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The Men's Referral
Service newsletter**

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Directions, innovations and opportunities

Next year's major NTV conference promises to engage the heart as well as the head

No To Violence is very pleased to invite practitioners, program providers, policy workers, women's advocates academics and other interested individuals and agencies to a conference about working with men who use domestic and family violence, and supporting women and children affected by their violence. With the provisional title Australasian Conference on Men's Domestic and Family Violence Programs: Emerging directions, innovations and opportunities, it will be held in Melbourne on November 13 - 15, 2012. Contribution funding from the Department of Human Services has enabled work to organise the event, while further funding is being sought from other relevant government agencies.

Emerging trends and innovations

The conference will focus on a range of challenges, emerging practice trends and innovations that support the continual evolution and strengthening of men's behaviour change, as well as domestic and family violence offender programs. Among

others, these are likely to include:

- strengthening linkages between courts, Corrective Services and programs provided by community-based agencies,
- what domestic and family violence offender programs run by Corrective Services and men's behaviour change programs provided by community-based agencies can learn from each other, both in theory and practice,
- what sexual assault offender and domestic and family violence offender programs can learn from each other,
- innovations in women's partner support work, and the multiple pathways through which men's programs can enhance safety and centralise women's and children's human rights,
- listening and responding to the voices and needs of children, including through child contact work and parenting after violence programs,
- creative approaches towards addressing men's use of intimate partner sexual violence,

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National family violence orders scheme

Police ministers support national coordination

The federal government has confirmed the creation of a new, nationally coordinated scheme for domestic and family violence orders (DVOs). Following agreement at the Standing Council on Police and Emergency Management's November meeting in New Zealand, all States and Territories will automatically recognise each other's DVOs. Federal Attorney-General Robert McClelland and Minister for Home Affairs and Justice Brendan O'Connor announced the agreement which is part of the National Plan to Reduce Violence against Women and their Children 2010-22.

Legislation to come

"This will allow persons protected by a DVO to move across State and Territory borders and remain covered," Mr O'Connor said. "Police have been working with State and Territory departments of justice to ensure that practical implementation of the national scheme will go smoothly once

legislation is introduced."

The Standing Council on Law and Justice will consider draft legislation to implement the scheme at its next meeting.

"This is a clear demonstration of the commitment of all Australian governments to reduce domestic and family violence," Mr McClelland said at the announcement of the agreement.

DVO registration national

Under current arrangements, if a protected person wants to have their DVO recognised in another jurisdiction, they have to 'register' the order with a court in that jurisdiction – putting the onus entirely on the victim. Many people fleeing domestic violence may not be aware of the requirement to register the order if moving interstate. When enacted by states and territories, the new legislation will ensure national DVO coverage.

Source: Federal Attorney General's Department media release •

**No To Violence
Male Family Violence
Prevention Association (NTV) Inc.
Ph 03 9428 3536
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**Incorporating the
Men's Referral Service
Ph 03 9428 2899
1800 065 973
www.mrs.org.au**

Directions, innovations and opportunities in 2012

Next year's NTV conference is designed for practitioners, program providers, policy workers, academics and other interested individuals and agencies

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- incorporating strengths-based approaches without watering down a gendered perspective of domestic and family violence,
- strategies to enhance men's readiness to change,
- the role of men's programs in multi-agency risk management processes,
- enhancing access for men from CALD communities into men's behaviour change work,
- evolving work by indigenous communities to address men's use of family violence,
- moving away from the 'one size fits all' approach to tailor programs to individual risk and needs, including emerging practices in case planning and case management, and the role of individual sessions to compliment group work,
- recent developments in addressing boys' and young men's use of violence against an intimate other or family member,
- emerging work in addressing violence in gay, bisexual, transgender and queer relationships, and
- addressing men's hegemonic masculinities and striving towards secondary desistance.

