

Violence Against Women: It's Against All the Rules

Evaluation of the NSW Statewide Campaign to
Reduce Violence Against Women

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to Reduce Violence Against Women

A report commissioned by the Violence Against Women Specialist Unit
NSW Attorney General's Department
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Contents

Contents

Executive Summary	4
1 Introduction	9
NSW Strategy to Reduce Violence against Women	
Development of the Campaign	
Violence Against Women: It's Against all the Rules	
Reading the Research Findings	
2 Background to the Campaign	13
Literature Review	
Theoretical Framework	
3 Campaign Strategy	16
Campaign Rationale	
Campaign Strategy	
Sport as a Promotional Vehicle	
4 Campaign Implementation	19
State-wide Implementation	
Regional Implementation	
5 Evaluation Objectives and Methodology	21
Men in the Community	
6 Research Findings for Men in the Community	29
7 Discussion and Recommendations	52
References	61
Appendices	
Appendix A	Quantitative questionnaire
Appendix B	Qualitative questionnaire
Appendix C	Table of Research Domains
Appendix D	Regional Implementation
Appendix E	Process Evaluation

Executive Summary

Reframing community attitudes about issues of power, gender and responsibility are important initiatives in preventing violence against women. Inviting men to challenge cultural scripts about masculine attitudes and behaviour is an effective strategy to shift community thinking about legitimate ways for men to interact with women. Co-opting high profile sportsmen to deliver the message that violence against women is unacceptable increases the visibility and authority of the message.

This research was commissioned by the Violence Against Women Specialist Unit within the Attorney General's Department. The purpose of the research was to evaluate the state-wide public education campaign developed by the Unit as part of the *NSW Strategy to Reduce Violence Against Women*. The campaign, entitled *Violence Against Women: It's Against All the Rules*, was designed to build community capacity to confront the issue of violence against women by involving high profile sportsmen in delivering the message to young men that such behaviour is unacceptable.

THE EVALUATION

The evaluation process was conducted in 25 separate locations around NSW, involving 593 respondents to both surveys (503 men) and focus groups (90 men).

- 405 respondents fell into the target age range (21 to 29yrs)
- 523 respondents were of Australian background, and the remaining 70 identified as Maltese, Vietnamese, Irish, Lebanese, Aboriginal and Spanish
- 424 respondents were employed, 51 were unemployed and 118 were students
- 373 respondents lived in metropolitan areas and 220 respondents lived in rural and regional NSW

KEY FINDINGS FOR MEN IN THE COMMUNITY

Penetration of Campaign Message

The findings regarding men's awareness of the campaign were that:

- 75.55% or 448 of men in the sample population reported seeing or hearing something about the campaign, with numbers skewed to metropolitan areas
- Posters on buses were the most effective mode of delivery of the campaign message
- Community activities which localised the state-wide initiative had an impact on men's exposure to the campaign message
- There was a strong identification of the medium with the message – poster images were regarded as eye-catching and memorable, with nearly 90% of respondents exposed to the campaign able to recall at least one of the sporting personalities featured

- Age and geographic trends were discernible in the recall of sporting identities, with younger, metropolitan men most often recalling Laurie Daley and older, rural men recalling Michael Slater most often
- Nearly half (49.11%) of men exposed to the campaign could correctly recall the campaign slogan directly, and a further 36.16% of men accurately understood the thrust of the message
- The greatest proportion of men correctly recalling the campaign slogan were in the target age group

Provocativeness of Campaign Message

The findings regarding men's propensity to discuss the issue of violence against women as a result of their exposure to the campaign were that:

- Men overwhelmingly reported that the issue was not one they would generally raise in conversation, irrespective of the stimulus of the campaign
- Men acknowledged that the campaign acted as a useful and legitimate community reminder about an important social health issue
- Men act directly against the issue of relationship violence, if given cause, within their immediate friendship systems on the basis of their belief that it is unacceptable
- Aboriginal respondents acknowledged the issue was an important one to air amongst Aboriginal men, and that the campaign materials were a useful stimulus to such discussions
- The 'closed' language of sport caused men to discuss the posters with women (to explain their message)
- Men discussed the content of the posters in order to raise the issue of men's status as unacknowledged and 'invisible' victims of violence

Understanding of Campaign Message

The findings regarding men's understanding of the campaign message were that:

- 70.98% of men aware of the strategy reported that the campaign message was that men should not behave in violent ways toward women
- A much smaller proportion of respondents, all living in metropolitan areas, reported that the message was that you don't have to be violent to be a 'real man'
- Over half of respondents thought the campaign was aimed at all men in the community
- 13.17% of men (most of them under 30 years) thought that the campaign was aimed at men who are violent towards women
- 12.5% of men thought the campaign was aimed at particular cultural groups within the community
- Men also thought the message was that as a culture we tolerate violence on the sporting field but that there is no place for violence in relationships
- Sportsmen were regarded as widely recognised, credible and authoritative spokesmen for the campaign with particular influence over younger men
- The particular sportsmen featured in the campaign were easy for men in the community to identify with

- The sporting idiom used in the campaign was clever and enhanced the appeal of the posters for men

Strengthening of Attitudes

The findings regarding men's understanding of the campaign message were that:

- 91.29% of men aware of the campaign reported no change in their views about the issue of whether violence against women was unacceptable
- Focus group data reinforced the view that a single campaign was unlikely to shift community attitudes
- 4.91% of men who thought differently about the issue commented they had not realised stalking was considered an act of violence

Knowledge of the Range of Violent Behaviours

The findings regarding men's knowledge of the range of violent behaviours were that:

- Well over two thirds (79.02%) of men nominated at least 4 behaviours considered to be acts of violence against women
- Younger respondents (under 30 years) were more likely to nominate physical acts, and older respondents more likely to include covert (psychological and emotional) behaviours

Knowledge of the Range of Consequences of Violent Behaviours

The findings regarding men's knowledge of the consequences of violent behaviours were that:

- 71.21% of men aware of the campaign nominated at least 5 consequences of acts of violence against women
- More men in the 21-29 years age group listed more consequences of violence against women than any other age group
- Respondents younger than 20 were more likely than any other group to mention consequences to the male perpetrator
- Focus group data confirmed extensive awareness among men in the community regarding the consequences of violence against women for individuals families and communities

Men's Receptiveness to the Campaign Message

The findings regarding men's receptiveness to the campaign message were that:

- The campaign message was considered an important one to give men for a variety of reasons. Including the increasing stress of modern life, increased migration rates from cultures where women are regarded differently and the fact that definitions of violence against women are shifting
- Respondents were strident in raising the issue of men as the 'invisible' or 'unacknowledged' victims of violence

- Men were regarded as being open to the campaign message as part of general community education initiatives
- The campaign message might also be conveyed by ordinary community members with whom men can identify

Recommendations

- Renew public education efforts with a greater emphasis on rural and regional communities
- Repeat the strategy of using buses to carry campaign messages, including outside metropolitan areas
- Continue to support the strategy of high profile, localised implementation initiatives
- Extend the use of the campaign slogan to a range of NSW government anti-violence campaigns
- Tailor campaign images to take advantage of the differential appeal of sportsmen to particular sub-groups within the community
- Persist with widespread community education initiatives to deliver public health messages about the unacceptability of violence against women as a social value
- Build on the particular receptiveness shown by Aboriginal men to the idea of raising the issue of violence against women in their communities
- Encourage men to extend their disposition to act on the issue of violence against women within their friendship systems to a willingness to speak out publicly against the behaviour
- Acknowledge and place in perspective men's feelings that they are the 'invisible' and 'unacknowledged' victims of violence
- Address the perception that the issue of violence against women affects particular cultural groups within the community differently
- Extend the message regarding the unacceptability of violence to include the idea that responsibility for violence against women is a collective and community, as much as individual responsibility
- Renew and extend the strategy of 'men talking to men' about the issue using an identifiably masculine idiom
- Renew and extend the strategy of selecting credible, authoritative and/or accessible spokesmen for the campaign with whom men can readily identify, including 'ordinary blokes'
- Generate awareness of the non-violent and insidious ways in which violence against women can be expressed among all men in the community, and younger men in particular
- Build on the sound understanding within men in the community regarding the consequences of violence against women to individuals, families and communities

1 Introduction

This report presents the evaluation findings of a public education campaign devised as part of the *NSW Strategy to Reduce Violence Against Women*. This state-wide, coordinated program aims to reduce the incidence of violence against women and provide support and advice to those women who experience violence. The strategy is supported by the Department of Women and is funded by:

- NSW Attorney General's Department
- Department of Community Services
- NSW Health
- NSW Police Service
- Department of Housing

NSW STRATEGY TO REDUCE VIOLENCE AGAINST WOMEN

Several key structural elements make up the *NSW Strategy to Reduce Violence Against Women*:

- **The Violence Against Women Specialist Unit** is located within the Crime Prevention Division of the NSW Attorney General's Department. The Unit is responsible for developing strategic policy responses to issues of violence against women; coordinating and researching the work of the other three elements of the strategy and researching and developing state-wide strategies and programs for the *NSW Strategy to Reduce Violence Against Women* in order to address common concerns across the state.
- Seventeen **Regional Violence Prevention Specialists**, part of the Violence Against Women Specialist Unit, are located throughout the state. Their main role is to identify and assist local partners to develop strategies to address regional violence prevention concerns; to raise priority community issues regarding violence against women and to work with the Unit in developing strategies to address these concerns.
- The **NSW Council on Violence Against Women** draws its membership from Government departments and the community sector. The Council provides high level advice to the State Government on issues of violence against women, and assists in the development of policies and strategies to address the issues raised.
- A **State Management Group** is made up of representatives from the government agencies working within the Strategy. The group oversees the work of the Strategy.

DEVELOPMENT OF THE CAMPAIGN

The terms of reference of the NSW Council on Violence Against Women include:

To promote an understanding within government and the community of the diverse forms of violence against women from all population groups and to propose strategies to reduce the level of violence.

In light of this, the Council supported the development of a state-wide public education campaign to be undertaken by the Violence Against Women Specialist Unit together with the Regional Violence Prevention Specialists.

A state-wide campaign sub-committee was convened to facilitate this process, made up of government and community experts in the areas of public education, marketing, resource production, health promotion and criminology (particularly violence against women). Other groups involved in developing and supporting the campaign included NSW Sport and Recreation and a number of community-based groups. Their brief was to devise a community education campaign, defined as:

A set of coordinated strategies (including use of the mass media) to change attitudes or awareness or behaviours or values in a significant proportion of the population (or population groups).

The state-wide campaign sub-committee developed a set of principles to guide their work, including that:

- community or public education and information exchange be recognised as important strategies to reduce and prevent violence against women
- the campaign be part of a continuum of strategies to prevent violence against women
- community education activities avoid simply duplicating others, but should rather add value
- the campaign involve working in partnership with other agencies
- the committee draw on national and state research to develop and evaluate the campaign
- the strategy adopt a 'bottom up' philosophy, informed by the grassroots work of the Regional Violence Prevention Specialists
- the strategy contribute to building community capacity to challenge, confront and address the issue of violence against women

VIOLENCE AGAINST WOMEN: IT'S AGAINST ALL THE RULES

The resulting campaign was entitled *Violence Against Women: It's Against All the Rules*. The campaign used socially authoritative figures to deliver the message that all forms of violence against women are unacceptable. The nature and range of violent behaviours targeted by the campaign were defined in the following way:

Domestic violence

'Domestic violence' is a broad term subsuming many forms of abuse which typically occurs within the home or family, however the domestic relationship is constituted. For example, violence may occur against a woman at the hands of her husband, boyfriend or de facto partner.

Women who are especially dependent on men for their basic needs may be more vulnerable to domestic violence. This may take the form of neglect of an elderly partner, or purposefully or neglectfully giving incorrect medication to a sick woman.

Sexual assault

Sexual assault includes all sexual acts imposed or forced upon someone without their consent. It also includes coercion into having sex when it is not desired, or in a manner which is not wanted or is felt to be degrading by the woman.

Psychological and emotional abuse

Psychological and emotional abuse purposefully damages a woman's feelings in order to intimidate and gain control over her. Abuse of this kind includes name-calling, criticism and shouting. Behaviour designed to curtail a woman's social interaction is called social abuse, and may include public insults and humiliation, locking the woman in the house, forbidding social contact, education, employment or religious practice.

Psychological abuse also extends to financial manipulation and control. This refers to the unequal control of money and material needs, including denying a woman sufficient money to provide basic household goods, and control of her belongings, income, bank accounts, financial assets and spending.

Sexual harassment constitutes another form of psychological and emotional abuse to the extent that any form of unwanted and unwelcome sexual attention offends, humiliates or intimidates a woman. Unsolicited touching, propositions, sexual remarks or unwelcome sexual compliments are considered acts of violence towards women.

Where any of these forms of psychological and emotional abuse are directed at a woman because of her membership of a certain group, this is known as hate crime. Examples of such behaviour include 'picking on' women because of disability, sexual orientation, age, or cultural background such as being an Aboriginal or Torres Strait Islander or from any ethnic background which is different from the abuser.

Physical abuse

Physical violence includes all forms of physical assault and threat of assault. Behaviours involved include slapping, hitting, punching, pushing, hair pulling, kicking, burning, scratching or any other unwanted rough physical treatment, with or without a weapon.

Intimidation, threats and stalking

Manipulation can also occur through creating a climate of fear, which is in itself a form of violence. Making death threats, following a woman home, to work, whilst shopping or to any other place she regularly goes (including being present at those places whilst she is there) are all forms of violence, as is telling a woman that she or her children will be hurt or injured. These behaviours remain acts of violence whether they are perpetrated by a stranger or someone known to the woman such as her boyfriend, de facto partner, husband or relative.

The *Violence Against Women: It's Against All the Rules* campaign is described in detail in Section 3, CAMPAIGN STRATEGY.

READING THE RESEARCH FINDINGS

Applied social research takes place against a public landscape in which community attitudes can be shaped by events occurring contemporaneously. The data presented in this report was collected over a period of time (July 2001-October 2001) in which three particularly salient events occurred:

- The conviction and (controversial) sentencing of youths from Lebanese background accused of gang rape in Sydney
- The 'Tampa Crisis' in which asylum seekers rescued at sea were forbidden from making landfall on Australian soil
- The September 11th attacks on New York and Washington

It is impossible to gauge the relative effect which such events may have had on the community attitudes reflected in this report. However, it is inevitable that domestic and international events of such consequence have influenced the data presented here. It is important to bear this in mind when reading this report.

