

Welcome to the Community Respect and Equality “Leading Lights” Communications Working Group

A warm welcome to the Leading Lights!

You have joined this group because your organisation has signed up to the Community, Respect and Equality (CRE) initiative for the primary prevention of family and domestic violence in Geraldton. Desert Blue Connect hosts the Leading Lights meetings at Desert Blue Connect – The Studio.

1. Objectives of the Leading Lights

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

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

2. Primary prevention of family violence

When your organisation signed up to the CRE, it committed to the **primary prevention** of family violence.



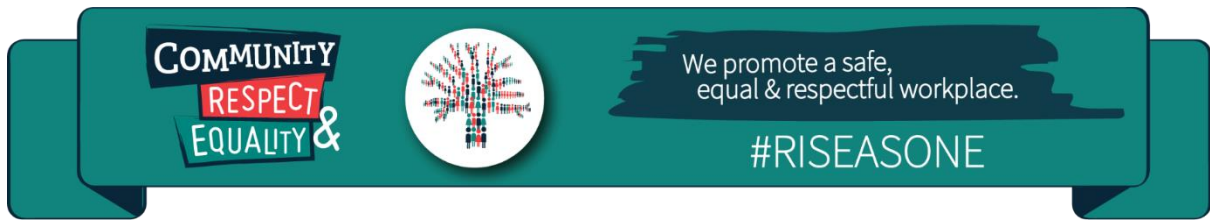
The primary prevention of family violence and violence against women happens at the whole of community level.

Primary prevention is not about protecting individuals or groups that are at higher risk of violence – that is secondary prevention.

And nor is primary prevention about providing services to people who have been victims or perpetrators of violence. Those are tertiary level responses.

Research shows that countries and communities which have less family violence and less violence against women also have greater equality between men and women, boys and girls, along with social norms that do not accept violence.

Primary prevention is about doing things for everyone in the community that can help to prevent violence before it starts.



3. Key drivers of family and domestic violence

The primary prevention of family violence means that we tackle the key drivers by:

- 1) Challenging the condoning of violence against women
- 2) Promoting women's independence and decision making in public life and relationships
- 3) Fostering positive personal identities and challenge gender stereotypes and roles
- 4) Strengthening positive, equal and respectful relations between and among women and men, girls and boys
- 5) Promoting and normalising gender equality in public and private life.

When your organisation signed up to the CRE, it made a commitment to the four points above.

Leading Lights members are all on the same path to try to bring these actions into their organisation and to communicate them internally to their staff and externally to their stakeholders, clients and the wider community.

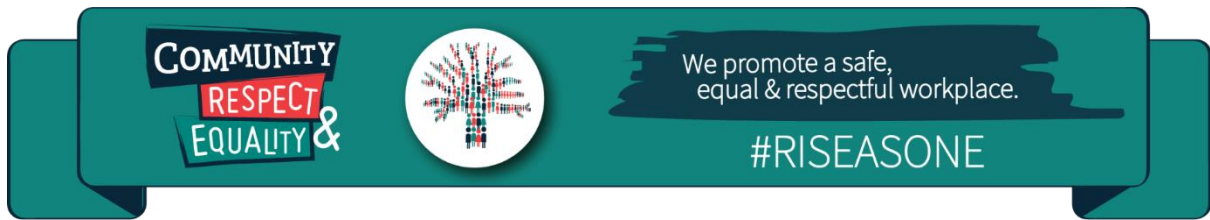
4. Your role

Your role as a member of the Leading Lights Communications Working Group is to collaborate with other members to create innovative content and approaches to disseminating messages (internally and externally) focused on the primary prevention of family violence.

That may sound difficult if your organisation is not directly connected with violence prevention. But because the CRE is about *primary* prevention, the following activities (and many others) contribute to the 'upstream' prevention of violence:

- Improving respect and equality amongst staff; or
- Implementing policies that support equality, such as promoting parental leave for fathers and mothers
- Actively promoting diversity and equality for men and women in work and leadership positions; or
- Ensuring the organisation is a safe and welcoming place for all.

These are also great activities to celebrate and promote, both internally and externally to your stakeholders and clients. Leading Lights can help you create messages that show your organisation is doing the right thing for its staff and working to make a violence-free society.



5. Your responsibilities

Members are expected to:

- Attend regular meetings and participate in discussion.
- Promote the actions that challenge the key 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.

6. Meetings

Details:

One-hour meetings are held on the first Wednesday of the month, at 3:30pm in “The Studio” at Desert Blue Connect.

Address:

Entry to The Studio space, is accessed via [28 Durlacher Street](#)

Accessible entry is available via [25 Chapman Road](#) (Desert Blue Connect Main Entrance)

Contact:

For further information or assistance, please contact:

Desert Blue Connect: 9964 2742

CRE Coordinator: info@communityrespectandequality.com.au

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/>