Exploration, collaboration

While the main focus will be domestic and family violence, this will be contextualised within broader struggles to reduce men's violence against women and their children, and to transform gendered structural power relations within our societies. The conference will also welcome presentations and discussion on violence used by men against other men in intimate or family relationships, such as by gay or bisexual men, and adolescent males. It will include plenaries, but the emphasis will be on exploratory, collaborative discussions and facilitated workshops rather than keynote speeches. There will also be

significant opportunities for informal networking.

"The conference will have an engaging feel that celebrates innovative (and safe) practice," says Rodney Vlasis, NTV's Policy and Practice Coordinator. "We are committed to making this an event that engages the heart as well as the head. We also intend to take thorough notes and to record some sessions, to contribute towards the development of a set of practice development resources focusing

conference - that they might like to facilitate a workshop or discussion about." You do not need to be an expert on the topic, and your role could be to facilitate the input of others as much as to present your own experiences, expertise, ideas and research. Information on how to submit a proposal to facilitate a workshop will be made available later in the summer.

Second generation programs?

There appears to be an air of reflection and review in men's behaviour change and domestic and family violence offender work - not only in some parts of Australia, but also internationally. There has even been some talk that we are moving towards a 'second generation' of programs with men. While this might be overstating things, especially in the climate of (very) limited



Vital work: NTV Executive Officer Danny Blay conducts a workshop for Legal Aid Victoria case workers about men who use violence against their family members

on particular themes or issues involved in strengthening and evolving the work." Measures will be taken to minimise the conference's carbon footprint, such as using local, fresh produce for catering where possible, and providing information about deeper alternatives to carbon offset programs for those who will be flying in. Information about costs, venue, conference structure and registration will be made available during the second half of the summer.

Skills share

"The NTV 2012 conference is already attracting interest from New Zealand / Aotearoan and interstate practitioners and policy workers, and we are excited about the possibilities for skill-sharing across the Tasman and with colleagues to the north, south and west of Victoria," says Rodney. "We will also invite participants to think about innovative, emerging or complex themes or practice issues - that fit the broad principles and context of the

resources, the work is evolving - it is not standing still.

The NTV 2012 conference will be an important opportunity for policy makers, judicial workers and other stakeholders to increase their understanding of the realities and complexities of this work. Furthermore, we hope that the conference will produce fruitful, passionate and exploratory conversations about where the work might be heading in the years to come, and by doing so help to inspire our practice and policy work in the present.

For more information about the conference, please contact Rodney Vlasis on phone: (03) 9428 3536 or email: rodney@ntv.net.au. There will be further announcements and updates over the summer and autumn. We will keep you up to date via our monthly emailed *News and Information Links Update*. We will also publish all you need to know in the run-up to the conference on the NTV website at www.ntv.org.au •

Getting ahead of ourselves

Rodney Vlasis is concerned about the pace with which typology and differentiation frameworks are becoming accepted

The Australian Domestic and Family Violence Clearinghouse recently released an excellent issues paper (number 22) titled *Different types of intimate partner violence – an exploration of the literature* (find it at <http://tiny.cc/smzwo>). The paper outlines research in three areas; typologies of intimate partner violence (e.g. the work of Michael Johnson), different types of male perpetrators, and research on types of female perpetrators (explored partly in the context of women's use of violence as self-defence and to resist their subordination to their male partner's use of systematic power, control and patterned violence).

In the May edition of NTV Notes, I wrote a critique of the second of these research areas, highlighting in particular research by the Gondolf camp on the benefits of considering different trajectories of family violence perpetration over time, rather than the personality characteristics of men (except in relation to men who use particularly severe, sustained violence associated with significant psychopathy – these men might need to be differentiated from others on the basis of personality traits). This research was unfortunately not included in the Clearinghouse issues paper.

Excellent literature review

For me, the significance of the issues paper lay in the excellent review of the literature on criticisms and concerns with typologies and differentiation of intimate partner violence, explored in Part III. This section of the article outlines the methodological concerns with the research used to support typology systems and differentiation, critiques the ways in which coercive control is contextualised and measured, exposes the lack of consideration of non-physical forms of violence in these typologies, and raises serious concerns about the dangers in attempting to assess what type of violence (e.g. coercive control versus 'situational couple violence') is being used in a given situation.

