Shares
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40 Comments	28 On Post	12 On Shares
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90 Shares	81 On Post	9 On Shares
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589 Post Clicks

105 Photo Views	85 Link Clicks	399 Other Clicks
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NEGATIVE FEEDBACK

- 4** Hide Post
- 0** Hide All Posts
- 0** Report as Spam
- 0** Unlike Page