



Quarterly Report

1 Oct 2015 – 31 Dec 2015

Contents

1.	Report from RDVSA re counselling service	3
2.	Telephone and online counselling service data	8
3.	Digital platforms.....	14

Glossary

Abandon

Calls that are routed to the program queue after the welcome message, but hang up prior to speaking to a counsellor (does not include calls that go to voicemail)

$$\text{Abandon} = \text{Number of Calls Offered} - (\text{Number of Calls Handled} + \text{Voicemail})$$

Abandoned %

Total percent of calls abandoned as a percentage of inbound calls offered

$$\text{Abandon \%} = (\text{Number of Calls Offered} - (\text{Number of Calls Handled} + \text{Voicemail})) \div \text{Number of Calls Offered}$$

Abandoned % > 30 seconds

Total percentage of calls that abandoned after service level as a percentage of inbound calls offered

Abandoned % > 60 seconds

Total percentage of calls that abandoned after 60 seconds as a percentage of inbound calls offered

Average Inbound Call Answered Wait Time (mins)

The summed delay (waiting time in queue) for all calls handled by a Counsellor divided by the number of calls handled by a Counsellor. Timing for delay commences upon successful queuing to skill. Abandoned callers wait time is not included in the calculation

$$\text{Average Speed to Answer} = \sum \text{Delay} \div \sum \text{Number of Inbound Calls Answered}$$

Inbound Calls Offered

The number of inbound calls that complete the welcome message and are successfully queued to Counsellor skill

Inbound Calls Answered

The number of calls answered by a Counsellor

Service Level

The percentage of calls answered by a Counsellor within the agreed Service Level time frame

Voicemail

Callers to the service have the option to leave a message and have their call return versus waiting on the line. Voicemail in the report captures the number of callers that selected this option.

Outbound Calls

Outbound calls are made by counsellors, on behalf of the program, to external parties. The system is unable to measure that the counsellor connected to the correct party, a voicemail or an incorrect number.

Outbound Calls > 30 seconds

Outbound calls greater than thirty seconds, uses the duration of 30 seconds to signify that a call connected to the external party and an interaction took place.

1. Report from RDVSA re counselling service

Executive Summary

- December 2015 saw the most occasions of service provided in any one month since service commencement.
- When compared to December 2014 there was a 34% increase in occasions of service.

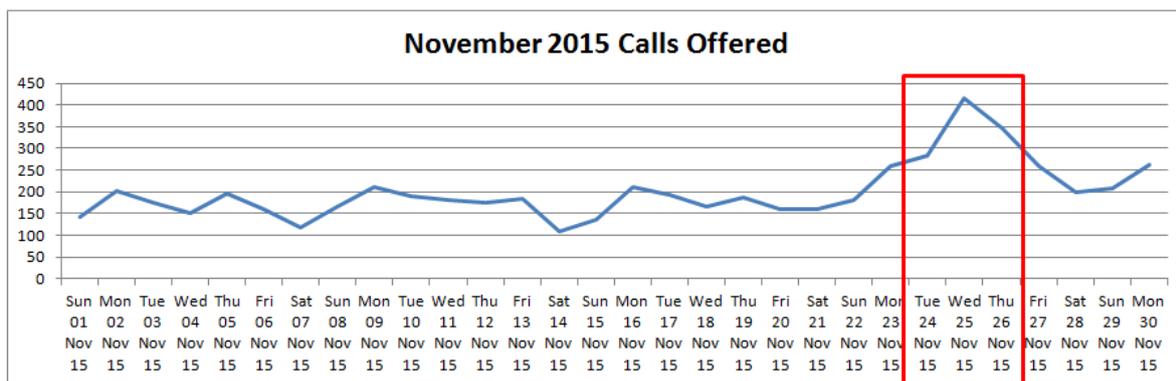
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Progress Against Activity Work Plan

All matters are in hand.

Service Trends and Emerging Issues

On the 24th to 26th November 2015 the ABC broadcasted three documentaries and a special Q&A about domestic violence. 1800RESPECT was promoted in all four events. Rape & Domestic Violence Services Australia increase counsellor coverage over this period to meet the expected increase in demand.



Newly Identified Service Gaps

Nil to report.

Quality Assurance Initiatives for the Reporting Period

The organisation has rigorous quality assurance practices, particularly concerning the provision of high quality clinical services. In addition to these practices, the organisation engages in continuous quality improvement. At present, the quality improvement initiatives relevant to clinical service provision are designed to improve:

- management of waiting times for telephone counselling
- accessibility to counselling services for people from culturally diverse communities
- in-service training for clinical staff
- accessibility to therapeutic frameworks and practices that guide senior clinical work

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Compliments

41 formal compliments were received in the reporting period, all from clients.

Information about any workplace injury leading to a claim or death

Nil to report.

Promotion and Awareness Activities

1800RESPECT Dunny Door Campaign

Approximately 5,000 stickers were distributed in the reporting period.

Other

The organisation has negotiated with The Age, Sydney Morning Herald, Herald Sun, The Guardian, News.com, The Conversation, New Matilda and Women's Agenda to include 1800RESPECT contact details on general pieces on violence against women.

Interagencies & Service Consultations

July-December

State	Presentation / Meeting
National	15th International Symposium of the World Society Victimology
National	16th International Mental Health Conference
National	ANROWS Practitioner Engagement Group (PEG) Teleconference
ACT	Department of Human Services' Senior Executives Annual Conference
NSW	DFV Council Meeting
National	DFVCLAN Teleconference
National	Disability Access Review
National	Evaluation Workshop - National Plan Stage 2 and ANROWS
National	GP Line Workshop
NSW	Media Announcement - Premier Mike Baird
National	Meeting with DHS (Alison McCann, National Manager Families Programme Assurance and Coordination & Karen Ballintyne, National Manager, Social Work Services)
SA	Meeting with People With Disabilities and Knowmore
TAS	Meeting with People with Disability Australia (Matthew Bowden, CEO) & DHHS (Michael Pervan, A/Secretary)
TAS	Meeting with People with Disability Australia and the Public Guardian
TAS	Meeting with the Public Trustee Tasmania
NSW	Meeting with WHNSW (Denele Crozier)
SA	Meetings with Knowmore and People with Disabilities
WA	Meetings with Knowmore and People with Disabilities