2 Background to the Campaign

LITERATURE REVIEW

Violence against women remains a pervasive and socially costly issue. When defined as *any incident involving the occurrence, attempt or threat of either physical or sexual violence*, Australian Bureau of Statistics data (1996) suggests that almost one in every four women (23%) in a married or de facto relationship experiences violence at some time in the partnership. Of those women experiencing violence within their relationships, 59% are likely to also experience manipulation, isolation and intimidation compared to 4% of women in the general community.

Community understanding of the issues surrounding violence against women has improved over time. Studies commissioned by the Commonwealth Office of the Status of Women (1987; 1995) show a developing community awareness of the nature and extent of violence against women. Respondents to the 1995 study felt that the issue was more openly canvassed than in the past, and strongly agreed that:

- domestic violence is a criminal offence (93%)
- domestic violence is not a private matter (80%)
- alcohol is not an excuse for violence against women (94%)

In addition, the number of community members who saw provocation as an excuse for violence against women halved between 1987 and 1995 (14% down to 8%).

Such increased sophistication in community thinking about the issue reflects the success of attempts to make violence against women a public matter of legitimate concern. Commentators such as Nancarrow and Struthers (1995) and Carmody (2000) emphasise the crucial role played by feminist activism in sparking and shaping public discourse about the issue, placing it more firmly within the national consciousness. They claim the consequent transformation of 'private' violent transactions into part of the public work of the state as one of the great victories of the women's movement.

As a result of these efforts (facilitated by a sympathetic political climate and buoyant economy) violence against women has been an established part of the political agenda in Australia for the past twenty years. Recent comprehensive reviews of initiatives aimed at preventing and responding to the problem are found in *Current Perspectives on Domestic Violence: A Review of National and International Literature* (Commonwealth of Australia, 1999) and *Preventing Violence: A Review of the Literature on Violence and Violence Prevention* (Homel, 1999).

These reports give a useful insight into the multiple ways in which violence against women is understood and addressed. The issue is simultaneously a matter of justice administration and human service provision. Effective responses take in both the victims (direct and indirect) and the perpetrators. Its causes are thought to be social circumstance or individual disposition or an interaction of the two (eg. Browne & Herbert, 1997), or socialisation practices which legitimate patriarchal ideologies by gendering dominance (eg. Chodorow, 1989). Interventions may focus on minimising

the impact of violence on victims (tertiary), or on the reduction of its incidence (primary or early intervention), and take in a wide variety of behaviours including physical, emotional and psychological actions.

In light of such complexity, any concerted approach to the issue needs careful definition. The specific rationale underpinning the *Violence Against Women: It's Against all the Rules* campaign is described below.

THEORETICAL FRAMEWORK

As an act of social behaviour, violence against women has an acquired meaning, which derives from its social context (Carmody, 2000; Mugford & Mugford, 1992). In this sense, violent behaviour is much less a matter of individual pathology than an expression of culturally mediated messages.

Given that, across the spectrum of types of violence, women are usually the victims of male violence (ABS, 1996) the central issue in understanding violence against women becomes – what does violent behaviour *mean* to men? Without an understanding of the cultural meaning of such behaviour, targeted attempts to reduce or prevent it cannot succeed.

Stubbs (1994, p. 4) puts it this way:

Domestic violence is gendered violence and this needs to be acknowledged and understood. Seeing domestic violence as gendered violence allows us to begin to ask important questions about the construction of gender, the potential to transform damaging forms of masculinity associated with that violence and about social and cultural factors which permit men to resort to violence.

In short, if we are to understand what violence means to men we need to 'read' contemporary scripts for masculinity and gender relations (Braithwaite & Daly, 1993; Connell, 2000). In this way, it is possible to challenge those constructions of masculinity and gender relations that are harmful to women or children and as Flood (1998) and Connell (2000) point out, to men themselves.

The state of unequal power relations between men and women is the touchstone of the feminist social critique. One of the devices used by men to establish and maintain their power in a variety of relationships (both intimate and non-intimate) is violence (Pence & Paymar, 1990). In this sense male violence possesses a functional quality, allowing men to assert dominance. This behaviour becomes normative to the extent that it is bound up with cultural expectations of 'masculinity' – these are Stubbs' social and cultural factors which permit men to resort to violence.

Using this theoretical framework, one way to respond to the use of violence in relationships is to 're-script' such cultural expectations – in effect, to give a new *meaning* to violent behaviour by men. This involves dismantling existing constructs of what it means 'to be a man' by promoting an alternative cultural landscape (Carmody, 2000; Connell, 2000; Douglas, 1993). Such a strategy involves moving beyond interventions aimed at changing individual attitudes,

beliefs and behaviours. Well publicised, authoritative messages are required to reconfigure the social relations between men and women by posing new definitions of manliness and expressing cultural intolerance for violent behaviour by men. In this regard, it is the voice of men themselves which carries the greatest authority by taking responsibility for their own and their brothers' behaviour in both the private and public domain (Connell, 2001; Stanko, 1990).

The *Violence Against Women: It's Against All the Rules* campaign draws on the theoretical discussion outlined in this section. In this sense, the campaign is firmly grounded in contemporary social and political theory. It aims to prevent and reduce violence against women by challenging prevailing images of permissible masculine behaviour.

The strategy devised to convey the campaign's objective is described in detail in the next section.

3 Campaign Strategy

CAMPAIGN RATIONALE

The campaign strategy was designed in accordance with the guiding principles of the state-wide campaign sub-committee. The campaign rationale therefore reflects the committee's desire to:

- promote community and government awareness of the diverse forms of violence perpetrated against women of all population groups
- reflect the importance of community education and information exchange as a valuable tool in reducing and preventing violence against women
- form part of a continuum of strategies to prevent and reduce violence against women
- add value to community education activities rather than duplicate them
- involve partnerships with other agencies
- draw on national and state research findings for design and evaluation
- incorporate the 'grassroots' input of Regional Violence Prevention Specialists
- contribute to community capacity to challenge, confront and address the issue of violence against women

The *Violence Against Women: It's Against All the Rules* campaign was designed to respond to these imperatives in an innovative way, building on the growing sophistication of Australians' understanding of the issue, and targeting 'mainstream' community attitudes rather than portraying specific population groups such as 'perpetrators' or 'victims'.

It was anticipated that the concept for the underpinning slogan might serve for a range of NSW government anti-violence campaigns. Furthermore, the strategy adopted a constructive rather than fear-based approach to contribute to community capacity and willingness to confront and air the issue of violence against women. In this sense, the strategy was designed to assist in building community trust and optimism regarding the potential for change.

For these reasons, the campaign favoured positive, authoritative messages from high profile men in the community who represent popular role models, especially to younger men. The overall message conveyed by the role models was that there is no relationship between masculinity and violence against women, but rather, that violence against women (in all its forms) is unacceptable.

CAMPAIGN STRATEGY

Target group:	The primary target group is men aged 21-29 years
Promotional strategies:	Sport is used as the primary promotional vehicle
Beneficiaries:	Women and children, the community at large (including men) and future generations
Campaign focus:	The campaign encompasses the range of violent and abusive behaviours identified by the NSW Strategy to Reduce Violence Against Women, and aims to encourage non-violent men to speak out against such behaviours

Broad components of the Campaign:

- The development of advertising resources (including a logo, slogan, key messages and visuals) and placement of these materials for high profile promotion
- A public relations strategy, including targeting key statewide and regional media
- Regional and local implementation, including media advocacy and community-based projects and development of other materials. As a key element of the strategy, regionally-based initiatives are necessarily diverse
- Process and outcome evaluation strategies

Campaign Objectives:

A Overall goal of the campaign

The prevention and/or reduction of violence against women rather than the promotion of services

B Specific Objectives

- To increase the unacceptability of violence against women
- To stimulate discussion amongst men who would not normally discuss this issue
- To encourage men to have a broader understanding of the sorts of behaviours that constitute violence against women
- To encourage men to have a broader understanding of the ramifications of violence and abuse, such as the effects on children, enhanced community fear of men, social restriction of women etc.

Strategies:

- Create a public message and campaign materials that encourage men to be a part of violence prevention
- Implement a communication strategy to generate publicity and promote the campaign
- Provide information to men on how to prevent violence against women
- Provide information to other organisations and community groups on men's role in preventing violence against women

These strategies were achieved through the use of spokespeople (role models) in mass media advertising, public relations activities and community-based programs and events (following the principles of social marketing, see Andreasen, 1995).

SPORT AS A PROMOTIONAL VEHICLE

Sport was chosen as a promotional mechanism for the campaign because of its foundational role in Australian culture. Men are highly involved in sport both as participants and viewers (ABS, 1997-8). In this way sport acts as a 'common language' shared by men across all socio-cultural groups, providing a wide and receptive audience for the campaign message.

Some of the specific advantages associated with using sport as the primary mechanism of the campaign include:

- A source of high profile and respected spokespeople to deliver the campaign message – these men are thought of as all round 'good blokes'
- Opportunities for targeted placement of campaign materials at sporting venues
- Sponsorship and support by sporting clubs and associations
- Access to men who play important roles in the lives of those in the target group – coaches, fathers, friends etc.
- Opportunities to access groups of men gathered for sporting and social activities to deliver and evaluate the campaign message

The manner in which the Campaign was implemented is described in the next section.

4 Campaign Implementation

Campaign materials were informed by consultation with Regional Violence Prevention Specialists and Regional Reference groups to explore broad potential themes. The campaign Sub-Committee also received input from government and community group representatives with experience of similar education campaigns. Evaluation reports of relevant Commonwealth and State campaigns were analysed (*Read my lips – No Means No; Homophobia – What are you scared of?*; the Elliot and Shannahan Report prepared for the Office for the Status of Women). Ongoing relationships were established with agencies running current violence against women campaigns, such as the *Freedom from Fear* campaign in Western Australia, as well as proposed campaigns such as the *Partnerships Against Domestic Violence* community education initiative. Campaign materials were pre-tested by formative evaluation to assess the strength and weaknesses of proposed campaign images. The implementation of the campaign was informed by process evaluation on an ongoing basis (results of which are reported at Appendix E).

The campaign was officially launched in December 2000, and was therefore in place for 6 months at the time outcome evaluation commenced.

STATE-WIDE IMPLEMENTATION

The state campaign was implemented using three primary channels, being poster advertising, information booklets and radio advertising.

1. Posters

Posters were produced featuring high-profile sportsmen from four popular sporting codes. The language used by each sportsman frames the message that violence against women is unacceptable, using terms which derive from each of their chosen sports:

Michael Slater
(Cricket)

Sledging a woman? That's verbal abuse!

Mark Bosnich
(Soccer)

*Marking a woman, watching her every move?
That's stalking!*

Dale Lewis
(Aussie Rules, AFL)

Striking a woman? That's assault!

Laurie Daly
(Rugby League, NRL)

Force a woman into touch? That's sexual assault!

Paid poster advertising carried on the back of 136 metropolitan buses in Wollongong, Sydney and Newcastle ran for 4 months (January through April 2001). This high profile coverage was supported by the production and distribution of approximately 6500 large format posters. These were distributed state-wide to interested agencies and clubs.

2. Information Booklets

5000 information booklets aimed at assisting agencies to become more involved in the campaign were distributed state-wide. The comprehensive booklet served to:

- Explain the aims and structure of the campaign
- Advocate for a local partnership approach to regional initiatives
- Describe the key campaign message as it relates to all forms of violence against women, and provide definitions of these
- Provide statistical and factual information about violence against women

3. Radio Advertising

Paid radio advertising ran for six weeks from January 2001. Radio stations with a strong youth demographic were selected, including 2MMM, 98FM (Wollongong) and NXFM (Newcastle).

An electronic radio announcement about the campaign was provided to all Regional Violence Prevention Specialists. These staff coordinated its distribution to regional and community radio stations around New South Wales.

REGIONAL IMPLEMENTATION

Regional initiatives to launch and promote the *Violence Against Women: It's Against All the Rules* campaign frequently combined with local or regional sporting, social or community events. Local media interest was strengthened through the use of local sporting icons as spokesmen for regional activities, who were given information and briefing sessions prior to their active involvement in any campaign activities. The most recent update of regional campaign activities available at the time of printing the Evaluation is appended at Appendix D.

5 Evaluation Objectives and Methodology

Three distinct groups were involved in the *Violence Against Women: It's Against All the Rules* campaign, each of which has an important contribution to make to its evaluation. In this sense, there are three somewhat separate evaluation processes to report. The groups involved include:

- Men in the community (including those outside the target age range), the recipients of the campaign message
- Regional Violence Prevention Specialists, who implemented the campaign in localised ways
- Sportsmen involved in either state-wide or regional campaign activities as spokesmen for the campaign

The evaluation process was designed to measure the way in which each of these groups experienced the campaign. The greatest research emphasis was placed on men in the community, whose responses are reported in this document. However, it should be noted that a strategy targeting men's attitudes and behaviour represents a significant shift in the typical focus of Regional Violence Prevention Specialists' work, which more often addresses women in the community. Given that many Regional Violence Prevention Specialists were involved in localising the strategy in their region, their experiences of the campaign are also an important source of information about the efficacy of the strategy and its implementation. Their input, together with their feedback about the response of the sportsmen involved in their initiatives, is appended in a separate report available from the Violence Against Women Unit, Attorney General's Department, Sydney.

MEN IN THE COMMUNITY

The overall aim of the campaign was to:

Prevent or reduce violence against women by influencing men to help reduce and prevent such violence.

Specifically, the campaign was designed to:

- Increase the unacceptability of violence against women amongst men
- Stimulate discussion amongst men who would not normally canvas the issue of violence against women
- Encourage men to have a broader understanding of what behaviours constitute violence against women
- Encourage men to have an understanding of the ramifications of violence and abuse, including the effects on children, enhanced community fear of men, social restriction of women and so on

Evaluation Objectives

The campaign's objectives were translated into six research domains. A series of Evaluation Hypotheses was then devised to measure each of the domains. These hypotheses, and the domain they examine, are correlated with their quantitative and qualitative test items at Appendix C.

