

Stronger Together



DFV

Tool Kit

For Caused Based Club Transformation

(Conceptualised and designed by PDG Dave Harmon & Rotarian Jodie Shelley, District 9640, Australia)

**ADVOCACY AND EDUCATION
CAMPAIGN**

**‘Rotary South Pacific Says NO to
Domestic and Family Violence’**

Rotary
South Pacific



When you consider that a woman is in more danger of physical or emotional harm by someone known to her in her own home than by a stranger on the street, we must accept we have a major societal problem.

Violence against women starts with disrespectful behaviour. Our campaign is about stopping this at the start.

The Rotary South Pacific Say No to Domestic and Family Violence campaign has evolved over the past 6 years and has its main emphasis as a prevention strategy that aligns with the **Australian Government ‘Stop it at the Start’ national campaign.**
www.respect.gov.au

Through consultation with stakeholders, Rotary is well placed to lead and collaborate

this campaign in our communities. We encourage clubs already working in this space to continue their great work. This campaign is very much an ‘and’ not an ‘or’ that may value add to what your club is currently doing in this space.

‘**Stop it at the Start**’ is a national campaign that aims to prevent gender-based violence by influencing change to attitudes and behaviours that support or condone gender-based violence. It takes a primary prevention approach to ensure adults play a role in the prevention of disrespect and violence supportive attitudes (source: www.respect.gov.au/the-campaign/about-the-campaign).

A range of tools and resources are available at: www.respect.gov.au/resources

WHAT ARE WE GOING TO DO?

Our 3 main focus areas

1. **Raise Awareness and Advocate**

Raise public awareness of Domestic and Family Violence and advocate for a safer, more respectful society through community engagement and leadership.

2. **Educating young people about Respectful Relationships**, helping to shape attitudes early and prevent violence before it begins.

3. **Encourage Reporting.** By building trust and support within communities, we aim to increase the reporting of Domestic and Family Violence, ensuring that victims feel safe to speak out and seek help.

Ballina achieved a 47% increase in Victims of Domestic and Family Violence re-reporting in 2024.

Click [here](#) to view the graph.

Campaign Activation Across Rotary Clubs

Rotary clubs may activate their campaign at different times throughout the year. Below are three models of activation from clubs around Australia.

Adelaide, SA – October Activation

Rotary clubs in Adelaide coordinate a community walk through the city’s main street, attracting over 1,000 participants annually. Street closure approvals limit this event to October, with the 2025 walk scheduled for 11 October. walkforrespect.au

Mackay, QLD – May Activation

Mackay activates their campaign during Domestic and Family Violence Prevention Month in May. In 2025, they engaged: 9 Rotary clubs and 12 high schools for a community breakfast and over 1,000 community members walked with them for

their first walk against domestic and family violence. Explore their program and highlights here: rotarymackay.org.au

Ballina, NSW – 16 Days of Activism

Ballina-on-Richmond Rotary activates its campaign during the internationally recognised 16 Days of Activism from 25 November to 10 December. The partnership with NSW Police is based on both Rotary and NSW Police combining resources during this time to activate peaceful walks, and awareness-raising activities, with a strong emphasis on amplified joint media promotion.

A Shared Theme. Each year, NSW Police and Rotary co-develop a campaign theme to guide and unify our national efforts.

The 2025 Theme is:

Young People – The Innocent Bystanders of Domestic and Family Violence

This theme invites all clubs to consider how young people are impacted and how we can support them as part of our prevention and awareness efforts. New research reveals how domestic violence harms young people's schooling. Read it [here](#).

How Can Your Club Activate This Campaign?

There are many ways your Rotary club can make a powerful impact in raising awareness and preventing Domestic and Family Violence. Here are some suggested actions:

- **Join the National Day of Action**
Be part of the **Rotary South Pacific National Day of Action on Friday, 28 November 2025**. Join Rotary clubs, businesses, agencies, organisations, and Police across the region in a united, coordinated effort to raise awareness and stand against Domestic and Family Violence.

- **Host a Community Event During the 16 Days of Activism**
Plan a peaceful walk, public rally, or awareness event during the global 16 Days of Activism against gender-based violence (25 Nov – 10 Dec).

- **Engage Schools with a Breakfast Event**
Host a Domestic and Family Violence Awareness Breakfast and invite Student Representative Councils from local high schools to attend. Collaborate with other Rotary clubs in your area and connect with your Rotary Community Leader to broaden your reach. Include guest speakers such as representatives from NSW Police, NAPCAN, or Headspace to provide insight and inspire young leaders.

Mackay Rotary recently united 12 high schools, 9 Rotary clubs, and over 200 participants in a single event—imagine what your region could achieve!

- **Promote 'Purple Friday' in Your Community**
Connect your club to the broader movement by supporting the **Purple**

Friday campaign—an opportunity to raise awareness in a bold, visible way. Encourage members to wear the Rotary Domestic & Family Violence shirts as a form of wearable advocacy.

- **Access Campaign Tools & Resources**
Everything you need to support your club's campaign is available online, including:
 - PowerPoint presentations
 - Case studies of club campaigns
 - Media articles
 - Banner designs
 - Shirt ordering instructions

Download resources from:

www.rotaryclubofballinaonrichmond.org.au/rotary-zone-8

- **Educate Youth on Respectful Relationships**
Help shape the next generation's understanding of respect and equality by supporting the **Love Bites** program—an evidence-based, interactive education program for young people.
 - Nominate 1–2 members of your club (or a partner organisation) to be trained as Love Bites Facilitators through NAPCAN (National Association for Prevention of Child Abuse and Neglect).
 - Sponsor a trained facilitator to deliver the Love Bites Program in a local school, empowering students with tools to build respectful, healthy relationships.

