Chief Minister, The Hon. Clare Martin
Speech Notes
Launch of the Mass Media Domestic Violence community Education Program
18 February 2002

• I am pleased to welcome you here to promote a new domestic violence community education program based around the theme: “Let’s stop it…now.”

• This brand new approach is based around a call to the community to take action when domestic violence is seen, heard or experienced.

• This differs from previous domestic violence campaigns, both here and interstate, that have focused more simply on raising awareness about domestic violence. By contrast, in this campaign we are focusing on taking action, and trying to stop the violence, in practical ways.

• “Tips” are included on how the community can respond if domestic violence happens, for instance one of the TV ads shows a man disturbed by neighbours, with sounds of violent behaviour taking place through the walls. And he picks up the
phone and calls the police. Another ad. shows a young woman taking control of her life by ending a possessive relationship.¹

- The campaign emphasises that there are no circumstances when domestic violence is acceptable, and that the offender, not the victim, is responsible for the violence.

- Television and radio advertisements, printed material, posters, stickers and a Territory-wide contact card of relevant service providers will be used to invite the community to get involved in addressing this widespread problem.

- These materials will be presented to the public progressively over the next three years to retain community interest and maximise the effect of the campaign.

- The innovative concepts and messages were developed and tested in all regions with the community, women’s groups, men’s groups and service providers. Young Territorians were consulted, and played an integral part in developing and scripting the advertisement specific to young people.
• The stories, messages and scripts were tested through focus groups, workshops, forums and a shopping centre stand. We have found that there is widespread concern in the community about the effects of domestic violence on women and children, and the community as a whole.

• Information from one Territory woman revealed that of the 28 young people she had fostered, all had been affected by domestic violence.

• This is unacceptable, and it’s why we are developing a comprehensive policy to tackle domestic violence.

• Our NT Domestic Violence Date Collection Project shows a total of 8611 incidents of domestic violence were reported to government and non-government agencies in the last year we have full statistics (1999-2002).

• Of the victims, 92 percent were female, and 89 percent of victims reported experiencing violence previously from the same offender.

• A total of 87 percent of victims experienced violence by a partner, or ex-partner.
• And a total of 84 percent of offenders were affected by alcohol or other drugs at the time of the incident.

• The Government’s current campaign against domestic violence is geared towards the community as a whole. But you ought to know that as well, there are separate projects underway focused towards Indigenous Territorians, migrant and ethnic communities, women with disabilities, and professional groups.

• The effectiveness of the campaign will be monitored throughout its life, as well as whether or not there is a heightened response from the community.

• Statistical information will be gathered from Crisis Line, women’s shelters, counsellors, legal services, health and community services and the NT Police. This will assist in tracking the community’s response.

• Community education is an important part of my Government’s Domestic Violence Strategy.

• The Strategy strongly links both government and non-government initiatives through the multi-agency Domestic Violence Working Group and its four Reference Groups,
which provide advice in the specialist areas of sexual assault, children and youth, Indigenous family violence, and prosecutions and legal matters.

- The involvement of all Territorians is an essential part of the solution to ending violence and abuse within our community.

- By working together, real changes can be made to stop and prevent domestic violence. I am confident that we can make a real difference.

- Thank you.