Hypothesis 1 – measures **penetration** of the campaign message

Men who have been exposed to the campaign will demonstrate awareness of the campaign addressing violence against women

Hypothesis 2 – measures **provocativeness** of the campaign message

Men who have been exposed to the campaign will be encouraged to discuss the issue of violence against women as a result of the campaign

Hypothesis 3 – measures **understanding** of the campaign message

Men who have been exposed to the campaign will accurately identify the campaign message (*that violence against women is made up of a range of behaviours, all of which are unacceptable*)

Hypothesis 4 – measures **strengthening of attitudes** as a result of the campaign

Men who have been exposed to the campaign will have an increased understanding that violence against women is unacceptable

Hypothesis 5 – measures knowledge of the **range of violent behaviours** as a result of the campaign

Men who have been exposed to the campaign will show an accurate understanding of the range of actions that constitute violence against women

Hypothesis 6 – measures knowledge of the **nature of consequences** of violent behaviour as a result of the campaign

Men who have been exposed to the campaign will be able to accurately identify the nature and range of the ramifications of violence against women

Additional data was collected to address two further issues:

- The receptiveness of men to a campaign about violence against women
- The response of men to the sporting theme adopted by the campaign

Note: Whilst no pre-test data was available for men in the sample population, findings are discussed in relation to focus group data generated during the formative evaluation stage of the campaign development (see Section 7, DISCUSSION AND RECOMMENDATIONS). The

formative data was only sighted *after* completion of the outcome evaluation and played no role in the design of the research questionnaires.

Methodology

The methodology adopted was designed to extend the data collection process as widely as possible. In part, this was achieved through a collaborative relationship with the major provider of vocational and educational training in New South Wales, the Technical and Further Education Commission (TAFE NSW). This organisation acted as a partner in the research process in a number of innovative ways.

Firstly, the evaluation process was incorporated into students training in research methods at selected campuses (being Bathurst, Orange, Nowra, Wagga Wagga and Wollongong). The role of students was to gather data from men in the community (off the campus), using standardised qualitative and quantitative questionnaires designed by the principal researcher (shown at Appendices A and B).

Student participation in the research process was closely monitored by supervising staff, following a standardised set of instructions designed to ensure uniformity in the data collection process. Students administered quantitative questionnaires to men in the community, and convened and facilitated community focus groups to generate qualitative data. In this way, the data set on which the evaluation findings are based was considerably and reliably extended through an effective and creative partnership.

In addition, TAFE NSW organised for posters to be displayed on many campuses, particularly in campus and community libraries. In rural centres especially, these are an important community resource. Library staff assisted in the distribution and collection of standardised quantitative questionnaires, producing additional data from rural and remote centres which are frequently under-represented (or simply absent) in community samples.

Further qualitative data was collected through a number of independently run community focus groups convened in Albury, Bathurst, Orange and Wagga Wagga, by experienced applied social researchers.

Participants

- 593 men in the community provided useable data
- the sample **age range** was 17–69 years
- the **age distribution** for men in the community was:

15–20yrs	21–30yrs	31–40 yrs	41–50yrs	50yrs +
61	405	68	49	10

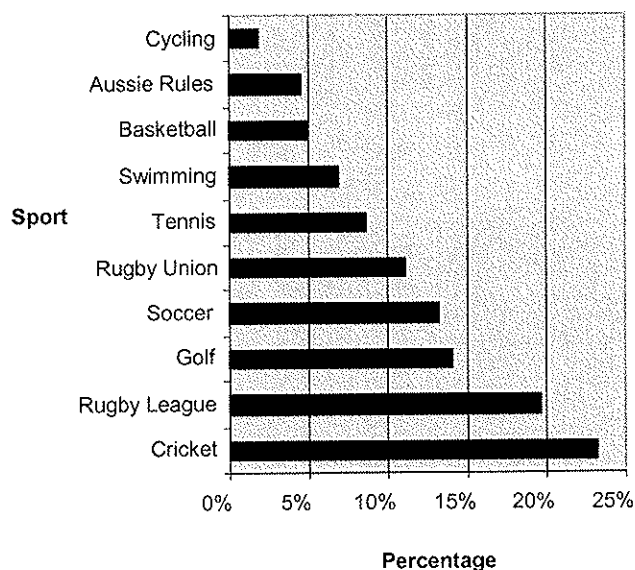
- on a scale of 1–10, men in the community reported their **level of interest in sport** as being:

1	2	3	4	5	6	7	8	9	10
93.08% ¹ of men reported following sport at <u>some</u> level of interest (1–10)									
						67.41% of men reported following sport <u>very enthusiastically</u> (7–10)			

- the most **frequently followed sports**² were

Cricket	23.10%	Tennis	8.60%
Rugby League	19.56%	Swimming	6.91%
Golf	13.99%	Basketball	4.89%
Soccer	13.15%	Aussie Rules	4.55%
Rugby Union	11.13%	Cycling	1.85%

Most Frequently Followed Sports



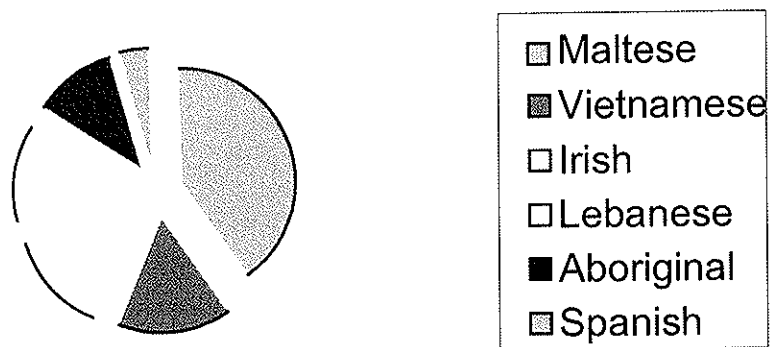
1. All percentage figures are corrected to two decimal places throughout.
2. These figures will add to more than 100% as respondents could check more than one sport.

- 76.05% of the sample reported being **actively involved in sport** themselves. Of those men who reported playing sport, 32.04% were involved in **two or more sports** (the most common combination being golf and tennis). The sports most often played by men (in order of popularity) were:

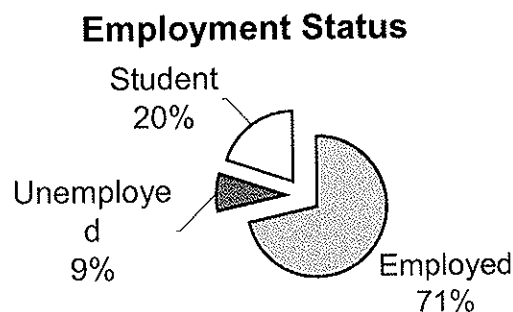
Golf; Soccer; Basketball; Tennis; Squash; Cycling; Rugby League

- 523 respondents identified as **Australian/Anglo** background*
 - 28 respondents identified as **Maltese**
 - 11 respondents identified as **Vietnamese**
 - 10 respondents identified as **Irish**
 - 10 respondents identified as **Lebanese**
 - 8 respondents identified as **Aboriginal**
 - 3 respondents identified as **Spanish**

Cultural Background (nominated ethnicity)

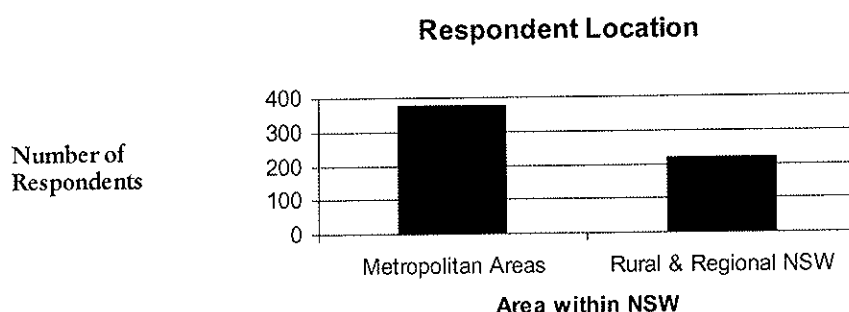


- 424 respondents were **employed**, 51 were **unemployed** and 118 were **students** (not necessarily TAFE)



* Responses to the question, "What cultural background are you from?". This wording reflects respondents' self-descriptors, and was used in preference to other proxies for cultural identity such as 'language spoken at home'.

- **373** respondents lived in **metropolitan areas** (including Newcastle and Wollongong); **220** respondents lived in **rural and regional** New South Wales



Sampling

Respondents were sampled on an opportunistic basis from the community. Such a non-probabilistic approach was imposed by budgetary constraints, and also the difficulty of accessing a probabilistic sample where age (21–29yrs) is a defining parameter.

Intermediaries such as sporting clubs, men's groups, libraries and NSW Sport and Recreation facilitated access to men in the community. They put data collectors (student and independent researchers) in touch with groups of men convened for sporting, community or personal development and education purposes. This approach ensured researchers' access to a range of men in the community, commonly before or after meetings, lectures or training sessions.

Data was collected in 25 separate locations around NSW (shown below).

- **Quantitative data** was collected from **503** men in the community in all 25 locations where information was gathered.
- **Qualitative data** was collected from **90** men in the community who contributed to focus groups in the following locations:

Location	Number of groups	Total number of men
Albury	4	20
Bathurst	3	16
Nowra	2	12
Orange	4	19
Wagga Wagga	2	8
Wollongong	3	15

- Both quantitative and qualitative data was collected from men in the community in those centres which appear in bold text

Albury	25	Liverpool	19
Bathurst	26	Macquarie Fields	21
Blacktown	29	Mt Druitt	25
Blue Mountains	35	Newcastle	34
Campbelltown	26	Nowra	24
Cowra	10	Orange	35
Dubbo	17	Parkes	8
Enmore	22	Wagga Wagga	14
Forbes	13	Wollongong	50
Gosford	46		
Granville	14		
Griffith	21		
Hornsby	25		
Lidcombe	27		
Lithgow	27		

Whilst the research sample shows some evidence of being diverse, especially in the spread of rural/urban data, no claims of representativeness are made. In particular, the sample is significantly skewed to men of an Australian (Anglo) cultural background. The qualitative data generated by men in the community allows for a deeper understanding of the nature and range of men's responses to the campaign, but the information cannot be generalised outside of the contributing groups.

Instruments

Draft versions of both qualitative and quantitative questionnaires were piloted in Orange. Two groups (one of adult men and one of male students) were asked to complete the questionnaires individually. Their response was then sought as a group in relation to issues of readability, ambiguity, questionnaire instructions and so on.

Where student data collectors were involved in the research process, questionnaires were accompanied by a set of guidelines for supervisors, including standardised instructions on the administration of surveys and procedures for convening and facilitating focus groups.

Questionnaires used to measure the response of men in the community to the campaign are appended at Appendix A (Quantitative) and Appendix B (Qualitative).

6 Findings for Men in the Community

Quantitative data was collected in order to analyse the set of Evaluation Hypotheses in terms of respondents' age, cultural background, employment status and geographic location. In so far as the initiative was built around a sporting idiom, the salience of sport may have served as a further important variable in understanding men's responses to the campaign. The effects of cultural background and men's interest in and participation in sport are not reported here. This is due to the cultural weighting of the sample (substantially in favour of Australian-Anglo men) and the lack of any meaningful variance in the data regarding the salience of sport to men (more than two thirds of the sample reported following sport very enthusiastically, with 76.05% being actively involved in sport themselves).

The data are reported in relation to each of the Evaluation Hypotheses they address, in order to examine the six research domains derived from the campaign objectives. The quantitative findings are presented first, followed by themes emerging from the qualitative data for that hypothesis. Where item numbers are referred to, they are followed by an abbreviated reference to the Appendix where the full question can be found.

PENETRATION OF THE CAMPAIGN MESSAGE

Hypothesis 1

Men who have been exposed to the campaign will demonstrate awareness of the campaign addressing violence against women

Asked if they had seen or heard anything about the campaign (Q.6, App. A; Q.1, App. B) 75.55% or 448 of the total sample pool of men in the community approached by researchers confirmed seeing or hearing something about the *Violence Against Women: It's Against All the Rules* strategy³.

Of the group who had seen campaign materials, buses were by far the most common source of campaign information, with over two thirds (71.21%) of respondents nominating this as their only source of information. Posters were also frequently cited (65.18%), followed by community events (31.25%) and launch activities, which were nominated by 19.20% of respondents. Stickers, leaflets, bookmarks and cards were the least likely methods of hearing about the campaign, all registering under 3.13%.

Neither age nor employment status was strongly correlated with the exposure of respondents to the campaign message. Data for having seen or heard something about the campaign was relatively evenly spread across all age categories and was not strongly associated with the employment status of respondents.

3. This figure may be somewhat elevated by the presence of campaign posters at key venues where focus groups were convened.

Some association was found between the geographic location of respondents and their exposure to campaign materials. Men in the community who reported not having seen or heard anything about the campaign (some 24.45% of the total sample approached) lived predominantly in rural areas, especially in Cowra Forbes, Griffith, Lithgow and Parkes. The strongest recognition of campaign materials was in metropolitan areas (including Gosford, Wollongong and Newcastle), where buses were the most common form of exposure to the campaign materials. In rural areas where men in the community had seen or heard something of the campaign, posters in libraries and pubs, community events and launch activities were the most common form of campaign exposure. Men living in Albury, Gosford and Newcastle were more likely to have attended launch activities or been involved in a community event associated with the campaign than all other respondents.

Focus group data confirmed the status of posters as the pre-eminent form of campaign information. Asked what they had seen or heard about the campaign, respondents in Wollongong who were exposed to posters carried on the back of buses found them very eye-catching:

I saw them once or twice and they made me think, 'What's all this about?' so the next time I read the message and then I got it.

Yeah they were great, the buses – great way to get the message out because you see all these sportsmen driving by and it makes you want to know what's happening. You don't often see sportsmen in that kind of advertising either – you know, usually leggy girls (sic) so that makes it more effective too.

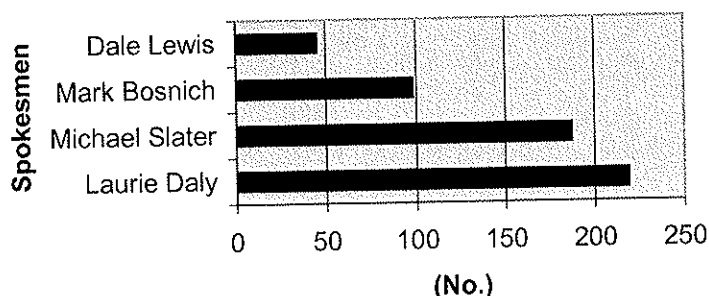
The strong, clear image of the sportsmen was the 'hook' which captured men's attention. A common response to being asked about what they had seen or heard about the campaign was:

Is that the thing with the sportsmen?

Data of this kind indicates a strong identification with the key campaign image.

The extent of penetration of the campaign message was also measured by asking men in the community if they could recall the names of individual sportsmen featured in the campaign material (Q7, App. A). Of those respondents who had seen or heard something about the campaign, 89.06% could recall at least one of the sporting personalities featured⁴. Of the four key sportsmen, Laurie Daly was most often mentioned (219 times), followed by Michael Slater (187 times), Mark Bosnich (98 times) and Dale Lewis (45 times).

