

Question on Notice

No. 456

Asked on 3 June 2014

Mr Shuttleworth asked the Minister for Communities, Child Safety and Disability Services (MS DAVIS)—

QUESTION

Will the Minister outline what initiatives the government is undertaking to raise awareness of domestic violence and elder abuse in the community?

ANSWER

Raising public awareness is a significant component of the Government's approach to preventing and responding to domestic and family violence and elder abuse in Queensland. Increasing awareness in the community helps people to recognise the signs of domestic and family violence or elder abuse and assist victims to get the help they need.

In April, I launched the second year of the *Make the call* social marketing campaign. The campaign targets friends, family members, neighbours and others urging them to make the call to statewide telephone helplines for advice on how to support the person they are concerned about. The *Make the call* campaign harnesses the powerful medium of social media to spread this important message to new audiences. More than 27,000 people have 'liked' the campaign Facebook page. Posters, helpcards, screensavers, stickers and fact sheets, available online, also help people to share the message that domestic and family violence and elder abuse is unacceptable.

This year, I was pleased to have the support of campaign ambassadors across five sporting codes including Brisbane Roar, North Queensland Cowboys, Queensland Reds, Mission Queensland Firebirds and Gold Coast SUNS, who all filmed videos of support, promoting the *Make the call* domestic violence prevention message, shared with sports fans across the state.

In May, the *Make the call* campaign supports the annual Domestic and Family Violence Prevention Month, a Queensland initiative putting the spotlight on domestic and family violence prevention. This year, 25 organisations across the state were allocated a share of \$70,000 for local awareness raising activities and events. Community activities like these send the message that domestic violence is not acceptable, will not be tolerated in the community and victims of violence and abuse will be supported.

In June, the *Make the call* campaign focuses on elder abuse prevention, recognising and supporting World Elder Abuse Awareness Day on 15 June, symbolised by the colour purple. A range of community events around the state, including lighting up Brisbane's bridges and the Treasury Casino in purple, marked this important day, raised awareness and generated community conversations about this often overlooked form of family violence.

The *Make the call* campaign is an excellent example of how this Government and business can work together to tackle domestic and family violence and elder abuse. I would like to thank the organisations recognising the importance of the *Make the call* campaign and who partner with us, providing additional ways to reach people who may be affected, or able to help those in need.

Each and every one of us has a role to play in speaking out and sending a loud message that domestic violence and elder abuse will not be tolerated in this state.