

# Leading Lights Communications Working Group 2023

## Terms of Reference (Updated March 2023)

### 1. Purpose

The purpose of the Community, Respect and Equality (CRE) “Leading Lights” Communications Working Group (Leading Lights) is to engage and support key communications staff in CRE organisations to create innovative content and approaches to disseminating messages (internally and externally) focused on the primary prevention of family violence (FV).

### 2. Objective

The Objectives of the Leading Lights group are to assist CRE organisations:

- To raise awareness of the behaviours and attitudes that perpetuate family and domestic violence; and
- To disseminate messages that support gender equality and other changes that prevent violence.

Challenging the underpinning drivers of family violence requires that we:

- Challenge condoning of violence against women
- Promote women’s independence and decision making in public life and relationships
- Foster positive personal identities and challenge gender stereotypes and roles
- Strengthen positive, equal and respectful relations between and among women and men, girls and boys
- Promote and normalise gender equality in public and private life

### 3. Function

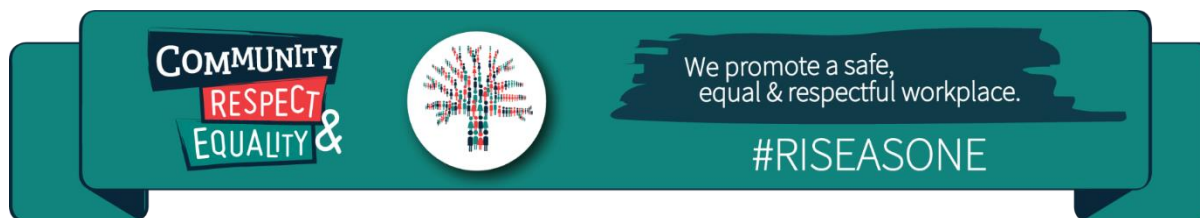
The Leading Lights is part of the Communications for Change research intervention which is linked to the CRE. This component aims to support CRE organisations to develop and promote key messages to prevent family violence.

The Leading Lights will:

- Provide a forum for CRE organisations to collaborate and strategically plan organisation-specific and collective communications to maximise the relevance and community reach of the key messages of the CRE.
- Build a support network and community of practice which includes regular meetings, messaging strategy, and sharing tips, examples of content and training to build confidence, capacity and commitment in key staff.

### 2. Membership

Membership of the Leading Lights Group is restricted to organisations signed on to the CRE. Members have a role in communications within their organisation and externally with others.



### 3. Responsibilities

Members are expected to:

- Attend regular meetings and participate in discussion.
- Apply the actions that challenge the gendered drivers of family violence within the context of their organisations and develop messaging and actions appropriate for organisational stakeholders (employees, clients, general public).
- Work collaboratively and strategically with the group to develop collective actions which maximise the reach and impact of key messages.

Note: Participants will be invited to take part in research activities such as surveys, interviews and focus group sessions (conducted during meeting times) to measure the effectiveness of this approach to communicating primary prevention of FV messages to ensure best practice.

### 4. Facilitation

The group is facilitated by Desert Blue Connect – Community Respect and Equality Program.

### 5. Meetings

Meetings are held monthly for one hour, with the meeting time and frequency established to maximise attendance of group members.

### 6. Records and Minutes

As the Leading Lights forum aims to facilitate learning and collaboration between organisations, a record of content covered, actions, activities and outputs of the group will be maintained for project reporting and research purposes. The role of minute taker will work on a rotational basis between members.

### 7. Reference Documents

- *The Community, Respect and Equality: Strategic Action Plan for Family Violence Prevention*  
<https://www.communityrespectandequality.com.au/action-plan>
- *The Community, Respect and Equality Agreement*  
<https://storage.googleapis.com/stateless-communityrespectande/2018/11/3e038e33-1-cre-booklet-min.pdf>
- *Change the Story: A shared framework for the prevention of violence against women and their children in Australia*  
<https://www.ourwatch.org.au/change-the-story/>