

# A summary of Domestic and Family Violence Prevention Engagement and Communication Strategy 2016–2026

## Context

- The *Not Now, Not Ever: Putting an end to domestic and family violence in Queensland report* (the Report) recognised that the beliefs, attitudes and behaviours of the Queensland community are directly related to the ongoing cycle of domestic and family violence. The Report highlights that domestic and family violence is an issue that affects all Queenslanders and it is time we take a stand against it—as a government, as a community and as individuals.
- The engagement and communication strategy outlines how to address the complex issues of changing attitudes and behaviour in to end domestic and family violence in Queensland. Engaging and activating stakeholders through programs and partnerships is identified as key to ensuring the strategy has life beyond government-led initiatives.
- Achieving the vision of a Queensland free from domestic and family violence requires long-term commitment from all facets of the community and steady action over time. The engagement and communication strategy provides a roadmap to realising positive behaviour change across Queensland over the ten-year period to 2026. It also aims to achieve the supporting outcome: Queenslanders take a zero-tolerance approach to domestic and family violence.
- The engagement and communication strategy is coming to life through a rolling program that guides focused and coordinated government and community action.

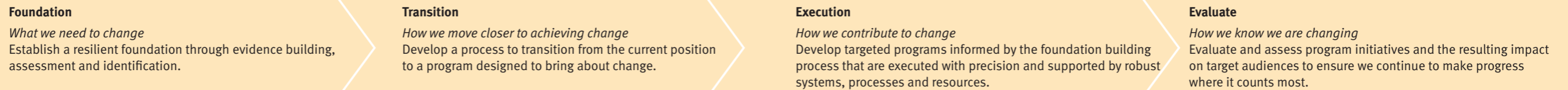
## Guiding principles

- Domestic and family violence is not acceptable.
- Denigration and disrespect of women is not acceptable.
- All Queenslanders deserve to be equally valued and respected regardless of age, gender, identity, culture, religion, education, impairment, health or race.
- The safety of victims is paramount.
- Domestic and family violence is everyone’s concern and responsibility.
- All Queenslanders have the right to respectful, supportive and safe relationships and to feel safe and secure in their homes and in public.
- Community leaders and groups can champion and drive change.
- Practical solutions are required to support victims and perpetrators.
- Educating children and young people is key to achieving generational change in behaviour.
- Perpetrators will be held to account for their actions.

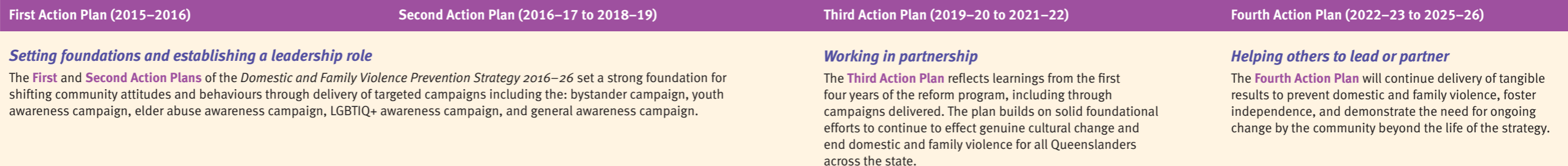
## Objectives

- Government sponsorship:** to position the Queensland Government as a facilitator of strategic relationships that drive cultural change.
- Knowledge of target audiences:** to gain clear understanding of target audiences and their driving factors that will bring about change.
- Activation of champions:** to proactively engage with key community leaders to drive momentum external to government, and encourage genuine partnerships.
- Building on existing initiatives:** to maximise existing resources and capitalise on any momentum gathered through established campaigns and programs.
- Bi-partisanship:** to build flexibility and robustness within the structure to ensure scalability and longevity across the life of the strategy.

## Approach



## Implementation



## Stakeholders

- OWNERS**  
*Have responsibility and ownership of the strategy and the shaping of the ongoing implementation of initiatives.*
- The Premier
  - The Minister for Prevention of Domestic and Family Violence
  - Domestic and Family Violence Implementation Council
  - Interdepartmental Committee for Child Protection, Youth, Justice and Domestic and Family Violence
  - Department of the Premier and Cabinet
  - Department of Child Safety, Youth and Women.
- PARTNERS AND AFFILIATES**  
*Stakeholders whom the 'Owners' group directly work with on program and initiatives that will achieve the intended goal and strategic outcome.*
- Domestic and family violence services sector
  - Specialist support sector
  - Queensland Government
  - Commonwealth Government
  - Local Government.
- CHAMPIONS AND ADVOCATES**  
*Inspired and motivated to deliver on the intended goals and strategy outcome within communities and groups they have influence.*
- Partners
  - Government—MPs, Mayors, Local Councillors
  - Cultural and faith leaders
  - Business and industry bodies
  - Community organisations and community leaders
  - Sporting associations and groups
  - Science and technology industry
  - Media, entertainment and arts industry.
- QUEENSLAND COMMUNITY**  
*Recipients of the communication and engagement initiatives.*
- Those affected by domestic and family violence
  - Bystanders
  - All Queenslanders including:
    - Aboriginal and Torres Strait Islander communities
    - LGBTIQ+ communities
    - Elderly people
    - Young people and children
    - People with disability
    - Regional and remote communities
    - Culturally and linguistically diverse communities.

## Monitoring, evaluation and reporting

- The *Domestic and Family Violence Prevention Strategy 2016–2026* is supported by a comprehensive evaluation framework to track the impact of the reform against its key objectives and document learnings to help inform future directions.
- An annual highlights card is produced highlighting statistics from sources such as the Queensland Social Survey, which measures Queensland community perceptions and attitudes in association with domestic and family violence.