



DFV

Tool Kit

For Caused Based Club Transformation

(Conceptualised and designed by PDG Dave Harmon & Rotarian Jodie Shelley, District 9640, Australia)

**ADVOCACY AND EDUCATION
CAMPAIGN**

**‘Rotary Pacific Says NO to
Domestic and Family Violence’**

When you consider that a woman is in more danger of physical or emotional harm by someone known to her in her own home than by a stranger on the street, we have to accept we have a major societal problem.

Violence against women starts with disrespectful behaviour. Our campaign is about stopping this at the start.

The Rotary Pacific Says No to Domestic and Family Violence campaign has evolved over the past 6 years and has its main emphasis as a prevention strategy that aligns with the **Australian Government 'Stop it at the Start' national campaign.**

www.respect.gov.au

Further, after much consultation with stakeholders, Rotary is well placed to lead

and collaborate this campaign in our communities. Further we encourage clubs that are already working in this space to continue their great work. This campaign is very much an 'and' not an 'or' that may value add to what your club is currently doing in this space.

'Stop it at the Start' is a national campaign that aims to prevent gender-based violence by influencing change to attitudes and behaviours that support or condone gender-based violence. It takes a primary prevention approach to ensure adults play a role in the prevention of disrespect and violence supportive attitudes" (source: www.respect.gov.au/the-campaign/about-the-campaign).

Resources and tools available on **Stop it at the Start** website: www.respect.gov.au/resources

WHAT ARE WE GOING TO DO?

We have 2 main focus areas.

- **Raise awareness of and advocate against Domestic and Family Violence.**
- **Educate our young people about Respectful Relationships.**

How can your club engage in this campaign?

- Join the National Day of Action for Rotary Pacific on Friday 29th of November 2024.
- Hold a peaceful community walk, public rally or other event during the global 16 Days of Activism against gender-based violence, from 25 Nov to 10th Dec.
- Connect your community with the **'Purple Friday'** campaign.
- Successful club transformation case study, Power Points, media articles, shirts, banners for clubs to use

available for download:

www.rotaryclubofballinaonrichmond.org.au/rotary-zone-8

- Educate youth in your town/city about respectful relationships. Nominate 1-2 members from your club or another organisation to be trained by NAPCAN (National Association for Child Abuse and Neglect) as Love Bites Facilitators.
- Sponsor a Love Bites Facilitator to deliver the Love Bites Program in your local school. www.napcan.org.au/programs/love-bites

What can your Rotary club do to further this campaign in your community?

- Connect your club with local Police and work with them.
- Work with local Councils, Health, Education and agencies/organisations that work in the domestic and family violence space. Rotary has formed many formal and informal partnerships with both State and Federal Government organisations.

We have a formal partnership agreement with [NSW Police](http://www.nswpolice.nsw.gov.au) and formal support with [Qld Police](http://www.qldpolice.qld.gov.au). Through forming local partnerships, you can increase your impact, engagement and public image.

- Connect with local agencies that already have activities, eg Zonta.

How can your club Create Impact and Expand Your Reach through this campaign in your community?

- This campaign is part of our Rotary Pacific Regional Council Club Transformation strategy.
- We have a successful case study in Ballina. Back in 2019 this Rotary club with 33 members made a transformation from being a fund-raising club to a club that connected to social justice issues such as Domestic and Family Violence and Mental Health. By 2021 their membership had grown from 33 to 76 and today have a membership of 86. Further, this club transformation can be objectively critiqued over the last 5 years with a member retention of over 90%, new member retention of 99% and a club gender balance with 48% women. Share one of the available Power Point presentations with your club. www.rotaryclubofballinaonrichmond.org.au/rotary-zone-8.
- The Domestic and Family Violence project is a major contributor to this membership growth. The club increased both member and community engagement, its public image, and as a result, has had a positive impact in their community.
- All the arduous work is done. You can download banners, core flute signs, drink coasters to use in clubs and pubs, and much more.
- Order our Rotary International approved Purple Shirts from nationalworkwear.com.au/collections/rotary-collection. *Make sure to scroll down on the webpage and download the bulk order form to receive the special price of \$24 per T-shirt.*

Please consider:

If you are involved in a discussion with a member of the Public or a fellow Rotarian who instigates a discussion with you stating that they are or were involved in a Domestic and Family Violence incident or are currently living in an abusive relationship, it is critical that we explain that we are not qualified in this area but are happy to listen. If appropriate, refer onto '1800 Respect' or another support service.

Helplines

www.1800respect.org.au
www.lifeline.org.au (Accidental Counsellor)
www.beyondblue.org.au

mensline.org.au
kidshelpline.com.au
www.13yarn.org.au

Useful Resources

www.respect.gov.au ('Stop it at the Start')
www.napcan.org.au
www.theline.org.au
dfsvc.gov.au
domesticviolence.com.au
fullstop.org.au
menandfamily.org.au
ntv.org.au
sayitoutloud.org.au
studentwellbeinghub.edu.au

whiteribbon.org.au
www.aihw.gov.au/family-domestic-and-sexual-violence
www.doingnothingdoesharm.org.au
www.mfo.org.au
www.runagainstviolence.com
www.whatwereyouwearingaus.org
www.ourwatch.org.au

Rotary

www.rotaryclubofballinaonrichmond.org.au/rotary-zone-8
rotarysafefamilies.org.au
walkforrespect.au



NEED MORE INFO?

WE ARE HERE TO HELP

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Love Bites

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