



## **Quarterly Report**

**1 Apr 2016 – 30 Jun 2016**

## Contents

Glossary.....	3
1. Report from RDVSA re counselling service.....	4
2. Telephone and online counselling service data .....	9
3. Digital platforms.....	16
4. Stakeholder marketing and communications .....	23
5. Sector engagement.....	40

## 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<sup>1</sup>

**Period:** January to June 2016

**Report Date:** 15 July 2016

### Executive Summary

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### Progress Against Activity Work Plan

All matters are in hand with continued focus on ensuring high quality trauma counselling service to all clients.

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<sup>1</sup> This section of the report is provided, as written, by Rape and Domestic Violence Services Australia (RDVSA)

## Service Trends and Emerging Issues

In March the full impact of the most recent increase in funding resulted in an increase in occasions of service, a decrease in the abandonment rate and an increase in service level.

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## Newly Identified Service Gaps

Australian women are continuing to respond to community debate and promotion in relation to their right to live their life free of violence and when violence occurs their right to access trauma specialist services in their work to achieve safety and recovery. While this is an excellent outcome there continues to be a considerable increase in demand on all sexual assault and domestic violence services in all states and territories. Service capacity to respond has not been increased with the exception of Victoria and Queensland where there has been an injection of state funds. It is noted that it will take many months for this injection to result in increased service capacity.

Services continue to look to 1800RESPECT to provide interim support to clients until they are able to accept referral.

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## 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 and women with disabilities, and
- accessibility to therapeutic frameworks and practices that guide senior clinical work.

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In all contacts clients were offered participation in the organisation’s complaints procedure. All, at this stage, have chosen not to participate. Clients were also provided with the HCCC details if they wished to make a complaint to an independent body. Clients were also informed that while they have decided against making a formal complaint their complaint would continue to be investigated. The outcome of the investigation is to identify quality improvements that can be enacted to reduce re occurrence.

**Compliments**

59 compliments were received by clients during this reporting period.

**Information about any workplace injury leading to a claim or death**

Nil to report

**Promotion and Awareness Activities**

**1800RESPECT Dunny Door Campaign**

Approximately 6,500 stickers were distributed in the reporting period.

**Other**

The organisation has negotiated with a range of media outlets, including: ABC News, The Age, The Border Mail, Brisbane Times, The Conversation, Croakey, Daily Examiner, Daily Telegraph,

The Guardian, The Herald Sun, The Huffington Post, The Mercury, News.com, New Matilda, Nine News, The Observer, Sky News, Sydney Morning Herald, and Women's Agenda to include 1800RESPECT contact details on pieces about violence against women.

## Interagencies & Service Consultations

January to June 2016

State	Event
National	ANROWS PEG Face to Face Meeting
National	ANROWS PEG Teleconference (x4)
National	ANROWS VAW Conference
National	Australian Press Council Round Table
NSW	Commissioner of Victims Rights Workshop on Reducing DV Re-Offending
NSW	Consultation with Justice Health & Forensic Mental Health Network
National	Consultation with KPMG on National Best Practice Standards for Telephone and Online Counselling (SA, DFV)
National	DFVCLAN Teleconference (x4)
National	Domestic Violence – Brands Can Influence Change
National	Everywoman Everywhere Teleconference (x2)
International	Everywoman Everywhere Teleconference: Expert Special Sub-Committee on Implementation Assessment
NSW	Focus Group with People With Disabilities
National	IES Meeting at the Royal Commission
International	International Society for the Study of Trauma and Dissociation Annual Conference: Hand in Hand: Trauma, Dissociation, Attachment
National	Meeting with NRL (Kirsty Turnbull)
National	Meeting with Safe Futures Foundation (Janine Mahoney, CEO)
National	Meeting with Universities Australia (Renee Kyle)
National	Meeting with Violence Free Families (David Smyth)
NSW	Men's Behaviour Change Intervention Forum
NSW	Men's Behaviour Change Launch
National	NASASV Teleconference (x2)
National	National Action Plan Evaluation Teleconference with KPMG
National	National Plan Communications Network Teleconference
National	National Plan Consultation - Sexual Assault, 3rd Action Plan
NSW	NCOSS Budget analysis and Q&A with the Treasurer
NSW	NSW State-wide Sexual Violence Strategy Meeting
NSW	NSW Women's Alliance Meeting
National	Our Watch Change the Story Workshop (Hosted by DVNSW & WHNSW)
National	People With Disabilities Australia NSW Royal Commission Engagement Meeting (x2)
National	People With Disabilities Focus Group
National	RCSS Forum and DEX Training

ACT	Research interview with ACU and Institute of Child Protection Study, funded by Royal Commission into Child Sexual Abuse
National	Research interview with Royal Commission - Capturing Practice Knowledge, seeking reflections on how to best support victims and survivors
National	Royal Australian College of General Practitioners Roundtable (Hosted by Minister Goward)
National	Royal Commission Private Roundtable
NSW	SA/DV Alliance Meeting
VIC	SACA PWD Knowmore Meetings Victoria
NSW	Second NSW Women's Health Summit
NSW	Statewide Women's Health Coordinators Quarterly Meeting
National	The Hunting Ground Workshop
NSW	Women's Domestic Violence Court Advocacy Program Forum
National	Workshop for the National Standards for Online and Telephone Counselling (Round Two)

### Other

The new call management system implemented in April has improved call response numbers. While there has been some reduction in quality the expansion in contact with clients outweighs this impact.



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<sup>2</sup> This data is significantly different to the data provided by RDVSA in the last reporting period. RDVSA have been asked to explain the variance.

### 3. Digital platforms

This section provides an overview of activity on the digital platforms inclusive of:

- The 1800RESPECT website;
- Content development
- Daisy; and frontline worker toolkit.