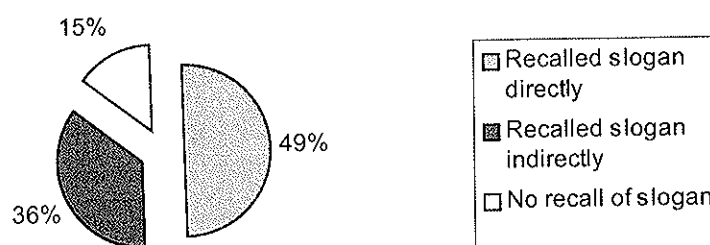
Recall Rates of Sportsmen



There was a discernible age effect in relation to recall of sportsmen. Men in the age range 15–40 years were most likely to nominate Laurie Daly, whereas men older than this (41 years and above) more often recalled Michael Slater. This same pattern was evident in the data in relation to the geographic location of respondents; metropolitan respondents more often recalled Laurie Daly but men living in rural areas recalled Michael Slater more often than any other sportsman.

Another measure of the community's awareness of the campaign was taken by testing men's ability to correctly recall the campaign slogan (Q.8, App. A). 49.11% of men who has seen or heard something of the campaign could accurately recall the campaign slogan by correctly finishing the sentence "Violence against women: It's _____." (Data was accepted as long as the word *rules* was mentioned). Another 36.16% of respondents, unable to complete the sentence verbatim, knew that the slogan was something about violence being 'not on' or 'wrong'.

Recall of Campaign Slogan



Age was associated with the spread of responses to recall of the campaign slogan. Men in the oldest age grouping (50 years+) were least likely to correctly complete the campaign slogan. The most accurate recall was evident in the target group population (21–30 years). Well over two-thirds (78.02%) or 316 men in this group correctly recalled the campaign slogan, or recognised that the message was that violence against women is wrong.

PROVOCATIVENESS OF THE CAMPAIGN MESSAGE

Hypothesis 2

Men who have been exposed to the campaign will be encouraged to discuss the issue of violence against women as a result of the campaign

Asked if they had thought more about the issue of violence against women since seeing or hearing about the campaign materials (Q.9, App. A), men in the community overwhelmingly agreed that they had not. Just 17.41% of respondents agreed that they had given the issue more thought. All but three of these men were older than the target age group (21–29 years), and all lived in metropolitan areas. Those who agreed that they had given the issue more thought were asked to elaborate in what way. Two principal themes emerged in men's open-ended responses. The campaign materials served to:

- expand their understanding of what violence against women was, and
- stimulate thought about the connection between violence in sport and violence between partners

In relation to extending men's understanding of the variety of behaviours which make up violence against women, typical responses included:

I'd never thought of stalking a woman as being domestic violence before.

They make you think that there are lots of things, like just shouting abuse, that you could be had on domestic violence for.

The posters made me think about all the kinds of things which we don't normally consider abuse, but which harm relationships and therefore are violence.

In relation to the posters encouraging men to make connections between on-field and off-field behaviour, these responses are typical:

Seeing those big sportsmen made me think that sport is actually quite violent, and to start with I thought it was stupid to associate violent men with a campaign about violence against women. Then I realised that it was about saying – you can be aggressive on the field but not in the home, or anywhere else really.

Australia has quite a macho culture when it comes to sport, but men shouldn't be that way in all aspects of their life, especially not towards women.

Men were also asked if the presence of campaign materials had made it easier for them to talk to their mates about the issue (Q. 14, App. A). 91.1% of men in the target group (369 men) who had seen or heard something of the campaign reported that the issue was not one they would talk about with their peers. Pressed for explanations as to why this was the case, men's responses showed a high degree of agreement that:

- the issue is not something which 'ordinary' men talk about together:

Men just don't sit down to a beer and say 'have you seen the latest campaign about domestic violence?'

We [men] just don't talk about those things with each other.

They might think about those things [the campaign materials] in their heads but they don't talk about it with mates, unless it's about a specific friend or something. But not as a general issue, like the GST or something.

These sentiments were echoed in the focus group data, which tapped the same issue of whether the campaign had made it easier for men to discuss the issue of violence against women with their mates, and if so in what way (Q. 8, App. B). A series of themes emerged from the qualitative data, which reinforced the sentiments expressed by men responding to the quantitative questionnaires:

- the campaign is a helpful 'community reminder' about the issue, but men don't discuss the topic of violence against women in general conversation
- men would discuss specific cases of violence amongst their peers, but not the generalised issue of violence against women

In relation to seeing the campaign as an important public health message, typical responses included:

It's like eating right, or wearing seatbelts and not speeding, eh? There should be messages to the community about not being violent [towards women], because it's a good thing to do. But men aren't going to talk about domestic violence like they talk about the weekend footy or if the government is doing the right thing with the boat people. It's just not a general topic of conversation, campaign or no campaign.

It's like all these campaigns isn't it, like Norm [LIFE BE IN IT] and QUIT Smoking, you know, the message is a good one and it goes into your head, but you don't go around talking about it. It might change your actual behaviour though, because you think about the message next time you go to do something about it.

As a public education campaign, good on 'em. But would I sit down with my mates have a yarn about what Laurie Daly says on them posters, no way!

Responses indicating that men would discuss specific cases of violence amongst their peers, but not the generalised issue of violence against women include:

Look, if I knew that one of my mates was behaving badly towards his girlfriend, I'd take him to one side and tell him to pull his head in. I'd have no trouble. But my mates would think I was off me head if I sat down and said, 'so what do you think about violence against women?' They'd be laughing at me.

I have had to deal with one of my mates bashing up his partner, and she had actually come to me for help. That wasn't a problem for me.

I feel very strongly about men being respectful to women ... I only had to say a few words, sharp and to the point and he knew I meant it. But I wouldn't talk about the issue of violence against women in the general flow of conversation, I don't think.

When men talk together, even really good mates, they just don't talk about violence against women as if it was something to discuss between yourselves. Maybe if there was a specific incident or something, something bad in the media, say. You might have your own opinions, but you don't talk about it – maybe a passing comment about the posters, but not the whole thing [issue] itself.

A singular exception to the tone and themes emerging from the focus group data was the information generated by two groups of men who met in Wagga Wagga. These respondents were all Aboriginal men, and their outlook on the issue reflects the Aboriginal perspective of violence against women (domestic violence) as 'Family Violence', so that three main themes were identifiable in their data:

- violence against women is an issue which should be discussed by men
- the campaign material makes it easier to discuss the issue because it provides a 'starting point' for conversation
- Aboriginal men need to talk about the issue with younger men in the community

The general agreement that violence against women is an issue for discussion among (Aboriginal) men was reflected in comments such as:

It's up to us men to talk about violence in our communities because it's mainly men doing the hitting, you know. We need to take responsibility.

When we men say 'we are doing the wrong thing by our women' then we can start to heal our communities and our men. We have lots of things to talk about, but violence in the family is a big one, a big one.

As far as the utility of campaign materials as a conversation starter goes, ideas were expressed such as:

They're good things, those posters, because we can say to our men – look at those sportsmen, heroes, they're telling you it's no good to go hitting your woman. Don't do it brother.

All our people look up to sportsmen, especially the footy players [AFL]. They saying to us, don't be violent, and we can say to our people, look at those pictures, Dale Lewis is saying don't hit your woman, it's no good. That helps us to talk about it because of the pictures ... There should be Aboriginal pictures, as well.

Finally, Aboriginal men saw the campaign materials as a way to broach the issue with younger men in the community:

We old fellas aren't the ones who need this information. It's them young ones need it more. They need to be shown the right ways. We

can talk to them by showing them the posters. They [the posters] help us to give the right message to young people. They are the future of our communities.

A further question put to all focus group participants asked whether they had in fact had any discussion about violence against women because of the campaign (Q. 9, App. B). The unequivocal nature of responses to the question of whether the campaign was likely to stimulate discussion amongst men (Q. 8, App. B) was somewhat moderated by the prevailing themes emerging in relation to this question which suggested that:

- Men had spoken to their partners, work mates and peers about the issue but mainly to clarify the central message of the campaign materials
- Men spoke about the issue of violence against women to take issue with content of the campaign materials

Men described the conversations they had had (to clarify the central message of the campaign) in these typical ways:

Yeah I've spoken to my girlfriends about it because the posters were all over the library. They didn't get what the language was saying (none of them are very sporty or anything). So I explained what the Bosnich poster was saying, about 'marking', like in soccer.

It took my mates and me a while to get the real message – like for ages Johnno [*name changed*] thought that it was just something about sport till he read the writing next to the sportsmen. Then we had a discussion about what 'sledging' was if you did it to a woman. So that's a discussion, I s'pose.

A much greater proportion of qualitative data was devoted to men reporting that if they had a discussion about the campaign, it was to take issue with the central campaign message, typically:

Look I've seen the posters and I had a bit of a giggle with my mates [at uni] about it – we thought it was a bit rich the one about Michael Slater and sledging because he's the worst of the lot of them! [at on-field sledging]. But we did talk about it a bit, and we wondered who they would put up there for women sportsmen telling women not to nag their fellas. Like Cathy Freeman might be saying; 'Don't run him down!'

Yeah I've spoken to my girlfriend because we had a bit of an argument about it. I was saying they shouldn't just talk about men abusing women, because men can be abused too, you know.

I spoke about the posters with my cycling mates and we all agreed that men shouldn't abuse women, and the posters get that message over cleverly. But we also thought there should be a similar set addressing the issue of women who abuse men.

UNDERSTANDING OF THE CAMPAIGN MESSAGE

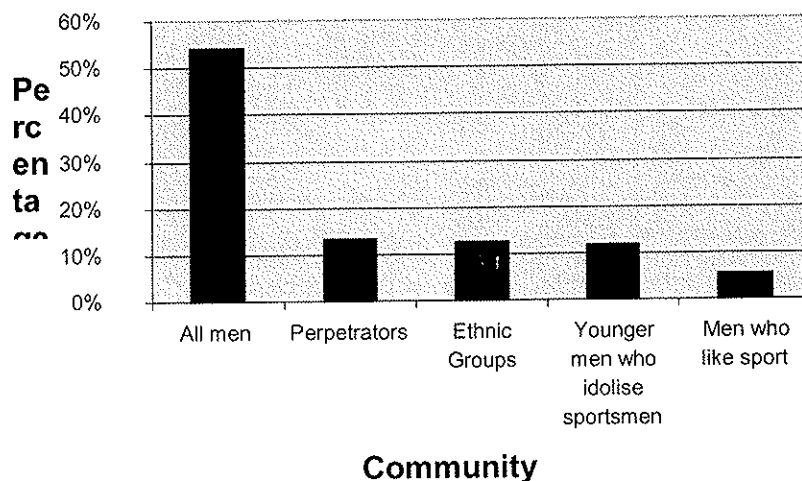
Hypothesis 3

Men who have been exposed to the campaign will accurately identify the campaign message (*that violence against women is made up of a range of behaviours, all of which are unacceptable*)

Questions tapping respondents' understanding of the campaign's message addressed both who they thought the campaign was aimed at, and what they understood the main message of the campaign to be.

Asked to nominate which group in the community they thought the campaign was aimed at (Q.12, App. A), 54.02% of respondents thought that the campaign was aimed at all men in the community; 13.17% at men who are violent towards women; 12.5% at particular ethnic groups within the community; 11.83% at younger men who idolise sportsmen and 5.59% at men who like sport.

Perceived Target of Campaign Message



Men in the younger two age groups, 15–20 years and 21–30 years were more likely than men in all other age groups to report that the campaign was aimed at men who are violent towards women. All other data was relatively evenly spread amongst the age distribution of respondents, with a slight association between thinking that the campaign is aimed at men from particular ethnic backgrounds and respondents aged 31–40 years.

Neither location nor employment status showed any strong relationship with the spread of data for who respondents thought the campaign was aimed at.

Focus group data to the same question (Q.7, App. B) elicited a reduced number of community target groups, and elaborated on the reasons why respondents thought such groups were the intended recipients of the *Violence Against Women: It's Against All the Rules* message. The principal themes are summarised as being:

- All men in the community because violence happens in every strata of society
- Ethnic groups where women are not respected or where there is a lot of violence caused by endemic substance abuse
- Perpetrators of violence against women

Those respondents who thought that the campaign was aimed at all men in the community offered explanations such as:

We all know, well most of us anyway, I think, that domestic violence against women isn't a class thing or a race-based thing. It happens in merchant bankers' families and in plumbers' families. There are no boundaries to it. So the campaign is speaking to all men in Australia, whatever job they do and if they don't have a job at all. It's for everyone who is a man in a relationship, should I say, with a woman.

It's everyone. Domestic violence happens everywhere, you know, at the best addresses and the worst. They're targeting all men, or they should be.

Where respondents argued that the strategy was designed to address ethnic groups within the community, they distinguished between those groups where cultural beliefs were the root cause for violence against women, and those where substance abuse was the major factor:

This may not be a popular thing to say, but I reckon the campaign is aimed at ethnics (sic) who treat their women like dogs. Like they can't go out without their husband's permission, or get a job or learn English or nothing. They need to learn that we do things differently here in Australia, if they want to come here. One thing they need to learn is you respect women, and you treat them like ... well like people with equal rights and everything.

Women in Muslim communities are very restricted in what they can do. They don't have much power in their families. I think the campaign is a way of telling people from Islamic countries that they need to treat their women right.

It's a sad thing but there are some groups in the community where substance abuse is so high that half the time the people don't even know what they doing. They're high as a kite or completely blind, and that's when their women get the worst of it. They need to take a look at what they're doing, because they're destroying themselves. (*Pressed to nominate a particular group, the respondent suggested Aboriginal communities suffered from these high rates of substance abuse 'everywhere in the country'.*)

Respondents who saw the campaign being aimed at perpetrators saw them as a group particularly in need of this message:

Well it's abusers, isn't it, men who beat up their women and drag them around by their hair. They need to get the message loud and clear, that kind of thing is not on. We don't want to see women being hit and bashed, and these men need to be told that society, generally, that's all of us, think what they're doing is wrong.

Violence is a big thing in society. We need to tell men who think they can get away with it that they can't. We don't want them to think it's OK. Like we don't want priests to think they can abuse children (sic). But it's the same kind of thing – send a strong message to the people who aren't doing the right thing.

In order to flesh out respondents' understanding of the campaign message, men in the community were asked what they thought the main message was that the sportsmen were trying to convey (Q.13, App. A). 70.98% of men reported that:

- the message is that men shouldn't behave in a violent way towards women

These open ended responses were phrased in ways such as:

They're saying 'don't be violent' towards your woman.

The sportsmen are telling men that violence against women is bad.