NSW	Mens Behaviour Change Network Meeting
National	NASASV Conference
National	National Roundtable on CALD women and violence
National	Our Watch Prevention Framework Launch
TAS	People with Disabilities Australia Community and Stakeholder Meetings
National	Safe Cities Conference
NSW	Victims Advisory Board
NSW	Violence Against Women: Additional analysis of the ABS Personal Safety Survey 2012
National	VIP Visit - Federal Government Senators (Scott Morrison and Michaelia Cash)
NSW	VIP Visit - Senator Claire Moore

Other

The following triage process is in use by 1800RESPECT. It allows the service to prioritise counselling provision to people experiencing greater trauma impacts during times of peak volume:

- The process commences when clients waiting for a call back have been waiting for two hours or longer.
- The Shift Supervisor allocates 20 call back messages to one counsellor. If there are 40 messages waiting, this is be allocated to 2 Counsellors etc.
- The counsellor calls all clients waiting for a call back and seeks to have a quick conversation with them to a) identify that there are long delays and b) ascertain if the client would prefer to keep waiting or call back the next day for service or in the evening (depending on volume of clients awaiting a call back).
- Of the triage call backs, in approximately 50% of calls a full counselling session is offered the client cannot contain their distress sufficiently to wait. These clients are generally those who are experiencing higher levels of trauma impacts and tend to be clients with more complex traumatisation.
- The clients who are more able to contain their distress and agree to again request service on the following day are generally clients who at the time are experiencing less from trauma impacts.
- Current usage of the triaging process is daily Mon – Fri commencing around midday and ending at approximately 4pm. Triageing is needed less frequently on weekends and in the evenings.

In addition, up to 6 counsellors per day are allocated to incoming contacts on the 1800RESPECT crisis line only. This prioritises 1800RESPECT clients trying to reach the service in their initial times of contacts. This process is sustained as long as possible during the day until the wait time for clients requesting a call back has reached 2 hours. At this point the triaging system is activated.

3. Digital platforms

Overview

The October to December quarter was largely dominated by the frontline workers campaign that ran across the 16 Days of Action against gendered violence. An overview of all activities is summarised below.

Partnerships

Work in the past quarter reflects a growing capacity to harness our partnerships with experts in the sector and bring them together with the best digital resources in order to produce trauma-informed digital responses to violence against women and their children.

This quarter we have been focussed on building relationships with the Northern Territory, delivering on the enhancements to the Family and Friends portal on the website and the early phases of the website redesign. Issues identified in the Second Action Plan have guided content development on the following: violence against women with a disability, against people who identify as LGBTI, in rural and remote communities and forced marriage. Development of our digital platforms has continued to evolve with updates to the Daisy app, contribution of a digital analytics perspective to the ANROWS research project [Diversity Data](#) and participation in the COAG roundtable on technology and gendered violence.

To harness the knowledge generated during content production 1800RESPECT is developing a 'digital toolbox': each piece is seen as an information blue print, a shell, that can be updated or reworked to represent the needs of particular communities. In this way we are building digital resources and capacity rather than producing one-off pieces.

In a demonstration of growing influence, 1800RESPECT has been invited to host a digital space at the annual ANROWS conference. This digital space will provide WESNET and other leaders in innovation with a platform to deliver crucial information on technology-facilitated abuse and safety.

Projects

All projects are delivered using a collaborative approach and a knowledge transfer and exchange model.

New content on website developed relating to:

- Violence against women with a disability,
- Violence against people who identify as LGBTI
- Forced marriage
- Family and Friends project (reported on separately).

Website re-design: Ongoing research and development of UX ‘trauma-informed design’ has identified the website as a place people go for two primary reasons: a resource during the information-gathering phase to build safety and understanding; and a place to assist with services system navigation. Understanding the website in this way allows us to provide a continuity of care across 1800RESPECT modalities(TOC, web, app etc.).

Daisy #2: Delivered second iteration of Daisy incorporating universal design for increased accessibility and information in 28 languages.

Northern Territory engagement: Ongoing consultation after visiting in July and September. Clear that deeper engagement needed, this will require significant time commitment in 2016.

Family and Friends portal expansion: Delivered [Legal Services Directory](#), bystander resource for [Recognising and Responding](#), [Rural and Remote](#) resource addressing the increase in violence during times of disaster.

Partnerships

Our partnerships ensure 1800RESPECT services are owned by the specialist sector and informed by gaps in current resources.

ANROWS and Our Watch

Collaboration achieved on [bystander resource](#) (ANROWS and Our Watch). Ownership at the level of co-branding achieved. ANROWS requested 1800RESPECT host a session on technology at their annual conference in 2016; Our Watch will promote 1800RESPECT resources on responding through their social media campaigns. This increased co-operation is moving the nationals toward a ‘joined up’ approach to the issue of violence against women and their children.

Forced marriage

Collaboration with CALD organisations, the Attorney General’s Department and Anti-Slavery Australia producing a forced marriage graphic-novel style [poster](#) for women and girls experiencing and family and friends and [webinar](#) for front line workers.

LGBTI

Collaboration with [ACON](#) as representatives of the NSW LGBTIQ DV Interagency we produced information across all [portals](#) of the website on violence against people who identify as lesbian gay bisexual transgender or intersex. The Interagency recently produced [research](#) on which the resources are based. Further work (bystander resource and Good Practice Principles delivered as a webinar) scheduled for first quarter 2015.

Accessibility

Collaboration with [Women with Disabilities Australia](#) produced information across all [portals](#) of the website and a [webinar](#). Further work (re-tooling bystander resource) scheduled for second quarter of 2016. Ongoing collaboration on the major project to review 1800RESPECT whole-of-service accessibility to include review of website and content 2015-2016.

GP and AHW 1800RESPECT line

Ongoing project with the RACGP to improve 1800RESPECT response to GPs and Aboriginal Health Workers. Relationship building undertaken in the past quarter and agreement reached for resource development to take place in second quarter of 2016.