#### 3.1 Website

Q4 has seen continued strong performance across our digital platforms, the delivery of two key new pieces of content and the successful completion of the Discovery stage of the Digital Service Standard assessment for the new 1800RESPECT website development.

##### 3.1.1 Website redesign

Work continues on 1800RESPECT's website redevelopment project. 1800RESPECT has become the first Department of Social Services team to participate in the (Digital Transformation Office's) Digital Service Standard assessment process. Our project is being overseen by an assessment panel of three trained assessors from the Department of Social Services.

This quarter 1800RESPECT successfully passed the Discovery stage of the standard and has moved into Alpha. Activity has included:

- Completing extensive subject matter expert, stakeholder and user interviews
- Review of Search Engine Optimisation data and data analytics across the business streams
- Delivering the key Discovery artefacts of user journey mapping and the development of personas
- Passing the Discovery stage of the Digital Service Standard
- Developing prototypes of Information Architecture, Wireframe and Design concepts and commencing testing of them

##### 3.1.2 Content

The content team has delivered two key pieces of new content and begun work on content for the new website:

###### **Digital escape bag checklist (delivered for Family and Friends contract)**

The digital escape bag checklist is an interactive online tool that women can use as part of creating a safety plan. The resource incorporates universal design for greater accessibility, with elements such as an instructional video, storyboard and graphic icons within the checklist to support text. The

design features cater to the needs of women for whom language may be a barrier to accessing the content, including CALD women, ATSI women and women with disability. Users login to create their own account where they can select from over 60 items on the interactive checklist that may be useful when leaving a domestic or family violence situation. The items on the checklist include essentials like keys and money, medication or prescriptions, practical items for children like toys and nappies as well as content for evidence collecting. The checklist can be shared with a support person via email or printed out. The resource was developed in consultation with key service providers representing a range of community groups.

### **Illustrated digital children’s book (delivered for Family and Friends contract)**

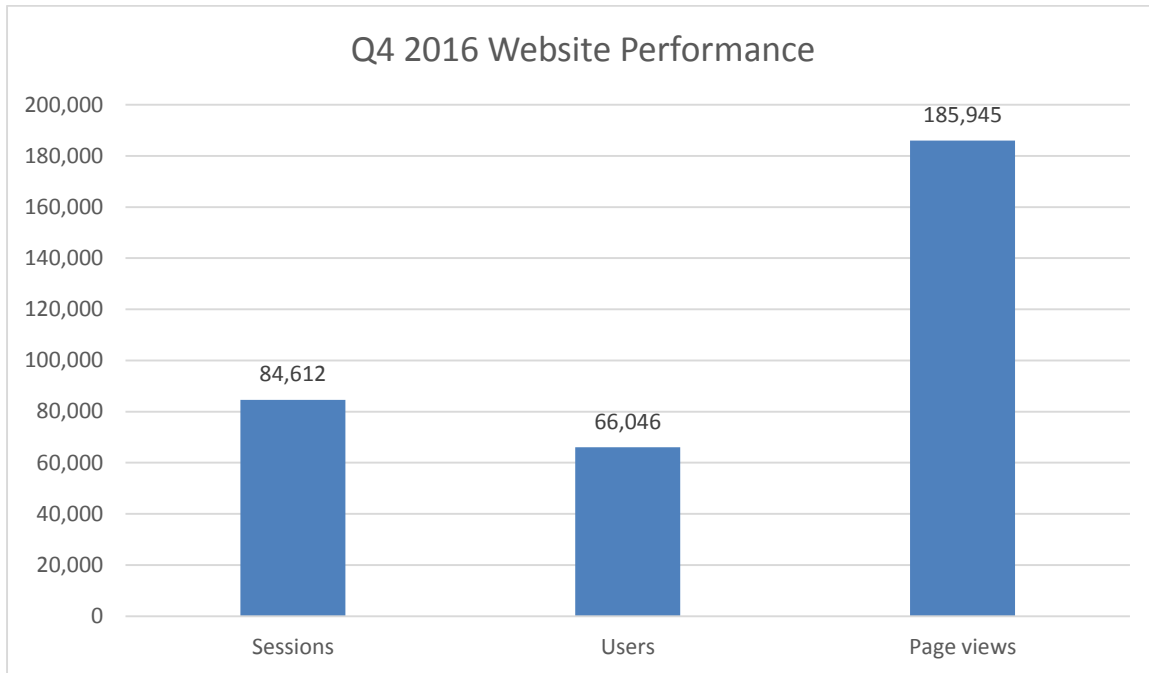
The digital children’s book is being developed in consultation with experts in the field of childhood trauma, from the Australian Childhood Foundation (ACF) and Domestic Violence Resource Centre Victoria (DVRCV). The book is designed to be a resource for a friend or family member to read with a child who is exposed to domestic or family violence and to convey a message of hope while giving them tools for how to have a difficult conversation. One of the core messages is that children should speak to a supportive adult if they are affected by violence in their family and that the support of a key adult is central to the situation to improve.

### **New website content**

For the remainder of Q1 and Q2 the content team will be focused on preparing content for the new website. This will involve ensuring existing content meets the requirements for the new site. For example ensuring it is trauma informed, universally accessible and best supports our user journeys.

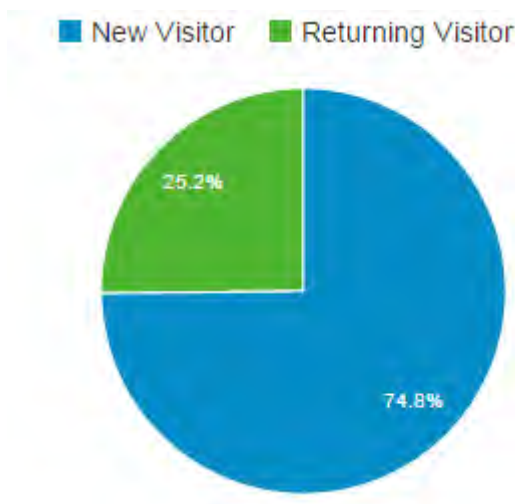
### **3.1.2 1800RESPECT website analytics**

Over 66,000 new users visited the website during this quarter and during their time on the 1800RESPECT website they viewed 185,000 pages of content.



