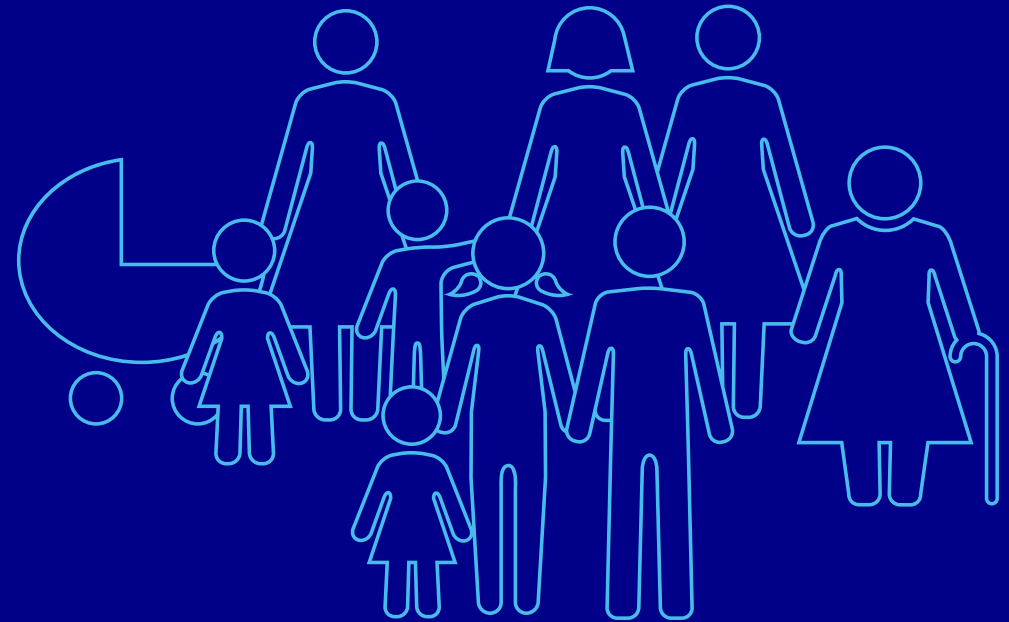


NATIONAL PLAN TO

REDUCE VIOLENCE AGAINST WOMEN AND THEIR CHILDREN

Communication toolkit



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This document provides all partners in The National Plan to Reduce Violence against Women and their Children with common branding and key messaging.

Who are we aiming at:

Primary Audience

- All governments in Australia
- NGO partners
- Community organisations – including women, children and families, Indigenous, CALD and disability organisations
- Researchers
- Service providers – Health professionals, community workers, women's shelters
- Emergency services – crisis support, police, ambulance
- Influencers – community, sports, business and media

Who are they speaking to:

Secondary Audience

- Women
- Men
- Families
- Young people
- Diverse communities – Aboriginal and Torres Strait Islander people
People from CALD backgrounds
Women with disability

Tone of voice

—

How we say what we say

Our voice is:

—

Purposeful

Our tone and our words reflect a sense of purpose.

As partners, our core messages are consistent, and our facts are based on the same statistics.

—

Engaging

We will achieve a community that's free from violence against women and their children if everyone is engaged.

Our language is active and confident that change can be achieved.

We use first person tense to provide a greater connection and affinity.

The use of plain English connects with a range of audiences and demographics.

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United

As partners, we are working together and united in our aim to have women and their children live free from violence. We believe that achieving this is everyone's responsibility.

Tone of voice

—

Our voice: message themes

Our tone of voice presents a consistent, united presence across five key message areas:

—

The National Plan

The reality

The statistics

Gender equality

Taking action

These messages all support our key action:

—

“It’s everyone’s responsibility.”

Tone of voice

–

Our voice: in context

The statistics are alarming.

Violence against women and their children is one of the most serious issues in Australia.

There is a clear plan for action.

We want women and their children to live free from violence in safe communities. It's up to all of us to promote gender equality and create a culture that prevents and reduces violence wherever it touches our lives.

Key messages

–

Approach

The partners in the National Plan are united in our efforts to reduce violence against women and their children. We are also united in our key messages.

We may have different narratives, and different ways of telling our stories, but our core messages are the same.

These messages are on the following page.

Key messages

—

Key action

“It’s everyone’s responsibility.”

Violence is a whole of community issue and everyone has a role to play in putting a stop to it. This key action is present throughout all of our messages.

Key messages

—

Message themes

The National Plan

This theme helps partners link their actions and activities back to the National Plan to Reduce Violence against Women and their Children.

The reality

This theme illustrates the impact of violence; from the physical, emotional and psychological, to the social and economic.

The statistics

This theme uses statistics to highlight the extent of the issue.