A typical quote from this part is as follows (p.15): "How this research might be translated into practice is still open to much speculation ...Not only is there no tool to distinguish between different types of IPV and perpetrators, there are also questions about how clearly defined the differences are, what the boundaries and parameters between each type are, and questions about violence that does not fit

within any of the types that have been suggested.

These questions emphasise that we need to be careful about the way in which typologies seem to offer a highly attractive simple 'demarcation' (even scientific approach) to assist practitioners, such as those working in the family law arena or treatment programs for perpetrators, in managing their workload (Bancroft 1998; Wangmann 2008, p.144).

In a similar vein, Richard Chisholm in his review of family violence within the Australian family law courts also draws attention to a risk of emphasising the type of violence rather than the needs of a 'particular case' (Chisholm 2009, p. 38)."

No solid base

After reading Part III of the article, I was left with the overwhelming feeling that both conceptually and in practice, it is premature to adopt the use of typologies and differentiation in family violence practice, including in assessment. There appears not to be a sufficiently solid basis to adopt differentiation frameworks at this point in time, which is reflected in the absence of available tools to support screening or assessment in relation to the different types of family violence. While I have had concerns with typology and differentiation frameworks for some time, I encourage practitioners and policy makers to read the issues paper and to draw their own conclusions.

An important read

For these reasons, I am quite concerned about the pace with which typology and differentiation frameworks are becoming accepted in some family law and other practitioner networks.

One aspect of the issues paper that I found inconsistent was the disjuncture between the substantial criticisms and concerns outlined in Part III and the tone of acceptance of these frameworks in other parts of the paper.

While I think it is vital to keep the debate going, and to be genuinely open to the promise that these frameworks might have in the future, the overall conclusions of the paper seem a bit at odds with Part III.

However, it is a very important summary of the research and is a paper that is important for family violence policy makers and practitioners to read.

Rodney Vlasis

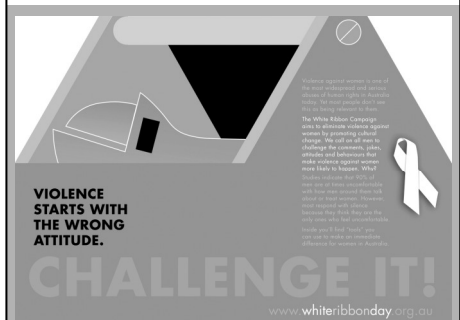
NTV Policy and Practice Co-ordinator •

16 Days of Action guide

A new and practical resource for men

No To Violence is launching a new calendar of practical strategies to highlight what everyday men can do to mark the 16 Days of Activism Against Gender Violence.

Commencing on November 25, the International Day for the Elimination of Violence Against Women, or White Ribbon Day, the 16 Days Campaign ends on December 10, International Human Rights Day. The Campaign symbolically links violence against women and human rights, emphasising that such violence is a human rights violation.



16 Days of Action – make a start with the toolbox

Daily strategies

Recognising that the campaign has been used as an organising strategy by individuals and groups around the world to call for the elimination of all forms of violence against women, NTV has put together a simple calendar of everyday practical strategies.

Each day will invite all men to do something practical to prevent violence against women. Examples will include using the Men's Practical Toolbox (developed by NTV in 2009) to challenge and interrupt comments, jokes and behaviours, how to use social media to raise awareness and challenge, and reflecting on our own position and role as men.

Objectives

The hope is that men will become allies (i.e. part of the solution), role models (i.e. lead by example) and not merely bystanders (i.e. do something when it happens).

The calendar will be published on the NTV website and emailed to our *News and Information Links Update* subscribers in the lead-up to White Ribbon Day.

For more information:

visit the website: <http://www.ntv.org.au>
e-mail danielw@ntv.net.au •

MouthPeace

The Men's Referral Service newsletter

In the phone room

Court, police and agency referrals are now the majority

The MRS responded to 172 calls, 123 of those calls were from men. 33 were from agencies and 16 from women. We managed to answer 85% of calls during business hours. About half of the callers had obtained our number from the courts, police, child protection services or the intervention order booklet.

