

'Domestic Violence – it's not our game'

A case study



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NORMANTON



Where we were at 2005-2006....

- In 2006 the number of domestic disturbances attended by Police in Normanton was more than those attended by Police in Doomadgee and Mornington Island combined.
- At the end of August 2006 there were 180 domestic violence orders, meaning that one third of the adult population was subject to a domestic violence order, either as the respondent or aggrieved.
- From August 2005 to September 2006 there were 341 domestic violence incidents that had to be attended by police.
- Normanton's domestic disturbance was 25% higher than any other town in Queensland's North-West region. The North-West has the highest domestic disturbance statistics in the State of Queensland.



Client	Carpentaria Shire Council
Title	Stings DV 2009
Duration	30
Date	20/3/09
Key #	IMP i0195
Cod #	N/A

Report Code: 11-1 (2/3/09)
Taxi: 0811 0111 (0-1111) (0-1111)

Background

- BSCAT formed – crime profile completed
- Action Plan
- \$5,000 sponsorship
- Banners, arm bands, stickers
- Source funding for adverts
- Adverts on Imparja Television
- Each year there is a new advert



Key Initial Outcomes – August 2007

- Since the campaign's implementation, coinciding with the Stinger's football season, there was a 45% reduction in reported cases of Domestic Violence in Normanton, compared to the previous year (March to July, 2006).
- In addition, since the media campaign started on Imparja TV in May 2007 featuring the players and the slogan 'Domestic Violence – it's not our game', there has been a 55% decrease in reported cases of Domestic Violence in Normanton, compared to the previous year (May to July 2006).
- Police have reported that breaches of existing Domestic Violence Orders have decreased by 64% compared to the same period the previous year (March to July, 2006).

Key Outcomes – To Date

	2007 (compared to 2006)	2008 (compared to 2006)
Breaches of DV Occurrences	23.75% decrease	41.25% decrease
Applications for DV orders	29% decrease	38% decrease
Referral DV (DV reported however not substantiated)	36.73% decrease	69.39% decrease

- **Domestic Violence is no longer accepted as the Norm**

What's Worked Well

- Adverts on Imparja Television
- Players ownership of the project
- Professional and personal development for the players



What has not worked well?

- One person doing the bulk of the work
- Turnover
- Yarn carting
- Reliance on government non-recurrent funding



Highlights

- **Winning awards:**
- NRL One Community Award – announced on Tuesday Night
- National Awards for Local Government 2009:
 - Overall award for excellence – small Council
 - Category Award winner – Strengthening Indigenous Communities small Council
- Domestic and Family Violence Prevention Awards 2008 Category Winner
- Australian Crime and Violence Prevention Awards - National and State Winner
- Strengthening Indigenous Communities 2007 – Commendation
- **Witnessing the change in the community**
- **Filming and seeing the ads début each year – good fun**
- **Witnessing the personal development of the players**
- Marie Claire Magazine Shoot, 7:30 Report and NRL Footy Show
- **Proving the skeptics wrong**

Key Learning's

- Partnerships - essential
- Someone needs to drive/co-ordinate the project
- Utilize relationships & promote, promote, promote
- Submit nominations for awards – it gives your project legitimacy, rewards hard work, secures future funding and motivates for the future
- Need to keep reminding community what project has achieved, its aims and how it works.
- It won't solve everything – need to look Holistically

The Road Ahead

- Project has expanded to NSW, NZ, NT and Victoria
- University Study to measure outcomes
- Expand project through mid-west competition
- Work on women speaking up
- Sustainability



