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## OVERVIEW

1. The Family Peace Foundation was formerly launched in June this year.
2. The Foundation's sole purpose is to help eliminate domestic violence in Australian homes.
3. A fully constituted independent board of directors has been appointed to lead the Foundation and ensure best practice governance standards are met.
4. The initiators of the Foundation, Frank and Rhonda, have pledged \$10m over 10 years to partially fund the Foundations work.
5. The Walkers have built their successful business, National Tiles, over 36 years by, amongst other things, using commercial radio effectively and efficiently to promote their company.
6. The Foundation will leverage the Walkers expertise in radio advertising to run awareness campaigns and direct victims to highly skilled support agencies.
7. The Walkers \$1m annual pledge will fund the cost of the Victorian campaign each year. (Anonymous announcers will voice all radio announcements).




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## WORK IN PROGRESS (WIP)

1. Over the past month, we have met with the following agencies:
  - a. Fiona McCormack, CEO, Domestic Violence Victoria;
  - b. Sandie de Wolf, CEO, Berry Street;
  - c. Libby Davies, CEO, White Ribbon Foundation;
  - d. Dean McWhirter, Assistant Commissioner, Family Violence Command, Victoria Police;
  - e. Jocelyn Bignold, CEO, McAuley Community Services for Women;
  
2. We have upcoming meetings or have made contact with :
  - a. Annette Gillespe, CEO, Safe Steps & Board Member, Luke Batty Foundation;
  - b. Paul Linossier, CEO, Our Watch;
  - c. Jacquie Watt, CEO, No to Violence;
  - d. Philip Dalidakis MP, Member for Southern Metropolitan Region, Victorian Parliament;
  
3. We have read and studied in detail the following documents:
  - a. The National Plan to Reduce Violence against Women and their Children 2010 – 2022;
  - b. Not Now, Not Ever - Putting an End to Domestic and Family Violence in Queensland;
  
4. In both meeting with the above organisations, and studying in detail the above two mentioned documents, we have made the following observations:
  - a. **The documents:**  
Both of the documents contain two themes throughout, being:
    - i. Perpetrators are in the main, men who use violence against women and children to control them and to express their misguided view of manliness.
    - ii. Victims are depicted as feeling varying degrees of helplessness, powerlessness, entrapment and worthlessness.
  - b. Neither documents offer clear measureable solutions to be managed by a highly competent leader (CEO) reporting to a responsible board or authority.
  - c. **The agencies:**
    - i. All victim support agencies refer to a lack of sufficient resources;
    - ii. Support agencies appear disparate, resulting in both duplication and at worst, competing against each other.
  
5. With the luxury of having not been polluted by experience, we have lodged a very high-level strategic submission to the Royal Commission into Family Violence (purposely contained to one page) which, if deemed in any way to be valuable, will obviously require further elaboration.



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# SUBMISSION

## FAMILY PEACE FOUNDATION RESPONSE TO THE ROYAL COMMISSION INTO FAMILY VIOLENCE

Taking into consideration the Family Peace Foundations WIP document on page 3, we submit the following high level four point strategic plan.

### **1. EMPOWER VICTIMS:**

A great amount of Domestic Violence in homes could be stopped before it takes root if potential victims are given skills in how to spot early perpetrator behaviour signs and are given the knowledge and know-how of the most effective, efficient and safe way to deal with these.

Traditional and digital media could be used effectively to educate and thus empower both victims and potential victims leaving support agencies free to treat the most vulnerable cases.

### **2. RE-PROGRAM PERPETRATORS:**

The vast majority of perpetrators are somewhat "ordinary" men who have misguided mindsets on how to treat women. We believe a reprogramming campaign, not unlike the TAC "Bloody Idiot" one, will be extremely effective in re-programming these men's attitudes and actions towards the women they abuse.

### **3. COMMISSION A RESPONSIBLE AUTHORITY:**

Made up of a highly credible board, run by a top level Chief Executive Officer who is given objective key performance indicators (KPI's) to be measured against.

### **4. HARNESS CURRENT RESOURCES:**

The above authority will be given power to direct all victim support agencies to maximise efficient delivery of services and to eliminate inefficient duplication and competition for government funding.