#### New vs returning visitors total for Q4 2016

There has been continued consistency with approximately one quarter of our visitors being returning visitors.



#### Portal traffic summary

All main areas of the website continued to enjoy high volumes of traffic in Q4 2016. As in previous quarters users who visit the Front Line workers portal tend to view multiple pages on their visit. The service directory also received much traffic, with many users entering the site directly at the landing page for the state they sought service listings for.

Portal	Page views Q4
Front line workers	41, 736
Get help	26, 501
Family & Friends	18, 080
Service Directory	17, 746

### Top 5 most popular individual pages

As evidenced through our recent user interviews for the new website, users like to spend time reading about our service, with this page achieving a high volume of traffic. Individual pages about supporting children who may be experiencing the impacts of domestic and family violence also continue to be popular, as does information for workers about training and professional development options. Information about Sexual Assault and how to support women who have experienced this form of violence also receives high levels of visitor interest.

Page topic*	Number of views Q4
Telephone and online counselling (about)	9,899
How does DV affect children	6,120
Mandatory reporting	4,650
Training & further professional development	3,470
What to do if someone has been sexually assaulted	2,207

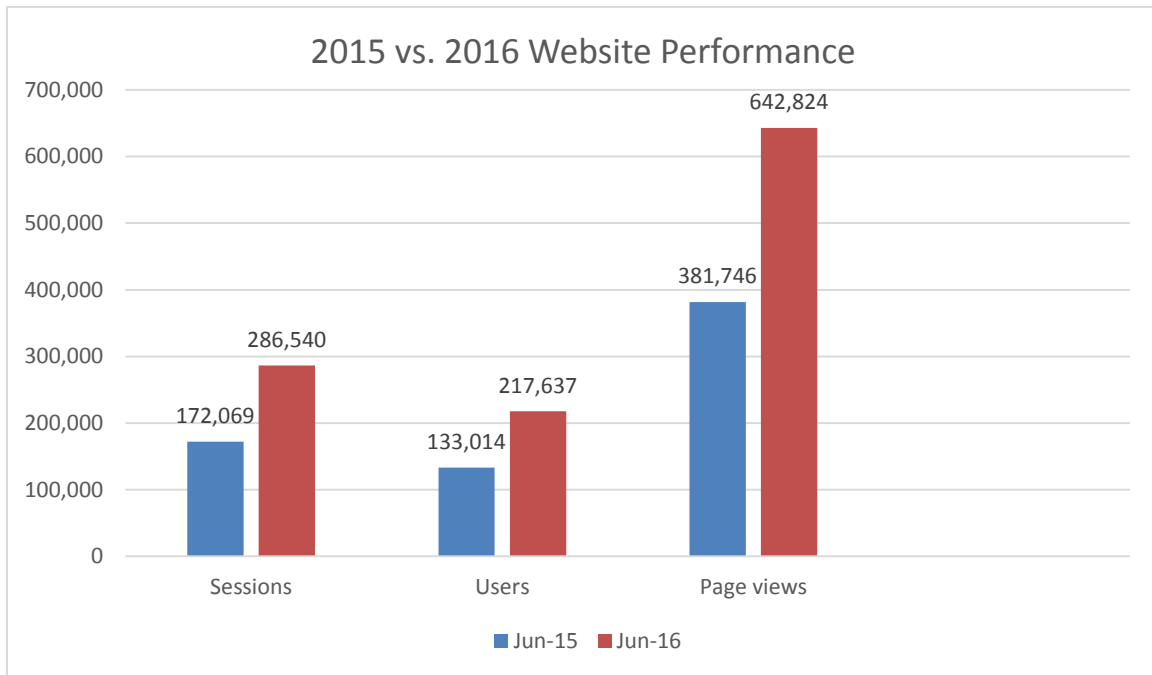
\* The Support a Friend campaign page received 6,532 visits, this will be discussed with the campaign review below in the Marketing and Communications section.

### Resilience Program

Steady use of the Resilience Program has continued this quarter with 56 new users registering for the program and 435 Active users.