Learn more at:

www.napcan.org.au/programs/love-bites

What can your Rotary club do to further this campaign in your community?

- Connect your club with local Police and work with them.
- Engage with Local Councils, Health, Education, Police, and Support Agencies. Work alongside organisations involved in domestic and family violence prevention. Rotary has formal and informal partnerships with State and Federal government bodies—including formal partnership agreement with NSW Police and formal support from Queensland Police. By creating partnerships, your club can **expand its reach, enhance community and club engagement, and create IMPACT.**
- Connect with local agencies offering help to those escaping domestic and family violence. Consider providing '[Escabags](#)' - essential care packs for people fleeing unsafe situations.
- '[RIZEUP](#)' operates across Australia, relying on volunteers to help prepare and furnish safe accommodation for individuals and families escaping domestic and family violence. Rotary clubs can volunteer, donate, or partner to support this vital work.
- Support '[DV Safe Phones](#)'. Partner with local businesses to collect unwanted mobile phones. These phones are refurbished and provided free to individuals fleeing domestic and family violence. Rotary can act as a link between businesses and phone suppliers.
- '[Rotary Safe Families](#)' Access practical tools and resources aimed at primary prevention of family abuse affecting women, men, children, and the elderly.
- Financial Abuse Support. The [Commonwealth Bank](#) offers free and confidential support to those experiencing financial abuse. This support is available to anyone regardless of who you bank with. Other financial institutions may provide similar services.
- Promote the '[Purple Friday](#)' Campaign. This campaign has been a game changer in Ballina, engaging over 100 local businesses every Friday. Participants include doctors' offices, schools, council staff, retailers, hospitality venues, and licensed clubs—all proudly wearing Rotary-branded purple shirts displaying: **"No to Domestic and Family Violence. Yes to Respectful Relationships."**

How can your club Create Impact and Expand Your Reach through this campaign in your community?

• Align with the Rotary South Pacific Regional Council Transformation Strategy

This campaign is part of a broader strategy to help clubs evolve, grow, and remain relevant by connecting with meaningful social justice causes.

• Ballina Case Study

In 2019, the Rotary Club of Ballina-on-Richmond began its transformation from a fundraising club to a club that connected to social justice issues such as Domestic and Family Violence and Mental Health. By 2021, membership had grown from 33 to 76 and today has a membership of 88. This is a 165% increase in membership over 6 years. This club transformation can be objectively critiqued over the last 6 years with a member retention of over 90%, new member retention of 99% and a club gender balance with 48% women.

The Domestic and Family Violence project has been a key contributor of membership growth. It has strengthened both member and community engagement, enhanced the club's public image, and most importantly, created a lasting, positive impact in the local community.

• Everything You Need Is Ready to Go

Access a complete suite of resources - including banners, corflute signs, posters, drink coasters, a sample TV ad, PowerPoint presentations, media articles, "the why" documents, and more.

www.rotaryclubofballinaonrichmond.org.au/rotary-zone-8

• Order Your Rotary 'Purple Friday' Shirts

Rotary International–approved shirts are available from:

- nationalworkwear.com.au/collections/rotary-collection (Special prices for Rotary Clubs - contact the supplier directly).
- weprintshirts.com.au



RESPONDING TO DISCLOSURES

If a member of the public, or a fellow Rotarian, shares with you about their current or past involvement in a Domestic and Family Violence situation or an abusive relationship, it is important to acknowledge that, while we are not trained professionals in this area, we are here to listen. If they need further assistance, please refer them to 1800RESPECT or another appropriate support service. If there is an immediate danger, call 000.

DO

- Respond with empathy and give time for the person to share their story
- Acknowledge their courage in coming forward and the distress they may be experiencing
- Ask if they are safe in their current environment
- Be clear and transparent about your role as a supporter, and inform them that professional support is available
- Seek professional support to debrief and identify self-care strategies for yourself

DON'T

- Shut the person down or not acknowledge that you have heard their story
- Tell the person that you understand what they are going through or have a similar story about yourself or another person to 'make them feel more comfortable'
- Ask intrusive questions or seek further details beyond what they are willing to disclose or is needed to establish safety and follow-up
- Force the person to reengage with the topic
- Seek advice from family, colleagues or friends instead of seeking professional support

Do's and Don'ts guide: fullstop.org.au/get-help/something-happened-to-someone

Helplines

www.1800respect.org.au
www.lifeline.org.au (Accidental Counsellor)
www.beyondblue.org.au

mensline.org.au
kidshelpline.com.au
www.13yarn.org.au

Useful Resources

dfsvc.gov.au (Domestic, Family & Sexual Violence Commission)
domesticviolence.com.au
dvsafephone.org
escabags.org
fullstop.org.au (responding to disclosures)
lucysproject.com (people and animals)
menandfamily.org.au
ntv.org.au (No to Violence specialises in working with men)
sayitoutloud.org.au (LGBTQ+)
studentwellbeinghub.edu.au

whiteribbon.org.au
www.aihw.gov.au/family-domestic-and-sexual-violence
www.mfo.org.au (Multicultural Families Organisation)
www.napcan.org.au (LoveBites)
www.ourwatch.org.au
www.respect.gov.au ('Stop it at the Start')
www.rizeup.com.au
www.runagainstviolence.com
www.theline.org.au (young people)
www.whatwereyouwearingaus.org



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NEED MORE INFO?

WE ARE HERE TO HELP

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LOVE BITES 

RESPECTFUL RELATIONSHIPS
EDUCATION FOR YOUNG PEOPLE **NAPCAN** PREVENT
CHILD ABUSE
& NEGLECT

Love Bites

Dedicated Contacts for Rotarians

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