



**Mark Speakman**

Attorney General

Minister for the Prevention of Domestic Violence

**Geoff Lee**

Acting Minister for Sport, Multiculturalism, Seniors and Veterans

## **MEDIA RELEASE**

Monday, 29 March 2021

### **DOMESTIC VIOLENCE SURVIVORS ‘SPEAK OUT’**

Hundreds of domestic violence victim-survivors have contacted support services following the NSW Government’s ‘Speak Out’ campaign, with the positive impact prompting another round of the campaign to begin today.

Attorney General and Minister for the Prevention of Domestic Violence Mark Speakman said the high profile campaign to encourage victim-survivors to contact the NSW Domestic Violence Line drove a spike in requests for support.

“The NSW Domestic Violence Line received 1000 additional calls during the campaign period, helping more people escape abusive relationships,” Mr Speakman said.

“Some callers reported that the ‘Speak Out’ campaign encouraged them to do exactly that – break their silence and seek assistance, which was really positive to hear. We want victim-survivors to know that services are ready and willing to support them.”

The powerful image of women’s faces with ‘Speak Out’ written across them will be rolled out once again thanks to [COVID-19 stimulus funding announced last year](#).

A key feature of ‘Speak Out’ is the diversity of people represented, including those of different ages, and cultures. The expanded campaign will appear across metropolitan and regional NSW and on social media, focussing on multicultural and Aboriginal audiences complemented by in-language radio advertisements, plus Koori Radio.

“Domestic violence does not discriminate, all communities are affected,” Mr Speakman said.

“Victim-survivors do not need to suffer in silence, which is why we’ve extended this campaign, so they know and the community knows this abuse is totally unacceptable.”

Minister for Multiculturalism Geoff Lee said it is really important victim-survivors from diverse cultural and linguistic backgrounds have access to help and support.

“The Speak Out campaign’s message to victim-survivors is simple – every member of our society has a right to live their life free from abuse and violence,” Mr Lee.

“The campaign will ensure that language is not a barrier to services, information and support for victim-survivors, with resources and ads featured in Mandarin, Cantonese, Arabic, Punjabi, Hindi, and Vietnamese.”

Maha Abdo OAM, Chief Executive Officer of Muslim Women Australia, said inclusion is key when communicating with multicultural communities.

“Victim-survivors sometimes need that encouragement to call the helpline and overcome any fears they have about the consequences of taking action,” Ms Abdo said.

“Speak Out reminds them of the agency they have over their lives and that there is support available.”

The NSW Domestic Violence Line (1800 65 64 63) can help victim-survivors 24/7 with free, confidential support including finding accommodation, providing information about frontline services and contacting police, lawyers and the courts. Interpreters are also available.

More information on the campaign is available [here](#).