### 2015 vs 2016 Website Performance

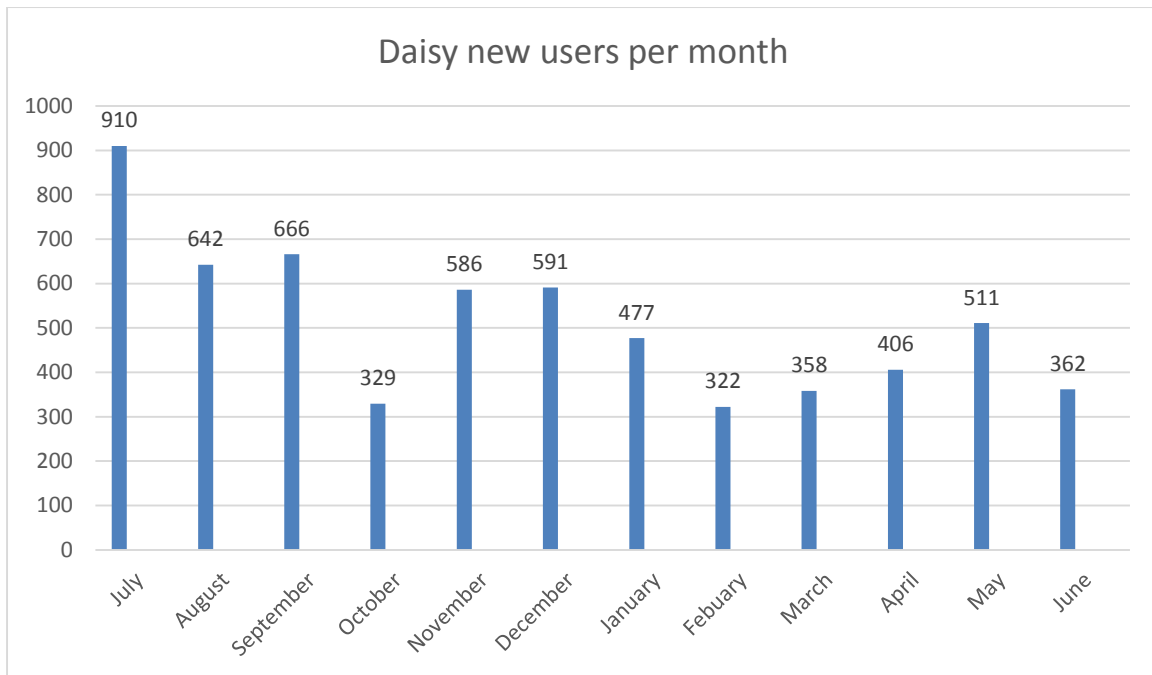
Analysis of the 2016 user data shows that there has been a staggering 64% growth in new users to the website compared with 2015. Growth can be attributed to a number of factors. These include the high profile of domestic and family violence in Australian media (continued advocacy of Rosie Batty, Federal and State funding announcements, the findings of the Royal Commission in Victoria, high media profiling around gendered violence) and strong campaign activity by 1800RESPECT and partners.



### 3.2 Daisy

Daisy continues to be a strong performer. This quarter Daisy had 1,279 new users. The total number of new users for the year to 2016 was 6,168.

As part of the preparation for the First Response Centre 1800RESPECT is currently placing outbound calls to all services included in the Daisy service directory. This process is to ensure that all service listings are accurate. At the completion of this process the Daisy service directory will be updated.



### 3.3 Frontline worker toolkit

In 2015 1800RESPECT recognised that frontline workers (FLWs) needed access to relevant, best practice tools and resources from across the sector, in an accessible online format, to help them learn how to respond to women who are impacted by sexual assault or domestic and family violence. In consultation with industry experts 1800RESPECT developed and commenced a pilot of a prototype solution – The Frontline Workers Toolkit. The pilot commenced in November 2015 and will continue for 12 months.

The aim of the frontline workers toolkit was to aggregate content relevant to FLWs from across the sector, make it accessible/easy for workers to access the content and share it with others, and support them to recognise, respond and refer safely. Existing content from the 1800RESPECT website was aggregated with partner’s good practice content in specific educational areas.

Recognising the broad audience for the campaign, the messaging and the design of the toolkit encouraged users to access the core resources to learn more and also included and promoted the importance of face to face learning through DV-alert.

The toolkit can be used in two ways. A frontline worker can browse content for their own information requirements, or managers or leaders can bundle content for their colleagues or staff, creating customised toolkits.

The toolkit hosts information and resources on a range of topics including:<sup>3</sup>

- Types of Violence against women
- Core resources for identifying and responding
- Resources for managers and organisations
- Connecting women with specialist services and legal support
- Working with ATSI women and communities
- Working with LGBTI communities
- Working with women from CALD backgrounds
- Working with women with disability
- Violence against women in times of disaster
- Research and community resources.

There have been 4,206 registrations of interest for the toolkit since 25 November 2015, with 346 new registrations this quarter. There are currently 12 organisations or leaders developing and sharing tailored content bundles for their staff.

### **Evaluation and review of pilot**

1800RESPECT has received positive feedback from stakeholders and frontline worker users, and the take up of the toolkit indicates there is demand for the product.

A more formal evaluation of the pilot is proposed to gain feedback from frontline workers and organisations to inform improvements, ongoing engagement and future communications.

The evaluation process has commenced and will include a focus group of users at Monash Health, a stakeholder focus group including DV-alert, as well as an online survey of targeted users.

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<sup>3</sup> New categories can be added or amended as required.

## 4. Stakeholder marketing and communications

This section provides an overview of marketing and communications activities.

### 4.1 Partnerships

Our partnerships ensure 1800RESPECT services are supported by the specialist sector and informed by gaps in current resources. Examples of recent/current partnership activities are set out below.

#### **DV-alert**

1800RESPECT is working with DV-alert on collaborative initiatives and campaigns. This includes the 16 Days of Action campaign targeting frontline workers and ongoing support of the Frontline Workers Toolkit. DV-alert has now included the Frontline Workers Online Toolkit in their DV-alert participant workbook and is actively participating in the current review of the frontline workers toolkit pilot to help inform improvements and content into the future.

DV-alert continues to work closely with 1800RESPECT on promoting the webinar series to workers and professionals in the Lifeline Network and participants of face to face training. Google analytics indicates Lifeline students are an important driver of registrations and website traffic.

#### **ANCRATH and Victorian Women and Immigrant Refugee Coalition (VWIRC) – Forced Marriage**

1800RESPECT is working closely with a working group comprising ANCRATH, VWIRC and the Victorian Forced Marriage network, on a joint launch of 1800RESPECT forced marriage poster campaign and the ANCRATH secondary school resources. The formal media and stakeholder launch will be incorporated into the 16 Days of Action campaign. The forced marriage posters have been translated into five languages and have been sought out by a number of organisations across Australia as well as multicultural conferences and forums.

#### **ANROWS, OurWatch, DVRCV - ‘Support a Friend’ Campaign**

This quarter the ‘Support a Friend’ campaign was launched raising awareness of the video animation, and info-graphic. The campaign was developed in collaboration with and supported by ANROWS, DRVCV, and OurWatch.

#### **AFL**

1800RESPECT has established a relationship with the AFL, improving their understanding of the service and gaining their commitment to raise awareness of the service through their current respect programs and women’s league program.