Webinars

Five webinars (a record number!) were held throughout October to December 2015. An overview of these is provided below.

A number of continuous improvement initiatives were also introduced to our webinar process to improve the customer experience. This included:

1. Introduction of live captioning across all webinars to increase the accessibility of webinars to people with a hearing disability.
2. Introduction of automatic outlook calendar invite functionality on registration to potentially improve live attendance rate of webinars.

1. Violence against women with disabilities

Date: 1 October 2015

Presenter: Samantha O'Connor, Policy Officer, Women with Disabilities Australia (WWDA), and Carolyn Fromader, CEO WWDA

Topic: Violence against women with disabilities

This webinar provided an overview of the scope and prevalence of violence against women with disability, violence against women with disability in a human rights framework, barriers to addressing violence for women with disability and how we can best address the issues around gendered disability violence.

Webinar attendance, participation & satisfaction data:

Registrations	233
Attended	71
% registrations attending	44%
YouTube views	57
Satisfaction with webinar & content	91%

A high level of satisfaction was achieved with **91%** of webinar attendees satisfied or very satisfied.

2. Forced Marriage: understanding context and connecting to services

Date: 22 October 2015

Presenter: Jennifer Burns, Director, Anti-Slavery Australia. Associate Professor, UTS Faculty of Law

Topic: Forced Marriage

The objective of this webinar was to raise awareness of the issue of forced marriage in Australia and how frontline workers or professionals are often best placed to recognise indicators, identify vulnerable people and link them to appropriate support services.

Jennifer Burns discussed trends in Australia, laws against forced marriage, warning signs and indicators, impacts on survivors as well as support services available.

Webinar attendance, participation & satisfaction data:

Registrations	215
Attended	99
% registrations attending	46%
YouTube views	68
Satisfaction with webinar & content	91%

A high level of satisfaction was achieved with **91%** of webinar attendees satisfied or very satisfied.

NSW, VIC and QLD had the highest attendances representing 31%, 34% and 11% of all attendees nationally. The Family and Community Services Sector represented the highest attendance by sector at 36% of all attendees.

3. Introductory overview to recognising the signs of domestic and family violence and responding appropriately

Date: 9 December 2015

Presenter: Uieta Kaufusi, Learning and Development Manager, Lifeline Australia

Topic: Family & domestic violence

This webinar provided an introduction to domestic violence and family violence, how to recognise the signs of domestic and family violence, and how to respond to someone who discloses they are experiencing domestic or family violence.

There was strong attendance of this webinar and a high level of satisfaction was achieved with **90.5%** of webinar attendees satisfied or very satisfied.

Webinar attendance, participation & satisfaction data:

Registrations	333
Attended	147
% registrations attending	47.42 %
YouTube views	77
Satisfaction with webinar & content	90.5%

4. Frontline Workers Education Campaign – How to get involved

Date: December 2015

Presenter: Kelli Browne, National Manager Communications and Stakeholder Engagement, 1800RESPECT and Dr. Tina Campbell, Director, RealTime Health

Topic: How to get involved in the 1800RESPECT Frontline Workers Education Campaign

This webinar provided an overview of the educational resources available to frontline workers as part of 1800RESPECT Frontline Workers education campaign during the 16 Days of Action. It also provided resources and ideas on how to promote and integrate the resources into frontline worker organisations.

Registrations	230
Attended	110
% registrations attending	47%
YouTube views	113

5. Violence against women in times of disaster

Date: 16 December 2015

Presenters: Dr Debra Parkinson, Adjunct Research Fellow, Women's Health in the North (WHIN), Rachael Mackay, Bsafe Coordinator and Family Violence Training, Women's Health Goulburn North East (WHGNE), Steve O'Malley, AFSM Leading Fire-fighter, Central District | North West Metro Region, Metropolitan Fire and Emergency Service Board.

Topic: Violence against women in times of disaster

The objective of this webinar was to raise awareness of this important issue and how to respond. The webinar provided insights into the research conducted by Women's Health Goulburn North East (WHGNE) and Monash University's Injury Research Institute (MIRI). It also included an overview of the new 1800RESPECT resources available to assist frontline workers to support women.

Registrations for this webinar were boosted through a communications partnership with Emergency Management Victoria, the State Emergencies Services (SES), the Metropolitan Fire Brigade (MFB) and the Australian Local Government Association (ALGA).

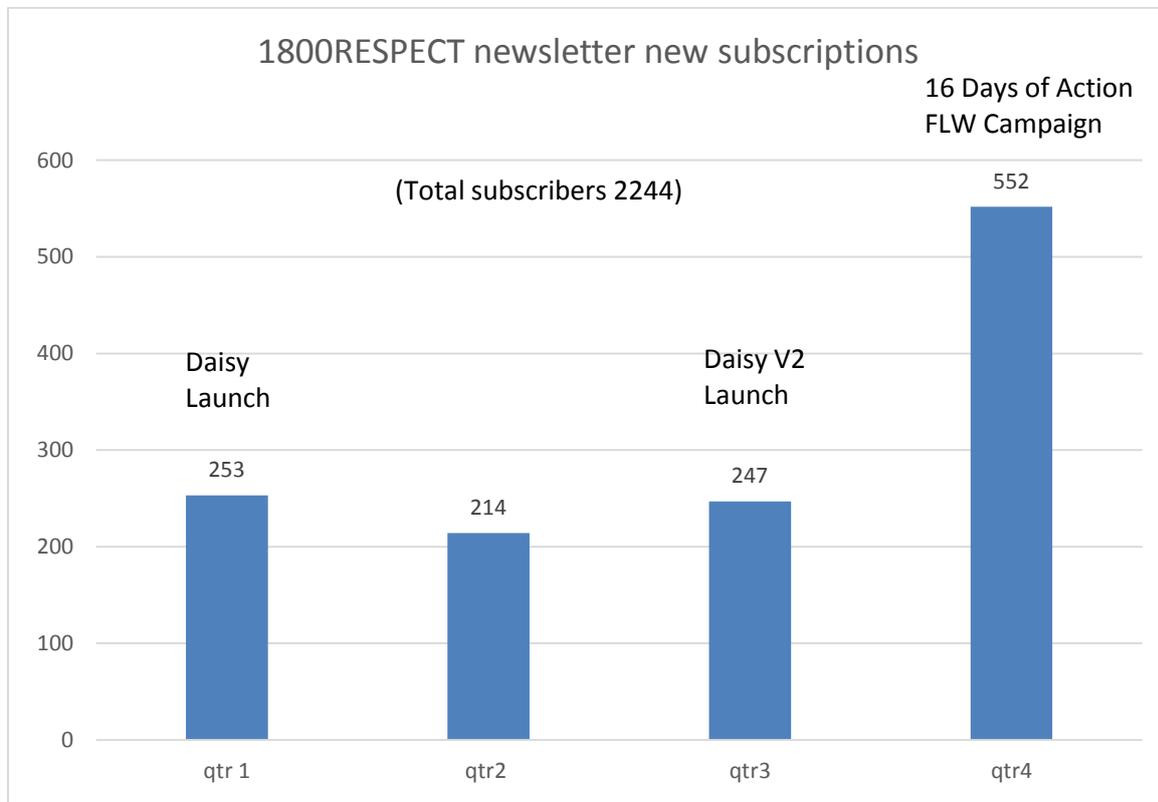
Registrations	252
Attended	118
% registrations attending	46%
YouTube views	31
Satisfaction with webinar & content	89%