You shouldn't be violent if you have a girlfriend or a wife. It's wrong.

A much smaller proportion of men in the community, 27.23%, described the message as being:

- you don't have to be violent to be a 'real man'

Of these men, 12.50% fell into the older age groups (31 years and above), and 14.73% were younger than 31 years of age. All of these men lived in the metropolitan areas in which data was collected. Their explanations of the campaign's message focused on:

These men represent probably the most masculine images we have in Australian culture. The message is, these men are masculine → they don't believe in violence → you shouldn't either.

There is no place for violence in contemporary images of what it means to be a man in Australia.

Masculinity and violence don't go together any more.

Focus group participants were also asked to discuss what they thought the sportsmen were trying to say to men about violence against women (Q.2, App. B). A range of responses was elicited which focussed on the changing nature of cultural images of masculinity, and the distinction to be made between 'allowable' violence and violence which is disapproved of. The themes which capture the greatest amount of qualitative data in response to this question are:

- we no longer associate being masculine with being violent – it's no longer part of the male image
- as a culture we tolerate violence associated with sport but not with relationships
- the sportsmen are saying that being violent in relationships is wrong

Those respondents who thought that the campaign message offered men a new way to think about what it means to be masculine identified this as a recent phenomenon involving explicit cultural messages:

You know maybe 30 years ago, even less I don't know, Australia had this thing that being a bloke involved the capacity for violence. You had to be tough, strong, like the Marlboro man or something. These days we don't associate being tough and being violent in the same way ... I mean being a bloke isn't about hitting and punching. Good blokes don't hit and punch. Here's a bunch of good blokes, Daly, Slater. And they're providing role models to young men to say if you want to be like me, don't be aggressive towards your woman.

If I look at those images, I think to myself, 'These are serious men'. If I want to be a real man, a tough guy like they are, I shouldn't be violent towards women.

I think the posters reflect a change in how men are being told they have to be. They can't be violent anymore, because society doesn't accept it. It's not OK for men to use, what'd that judge say, 'rough handling' – just because they're a man. Men have to keep their hands to themselves these days or they'll be in trouble.

Some men suggested that the posters communicated the message that violence against women is wrong by drawing a distinction between 'allowable' and 'disallowable' violence:

Footy's [NRL, AFL] got to be one of the most violent sports around. That's why the young 'uns love it so much – they get a chance to muscle blokes around and wrestle down here in the mud. Now Daly's saying, look, I can be violent on the footy field because it's part of the game, but don't YOU be violent off the field because you'll be a jerk.

Slater's a shocker when it comes to sledging, and I guess you could call that a form of violence (though I don't meself). But it's part of the game OK – you've got to psych the other guys out, get 'em on edge a bit. But he's saying there's a difference, you know, between how you behave to win a game of cricket, and how you behave to win an argument with your missus.

Agreement that the sportsmen's message was that violence against women is wrong was phrased in these typical ways:

All of the sportsmen are using their own language to tell men that they shouldn't be involved in domestic violence.

When Daly talks about dragging her over the line, or whatever, he's saying, don't be violent in your relationships.

Dale Lewis is using the analogy of 'striking' to make the point that men should not physically abuse their partners.

Focus group participants (only) were asked to further discuss the questions of why sportsmen had been used to deliver this particular message (Q. 4, App. B) and

what they thought about the use of sporting language to deliver the message (Q. 5, App. B). These questions were designed to further investigate what men understood the campaign message to be, and whether the choice of the particular sportsmen involved in the campaign and the use of sporting language influenced their interpretation of the message at all.

Data in response to the use of sportsmen (Q. 4, App. B) converged on four related ideas, some of which echo sentiments expressed in relation to men's general understanding of the campaign message, being:

- sportsmen are important role models, especially to younger men
- sportsmen are thought of as 'real men'
- sportsmen are readily recognised by Australian men because of the high cultural interest in sport
- these particular sportsmen were seen as 'accessible' to ordinary men in the community

Those men who thought sportsmen had been used because of their value as role models suggested that:

You couldn't get a more authoritative figure to talk to young men than Laurie Daly. If you want the message to be credible, then it needs to come from someone that men respect and look up to, and Laurie has been like a god to lots of young men even though he's a bit past it now.

What better people to use than sportsmen if you're talking to Australian men. They idolise them, they look up to them, they want to be them.

Men who felt the sportsmen were used because they fulfil cultural expectations of masculinity commented that:

I s'pose you could use a shearer or a truckie, but you couldn't get a more Aussie bloke than a sportsman, could you?

Sportsmen are the 'real men' of our society, not the bankers and the polities. You can't be a sportsman and a wuss.

Where it was felt that sportsmen were used because they are widely recognised, focus group men agreed that:

There's probably no other group of people who'd be recognised so easily as sportsmen in Australia. If you think about it, our cultural basis is sport, weekend sport, national sport. Look at the Olympics. These people are recognised everywhere they go, probably more than the Leader of the Opposition whoever he's going to be [Federal elections were forthcoming].

It's like endorsing a product – you have to use someone well-known to make the message 'stick'. Australian men, generally, recognise top Australian sportsmen from most sporting codes. We're a nation of sportsmen, armchair sportsmen.

Significant comment was generated around the issue of the choice of the *particular* sportsmen involved in the campaign. The consensus was that these men, whilst all top sportsmen in their fields, were also 'ordinary' men in some ineffable way which made it easy for 'the man in the street' to relate to them. The sportsmen each were possessed of personal characteristics that rendered them 'mortal'. In this sense they were apt choices in so far as men in the community could readily identify with them as *men*, a factor which enhanced the 'believability' and authority of the message. Comments conveying these views include:

They made good choices with the sportsmen. If they'd used, say, John Eales or Pat Rafter, I would've gone 'Yeah, right, Ealsie, you even loved your grandmother!' You know, they have to be men that ... battle to be good and do the right thing, on and off-field. They've got to be human, not gods. Like Lleyton would be better than Pat – he's such a great guy, but he's so way above the rest of us ordinary blokes – we're all a bit mongrelly in our real lives, but I imagine Pat unpacks the dishwasher for his mum.

Daly, Slater, Bosnich – I don't know much about Lewis – but they've all been controversial in their lives. Struggle to keep a lid on it, easily provoked, maybe bit of a short fuse. That makes them like the average Joe Blow walking down the street. Sporting gods they may be, but they're ordinary blokes at heart.

Greg Norman, now he would've been a bad choice for the posters. Too smooth, too rich, not Australian, chokes on the big points ... he's not your average Aussie bloke, maybe Bosnich isn't even a bit. But if the posters have got Slater talking to me, I feel like I can talk back to him, you know, man to man. He's a sporting hero but by jingo he has a streak in him which we all have, and the posters are saying you have to control that, you can't just let fly just because you're marked.

The use of sporting language to phrase the campaign message (Q. 5, App. B) stimulated a great deal of focus group discussion which confirmed previous findings that sport was viewed as a 'universal language' amongst Australian men. The principal issues to emerge in relation to this item were:

- the sporting idiom was a clever and effective way of conveying the message
- the masculine appeal of the posters was enhanced by the use of sporting language
- the sporting analogy was widely understood because of the popularity of sport in Australia

Where men commented on the effectiveness of using a sporting idiom to deliver the campaign message, they focused on the 'cognitive effort' involved in making sense of the writing:

When I saw my first bus, it was just Mark Bosnich's face gliding by. Then when I had a chance to read the message, I thought, hey, marking – stalking, yeah, I get it! Like when you mark your opponent in soccer you keep close wherever they go on the field, hustle them,

and there's a sense of threat to that player coz you don't want them to get the ball.

I actually thought they were very clever, really fresh and different. It was like a puzzle to work out the first time. I think Daly was the first one I saw, and I thought it was clever to connect the sporting thing with the behaviour thing.

If they'd [the sportsmen] just said "You shouldn't hit women", it wouldn't be so good as using the sporting terms. The message is the same, but it's a much smarter way to say it – it makes you think.

I like the use of the sporting metaphor (sic) – the faces get your attention, but you remember what the ads are about because you have to work out what each message is really saying. Bit of mental effort involved, helps to make you remember.

The 'closed' language of sport used on the posters added to the masculine appeal of the campaign by emphasising the fact that the message was being delivered *by men to men*. As a communication device, the language of sport contributed to the receptiveness of men to the message by drawing on their sense of group identity:

Well, I remember thinking; my wife will never understand this! This is real bloke-speak, as she would call it.

As a man, I would say they [the posters] were 'talking my language'. My girlfriend had no idea what they were about, absolutely none. She just didn't get the language. I realised that these posters must have been designed for men because they use the kind of terms which men mainly understand. Most campaigns you see are for everyone, but these are definitely only for us men. It's like a code or something.

Where men referred to the universal nature of sporting language, they reinforced their earlier sentiments that Australian men are generally a sport-loving group:

In Africa they call it Swahili, here we call it sport.

If you had to pick something that most men would relate to, sporting language was definitely the right thing. We [men] all understand sport, whereas the language of the stockmarket, say, or mountaineering terms would exclude a whole lot of people who just wouldn't get it.

Sledging is something which all blokes understand, even little fellas from your under eights on Saturday morning who can't keep the ball on the pitch.

STRENGTHENING OF ATTITUDES

Hypothesis 4

Men who have been exposed to the campaign will have an increased understanding that violence against women is unacceptable

In order to establish whether the attitudes of men in the community were strengthened in the direction of finding violence against women more unacceptable as a result of the campaign, respondents were asked two linked questions. They were first asked what they thought about the issue of violence against women before they saw the adverts (Q.10, App. A), and then whether the campaign had changed the way they think about the issue at all (Q.11, App. A).

There is no real effect to report in the strengthening of community attitudes amongst those men who had seen or heard something about the campaign. Overwhelmingly, (91.29%), men in the community reported they:

- thought the same about violence against women after they'd seen the posters as before

Typical responses to this question included:

For me it's the same – I thought it was no good before and I think it's no good now. So no real change.

Before I saw any posters or buses I thought women who ask for it deserve everything they get – they want to be equal and everything. And that's what I reckon now.

The second question, asking respondents whether they had been caused to think differently about the issue at all (Q.11, App. A), elicited a small number of men (4.91%) who agreed that:

- they had not previously realised stalking was considered an act of violence

These men in the community, all in the target age group (21–29 years) and all in metropolitan areas, commented that:

I had no idea that stalking was considered violence against women. It should be.

Stalking – that's different for me now. Didn't realise it was domestic violence.

Another small group of respondents (8.93%) felt that:

- the campaign topic should be broadened to address violence in the community generally (not just violence against women)

These responses were relatively evenly spread across the data set irrespective of the age or location of respondents, and included open-ended responses such as:

If violence against women is worthy of a campaign, it's just a sub-set of a much broader community problem, and that's violence, period. We should be sending the message that all forms of violence, against women or anyone else, is destructive for our society.

In this day and age, we should be focusing on all forms of violence, not just violence against one particular group in society. We need to change our fundamental ideas about how we go about solving problems in our families, in our communities, in our nation and especially internationally.

Violence everywhere is bad. Women aren't the only ones to suffer.

When focus group participants discussed the issue of whether the campaign had showed them new ways to think about violence against women (Q.11, App. B), there was consensus that:

- the campaign, by itself, was unlikely to fundamentally shift individual views
- the campaign was very useful in bringing non-physical forms of violence against women to community awareness

There was strong agreement that the campaign had not acted to change men's thinking about the issue of violence against women, illustrated by comments such as:

It's a really complicated thing why people hold any of the social views they do, you know, it's from their background and their parental values and what they see happening around them. One campaign isn't going to just change what you think, like that [clicks fingers]. How long have we been told about speeding and wearing seatbelts and stuff like that, and they *still* have to do it *every* Easter and *every* Christmas.

The community won't respond, as a whole, to a one-off public education campaign. Attitudes take generations to shift – look at drink-driving.

Look I agree with the campaign message, don't get me wrong. But there are blokes out there, plenty of them, who don't and never will. There are plenty of racists, plenty of wife-bashers. You can't stop some of the people from thinking what they want to, even though it doesn't make for a cohesive society. That's democracy, isn't it?

The campaign was found to be useful in creating an awareness of the non-physical forms of behaviour which constitute acts of violence against women, including:

One thing I do think differently about are the hidden kinds of violence which the posters are talking about, like stalking and verbal abuse. I mean you don't get a black eye and a bandage round the head from those, do you, but they still hurt women.

I suppose like most men my image of domestic violence was physical - punching, slapping that kind of thing. But I realise there are other, invisible ways of being violent. Like with what you say or being threatening in your actions, like stalking. I hadn't thought of that before, so that's new for me.

KNOWLEDGE OF THE RANGE OF VIOLENT BEHAVIOURS

Hypothesis 5

Men who have been exposed to the campaign will show an accurate understanding of the range of actions that constitute violence against women

Men's knowledge about the range of behaviours which make up violence against women was assessed (Q.15, App. A). Well over two thirds (79.02%) of all men who had seen or heard something of the campaign displayed a sophisticated understanding of the range of behaviours considered to be acts of violence, naming at least four behaviours. The most commonly identified behaviours were:

- hitting or striking a woman
- pushing or shoving (manhandling) a woman
- forcing a woman into sex
- emotionally abusing a woman in some way (verbal cruelty)

Younger respondents (15–30 years) were more likely to mention overt acts of violence (where a physical act is committed). More of the data deriving from older respondents (31 years and above) included covert (psychological and emotional) and overt behaviours.

Focus group participants were similarly questioned about the kinds of behaviours they considered to be acts of violence against women (Q.10, App. B). A similarly wide-ranging set of responses was obtained, in which:

- physical and non-physical acts of violence against women were identified

Respondents were expansive in their suggestions about the kinds of behaviours that constitute violence, itemising lengthy lists such as:

Let's see there's all the stuff like punching, slapping, hair-pulling, kicking, knocking them out with your fists. Then you can also be violent by what you say and how you say it, calling them sluts and bitches and shouting and yelling and stuff, especially right up close to their face. If you rape a woman or make her do sex she doesn't want to, that's abuse too.

Everything which is harmful to the other person in any way – physical abuse is punching, sexual abuse is forcing sex on a woman, and you can also have emotional abuse where the woman feels put down or belittled, criticised all the time kind of thing, humiliated. Mmm ... some men don't let their wives do what they want to with their lives, like they control them as well.

Emotional, psychological, sexual. You know the things which you can see the obvious effects of, like assault and rape, and the things which are more ... insidious, like taking away their self-esteem and making them feel incompetent, telling them no-one else would have them or they're worthless.