The AFL have distributed packs to each of their clubs with 1800RESPECT and 'Support a Friend' materials and video clip for the women's league education package.

The AFL have expressed interest in supporting 1800RESPECT into the future including investigating possible promotions at the AFL Grand Final.

Below is an example of an advert about DFV in the AFL record (national publication) promoting 1800RESPECT and distributed at all matches. The number was also promoted on the big screens at all stadiums.



### **OurWatch - legal constraints impacting on media providing information about 1800RESPECT support**

1800RESPECT is currently working in collaboration with OurWatch on improved promotion of the 1800RESPECT number by media. The Media Representations of Violence Research report developed by ANROWS and OurWatch found that although we know the news media can be a powerful source of information for women looking to leave a violent relationship, only 4.3 % of news reports included help seeking information (1800RESPECT support services).

OurWatch media consultations has found some journalists (particularly Herald Sun journalists) will not promote 1800RESPECT or any support service information due to legal constraints.

These journalists are currently stating that until a case has gone to court they cannot include referrals to support services (such as 1800RESPECT) without potentially jeopardising a fair trial. Their argument is if they include a referral to that service they will be implying it is a domestic violence case and the accused is guilty. The ABC has recently received advice however that it can reasonably include referrals to 1800RESPECT at the end of stories related to sexual assault, family and domestic violence (e.g. "If you or someone you know is impacted by sexual assault, domestic or family violence, call 1800RESPECT on 1800 737 732 or visit 1800RESPECT.org.au. In an emergency, call 000.

For more information about a service in your state or local area download the DAISY App in the App Store or Google Play.”). However, they are finding it very hard to drive change across the ABC and to get this approach consistently adopted partly because previously different advice has been provided and some journalists are wanting to avoid any risk.

OurWatch has secured a pro-bono lawyer to assist 1800RESPECT and OurWatch to investigate these claims so we can effectively engage media into the future and improve media reporting outcomes.

### **AWAVA Conference**

1800RESPECT is working with AWAVA on a potential speaking spot and promoting 1800RESPECT at the upcoming AWAVA conference in September in South Australia.

### **ANZMHA (Australian New Zealand Mental Health Association)**

Late last year the ANZMHA distributed the Frontline Workers Toolkit to its members. 1800RESPECT is investigating the opportunity of submitting an abstract to demonstrate thought leadership as part of the annual Stop the Violence conference in December this year.

### **Peak Bodies - Local Government - Councils**

We have established a relationship with the Australian Local Government Association, Local Government Professionals and state associations to raise awareness of 1800RESPECT and the 1800RESPECT webinar series. We have received positive feedback that the webinars are increasingly popular with their members and staff particularly in the community and family services areas.

### **RizeUp Partnership**

RizeUp have established a partnership with Qld Rail to promote awareness of domestic violence and the 1800RESPECT support service. This includes a full graphic wrap of the train and internal posters. There is an opportunity to extend this through other networks. Please see below graphic examples.



## Cottons Partnership

On 3 April Cottons launched a range of feminine products promoting 1800RESPECT. Share the Dignity also promoted 1800RESPECT on charity collection bins. See below for example media coverage.



### 1800respect

Daily update - 3April,2016

NEWS

[A discreet way to deliver a lifesaving message to family violence victims](#)

The Canberra Times

## Share the Dignity

1800RESPECT is assisting Share the Dignity on jointly branded vending machines that provide free sanitary products to disadvantaged and homeless women. McDonalds are trialling the vending machines and Councils have expressed interest in trailing them also. Please see below graphic examples.



**Good Pitch 2016**

1800RESPECT is exploring a potential partnership with Good Pitch on their new film, "Ghosthunter" - a film about a survivor of family violence as well as the "Hunting Ground" – a film about sexual assault targeting universities early next year. More information in the next report.



## 4.2 National Plan Partners Communications Network

The National Plan Partners Communications Network was held on Thursday 9 June.

The meetings have been successful in building greater awareness of partner activities and knowledge sharing.

The focus of the June meeting was developing a shared communication and marketing activity calendar for the next quarter and identifying opportunities to collaborate.

A number of collaborative initiatives have resulted from network meetings including the Support a Friend campaign, O-Week cross promotion at Universities in the last quarter, and joint advocacy to media outlets on promoting support information on all stories.

Partners are currently investigating a collaborative bystander campaign that incorporates prevention and response.

## 4.3 Webinars

Two webinars were held this quarter in collaboration with ACON and the Australian Childhood Foundation. A summary of these are below.

**Topic: Understanding the complexities in LGBTIQ domestic and family violence: What to look out for and how to respond**

**Date: Thursday, 21 April**

**Presenter: Kai Noonan, Policy Officer, ACON**

This webinar discussed the complexities involved when working with LGBTIQ clients who have experienced domestic and family violence. Although abuse within LGBTIQ relationships has similarities to abuse within non LGBTIQ relationships, there are some unique differences and thus some different ways in which workers need to respond to best support their clients.

This webinar provides an overview of the scope and prevalence of abuse in LGBTIQ relationships, barriers that people face to accessing support, how professionals can improve their work practice and service and ultimately asks front line workers to put aside assumptions when working with clients in order to create a safe and inclusive space for real dialogue and positive changes

**Webinar attendance, participation & satisfaction data:**

<b>Registrations</b>	<b>895</b>
<i>(Two TAFE colleges and Vic Police arranged to have it viewed in a group/class environment estimating an extra 100 people)</i>	
<b>Attended</b>	<b>367</b>
<b>% registrations attending</b>	<b>41%</b>

<b>YouTube views</b>	465 Views
<b>Satisfaction with webinar &amp; content</b>	97%

A high level of satisfaction was achieved with **97 %** of webinar attendees satisfied or very satisfied.