A high level of satisfaction was achieved with **89%** of webinar attendees satisfied or very satisfied.

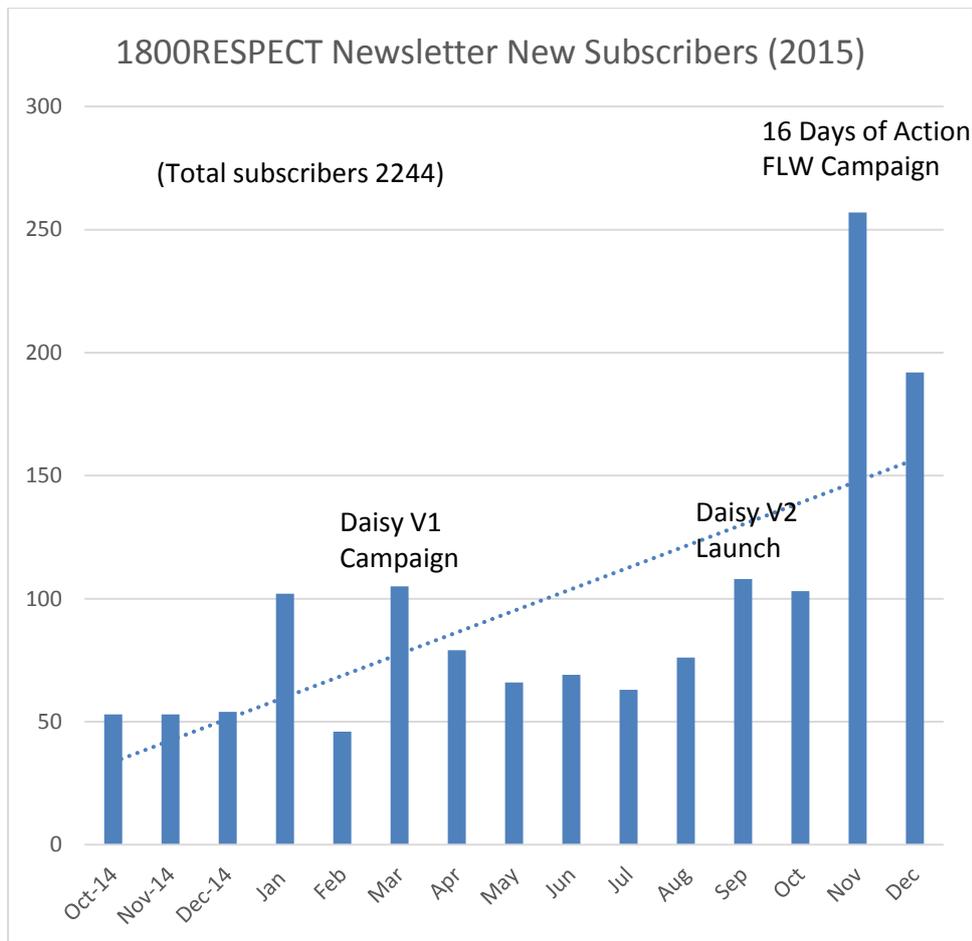
Newsletter

Subscriptions to the newsletter more than doubled over the year with a 56% increase in subscribers since January 2015. Total subscribers are now 2244. This is expected to increase significantly early next year as we plan to roll over approximately 3,000 new 1800RESPECT frontline workers toolkit subscribers to the 1800RESPECT newsletter subscriber database.

The majority of this increase can be attributed to the 1800RESPECT Frontline Workers Education Campaign during the 16 Days of Action and the launch of the Daisy App version one and two in March and September.



We hit a record of 150 new subscribers in a week during the first week of the frontline workers education campaign (25 Nov – 10 Dec). This was achieved with no paid advertising and predominately through sector engagement. This represents more than a 1000% increase on the 2014 weekly average and a 470% increase on the 2015 weekly average.



Frontline workers education campaign

Coordinating with the international 16 Days of Action campaign to end violence against women, 1800RESPECT launched the Frontline Workers Education Campaign on 25 November 2015.

Central to this campaign is the development of a digital toolkit specifically designed for frontline workers to help them better recognise the signs of sexual assault, domestic and family violence and empower them to respond well.

The toolkit has useful tools and information including videos on safety planning and risk assessment, resilience training programs, and the Daisy app that connects women to specialist support services.

A campaign was developed to create awareness of the toolkit to over 750 front-line worker organisations and peak bodies including the MFB, EMV, SES, AMA, RACGP, Monash Health and Local Government through MAV, ALGA and LGPro.

Campaign overview

The objective of the Frontline Worker Campaign was to educate Peak Bodies and Frontline workers about their role in helping women through the use of the 1800RESPECT digital toolkit.