KNOWLEDGE OF RANGE OF CONSEQUENCES OF VIOLENT BEHAVIOUR

Hypothesis 6

Men who have been exposed to the campaign will be able to accurately identify the nature and range of the ramifications of violence against women

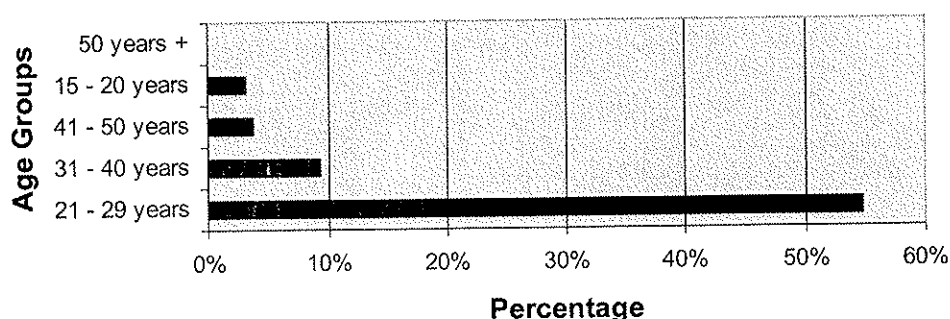
Men in the community were asked to name some of the consequences of violence against women (Q.17, App. A), in order to assess the nature and extent of community knowledge about this issue. In keeping with community responses to the previous question (dealing with the nature of violent behaviour), men's responses showed evidence of a wide-ranging understanding of the ramifications of violence towards women.

71.21% of the pool of men in the community who had experienced the campaign in some way could name at least five potential consequences of acts of violence against women. These most commonly identified consequences were:

- break-up of the relationship
- emotional damage to children
- legal consequences for the man (AVOs, restraining orders, divorce, criminal record)
- psychological and emotional damage to women
- financial hardship for everyone

54.69% of the men who named these consequences were drawn from the target group for the campaign (21–29 years), 9.38% were in the 31–40 years category, 3.79% in the 41–50 years age group, 3.13% were drawn from the youngest men, 15–20 years and 0.22% in the 50 years +age category.

Age Trends in Knowledge of Consequences



Respondents from the youngest age category were most likely to mention consequences to the male perpetrator of violence. There was no relationship between the nature and range of consequences offered by men and their location.

Qualitative data sought from focus group participants about the effects of violence on women (Q.12, App. B) demonstrated an extensive knowledge of the ramifications of violence against women. In their responses, focus group participants identified:

- multiple consequences of violence against women for individuals, families and communities

Respondents offered comprehensive inventories of which the following responses are typical:

Well first and foremost there's the man himself, the offender or whatever you call him. He's going to have action taken against him, like an AVO or some kind of legal restraint. If the police are involved he might even get a criminal record. Then there's the woman herself, she might be physically injured for life or scarred or something. And she might be very emotionally damaged, and the children too which might lead them into bad ways, drugs and so on. You've also got your families, like grandparents and aunts and uncles who might lose contact with the children if they get removed.

When I think about the consequences there are the obvious ones of course, psychological and emotional harm to women and children etc. But the community pays a price too because they have to provide refuges for the women and children, the police have their time taken up, and there are long-term community costs when the children who witnessed violence turn to violence themselves. Nobody wins, especially not the perpetrator – there's job loss, separation, divorce, he might drink too much. It just goes on and on.

I think violence against women is one reason that men are not thought of so highly as they used to be in society. Or maybe just that men's violence is reported more often so it's more public these days and the effects more better understood (sic).

MEN'S RECEPTIVENESS TO THE CAMPAIGN MESSAGE

Are men in the community receptive to public education which:

- 1) Addresses the issue of violence against women
- 2) Uses sportsmen to deliver the message (as opposed to other identifiable figures)

Additional data was collected on these issues which, whilst not falling within any of the six research domains, were nevertheless thought to shed light on the overall way in which the campaign was experienced by men in the community.

Asked if they thought that the campaign message was an important one to give men (Q3, App. B), discussion amongst focus groups participants settled on four main themes. The message was regarded as an important one to give men as:

- violence against women will increase as life gets 'tougher'
- violence against women will increase as Asian/Islamic migration increases
- some men don't understand that their actions constitute violence
- men are the invisible victims of violence too

The agreement amongst men in the community that violence against women is a growing phenomenon was related to their perception that life has become increasingly difficult for ordinary people:

People are finding it tough these days – fewer jobs, high cost of living, taxes, Centrelink on your back all the time. There's more stress in everyone's life; with more stress there's more violence. So I think this is a good message to give men as things get harder for everyone.

Fifty years ago, there was probably violence, but not so much as today. It's just so hard today to make a living ... when people get no self-respect and they fall onto despair they get violent. They lash out at people close to them, even if they don't mean to.

Consensus that this was an important message to give men was also couched in terms of increasing levels of migration from countries of an Islamic or Asian background where, according to community perceptions, women are treated differently:

If we're going to take all these people from China, Vietnam, Afghanistan, Iraq and goodness knows where else, they're going to bring their attitudes with them. And, whether we like it or not, they don't think about their women the way we do. We need to give them these campaigns to say, 'If you come here, this is how we expect you to behave towards your women'.

Culture is everything, right? Muslim men don't think women are the same as them. Asian men don't think women are the same as them. Right? We've got to tell them, somehow ... when you're in Rome, do as the Romans do – treat your women the way Australians do.

I hesitate to say this, because I know it's going to sound racist. I think the issue of violence against women is an important issue in

multi-cultural Australia because there are many different views about the gender roles, and the power of men over women. So it is an important message to give men, yes.

Some respondents felt the message was an important one as it might clarify the boundaries of acceptable behaviour for men who lack a full understanding of this:

Men need to be very careful these days – it used to be called office flirting, now it's sexual harassment. If your partner *thinks* you're going to hurt her, off she goes to the cops. At least something like this tells you loud and clear what you can do and what you can't. Maybe they ought to publish a list, like a set of footy rules.

Changing community values about 'allowable' male behaviour may not have reached everyone, so community campaigns like this are useful for establishing the norm.

Respondents stridently asserted that it was important to raise the issue of violence against partners because men were hidden victims of abuse in relationships as well. Their sentiments are encapsulated in statements such as:

It's a good message, and what's good for the goose is good for the gander. In other words, what about men who suffer abuse as well?

Let's get the message out to men, yes, and let's get the message out to women too.

Men need to hear it; women need to hear it. Where are the posters about the behaviours women shouldn't do to men, eh?

I can't argue with telling men what they can and can't do because it's hurtful and dangerous. I just ask that we do the same thing to women who can be just as hurtful and dangerous. Maybe not with their fists, but with their words. They can kill a man – his spirit, all his hope, all his self-respect.

When focus groups participants were asked if they thought men were generally open to the message of this campaign (Q.13, App. B), there was strong agreement on two somewhat contradictory issues:

- men are open to positive messages about an important social issue
- men are waiting to hear their own status as victims of abuse addressed

Agreement that men in the community are open to a campaign addressing the issue of violence against women was frequently explained in these ways:

Look men will listen with an open mind to public education campaigns about heart disease, smoking, speeding, drink-driving – what else do we have – um, you know [snapping fingers] getting more exercise. I don't think this is different. It is a problem in society.

If you asked men if they thought the issue was important or not, they would say yes, of course. It happens all the time.

As much as men were open to education about violence against women, however, they maintained the assertion that the issue of violence against men is worthy of public consideration too:

I say again, yes, men will listen to the message; they just want to hear it applied to themselves.

Um, the point I want to make is this. Men need to hear about men being abused, and then maybe they'll be *more* open to hearing about women when society admits it goes both ways.

In order to establish whether the efficacy of the campaign message could be boosted by using public figures other than sportsmen, respondents were asked if the message might be better coming from someone else, and if so who (Q.6, App. B).

Two themes capture the principal message emerging from focus group data here:

- sportsmen are most likely the most effective medium for the campaign
- ordinary members of the community, representing the gamut of society, would be preferable to any other 'authority figures'

There was strong agreement that sportsmen, alone, had the 'common touch' required to give the message the required, wide community appeal:

If you didn't have sportsmen, there's no one else who is recognised so much, and respected so much by the community. I think they were an excellent choice.

Sportsmen are the 'everyman' of Australian culture. Who else are you gonna get that men ... all men, are gonna accept a message from about something about they ought to behave?

In relation to suggestions about who else, other than sportsman, might deliver the message to any effect, focus groups participants were very clear on broad, representative community members:

Well definitely not politicians, or priests, or women wagging their fingers at us. No, I think if it's not sportsmen ... it's got to be men who're appeal like they do. It should be us. Ordinary blokes, you know, just ordinary community blokes going about their business saying they think you shouldn't be violent to women. That's powerful because it's another way of men talking to men, like we were saying before.

I think conventional 'authority figures' would be disastrous.

I can see room for a selection of all men in Australian society. Young 'uns, old fellas, black white and brindle, fat and thin ... shopkeepers, stockbrokers, teachers ... railway worker, polliets. Get the lot of them, all men in Australia saying that violence against women is wrong. Get us all in there, that'd be the way to go.

7 Discussion and Recommendations

The key findings emerging from Men in the Community are discussed in this section. The implications of the discussion are summarised by way of a series of recommendations which are made with a view to informing future campaign directions.

FINDINGS FOR MEN IN THE COMMUNITY

Penetration of the Campaign Message

The extensive penetration of the campaign message into the communities sampled by the research process strongly endorses the public education strategy adopted by the state-wide campaign sub-committee. A penetration factor of three quarters of the sample population is impressive, though the following qualifications should be noted:

- Exposure to the campaign was skewed to metropolitan areas
- Men in some rural areas have no awareness of the campaign at all
- The overall penetration figure may be elevated due to the presence of campaign materials at focus group venues

In relation to conveying the campaign message, buses were by far the most effective mode of delivery overall, suggesting they could be used more widely to significant effect. Concerted community activities designed to localise the campaign message also showed themselves to have had an impact, endorsing the strategy of developing a regional focus to supplement the state-wide initiative.

The poster images were distinctive and memorable leading to a strong association of the medium with the message. These findings accord with process evaluation data where focus group respondents agreed that the poster concepts *made a sufficient impact on them that they would be likely to remember the campaign materials.*

Further evidence of the success of the campaign lies in the fact that half of men exposed to the campaign were able to recall the campaign slogan directly, or some proxy for it. This indicates an encouraging retention of the campaign message by men within the community, particularly within the target group. These findings again accord with process evaluation findings, where men acknowledged that *the tagline was seen as tying the communication together and really summarising what the campaign was about.*

The critical nature of the decision regarding the sporting personalities featured in the campaign is borne out by the fact that:

- Recall rates of the sportsmen were significantly skewed in favour of Laurie Daly and Michael Slater
- Age trends were discernible in the recall of sportsmen

Together these findings suggest that the choice of spokesmen for the campaign is a crucial element in shaping the posters' effectiveness with particular target groups. The issue here is not so much the success of the strategy of 'men speaking to men' (this is canvassed further under Overall Receptivity to the Campaign), but rather the issue of *'which* men speaking to *which* men'.

Recommendations

- Renew public education efforts with a greater emphasis on rural and regional communities
- Repeat the strategy of using buses to carry campaign messages, including outside metropolitan areas
- Continue to support the strategy of high profile localised implementation initiatives
- Extend the use of the campaign slogan to a range of NSW government anti-violence campaigns
- Tailor campaign images to take advantage of the differential appeal of sportsmen to particular sub-groups within the community

Provocativeness of the Campaign Message

Little success can be claimed by the campaign in stimulating general discussion amongst men about the issue of violence against women, particularly amongst men in the target age group. Any discussion of the issue as a result of the campaign materials was confined to:

- older men living in metropolitan areas, where the focus was not so much on the issue as the connection being made between sport and violence – that is, the dynamic of the campaign message rather than the issue itself
- comments contesting the status of men as only perpetrators and never victims of violence themselves
- Aboriginal men in the community who were deeply concerned by the issue of men's behaviour

The overwhelming consensus that men do not regard talking about violence against women as a legitimate part of male interaction was qualified by two sentiments:

- The recognition of the issue as a legitimate 'community or social health' concern which is rightfully the topic of public education
- The acknowledgment that men spoke up about the issue if required within their immediate friendship systems

Taken together, these findings suggest that, while men may not openly canvass the issue in general conversation, they are open to accepting constructive public health messages about the issue of violence against women. This bodes well for future campaigns aimed at reinforcing positive public education about appropriate attitudes towards women.

Whilst men's strong feelings that their position as potential victims of violence is overlooked by such campaigns, they nonetheless do act when their personal belief system about the unacceptability of violence against women is challenged within their immediate friendship systems.

Recommendations

- Persist with widespread community education initiatives to deliver public health messages about the unacceptability of violence against women as a social value
- Build on the particular receptivity of Aboriginal men to the idea of raising the issue of violence against women in their communities
- Encourage men to extend their disposition to act on the issue of violence against women within their friendship systems to a willingness to speak out publicly against the behaviour
- Acknowledge and place in perspective men's feelings that they are the 'invisible' and 'unacknowledged' victims of violence

Understanding of the Campaign Message

The most frequent interpretation of the campaign message (from two thirds of the sample population) was that 'violence against women is wrong'. This accords with formative evaluation data where the strong response was that the campaign was designed to say, *'the sports people are clearly saying it's NOT OK to be violent'*. A second, less common version of the message (and coming from metropolitan men) was that the campaign was trying to say, 'you don't have to be violent to be a real bloke'. Together these two interpretations demonstrate an accurate understanding of the campaign message, which again highlights the success of the strategy in delivering its fundamental message to men in the community.

An area where the findings are less encouraging of men's understanding of the campaign relates to their view of who the campaign is aimed at. Whilst it is true that just over half of men in the sample population (54%) thought that the campaign was aimed at all men in the community, other findings suggest that significant numbers of men regard this kind of message as being targeted at particular groups. It is particularly noteworthy that:

- 13.17% of men (predominantly under 30 years of age) thought the campaign was aimed at men who are violent towards women
- 12.5% of men in the community thought the campaign was aimed at ethnic groups where the status of women is not high or where social and cultural dislocation is prevalent

A similar finding in formative evaluation data was that the anti-violence message was targeted at *'the violent guys, the guy that abuses his wife, that's the problem'*. There was no suggestion that the campaign was aimed at particular ethnic groups within the community within the formative evaluation data (which was collected in the design stages of the strategy's materials, well before the campaign was launched).

The tenacity of views that violence against women is a socially or culturally bounded phenomenon is an important moderator of the success of the campaign in broadcasting the more general message that violence against women is a socially pervasive and unacceptable phenomenon. This is clearly a direction for future community education efforts.