Group Supervision

Our former MRS Manager, current trainer and supervisor David Field conducted a group supervision session on Friday November 4.

A group of long term and new telephone counsellors attended and focused on the increasing number of mandated calls from men referred to the MRS by courts and agencies.

These calls are different from those resulting from partner or family persuasion; the Telephone Counsellor needs to identify, and find a way to break through, the resistance of mandated callers who are at times defensive and reluctant to relate their story, wanting only to obtain a referral number or numbers, rather than elaborating on their situation.

The change cycle of violence was also explored during the session. Discussion included strategies to move the caller from

the pre-contemplative to contemplative stages, then on to the preparation and action stages of the cycle. Telephone Counsellor awareness of any move on the part of the caller, including indications that he has shifted in the right direction of the change cycle, was discussed.

Elements of collusion during a call were also covered during the session, including how to most effectively engage and challenge the resistant caller and also how to suggest ways he might change his stance.

There was also strong clarification about the safety for women and children, including the issues of Telephone Counsellors contacting partners and how to most effectively relate when they are present during a call with a man. •



For information about The Men's Referral Service, please contact: Mary Karambilas, The Men's Referral Service Co-ordinator (03) 9428 3536 mary@ntv.net.au



Our fond memories of After-Hours Service Co-ordinator Peter Londesborough include his approachability and relaxed way with people in any situation. Peter died suddenly last month; he is sadly missed

Tony's tips

Life as a Men's Referral Service Telephone counsellor is never predictable

As we approach the holiday season can ask that all telephone counsellors give the office as much notice as possible as to their availability during the months December and January. This will enable the service to organise the roster during the two months.

All in a day's work

Staffing the phones at the Men's Referral Service is never predictable, you never know the number of calls you will have to respond to during a shift and what the content of the calls will be.

A good example of this was the 9.00 am to 12 noon shift on Tuesday November 15. There were eight calls in total and they were all incoming:

- a woman caller rang inquiring how she could go about rescinding an intervention order that the police had applied for and which was granted at the local Magistrates Court,
- a male caller concerned that he may have given his partner genital herpes,

- a male caller who had assaulted his partner and was in the Magistrates Court the day before,
- an agency worker seeking supports for a client requiring both accommodation and special needs support,
- a male caller served with an intervention order. Although he and his partner had separated for two years, they still lived in the same house,
- a male caller concerned about his emotional and verbal violence to his partner,
- a male caller who was frustrated that his ex-partner was not allowing him access to the two children from the relationship. There was a intervention order in place which prevented him going within 200 metres. The intervention order did not mention the children, and
- a woman caller whose 24 year old son was violent to her and other family members.

Tony Kelleher
Team Leader
Men's Referral Service •

Input opportunity

The internet makes completing surveys quick and painless

The National Rural Women's Coalition (NRWC), in conjunction with Australian Women against Violence Alliance (AWAVA) and the Queensland Centre for Domestic and Family Violence Research - CQ University (CDFVR), is developing a toolkit to support women in their local communities to implement the Council of Australian Governments' (COAG) National Plan to Reduce Violence Against Women and their Children.

Help out

Your input can help ensure that the toolkit is complementary to existing resources and that there is no unnecessary duplication.

If you have been using a wonderful resource, they would like to hear about it.

If you think there is a gap in resources, let them know, and they can include it in the planning for the Toolkit.

Survey

If you are interested in helping out, please take five to 10 minutes to complete a short survey via <http://tiny.cc/jfb1h> •



MouthPeace Profile – Don M

Telephone Counsellor Don lives right in town, just a 10 minute walk along the Yarra from the CBD.

Year commenced on the phones at the Men's Referral Service: January 2011

Why did you become involved with the Men's Referral Service? After years of observing family violence happening around me I just had to do something about it.

