



Mark Speakman
Attorney General
Minister for the Prevention of Domestic Violence

MEDIA RELEASE

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CAMPAIGN URGES DOMESTIC VIOLENCE SURVIVORS TO SPEAK OUT

A new Government advertising campaign will encourage domestic violence victim-survivors to reach out to the NSW Domestic Violence Line for help.

Attorney General and Minister for the Prevention of Domestic Violence Mark Speakman said the poster, social media, and radio campaign is designed to speak directly to victim-survivors in places where they may be away from perpetrators.

“We know from victim-survivors and frontline domestic and family violence workers that one of the challenges during COVID-19 restrictions has sometimes been finding a safe place to ask for support,” Mr Speakman said.

“That’s why this campaign will be targeted at shopping centres including restrooms, near supermarkets and pharmacies, and at essential services such as hospitals and medical centres. These are places where victim-survivors may feel safe to contact the Domestic Violence Line or take down their number.

“The trained counsellors on the end of the phone are there for you. They will listen to you, they will believe you, and they will help you.”

The campaign features the words “Speak Out” painted on the lips of people of different ages and cultural backgrounds to highlight that domestic violence does not discriminate.

The posters will appear in identified domestic violence hotspots in NSW, and will be distributed more broadly to reach the wider community. WeChat and Facebook will feature the ads to reach victim-survivors online.

Domestic Violence NSW’s Interim Chief Executive Delia Donovan said a direct approach to victim-survivors is vital as these offences are largely committed behind closed doors.

“Reporting abuse to the police is not always the preferred option, or perceived as a safe one by some victims,” Ms Donovan said.

“By speaking directly to victim-survivors through this campaign we can assure them that safe help is available and that they will be supported.”

The Domestic Violence Line can help victim-survivors to develop a safety plan, find accommodation, including for their children, provide information about available services and advise on how best to contact police, lawyers and the courts.

This campaign builds on the NSW Government's ongoing commitment to reduce domestic and family violence, including the recent NSW and Commonwealth investment of more than \$21 million to boost frontline domestic and family violence services across the State in response to COVID-19.

The NSW Domestic Violence line is a free 24/7 confidential support. Call 1800 65 64 63. Interpreters are available.

For more information about the campaign visit www.speakout.dcj.nsw.gov.au.