Men's comprehension of the campaign message appears to have been enhanced by the use of sport as a promotional vehicle. Men liked the communication device of using high-profile sportsmen to 'talk' to men through a sporting idiom which they felt was clever, and appealed to both their gender identity and their national or cultural identity as Australian men. Identical findings in formative evaluation data suggest that *'they [the posters] speak to guys, it's the type of thing you want to see'*. In addition, men consulted in the design stage commented that *the communication is interesting in its delivery, not authoritarian and not 'telling us what to do'*.

Furthermore, men responded positively to the credibility and authoritativeness of the sportsmen used in the campaign, and emphasised their particular appeal to young men. An additional finding with implications for future campaign directions is the unexpected outcome that men found the sportsmen featured particularly appealing because of their 'humanness'. This refers to a sense that at some level, and despite their sporting prowess, the men in the posters were

ordinary men suffering the same character flaws as men in the community. Again, this suggests that future strategies might incorporate spokesmen with whom men in the community can readily identify as men in their own image.

Recommendations

- Address the perception that the issue of violence against women affects particular cultural groups within the community differently
- Extend the message regarding the unacceptability of violence to include the idea that responsibility for violence against women is a collective and community, as much as individual responsibility
- Renew and extend the strategy of 'men talking to men' about the issue using an identifiable masculine idiom
- Renew and extend the strategy of selecting credible, authoritative and/or accessible spokesmen for the campaign with whom men can readily identify

Strengthening of Community Attitudes against Violence

Where the campaign aimed to increase the understanding of men in the community that violence against women is unacceptable, very little headway was made in changing the minds of men towards this view if this was not already their opinion. Given the tenacity of social attitudes, it is unlikely that a single campaign would by itself cause a fundamental shift in community thinking about any issue. These findings are reinforced by formative evaluation data which reflected the view that, *'it might get you thinking about it, although it's going to take more than an ad to change the behaviour of a really violent guy'*.

The lack of any demonstrable success in this area must however be viewed against the evident receptivity of men to messages about the issue as a legitimate social health concern. This raises the possibility that sustained public messages, over time, might bring about a gradual shift in community attitudes along the lines of other public education programs.

The campaign was regarded as useful in bringing about a greater awareness of non-violent forms of abuse among a small number of men, all in the target age group. An emphasis on these less-recognised forms of violence against women is likely to be a useful direction for future education initiatives. This is particularly so as the formative evaluation findings showed that focus group participants felt *the campaign had broadened their definition of violence to take in non-violent forms, eg abuse, harassment etc. Men's initial definitions of violence all involved physical acts – hitting, punching or shoving*

Recommendations

- Generate awareness of the non-physical and insidious ways in which violence against women can be expressed

Knowledge of the Range of Violent Behaviours

Whether such knowledge is a by-product of the campaign or not is difficult to assess, but men in the community displayed a sophisticated understanding of the range of physical and non-physically violent behaviours which constitute violence against women. Nearly 80% of men in the sample population named at least four behaviours considered to be acts of violence. A trend for younger men to focus on physical acts of abuse suggest that as a group, they may need further information about the many 'invisible' ways in which women suffer violence perpetrated by men in relationships.

Irrespective of the source of this knowledge, the finding is a positive one suggesting that there is broad community understanding of the range of behaviours through which men exert power over women.

Recommendations

- Increase awareness of non-physical forms of abuse among younger men in the community

Knowledge of the Range of Consequences of Violent Behaviours

In as much as nearly two-thirds of the sample population named at least five potential consequences of violence against women, it is clear that men in the community are well versed in the range of consequences of violence in relationships. This is particularly so for men in the target age group, who made up the largest proportion of men identifying five or more consequences.

Men's awareness of the ramifications of violence against women may reflect exposure to campaign booklets (where this issue is addressed), or to information about the consequences of violence which accompanied the campaign in the Central Coast and Wollongong areas. However, the strong effect beyond these areas suggests that, by and large, there is widespread understanding of the ramifications of violence against women within the community. This provides a useful platform for future campaign initiatives.

Recommendations

- Build on the sound understanding within men in the community regarding the consequences of violence against women to individuals, families and communities

Receptivity to the Overall Campaign

Several, disparate trains of thought were offered to support the consensus among men in the community about the importance of ongoing community education regarding violence against women. Changes in society were seen to be responsible for a likely increase in relationship violence. The first perceived change was that 'life is getting tougher' for everyone in Australia, and that as family stress increases so too will family violence. A second perceived change in national culture was the need to reinforce 'Australian' social norms for the treatment of women in the face of increased migration of people from cultures with different value systems regarding the status of women. Together, these perceptions that social conditions are in a state of flux, and that as a result women will remain vulnerable (though for different reasons), provides valuable input into the shape of future initiatives.

Men also raised the issue of shifting boundaries of what constitutes violence against women, but principally to secure men's safety from misunderstanding how their own actions could be construed, especially in a work-related setting. However, by far the most strident message from men was the call to address the issue of men as the 'invisible' victims of abuse, and publicly acknowledge men as potential victims of violence as well. This same message remained the most important qualification to men's general support for and openness to public education about the issue of violence against women.

Men's suggestions for alternative campaign spokesmen converged on the rejection of conventional authority figures in favour of men with the same wide appeal of the sportsmen, and, importantly, the same 'common touch'. The authority and credibility of the message rested clearly on men's ability to identify with the message giver, preferably someone who could be regarded as an 'ordinary bloke', or 'one of us'.

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Appendix A

Quantitative Questionnaire

Enter postcode

Thank you for agreeing to talk to me for this research project. It will take about ten minutes. I don't need to know your name, but my name is *say your name* and I'd like to talk to you about the campaign about Violence Against Women which is running in *say the name of your town* at the moment. This research will help to evaluate the campaign being run by the Government in NSW.

1. Firstly, can you tell me a bit about yourself? How old are you?

15 – 20 ☐
31 – 40 ☐
50+ ☐

21 – 30 ☐
41 – 50 ☐

2. Can you tell me on a scale of 1 – 10 how enthusiastically you follow sport?

1 2 3 4 5 6 7 8 9 10

① *circle one*

Can you tell me which sports?

Rugby union ☐
AFL ☐
Basketball ☐
Soccer ☐
Other _____

Rugby league ☐
Cricket ☐
Tennis ☐
Swimming ☐

3. Do you play any sport yourself?

Yes ☐ No ☐

Can you tell me which sports?

Rugby union ☐
AFL ☐
Basketball ☐
Soccer ☐
Other _____

Rugby league ☐
Cricket ☐
Tennis ☐
Swimming ☐

4. What cultural background are you from?

_____ (eg Spanish, Aboriginal, Vietnamese)

5. What is your current employment status?

Employed ☐ Unemployed ☐ Student ☐

6. Have you seen or heard anything about the campaign to prevent Violence Against Women?

Yes ☐ No ☐

↓

Can you tell me what you saw or heard?

Buses ☐
Radio ☐
Stickers ☐
Leaflet ☐
Launch activity ☐
Other ☐

Poster ☐
Coaster ☐
Bookmark ☐
Card ☐
Community event ☐

① *If no, proceed to Q15*

7. Can you name any of the sportsmen on the adverts?

Laurie Daly ☐
Dale Lewis ☐

Michael Slater ☐
Mark Bosnich ☐

Other (local identity) _____

① *If not a name then the sporting code to which the player belongs*

8. Can you finish the sentence for me?

VIOLENCE AGAINST WOMEN "It's against _____"
all the rules!

9. Have the adverts made you think more about the issue of violence against women?

Yes ☐ No ☐

↓

In what way?

10. Can you tell me what you thought about the issue of violence against women before you saw the adverts?

11. Has the campaign changed the way you think about the issue at all?

12. Who do you think the campaign is aimed at?

- ① *Choose the most appropriate category for the respondent's answer*

Men who like sport	<input type="checkbox"/>
Young boys who idolise sportsmen	<input type="checkbox"/>
Men who are violent towards women	<input type="checkbox"/>
Particular ethnic groups in the community	<input type="checkbox"/>
All men in the community	<input type="checkbox"/>

13. What is the main message do you think that the sportsmen are trying to get across?

14. Has the campaign made it easier for you to talk to your mates about the issue of violence against women?

Yes ☐ No ☐

Can you tell me why you say this?

15. Can you tell me what kind of behaviour is regarded as violence against women?

① *Choose the most appropriate category for the respondent's answer*

Hitting or striking a woman

☐

Threatening to hit a woman

☐

Forcing a woman to have sex (sexual assault)

☐

Making sexual comments and "coming onto" a woman

☐

Psychological abuse (saying she's stupid or ugly)

☐

Financial abuse (controlling money unfairly)

☐

Other _____

16. Is violence against women a problem in our society?

Yes

☐

No

☐

Can you tell me why you say this?

17. What are some of the consequences of violence against women?

① *Choose the most appropriate category for the respondent's answer*

Relationship breakdown

☐

Emotional damage to women

☐

Financial hardship after separation for everyone

☐

More people on welfare

☐

Emotional damage to children

☐

Legal action against men (eg. ADVO)

☐

Problems of having a criminal record for men

☐

Other _____

18. Is there anything else you'd like to say?

What you've told me will help the Government understand more about the way the community has responded to their Violence Against Women campaign.

Thank you very much for your time.

Appendix B

Qualitative Questionnaire

Enter postcode

Thank you for agreeing to talk to us about your responses to the campaign which is being run by the Government at the moment to address Violence Against Women in our community. We don't need to know anybody's name, and there are no right or wrong answers. All we would like you to do is discuss what you think about the questions which we have, and we'll record the main themes which come out of the conversation. We are also tape recording the discussion.

Whilst we want you to be comfortable and to say what you really think, there are a few group rules which will make the whole discussion easier.

** present group rules*

1. Firstly, can you tell us what you've seen or heard about the campaign? Where did you see the information and what form did it take?

① *ensure campaign materials have been distributed widely around focus group venue*

2. What's the main message do you think that the adverts are trying to get across? What are they saying to men about violence against women?

Probe for their understanding of the campaign message – as you know the main message is that violence against women takes many forms, and all of them are unacceptable. Do not lead respondents but make give them every opportunity to describe how they interpret the campaign.

3. Is this an important message to give to men? Why?

Probe for discussion about the extent of violence against women in the community and the fact that men are most often (but not always) the perpetrators. Perhaps men don't understand the full range of actions which are considered violence against women.

4. Why do you think they're using sportsmen to deliver this message?

Is there any particular appeal to men about images of sportsmen? What role do recognised sportsmen play in men's lives? Are they effective in capturing men's attention? Is the message more acceptable coming from sportsmen? Do men relate to the language of sport better than a 'straight' message?

5. What do you think about the use of sporting language to deliver the message?

Is it effective? Does it provoke people to think about what's really being said? Do respondents understand the analogy between the sporting reference and violence against women? This is the most important question of all.

6. Would the message be better coming from someone else? Who?

Are there other spokesmen who have more credibility with this message or with men? Who might they be?

7. Who do you think the campaign is aimed at, mostly? Why do you think this?

Are there some groups in the community who are more responsive to images of sportsmen? Who are they? Is it especially important for these groups to hear messages about violence against women? Why?

8. Does the campaign make it easier for men to discuss the issue of violence against women among their mates? In what way?

Does the campaign make it a topic of conversation between men? Do men feel more comfortable discussing the issue because sportsmen are involved in giving the campaign message – it's a 'blokey' thing?

9. Have you had any discussions about violence against women because of the campaign?

Has the campaign directly affected the lives of these men? Has it stimulated discussion within their peer group or amongst work colleagues/friends? What kind of discussions?

10. What kinds of behaviours are considered to be acts of violence against women?

Do men understand the full range of behaviours which are considered acts of violence against women?

11. Has the campaign shown you any new ways to think of violence against women?

Have men acquired any new understanding of which behaviours are considered acts of violence against women as a result of the campaign?

12. What are some of the effects of violence against women?

Do men have an accurate and full understanding of the effects of violence against women on women, on children, on families and on perpetrators?

13. Do you think men are open to the message of this campaign?

Give men the opportunity to express their feelings about the issue generally. Be aware that much of the comment may centre around the issue of provocation of men, and the failure to recognise violence by women against men. Do not argue with respondents – simply record their ideas.

Your ideas will help the Government understand more about the success of their campaign against Violence Against Women.

Thank you very much for your time.

Appendix C

Table 1 – Evaluation Domains

Item No.	Question	Domain	Evaluation hypothesis
6.	QUANTITATIVE Have you seen or heard anything about the campaign to prevent violence against women? <i>(includes details about the nature of the exposure)</i>	Penetration of campaign message	Men who have been exposed to the campaign will demonstrate awareness of the campaign addressing violence against women
7.	Can you name any of the sportsmen on the adverts?		
8.	Can you finish the sentence for me?		
1.	QUALITATIVE Firstly, can you tell us what you've seen or heard about the campaign? Where did you see the information and what form did it take?	Provocativeness of campaign message	Men who have been exposed to the campaign will be encouraged to discuss the issue of violence against women as a result of the campaign
9.	QUANTITATIVE Have the adverts made you think more about the issue of violence against women?		
14.	Has the campaign made it easier for you to talk to your mates about the issue of violence against women?		

