‘Be Someone’ Campaign Targets Domestic and Family Violence

The Territory Government today launched a new advertising campaign targeting domestic and family violence encouraging more people to report it.

Minister for Children and Families, Malarndirri McCarthy, launched the ‘Be Someone’ campaign as part of the White Ribbon Day activities aimed at eliminating violence against women.

“The Territory Government is delivering this new campaign as part of its ongoing commitment to reduce family and domestic violence,” Ms McCarthy said.

“The Territory Government has committed $15 million over three years to implement mandatory reporting which includes more frontline services, crisis accommodation and this campaign.

“Education, awareness and engagement is critical to tackling domestic and family violence and the Grey Group has been awarded the tender for $913,000 to deliver this important campaign.

“The first phase of this campaign begins today with television, radio and press adverts targeting witnesses of domestic and family violence and a second phase next year will target perpetrators and their choice to use violence.

“The campaign is based on extensive social research that has been conducted throughout the NT using interviews, focus groups, forums and phone surveys.

“We make no apology for introducing mandatory reporting this year to combat domestic and family violence – it accounts for half of all assaults in the Territory.

“As part of the Territory Government’s $15 million commitment to reduce family and domestic violence, we’ve increased funding for the 15 domestic and family violence shelters across the Territory.

“We’re continuing to support the seven safe houses, 11 women’s houses and eight men’s cooling down places as well.

“I thank the organisers of the many White Ribbon Day events around the Territory and this year’s ambassadors.

“Domestic and family violence is unacceptable and I urge anyone who sees it or thinks someone may be in danger of it to report it,” Ms McCarthy said.

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