**Topic: A trauma informed understanding and responses to children affected by family violence**

**Date: Thursday, 23 June**

**Presenter: Angela Weller, Manager of the Child Trauma Service for the Australian Childhood Foundation**

The experience of family violence is a significant source of trauma for children. Exploring recent research and knowledge Angela will provide an insight into how family violence shapes children’s development including the impacts on children’s brain, body, emotion, behaviour and relationships.

Integrating the knowledge base of neurobiology and attachment the webinar provided:

- a comprehensive understanding of the impacts of family violence related trauma on a child’s development and specific areas of their functioning and,
- an overview of interventions in the context of the child’s culture, community, and the professional system around them.

The webinar targeted all workers and professionals in the Family Violence, Family Services, Health, Welfare and Education sectors.

**Webinar attendance, participation & satisfaction data:**

<b>Registrations</b>	<b>1430</b> <b>(plus a number of large coordinated groups est at 100)</b>
<b>Attended</b>	637
<b>% registrations attending</b>	44.55%
<b>YouTube views</b>	325 Views
<b>Satisfaction with webinar &amp; content</b>	97%

A high level of satisfaction was achieved with **97 %** of webinar attendees satisfied or very satisfied.

## 4.4 Newsletters and email marketing

### Frontline Workers Newsletter (Workers and Professionals Connect)

Since April, newsletter subscribers gained via the website have grown by 314 (from 2007 to 2321) representing an increase of 16% on the previous quarter.

The growth is 47% stronger than growth reported on the same quarter last year. This is in part attributed to the improving reputation of 1800RESPECT by frontline workers and their organisations for delivering value in online education and resources.

There was major growth in the 'opt in' newsletter subscriptions following the webinar about children exposed to family violence on 23 June.

Total reach for the frontline workers newsletter is now 6,740. This represents a growth of 37% on the previous quarter (4,930 total subscribers last quarter).

<b>Newsletter 'opt in' subscriptions (end June)</b>	<b>2,321</b>
<b>Growth</b>	314 (previous qtr. 196)
<b>Total Recipients (Toolkit and opt in recipients)</b>	6,740
<b>Percentage of unique opens</b>	25%
<b>Clicked on a link</b>	20%

### *June/July Edition*

The workers and professionals newsletter was sent mid July 2016.

The most popular stories were:

1. WESNET Telstra Mobile Phone Project
2. Professionals Case Study - LGBTI communities and domestic/partner violence
3. 1800RESPECT Service Improvements Update
4. Frontline Workers Toolkit

## Frontline Workers Toolkit Update

The first Frontline Workers Toolkit Update was sent on 20 June. The Update included recent best practice sector resources and new 1800RESPECT resources including webinars.

There was a very positive response rate with one of the highest ever open rates recorded of any 1800RESPECT email campaign. This strong result indicates high levels of interest and engagement with this digital product. 43% opened the email and 31 % clicked through with an audience of 3875 frontline workers. The industry Ave. open rate is 22% open rate and 2.7% click through.

<b>Recipients</b>	<b>4200</b>
<b>New subscribers/growth</b>	346
<b>Percentage of unique opens</b>	43%
<b>Clicked on a link</b>	31%

## Stakeholder Update

The first 1800RESPECT Stakeholder Information Update was sent to key stakeholders informing them about the new 1800RESPECT first response model. The update was welcomed by stakeholders and there was positive feedback about the initiative. Interested stakeholders can subscribe to the Updates via email. The next update will focus on questions arising or submitted to 1800RESPECT from the sector.

Stakeholders have expressed interest for this to be an ongoing communications activity beyond the completion of the first response model implementation.

<b>Recipients</b>	78
<b>Percentage of unique opens</b>	48%
<b>Clicked on a link</b>	15.63%

## E-Resilience Program

Steady use of the Resilience Program has continued this quarter with 56 new users registering for the program and 435 Active users. The frontline workers toolkit is a key driver of traffic to the registration page.

<b>Recipients (to end Jun)</b>	432 active participants
<b>New subscribers this qtr</b>	56
<b>Growth over last 12 months</b>	Over 200% growth
<b>Percentage of unique opens</b>	53%
<b>Clicked on a link</b>	31%



### Social media results

Stage two of the campaign was a small spend social media advertising campaign in partnership with our National Plan Partners, DVRCV, OurWatch and ANROWS.

This was supported by email marketing to National Plan Partners, sporting clubs, frontline workers organisations, and universities seeking their social media support. There was strong take up by peak bodies, frontline worker organisations and other partners as indicated by the very high open rate of the email 40% and click through rate 33%.

<b>Campaign period</b>	<b>15 – 28 May</b>
Total reach for social media component of the campaign	<b>Over 222,000</b>
Total views shortened videos	<b>9,000</b>
Total YouTube views of full length video	<b>3,300</b>
Total clicks through to the website	<b>8,000</b>



### Website visits

Total visits generated to the website as a result of the campaign cannot be determined as some visitors would have accessed the site for more information as a result of watching the resource or reading about the campaign. Click throughs from the social media assets to the 1800RESPECT website was close to 8,000 visits.

## Stakeholder feedback and partnership marketing




There was positive feedback from the sector about the infographic and video. This included a number of compliments and suggestions on how to extend the campaign via the website's feedback channel. It also included praise from the OurWatch board.

A few examples below.

**Name:** Dr Judith de Lang  
**Email:** [judith.deLang@sa.gov.au](mailto:judith.deLang@sa.gov.au)  
Hi there  
I think your infographic is excellent! Wondering if it is available as a poster to purchase or download and print?  
**Message:** I am a member of a Country Health SA committee that is aiming for White Ribbon Accreditation and this infographic would be great displayed in our health services across the country regions.  
Best Regards  
Judith de Lang

**From:** Poppy Krallidis [<mailto:poppykrallidis@optusnet.com.au>]  
**Sent:** Sunday, 15 May 2016 3:29 PM  
**To:** Feedback 1800RESPECT <[Feedback1800RESPECT@medibankhealth.com.au](mailto:Feedback1800RESPECT@medibankhealth.com.au)>  
**Subject:** Re: Support a friend campaign - we need your help.