A strong campaign message that created an awareness of the prevalence of domestic family violence and sexual assault was used to encourage frontline workers to make a difference by learning more about how they can respond.



Campaign channels & content

The primary channel used for the campaign was digital with 14 campaign campaign emails sent to the frontline worker and peak body database during the campaign period. The campaign emails were designed to create awareness of the campaign, encourage peak bodies to forward the digital toolkit to their employees and promote the content available through the digital toolkit.

PRE-LAUNCH EMAIL TO PEAK BODIES

Subject line: Australia's women need your organisation's help



LAUNCH EMAIL TO FRONTLINE WORKERS

Subject line: A message for you from the Australian Prime Minister



A number of high profile individuals also supported the campaign and were featured as part of the content including the Prime Minister Malcolm Turnbull who recorded a video and Rosie Batty who provided the campaign message for the final campaign email.



A number of social media banners were developed for this campaign, and peak bodies were encouraged to use these banners on their own websites and intranet.



Campaign launch and partnership briefings

Over 750 peak bodies and other key organisations were briefed about the campaign.

Via webinar	<ul style="list-style-type: none">• 230 organisations attended a live webinar• 113 organisations viewed the recorded webinar online
Partnership meetings with large Peak bodies	<ul style="list-style-type: none">• 20 Peak Bodies attended the Melbourne campaign briefing• 10 Peak Bodies attended the Sydney campaign briefing
Email communication	<ul style="list-style-type: none">• Over 400 peak bodies identified and communicated with via email through the campaign

Public Relations

A dedicated public relations plan was developed for this campaign. A media release was developed and sent to local government, sector and trade media outlets. Mainstream media outreach was also conducted during the campaign. Over 30 articles were written about the campaign during the period.

Additionally 1800RESPECT was able to negotiate free advertising with ABCTV and ABC regional radio for the period 25 November 2015 to end February 2016 for the new TVC relating to violence in times of disaster.

1800RESPECT also supported and negotiated promotion of the 1800RESPECT service during the 16 Days of Action as part of the ABC and Foxtel documentaries about domestic and family violence (Hitting Home and Nice House series).

Digital toolkit

1800RESPECT developed a digital content sharing platform to build the capacity of frontline workers and frontline worker organisations.

The innovative digital platform:

- enables 1800RESPECT to build upon its capacity building programs and initiatives, and effectively educate frontline workers from a diversity of sectors.
- enables organisations to tailor content to the needs, experience and interest of their workers
- informs users when new resources are released throughout the year keeping them engaged in their ongoing learning and development

A number of frontline worker organisations and peak bodies are incorporating the toolkit as part of their professional development/training programs for staff or accreditation processes.

New content was launched with the introduction of the toolkit and as part of the campaign. The new content includes:

- Court orientation/legal directory
- Women with a disability resources
- LGBTI resources
- Violence in times of disaster resources

Campaign results

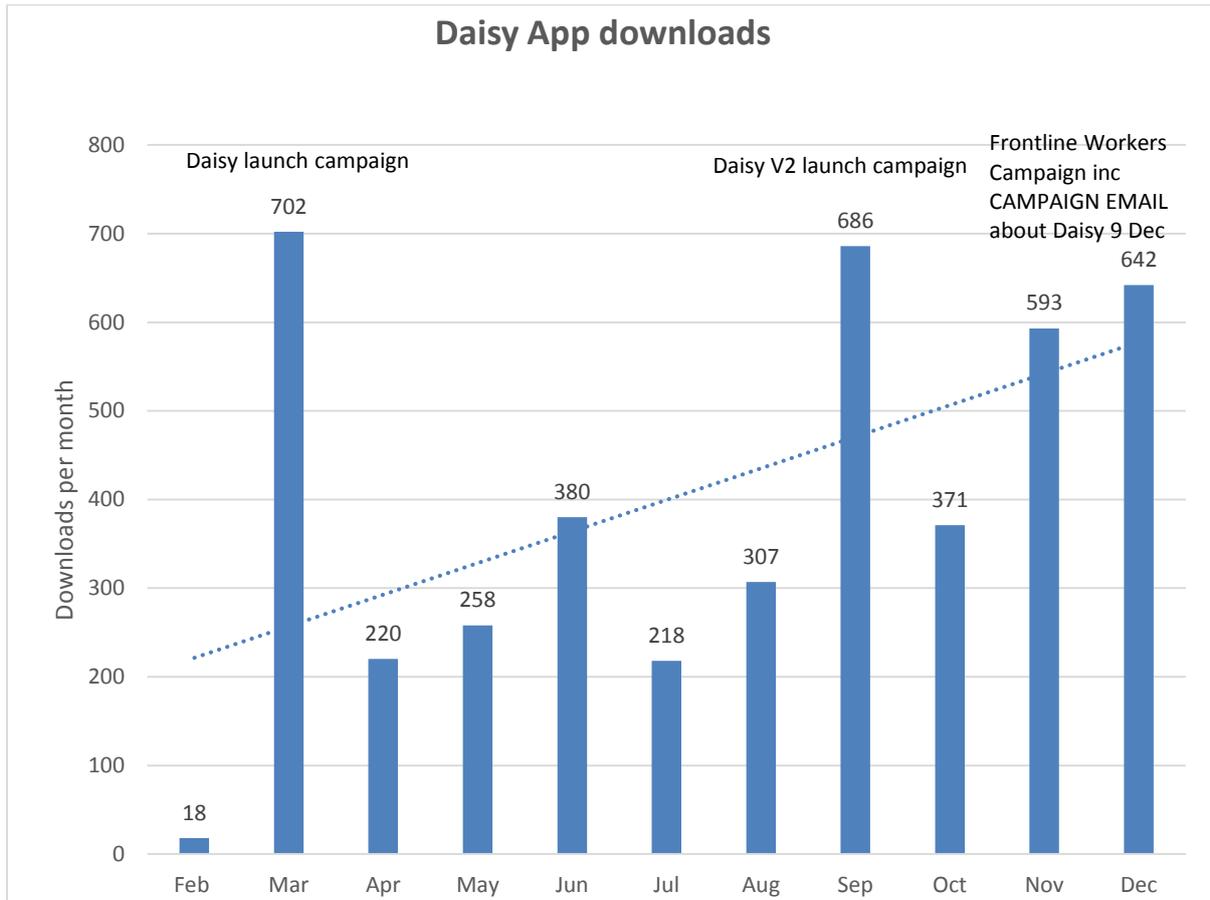
The results for the campaign were excellent and all objectives set for this campaign were exceeded.