The most difficult caller you've encountered (and why): The caller had used all manner of violence against his wife, yet seemed completely immune from any responsibility regardless of how I tried to get him to see life through her eyes. There was a lack of empathy, I was totally flummoxed. Next time I would be ready for this caller who caught me off guard.

What do you do when you are not at the Men's Referral Service? I have an old Miner's holiday cottage in Woodend that I maintain and lease so that is very enjoyable;

job: I am retired and now free to study Social Work at Monash with the goal of making a new career in child protection,

family: I enjoy the company of two grandchildren 4 and 1, and my three children now in their late twenties, all living happily and independently,

hobbies or relaxation: I have the Arts Precinct at my door so I love the music and art galleries especially Melbourne's new Recital Hall.

Favourite holiday destination: Paris and Britain.

When at home I like to cook: Fresh, easy, nutritious, meals so I can get on with the next thing.

If you could invite three people to have dinner with, who would they be? Mahatma Gandhi, Louis Armstrong and Kristina Keneally.

If you were marooned on a desert island and could only take three things (not people) with you, what would you take? My jazz CDs, CD Player, and solar power pack.

What has Telephone Counselling at the Men's Referral Service taught you? Humility and gratitude.

What is your greatest extravagance? Lashing out on the latest Rowland electronic piano which has enough challenges to occupy a life time.

What surprises you? Everyday people always surprise me with their energy, humour, adventures, tenacity, beliefs, initiative, stoicism and capacity to love.

What do you hope for? Compassionate governments that start acting for all people.

Which living person do you most admire? Paul Keating.

What is the trait you most deplore in yourself / in others? In anyone - selfishness combined with ignorance.

If you could change one thing about the world, what would it be? Building a sustainable future based on a new economic model where culture not wealth is valued.

What is your greatest indulgence? Walking the Inca trail to Machu Picchu. •



Family violence is no soap opera

Telephone counsellor Terry emailed us to say *Home and Away* is sending viewers the wrong message

Mary may recall me mentioning my disgust at the way in which the nightly high-rating local TV show *Home and Away* is dealing with an issue of domestic violence between a young guy and his on-screen attraction, a school girl intended to be around 16 years of age.

To this point, there have been at least three assaults on the girl with apologies afterwards along the lines of "...I just lost it when I saw you talking to another guy".

It went further in one incident when the young guy (in response to the girl saying she would leave him) stole a car and threatened to do something really stupid unless she got in with him (which she did

and gave him more chances.

Judging by the enclosed articles from today's Herald Sun and this week's TV Week, the plot will thicken over the coming week; and the clear suggestion is that the issue is being handled sensitively and well! I totally disagree.

What really troubles me is that this prime time TV show is giving the wrong message. Firstly, the guy can assault his girlfriend without consequence and ways of getting her back if she tries to leave the relationship. Secondly and more troubling, it does not give girls any responsible guidance on what to do if they are the victim of such violence, the fact that they

are not to blame, the help available and importance of not keeping it a secret. Even if the show had mentioned in the credits afterwards, the organisations there to help, that would have been something.

With the amount of publicity this issue is receiving, I think there is a need for Organisations like ours to balance the commentary; and hope you agree.

As for me, I am writing to express my views to both Channel 7 and the media but I doubt my opinions would hold as much weight as those of MRS / NTV or other like bodies.

Kind Regards
Terry •

Working together against family violence in the workplace

Violence against women has a pervasive impact; from individuals and families and out to the wider community, including workplaces

Addressing the causes of violence against women through primary prevention activity is becoming increasingly necessary. Women's Health Victoria's *Working Together Against Violence* project used workplaces as a setting for the primary prevention of violence against women. Rose Durey from Women's Health Victoria (WHV) presented the projects findings at VicHealth forum in October.

Aims

The project aimed to strengthen the organisational capacity of a male-dominated workplace to promote gender equality and non-violent norms. The workplace was Linfox, a major transport logistics company.