Brilliant video clip, already shared :)

 Fri 20/05/2016 11:01 AM  
SHINE Academy for Girls <[info@shineacademy.com.au](mailto:info@shineacademy.com.au)>  
Re: Your support and help is appreciated with this important resource  
To:  Kelli Browne  
 You replied to this message on 20/05/2016 11:21 AM.

Hi Kelli

Congratulations on a beautifully made video resource.

And, the website is warm, welcoming and so easy to navigate.

Well done on what I can imagine was 100s of hours of work.

It will be included in the next SHINE biannual newsletter and on my resources list which goes out to families who go on the waiting list (who request resources in the meantime.)

Kind regards  
Melissa

**Melissa Anderson**  
Director and Tutor

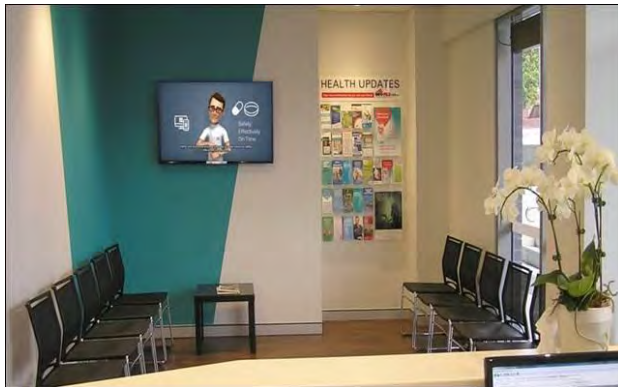
Partner twitter examples.

 **Our Watch** May 20  
[@OurWatchAus](https://www.ourwatch.org.au)  
Listen. Believe. Support. Visit  
[@1800RESPECT](https://www.1800respect.org.au) for more ways to help a  
friend experiencing [#domesticviolence](https://www.1800respect.org.au)

 **WDV** May 31  
[@WDVtweet](https://www.wdv.org.au)  
. [@1800RESPECT](https://www.1800respect.org.au) shares tips on how to  
support someone who is experiencing family  
violence through this short video  
[1800respect.org.au/support/](https://www.1800respect.org.au/support/)



developed a TVC to promote Daisy. The campaign's reach was 10 million patients, skewed to women. GP's were also informed of the campaign via email highlighting the importance of GP's being the first person a women is likely to disclose to after family and friends. The campaign resulted in a spike in Daisy downloads in April/May (over 500 new users in May) as show on page x.

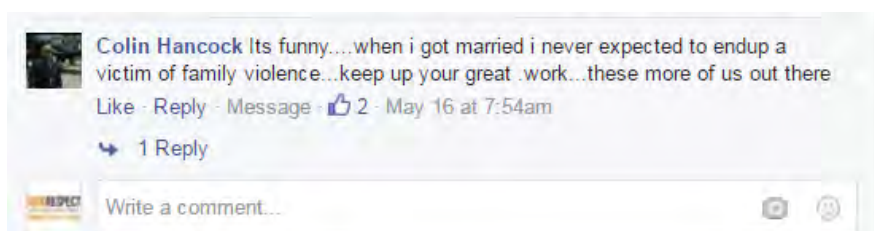


## 4.6 Social media update

A Facebook page was established in April primarily to support campaigns by enabling 1800RESPECT to undertake Facebook advertising.

The page has attracted positive commentary and some general enquiries. Despite changes to the service the page has not attracted any negative commentary.

There were two positive comments are shown below. Two comments asking if male victims could get support through the service were responded to.



## 4.7 Conferences

1800RESPECT was featured at the Child Aware Conference (an initiative of Families Australia) as a conference supporter. 1800RESPECT material was distributed including Lanyards for all attendees.

<http://childawareconference.org/sponsorship-exhibition/>

## Conference Supporters



- 1800RESPECT has confirmed sponsorship of the 'Stop the Violence' Conference in December 2016. This will include official partnering of the podcast/online learning component of the conference.
- 1800RESPECT is in negotiations with AWAVA about opportunities at the AWAVA/OurWatch conference 'Prevalent and Preventable' September in South Australia.
- 1800RESPECT will attend the OurWatch Awards in September, and is currently negotiating a table to distribute media materials and information.
- 1800RESPECT has been invited to raise awareness of 1800RESPECT at the Women and Girls Economic Forum to be held 5-6 September in Melbourne. The forum will have a focus on Women's economic empowerment in the contexts family, domestic or partner violence and is hosted by the United Nations Association of Australia (UNAA).

### 4.8 Feedback and organisation support

- 1800RESPECT was contacted via the website feedback portal by approximately 20 – 30 organisations per month from a variety of sectors requesting information or promotional support.

### 4.9 Additional media coverage

Channel	Topic	Media coverage
Online magazines	LGBTI Resources	<a href="http://gaynewsnetwork.com.au/checkup/health-news/free-webinar-understanding-lgbtq-domestic-and-family-violence-20750.html">http://gaynewsnetwork.com.au/checkup/health-news/free-webinar-understanding-lgbtq-domestic-and-family-violence-20750.html</a>