Full toolkit downloads	The toolkit was downloaded over 3,300 times, and will continue to grow as peak bodies distribute through their organisations
Tailored toolkits created & shared	150 + tailored content bundles have been forwarded to teams, staff & colleagues by team leaders.
You Tube	<ul style="list-style-type: none"> • Over 1,000 views during the campaign. • Prime Ministers video viewed over 700 times • Violence in time of disaster video viewed over 200 times • Daisy Video with Rosie Batty & Minister Cash viewed over 100 times
New newsletter subscriptions	Total subscriptions grew from 1,500 to over 2,200 during the campaign period
Website	<ul style="list-style-type: none"> • 20% increase in traffic from previous month • 18% increase in users • 27% increase in page views
Daisy downloads	<ul style="list-style-type: none"> • 640 downloads of Daisy App during campaign period • During launch week there were over 250 downloads from front-line workers
Webinars	<ul style="list-style-type: none"> • Over 90% satisfied or very satisfied with content for Violence in times of disaster webinar
Resilience program subscriptions	<ul style="list-style-type: none"> • Over 350 registered for the program – this represents a 100% increase in registrations during the campaign period.

Daisy App Downloads

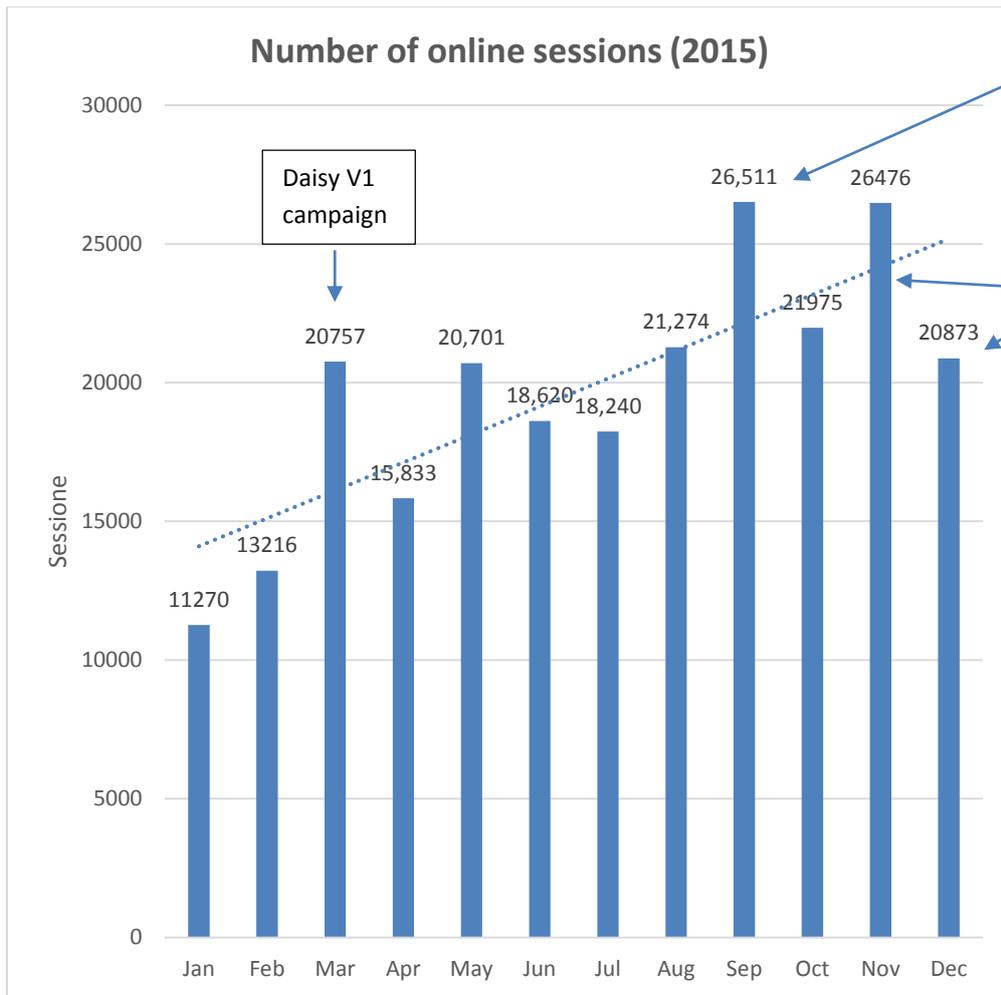
The Daisy App has been downloaded approximately 4,400 times since launch in February 2015. The major download periods have coincided with the media launches conducted in March and September 2015 as well as during the Frontline Workers Campaign during the 16 Days of Action. During this campaign there was a dedicated campaign email about the Daisy App.

On average, Daisy has been downloaded 395 times each month; however during the periods when additional promotional activity takes place download activity almost doubles.



1800RESPECT website analytics

There has been an ongoing growth in visits to the website over the year with strongest growth in the last quarter of the year. There were also jumps in traffic for the months of March, September, October and November. These spikes were driven by the launch of Daisy V1 and V2, the frontline workers education campaign during the 16 Days of Action, our ABC TV and Radio free advertising partnerships, strong media coverage tagging 1800RESPECT especially during the \$100M safety package announcement and the 1800RESPECT Anniversary, as well as referrals through 1800RESPECT communications and partnerships.