8.	<p>QUALITATIVE</p> <p>Does the campaign make it easier for men to discuss the issue of violence against women among their mates? In what way?</p> <p>9.</p> <p>Have you had any discussions about violence against women because of the campaign?</p>		
12.	<p>QUANTITATIVE</p> <p>Who do you think the campaign is aimed at?</p> <p>13.</p> <p>What is the main message do you think that the sportsmen are trying to get across?</p> <p>QUALITATIVE</p> <p>2.</p> <p>What's the main message do you think that the adverts are trying to get across? What are they saying to men about violence against women?</p> <p>4.</p> <p>Why do you think they're using sportsmen to deliver this message?</p> <p>5.</p> <p>What do you think about the use of sporting language to deliver the message?</p> <p>7.</p> <p>Who do you think the campaign is aimed at, mostly? Why do you think this?</p>	<p>Understanding of campaign message</p>	<p>Men who have been exposed to the campaign will accurately identify the campaign message (that violence against women is made up of a range of behaviours, all of which are unacceptable).</p>

10.	<p>QUANTITATIVE</p> <p>Can you tell me what you thought about the issue of violence against women before you saw the adverts?</p>	<p>Strengthening attitudes that violence against women is unacceptable</p>	<p>Men who have been exposed to the campaign will have an increased understanding that violence against women is unacceptable</p>
11.	<p>QUALITATIVE</p> <p>Has the campaign shown you any new ways to think about violence against women?</p>		
15.	<p>QUANTITATIVE</p> <p>Can you tell me what kind of behaviour is regarded as violence against women?</p>	<p>Identify range of behaviours regarded as violence against women</p>	<p>Men who have been exposed to the campaign will show an accurate understanding of the range of actions which constitute violence against women</p>
10.	<p>QUALITATIVE</p> <p>What kinds of behaviours are considered to be acts of violence against women?</p>		

17.	<p>QUANTITATIVE</p> <p>What are some of the consequences of violence against women?</p>	Identify range of consequences of violence against women	Men who have been exposed to the campaign will be able to accurately identify the nature and range of the ramifications of violence against women
12.	<p>QUALITATIVE</p> <p>What are some of the effects of violence against women?</p>		

QLT Questions probing for receptiveness to the issue

3. Is this an important message to give men? Why?
13. Do you think men are open to the message of this campaign?

QLT Questions probing for receptiveness to the sporting theme

6. Would the message be better coming from somebody else? Who?

Appendix D

Regional Campaign Activities to August 2001

Mid North Coast Region	<ul style="list-style-type: none">• Campaign launched in local media prior to Stop DV Week (April). Distribution of information at events during Stop DV Week and Youth Week.• Promotion of campaign through local men's groups.• Posters displayed at various services and locations, including health services, police, courts and non-government organisations.• Coast Prime TV produced television advertisements promoting the campaign, using high profile sporting identities who came from the region.
Far West Region	<ul style="list-style-type: none">• Endorsement by the Bourke Rams Rugby Union Team for the campaign and will be actively involved in the campaign during the forthcoming season.
South Eastern Sydney	<ul style="list-style-type: none">• Launch at the University of NSW, 3 May 2001. Coordinated with the Equity and Diversity Unit, student guild and University sporting club. Tony Squires interviewed 2 sportsmen: Cricketer Geoff Lawson and Roosters player Craig Wing.• Development of regional materials using sportsmen living in the Region South Eastern Sydney, including: postcards and posters with Brad Fittler (captain of Eastern Suburbs Roosters), and an event held in Sutherland local school with Andrew Ettingshausen (captain of the Cronulla Sharks until 2000 and ex State of Origin player), postcards are to be developed featuring Mr Ettingshausen and the young people. The activities were run and materials developed by the South Eastern Sydney Regional Specialist.
Macquarie Region	<ul style="list-style-type: none">• Regular community announcements promoting the launch of the regional campaign on 2 local radio stations (2DU200FM and ABC).• Launch in Dubbo involving the senior teams from the different codes. Demonstration of skills; swapping of codes; Mini-Olympics testing skills of players; promotion of good sporting behaviour on the field and promotion of positive behaviour off the field.• Double page spread in local paper with over a dozen local businesses advertising that they support the campaign. Coverage of Launch on Prime TV.• Radio interviews of Specialist and members of the working party re launch, 2 stations.• Trivia night in Cobar to promote campaign planned with sporting clubs.• Dinner with sporting clubs to promote campaign in Coonabarabran, a reputed sportsman was the guest speaker.• Distribution of materials in the region and banners parading in sports fields across the region throughout the season.• Campaign banners were displayed on weekends at all major football games in Dubbo during the 2001 football season.• Local radio stations in Dubbo played the community announcement that violence against women is against the rules throughout the season.• Distribution of campaign materials at a men's health promotion night in Coolah.• The Regional Specialist is presently planning a youth day in Warren to promote the campaign and a promotional night/evening in Cobar and Nyngan.

South Western Sydney Region	<ul style="list-style-type: none"> • Production of a poster, sticker and postcard in Spanish featuring a Spanish Speaking Australian sportsman Gabriel Mendez. The materials were developed by the South Western Sydney Regional Specialist and a local Spanish speaking community reference group. The Spanish speaking media took a lot of interest in the campaign and there were interviews on the three radio stations and the four Spanish language newspapers published the press release and poster. • ChiChi Mendez and Ruben Fernandez Director of Spanish Programs on SBS radio launched the Spanish Speaking campaign during the Argentinian Community's National Day Celebration at the Fogolar Furlan Social Club Club: May 27. Over 500 people attended the celebration, the poster and speeches were very well received. • The Marconi club promoted the campaign and played the radio advertisement during their home game in April. • Production of a poster and sticker featuring Arabic Speaking Australian sportsman Hazem El Masri. The materials were developed by the South Western Sydney Regional specialist and a community based reference group and in consultation with a number of local Arabic speaking community groups. • The Arabic language campaign was launched by Chris Evans at the Bankstown Community Safety Expo on June 16. • Support of the launch of campaign with Western Sydney for W and SW Aboriginal communities in Mt Druitt. • Training of Equity and Diversity Officers at University of Western Sydney (February).
New England Region	<ul style="list-style-type: none"> • Sponsorship of New England and Central North referees for a season. Referees wore jerseys with the slogan "Violence Against Women: It's Against All the Rules". • 3 month airing of TV adverts promoting the campaign messages, community service announcement by Prime TV, using 3 key local sportsmen: Matthew Ryan, Moree Rugby League, David Banovich, Tamworth Rugby Union, Rodger Munday, Armidale RU. • Launch in June 2001 with local TV, radio and print media.
Northern Sydney Region	<ul style="list-style-type: none"> • Local spokesperson Brett Kimmorley. Brett was launched as spokesperson in Northern Eagles v's Newcastle Nights game at North Power Stadium Launch 27 May 2001, contact NSW/Australian Rugby Union. • Production of campaign poster featuring Brett Kimmorley, the poster was distributed to all Leagues Clubs, Youth service and men's clubs. • Use of surfing posters from Hunter in local venues. • Violence Against Women: It's Against All the Rules banners displayed by Northern Sydney Specialist on the following overpasses: <ul style="list-style-type: none"> • Burnt Bridge Deviation, Balgowlah / Manly • F3 Freeway, Mt Ku-Ring-Gai • Frenchs Forest - Warringah Rd and Forest Way intersection • Hunters Hill, Burns Bay Rd, Linley Point
Wentworth Region	<ul style="list-style-type: none"> • Presentation at inter-school activity, 150 students from 6 schools regarding the campaign. This received good media coverage in 'Catholic Outlook' area school paper. • Blue Mountains RSL and Bowling clubs and Liquor Licensing Board of Hawkesbury are keen to support the campaign, display the posters and materials. • Campaign promotion at a sports event at Penrith Panthers. • A seminar was held in September in partnership with UWS Hawkesbury targeting students and other community members. The seminar was entitled Building Bridges and Looking Forward. • Jointly presented a workshop with Western Sydney Specialist for Macquarie Regional Command police to seek their support on the campaign. • Involved the local cricket club, who promoted the message 'Sledging A Woman: It's Against All the Rules' by wearing T-shirts with this slogan and on their pads and cones. Run throughout their cricket season. The campaign was launched at a celebrity match.

Evaluation of the Violence Against Women: It's Against All the Rules campaign

Mid Western Region	<ul style="list-style-type: none"> • Working with local hoteliers, posters will be displayed in every Hotel in Orange. • Has received local press on the above strategy. • Plans to involve local sporting groups and local men's groups, and to run a campaign during the Bathurst 2000 event in October 2002.
Southern Region	<ul style="list-style-type: none"> • Cubes with date rape slogans and it's against all the rules slogan produced and distributed as part of the campaign. • Liaison with regional Department of Sport and Recreation, campaign information flier was mailed out to all sporting clubs as an insert to their regular newsletter.
Greater Murray Region	<ul style="list-style-type: none"> • Darren Walleth AFL player for the Turvey Park Bulldogs & Stephen Shultz AFL player for the Wagga Tigers, campaign spokespeople & on local poster. • Successful local activities held in 2000. Excellent feedback from schools and students involved in the campaign. • Launch of Albury campaign June 29, Tony Squires and the Mayor spoke at the launch. • 30 local sportsmen featured on the poster produced for Albury.
Illawarra Region	<ul style="list-style-type: none"> • Development and production of an information flier, which was mailed out with regional Department of Sport and Rec newsletter, the flier was also used in other regions. • International Surfer Michael Lowe supported the campaign in activities and poster. • Liaison with South Eastern Region student consultative committee, which includes students from the Illawarra and Southern Regions. • Consultation with Aboriginal service providers and members of the Aboriginal community to develop strategies for an Aboriginal sports role model for the Aboriginal community, International Surfer Tye Arnold was chosen and a poster and t-shirt was produced to support the campaign activities in 2002.
Hunter Region	<ul style="list-style-type: none"> • Local Posters: Butch Hays, basketballer, Mark Richards, world champion surfer and Ashley Gorden former Newcastle Knights player. Posters also used in other regions. • Successful local media launch held January 2001; Radio & TV interviews • Local Activities planned at sports clubs and University with the above sports stars. • Involvement in Northern Eagles v's Newcastle Knights Launch, 27 May 2001; • An interview with the campaign spokesperson Matthew Gidley, Newcastle Knights player was aired during the game as a part of the Launch at North Power stadium. • A local radio station, of their own volition, hosted a competition on 26 May asking callers to vote on the names of the 2 sportsmen promoting the campaign at the Launch.
Central Sydney Region	<ul style="list-style-type: none"> • Liaised with Department of Juvenile Justice to implement the campaign in the department in group programmes, training centre for staff and harassment prevention programme. • Worked with UTS and Sydney Uni Equity & Diversity Unit and Student Union on implementation strategies for their target groups. • Participated in two events for Youth Week, distributing posters and other information. • Liaised with statewide Student Representative Group. • Negotiated with South Sydney Leagues Club regarding their support of the campaign • Work with the University of Technology Sydney to promote the campaign on the UTS campus.

Central Coast Region	<ul style="list-style-type: none">• The Statewide radio ad was aired on SeaFM in the second half of April as part of a community awareness project highlighting safety and community responsibility to saying no to violence, timed to coincide with Stop DV Day. Also aired between late May and late June, to coincide with the local campaign launch.• Launch of local campaign with 2 other regions at NorthPower Stadium on 27 May 2001. An interview with Brett Kimmorley and Matthew Gidley was aired during the game of Northern Eagles v's Newcastle Knights. 18,000 spectators attended the game and viewed the campaign video launch, posters and banners.• Poster developed using Brett Kimmorley, also shared with Northern Sydney region• Development and distribution of 10,000 cards for individual men about the Launch of the campaign at the NorthPower stadium game.• Banner displayed across the F3 freeway, Allison Road for 4 weeks. And a banner was displayed in NorthPower Stadium for 4 weeks (from end of May).• Gosford City Council will display posters in all council owned buildings. The Mayor released a media release giving support to the campaign. He also promoted the campaign in a match friendly rivalry wager with the Newcastle Mayor.• Plans for 2002 include targeting surf-lifesaving in summer, engage Wyong Council and the Regional Chamber of Commerce in activities and distribution of campaign materials.
Western Sydney Region	<ul style="list-style-type: none">• Local Aboriginal community members selected the regional spokesperson: Track and Field star Jermain Khan, to feature on local poster with the slogan: 'Let's keep our mob on track' also developed by the local community working group.• Launch of campaign with local Aboriginal community at Mt Druitt PCYC Family Day - 18 April. Two well known Aboriginal sportsmen from Penrith Panthers spoke at the launch. The captain from Parramatta Eels attended and spoke at the top DV Day activity in Parramatta.• Distribution of men's cards featuring campaign messages on Stop DV Day.• Provided information and consultation session regarding the promotion of campaign in the 6 campuses of University of Western Sydney.• Supported Corrective Services in the promotion of a sports day at Parklea Correctional Centre, inmates and staff wore t-shirts with the campaign slogan. Inmates raised \$1000 for a local family support service.
Northern Rivers Region	<ul style="list-style-type: none">• Promotion of the campaign through: Anti Violence Project Lismore; Aboriginal Community Health, Grafton - NAIDOC week (July).• Did a launch of the campaign at a family sports day during Stop DV week.• Posters displayed in Ballina Shire Council rooms as part of the Violence Against Women plan in the strategy of the Ballina Shire Crime Prevention Committee.• Promotional activities with Byron Shire Stop Violence Against Women Committee and Men's Group.• Department of Sport and Recreation promoted the campaign through their monthly newsletter to sporting networks.

Appendix E

Process Evaluation

Regional Implementation

Anecdotal evidence by way of feedback from Regional Violence Prevention Specialists suggests that:

- Regional campaigns have been very successful in encouraging the participation of local communities in the development of culturally appropriate materials with local appeal
- The campaign has been significantly supported by men, a surprise for many specialists who had not previously worked with partners such as sporting clubs and teams
- There has also been a backlash from men raising the issue of violence against men

Planning and Documentation

- Sound planning was essential to the campaign, including research of previous strategies, consultation with key stakeholders, articulation of theoretical underpinnings and formative evaluation
- It is essential to document the following in order to assist corporate memory and allow staff to follow the evolution of the campaign:
 - processes undertaken
 - theoretical underpinnings
 - necessary steps to be undertaken
 - departmental / organisational procedures required
- When implementing a large campaign of this nature involving a number of partnerships and agents, it is useful to consider the following issues:
 1. Proformas such as:
 - media releases
 - copyright agreements
 - police check agreements
 - style guides for development of support materials – the exact fonts and colours to be used to maintain continuity of style throughout the campaign
 2. Information on the development of final campaign strategies and materials, including social marketing techniques and pre-testing.
 3. The time required to accommodate the range of people involved in decision making and consultation/approval processes when planning time frames for launches and events.
- Insufficient resources were ordered for the regional implementation of the campaign and some delays were experienced whilst reprints were ordered

Use of high profile people

- Clarify the issue of copyright of individual images, logos etc with all agencies and high profile people used prior to development of materials
- The use of high profile sportsmen in state-wide posters was the incentive for many regional spokesmen to become involved with the campaign – celebrity sportsmen are obviously a vital element of the campaign in many ways

Use of local sportsmen

- Beneficial in providing local flavour, local people may personally know and feel better able to identify with the local person
- Provides the opportunity for more in-depth work at a local level, through workshops with different groups
- The training and briefings of local sportsmen have had an important role to play in building capacity within communities, feedback from several sportsmen involved indicates they have subsequently been able to better assist friends in dealing with issues of domestic violence. More information is being sought from these men in the outcome evaluation

Advertising & Public Relations Issues

- When developing contractual agreements, it is important to clarify the exact expectations and theoretical underpinnings of the campaign
- Regional Specialists raised some concerns regarding the fact that paid advertising was focused in only three metropolitan areas. This had been suggested by the advertising agency as the best means to reach 80% of the target group at least once, owing to the high population density in the areas targeted (Sydney, Wollongong and Newcastle).