	Children's webinar	<a href="http://communitynet.tricomm.org.au/index.php/events/raining-a-workshops/71081-a-trauma-informed-understanding-responses-to-children-affected-by-family-violence-23-jun-2016-online">http://communitynet.tricomm.org.au/index.php/events/raining-a-workshops/71081-a-trauma-informed-understanding-responses-to-children-affected-by-family-violence-23-jun-2016-online</a>
	Front Line Workers Toolkit	Link Disability Magazine <a href="http://www.iomag.com/magazine/link-april-2016/M0958559001459392051">http://www.iomag.com/magazine/link-april-2016/M0958559001459392051</a>
TV	1800RESPECT number	Home & Away episodes promoted this message: "If this program has raised personal concerns you may wish to contact this counselling service for further information or advice: 1800RESPECT, National Sexual Assault, Domestic and Family Violence Counselling Service, 1800 737 732"
		Zahra Foundation ads (3 kinds) aired on SBS throughout 2016: <a href="https://vimeo.com/159453770">https://vimeo.com/159453770</a> <a href="https://vimeo.com/159453779">https://vimeo.com/159453779</a> <a href="https://vimeo.com/159453778">https://vimeo.com/159453778</a>
		High Resolve's Video for 'Change Challenge' aired on network 10 (and the Project) throughout 2016: <a href="https://youtu.be/R7DjZCrGJ4g?list=PL6QeVbySfvpcqQsmPZ1l8PDtB3T6ZgHX6">https://youtu.be/R7DjZCrGJ4g?list=PL6QeVbySfvpcqQsmPZ1l8PDtB3T6ZgHX6</a>
		NSW Police advertisement <a href="http://www.police.nsw.gov.au/community_issues/domestic_and_family_violence">http://www.police.nsw.gov.au/community_issues/domestic_and_family_violence</a>

#### 4.10 Other

Examples of other interesting initiatives across the country that 1800RESPECT has supported:

- The City of Casey Men's Action Group coordinated a promotion on waste collection vehicles displaying the 1800RESPECT telephone number.
- The Raise Foundation is a mentoring program in high schools for young mums aged 14 – 23 years. They developed graduation packs containing 1800RESPECT information and resources.
- The City of Wodonga developed their own 'Support a Friend' stickers approved by 1800RESPECT to extend the campaign in public areas targeting young people. 1800RESPECT is considering developing these for other councils subject to feedback on its success.



- 1800RESPECT has applied for two national innovation awards for the Daisy App. More information to be provided in next quarterly report.

## 5. Sector engagement

This section sets out the activities relating to sector engagement.

### 5.1 State Governments

Consultations have been held with representatives from all States and Territories in relation to the new First Response Model as we move to a collaborative model of service provision with their respective services. The discussions have generated positive support from each Government for the new model and has created an opportunity to establish formal agreements between the Governments, their respective State/Territory DFVSA lines and 1800RESPECT.

The consultations have covered the following areas:

- **General overview of First Response model and the Governments views/opinions;**
  - o All Governments positively acknowledged the communications which were issued to them from DSS and fed back that they were well informed, understood the changes and had no further queries;
- **Governments input into the content construct of the National Referral Database;**
  - o They would like to contribute to the collation of data-lists of organisations for inclusion on the database to ensure that we have full coverage of organisations in their jurisdictions and to ensure that our database reflects that used by their State/Territory lines;
- **Governments role in the ongoing validation of new entries onto our National Referral Database;**
  - o They would like the opportunity to be able to verify/validate the organisations we add to our database to ensure consistency with their state/territory lines and to also use this as an opportunity to feedback to 1800RESPECT any concerns or issues they may have of an organisation requesting to be added to our database;
- **The management/transfer of calls between 1800RESPECT and the State and Territory Lines;**
  - o The following governments have expressed full support in the establishment of MOUs between their respective lines and 1800RESPECT: NSW, VIC, SA, QLD, ACT and TAS for Crisis calls to 1800RESPECT to be transferred to their respective lines and for the remainder of calls to be managed by 1800RESPECT inclusive of RDVSA.
  - o WA have expressed their preference to have ALL calls to 1800RESPECT originating from WA to be re-routed directly to their state line. We continue to progress discussions with WA and they are also seeking advice from DV-Connect safeNet Australia (previously known as DVCLAN and their QLD counterparts);
  - o Not applicable to NT
- **Update of Daisy App listing and State/Territory page on 1800RESPECT website**
  - o All jurisdictions are happy to provide an overview of services in their areas for inclusion on the 1800RESPECT website
  - o All jurisdictions are updating the organisation lists they previously provided for the Daisy App

Liaison with State and Territory Governments for the next quarter will focus on the following:

- Performance feedback on the roll out of First Response Model;
- Feedback on the partnership between 1800RESPECT and State and Territory lines;
- Call-data reporting (yet to determine what this will constitute);
- Updates on the use of the National Referral Database;
- Updates on the work of ICAG and the yet to be established Sector Advisory Group;
- Review of the quality assurance and validation process for adding organisations to the National Referral Database

## 5.2 Sector liaison

Sector liaison for this quarter has been focussed on the First Response Model and has focussed discussions on the development of the National Referral Database.

The team have liaised with organisations across the country in the collation of organisational listings for inclusion on the National Referral Database. Over 1000 organisations have been contacted via email, phone and more recently via an online form to validate organisation details to ensure that the most up-to-date information is entered into the database.

The online form can be accessed via the following link:

<https://www.surveymonkey.com/r/1800RESPECT-National-Referral-Database>

The response has been positive and this area of work has provided the following opportunities:

- For 1800RESPECT to provide an overview of the new First Response Model;
- For organisations to provide direct feedback on 1800RESPECT services;
- For 1800RESPECT to establish new contacts for inclusion on our mailing and campaign lists, the Daisy app and for wider promotion of our services;
- For 1800RESPECT to collaborate with State/Territory Governments and sector stakeholders in the quality assurance and validation of data-lists for the database;

Liaison with the sector for the next quarter will focus on the following:

- Updates on the roll out of the new First Response Model;
- Updates on the use of the National Referral Database;
- Any reviews undertaken of elements of the First Response Model;
- Updates on the work of ICAG;
- Updates on the partnerships between 1800RESPECT and the State and Territory lines;
- Continual updating of the National Referral Database