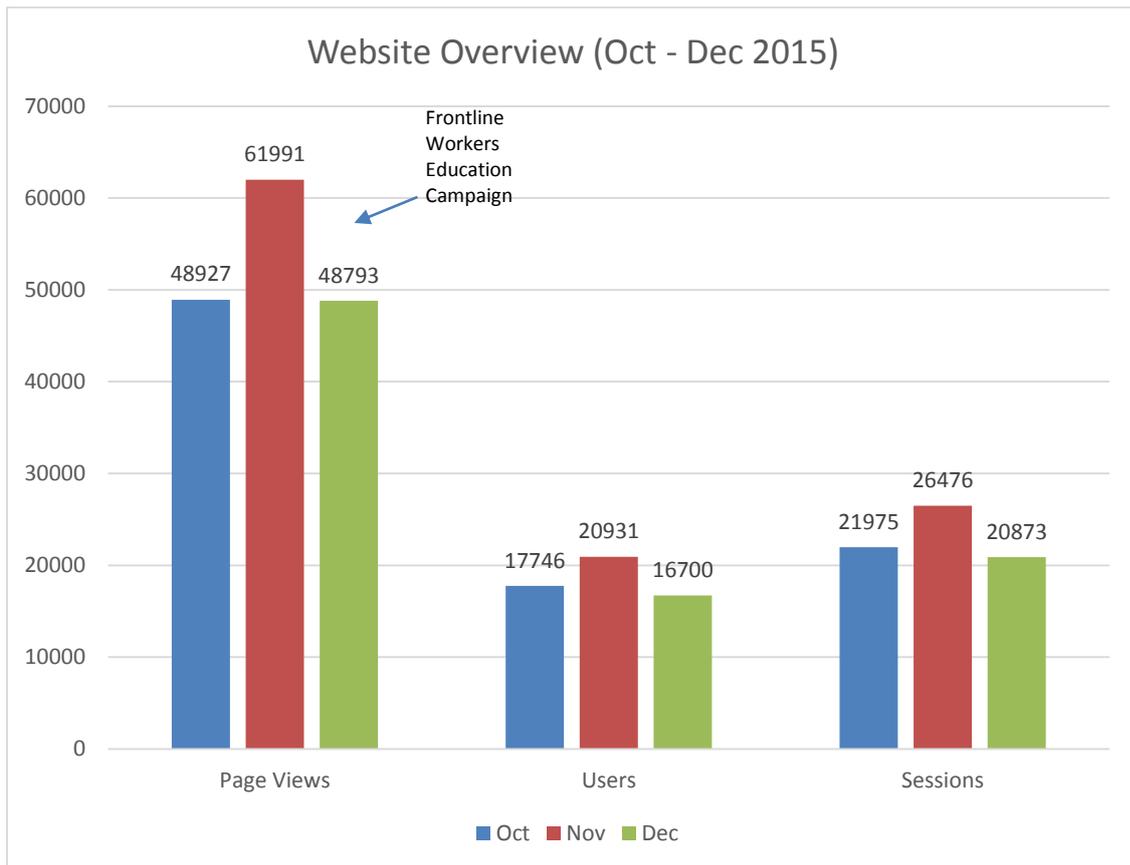


Daisy V2 campaign, 1800RESPECT Anniversary media coverage and \$100M Safety Package announcement activity

1800RESPECT Frontline Workers Campaign, ABC TV and Radio partnership and other media/sector partnerships.

The following graph provides a snapshot of overall activity on the 1800RESPECT website from October to December 2015.

There was a peak in website visits or sessions, users and page views as a result of the frontline workers education campaign in November.



Drivers of traffic to the website

There was a:

- 220% increase in traffic to the website from email.
 - This is a result of the digital marketing campaign targeting frontline workers and peak bodies.
- 31% increase in traffic to the website via referral
 - This was largely a result of the sector engagement, communication partnerships and the digital marketing campaign for the 16 Days of Action.
- 32% increase in traffic to the website via direct access
 - This is positive as it means we are effectively raising awareness of the 1800RESPECT brand. Direct traffic equates to typing the URL into the address bar and relates to strong brand awareness. The partnership with ABC and Foxtel that saw 1800RESPECT as the key call to action in their TV documentary series about domestic family violence as well as the CSA advertising on ABC radio and TV contributed to strong brand awareness.

The top driver of traffic to the website in November and December was the Realtime health digital platform that hosted the frontline workers toolkit. This saw a strong increase in referral traffic to the website. Following this the top referral sites were abc.net.au, humanservices.gov.au, Lifeline.org.au, Mamamia.com.au, Dvrcv.org.au, probonoaustralia.com.au and Reachout.com as well as via partners Facebook sharing.

Website performance – growth

The below presents an overview of website performance for the quarter (Oct-Dec 2015) as compared to the same period last year (Oct-Dec 2014).



There has been strong growth in website visits (83% increase), users (78% increase) and page views (85% increase) for the quarter compared to the same period last year. There has also been a drop in bounce rates and a slight increase in return users.

The table below lists the top 10 visited pages during the quarter. It also shows the number of times the page has been viewed and the average time spent on the page.

It is worth noting that the increased popularity of the safety planning page would relate to the 1800RESPECT CSA about violence in times of disaster that appeared on ABC TV and Radio during the period, and the dedicated campaign email on the same topic during the 16 Days of Action. The campaign kit also received a large number of visits as a result of the frontline worker education campaign.

Page	Pageviews	Unique Pageviews	Avg. Time on Page
	159,711 % of Total: 100.00% (159,711)	126,066 % of Total: 100.00% (126,066)	00:01:40 Avg for View: 00:01:40 (0.00%)
1. /	28,735 (17.99%)	23,202 (18.40%)	00:01:24
2. /get-help/	7,910 (4.95%)	6,240 (4.95%)	00:01:08
3. /telephone-and-online-counselling/	7,806 (4.89%)	6,419 (5.09%)	00:01:55
4. /workers/	6,474 (4.05%)	4,715 (3.74%)	00:00:39
5. /family-friends/common-questions/how-does-domestic-family-violence-affects-children/	5,263 (3.30%)	4,651 (3.69%)	00:05:24
6. /family-friends/	4,435 (2.78%)	3,579 (2.84%)	00:00:54
7. /service-support/south-australian-domestic-family-violence-and-sexual-assault-services/	3,820 (2.39%)	2,870 (2.28%)	00:02:58
8. /workers/fact-sheets/mandatory-reporting-requirements/	3,585 (2.24%)	2,680 (2.13%)	00:02:39
9. /get-help/staying-safe-understanding-safety-planning/	3,280 (2.05%)	2,426 (1.92%)	00:01:56
10. /campaignkit/	3,212 (2.01%)	2,442 (1.94%)	00:02:45

Media Activity

Media activity has increased this quarter due to the frontline workers education campaign, the 1800RESPECT Anniversary announcement by Minister Porter (4th of November) and domestic and family violence documentaries in November.