Gender equality

This theme explores the link between gender equality and reducing violence against women.

Take action

This theme connects audiences to the National Plan to prevent violence against women and their children.

The National Plan

1. **The 12-year National Plan to Reduce Violence against Women and their Children is world leading and brings together Australian governments, key institutions, community sector, business and individuals to drive lasting change.**
2. Our vision is that women and their children live free from violence in safe communities.
3. The National Plan targets domestic and family violence, as well as sexual assault.
4. The National Plan aims to support women who experience violence, bring perpetrators to justice, and educate communities about violence.
5. The National Plan has a strong focus on primary prevention and it aims to stop violence happening in the first place.
6. The National Plan recognises the evidence base is key to informing policy and contributing to long-term change.
7. Reducing violence against diverse groups of women is a key focus of the National Plan.

The reality

8. **Violence against women and their children cannot be excused. It is never ok.**
9. Women affected by violence are our wives, mothers, sisters, daughters and friends
10. Violence is not just physical. It is one person controlling another, and can involve emotional and financial abuse.
11. Indigenous women, women from culturally and linguistically diverse backgrounds and women with disability can be particularly vulnerable to violence.
12. Growing up in a violent environment can affect a child's learning, health, relationships, work prospects and community life.
13. The true impact of violence can't be measured. It affects victims, their families, friends, workmates, our whole community.
14. Violence against women and their children is not only wrong, it is a crime. Women who experience violence need our support and perpetrators need to be brought to account.

The statistics

15. **The statistics around violence against women and their children in Australia are alarming.**
 - One in three women has experienced physical violence since the age of 15. Almost one in five has experienced sexual violence.
 - Almost 17 per cent of women in Australia have experienced violence by a partner.
 - On average, one woman is killed every week at the hands of their partner.
16. Violence against women and their children doesn't just have a human cost. The economic cost to Australia is around \$13.6 billion each year. Without action, this will rise to 15.6 billion by 2022.

Gender equality

17. **Promoting gender equality and respect in relationships is vital if we are to prevent violence against women and their children.**
18. Women are more likely than men to experience domestic and family violence and sexual assault.
19. We all have a responsibility to challenge sexist attitudes and behaviours that fuel violence against women.
20. Encouraging gender equality in our everyday lives, and being positive role models for others (particularly our children) is a key focus of the National Plan.
21. Most men are not violent. Reducing violence against women and building gender equality benefits everyone.

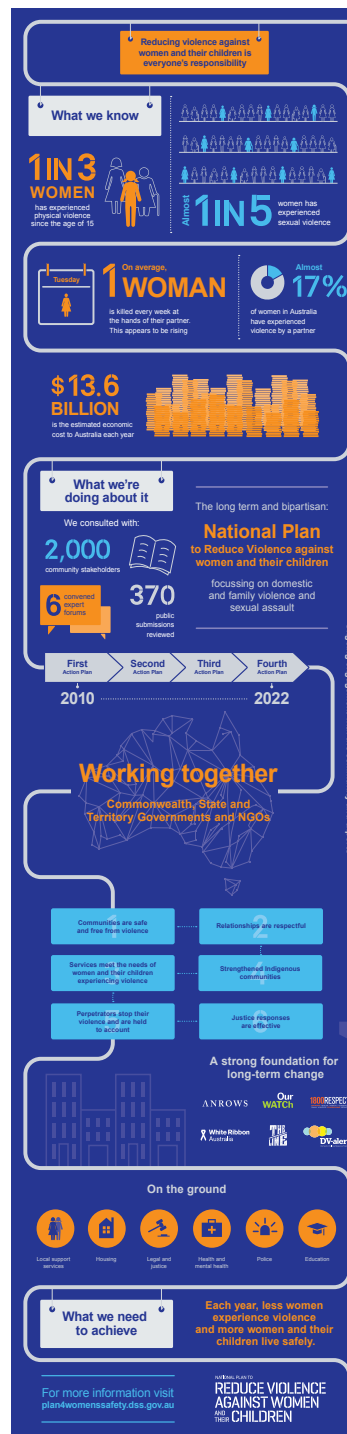
Take action

- Each partner to promote their own call to action. This will include mention that all activities are part of the National Plan.**
22. Living free from violence is everyone's right. Taking action to prevent it is everyone's responsibility.
 23. Let's all speak out in our homes, workplaces, sporting clubs and the whole community about violence against women and their children.
 24. Find out what's being done nationally to prevent, and respond to violence against women and their children by visiting plan4womenssafety.dss.gov.au

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plan4womenssafety.dss.gov.au

A URL that represents the key aim of the National Plan.



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REDUCE VIOLENCE
AGAINST WOMEN
AND
THEIR CHILDREN