We are now seeing many more articles and TV programs refer their readers and viewers to contact 1800RESPECT for support.

Total audience for the frontline workers education campaign was 1,332,546 (based on media outlets only). Total audience does not include figures from distribution through stakeholder channels.

Examples of media coverage is outlined below

Coverage achieved						
Outlet	Location	Type	Date	URL link to coverage	Reach	Comments
ATDC	National	Online	26 November 2015	http://www.atdc.org.au/wp-content/uploads/2015/11/1800Respect_Social_1000x1000_0002_core_Resources.jpg	N/A	
Australian Indigenous Health <i>InfoNet</i>	National	Online	23 November 2015	http://www.healthinfonet.ecu.edu.au/about/news/3658	N/A	
South Western Sydney Institute – Health Women NSW	Sydney	Online	12 August 2015	http://swsi.edu.au/dfvstrategy/LatestNews.aspx	N/A	
Australian Association of Social Workers e-Bulletin	National	Online	19 November 2015	https://www.aasw.asn.au/document/item/81863 (access to members only)	N/A	
Camcare	Boroondara	Online	15 November 2015	http://camcare.org.au/news-and-programs/	N/A	
Community Management Solutions	National	Online	1 December 2015	http://www.cmsolutions.org.au/news/1800respect-frontline-workers-toolkit	N/A	
Mamamia	National	Online	22 November 2015	http://www.mamamia.com.au/malcolm-turnbull-domestic-violence-takes-many-forms/	650,000	

Australian Local Government Association	National	Online	27 November 2015	http://alga.asn.au/newsletter/newsletters.ALGANEWS27November2015	N/A	
Australian Community Workers Association	National	Social Media	1 December 2015	https://www.facebook.com/AUCommunityWork/	2,559 likes on the ACWA	
Federation of Ethnic Communities' Councils of Australia	National	Online	15 November 2015	http://fecca.org.au/news-events/e-news/	N/A	
Local Governments Association of South Australia	South Australia	Online	26 November 2015	https://www.lga.sa.gov.au/page.aspx?c=66175	N/A	
PS News	National	Online	27 November 2015	http://www.psnews.com.au/aps/483/news/new-toolkit-to-identify-family-violence	130,546	
Local Government NSW	NSW	Online	20 November 2015	http://www.lgnsw.org.au/files/LGW4615.pdf	N/A	
Maroondah City Council	Maroondah	Online	November 2015	http://www.maroondah.vic.gov.au/404error.aspx?aspxerrorpath=/6461.aspx	N/A	
Australian Institute of Family Studies	National	Online	27 November 2015	https://aifs.gov.au/cfca/2015/11/27/resource-online-toolkit-frontline-workers-tackle-domestic-violence	N/A	
Association of Neighbourhood Houses & Learning Centre	Victoria	Online	12 November 2015	https://www.nhvic.org.au/news/toolkit-for-family-violence-frontline-workers	N/A	
Pro Bono Australia	National	Online	16 November 2015	http://www.probonoaustralia.com.au/news/2015/11/toolkit-frontline-workers-tackle-domestic-violence	27,000	
Twitter	National	Social Media	16 November 2015	N/A	N/A	
Emergency Management Victoria	Victoria	Online	25 November 2015	https://www.emv.vic.gov.au/latest-news/unite-to-end-	N/A	

				violence-a-letter-from-the-commissioner/		
Municipal Association of Victoria	Victoria	Online	19 November 2015	http://www.mav.asn.au/news/Pages/victoria-against-violence-1800respect-toolkit-19nov-15t.aspx	<i>Sent to her network of 500, including 79 council CEOs</i>	
The Mandarin	National	Online	17 November 2015	http://www.themandarin.com.au/56951-womens-safety-toolkit-for-frontline-workers/?pgnc=1	N/A	
Networking Health Victoria	Victoria	Online	20 November 2015	http://www.nhv.org.au/news/2015/11/20/womens-safety-toolkit-for-frontline-workers	N/A	
Diversity Council of Australia	National	Newsletter	November 2015	N/A	N/A	<i>Attended the event, published a newsletter article, developing a DV specific newsletter</i>
Federation of Ethnic Communities Council of Australia	National	Newsletter and social media	November 2015	N/A	N/A	<i>Published a newsletter article and posted on social media</i>
Australian Association of Social Workers	National	Newsletter	November 2015	N/A	N/A	<i>Published a newsletter article</i>
Metropolitan Fire and Emergency Services Board	National	eNewsletter	15 December 2015	N/A	N/A	<i>Sent to 2000 operational and corporate staff</i>
Australian and New Zealand Mental Health Association	International	Online news, blog and social media	10 December 2015	http://anzmh.asn.au/education-and-training/	N/A	
SBS Radio Punjabi Program	National	Radio	Pre-recorded interview	http://www.sbs.com.au/yourlanguage/punjabi	N/A	<i>Truth coordinated an interview with Kelli Browne</i>
Sydney Morning Herald	New South Wales	Online	14 November 2015	http://www.smh.com.au/business/workplacelrelations/helping-address-genderviolence-2015-11-09/kubwf.html	525,000	

Expected coverage						
Government News	National	Online/print	TBC	N/A	N/A	-
Councillor Magazine	Victoria	Online/print	TBC	N/A	N/A	-
Primary Nurses	National	Online/print	TBC	N/A	N/A	-

Linked In

The 1800RESPECT LinkedIn group had 34 new members join in the quarter. The group now has 320 members. 1800RESPECT posted three discussions including promotion of the webinars and the new Daisy update.