Funded by VicHealth and comprehensively evaluated, the project comprised two phases spanning four years, from 2007 to 2011. NTV's EO Danny Blay and Nick Andrzejewski worked with WHV on the project, and Women's Health Victoria Senior Policy Officer Rose Durey presented the projects findings at VicHealth forum in October.

Theoretical grounding

Work to prevent violence against women must occur at an individual, organisational and societal level. The ecological approach to understanding violence, set out in VicHealth's framework, *Preventing Violence Before It Occurs*, provided the grounding for the project. The project was also informed by theories of masculinity, organisational culture theory, social norms theory and the bystander approach to violence prevention.

At a societal level, theories of masculinity were used to understand the context in which violence against women occurs. Organisational culture and change theory influenced understandings of workplace health promotion. Social norms theory overlaid these theories, informing efforts to prevent violence against women at an individual, organisational and societal level by examining how the norms that shape behaviour can be changed.

The bystander approach provided WHV with the means to implement the theory in a male-dominated environment. *Working Together Against Violence* built the capacity of employees, particularly men, to challenge violence-supportive attitudes and behaviours. It was reinforced by strategies across all elements of the ecological approach to understanding violence.

The project

Using this theoretical grounding and the evidence collected at Linfox, a workplace program, *Take a Stand Against Domestic Violence – It's Everyone's Business*, was developed

This whole-of-company program addresses the prevention of domestic violence at a range of levels within a workplace. It is premised on the understanding that the

a new way of working, and the project represented, in part, a process of understanding the expectations of the corporate sector and negotiating effective ways of working together.

Engagement occurred again and again as the project moved through diverse parts of the company, intersected with different employees, and implemented a range of primary prevention strategies. WHV was able to engage with Linfox on an ongoing basis through listening to concerns and responding to them. This included using language that Linfox felt comfortable with. Linfox initially decided on 'harm in the home' instead of more direct language around domestic violence.

As a relationship of trust was developed, the language was able to change to 'domestic violence', as used in *Take a Stand*. This was an important learning process for Women's Health Victoria. Listening to Linfox's concerns enabled the project to proceed beyond its early stages.

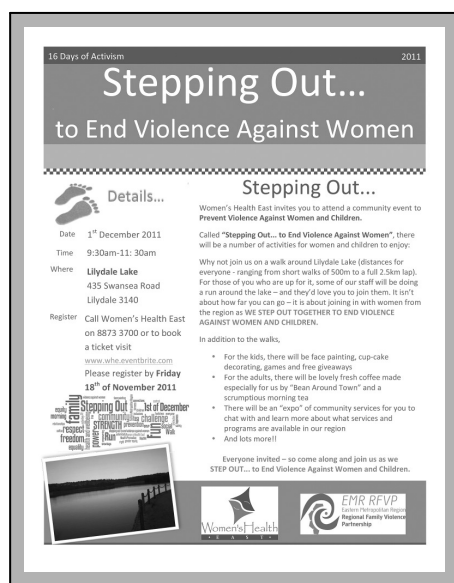
Implementation

Using workplaces as a setting for the primary prevention of violence against women is an emerging area of practice. Linfox's perspective and support all provided Women's Health Victoria with an invaluable learning experience. Linfox's agreement to the project itself, and then to *Take A Stand* in 2010, is evidence of their leadership in this area. Other signifiers of Linfox's commitment to violence prevention were the fact that training was provided on paid time. Many worksite managers also made the training compulsory. *A Take A Stand* contact was nominated by head office, further signalling Linfox's support for the program.

Workplace training

The bystander approach, used as the theoretical underpinning of the *Take A Stand* training, was vital in gaining support for the project among managers and employees. It encouraged individuals to stand up against violence-supportive attitudes and behaviours. Importantly, it regarded men not as perpetrators, but as individuals who can make a difference. A program in which men felt targeted, or one that was more confrontational, would not have gained traction in a male-dominated company. The bystander approach was therefore key to the take up of the program, and the receptiveness of employees in training.

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health and safety of employees at home affects their health and safety at work. It is informed by the following concepts:

- primary prevention; to prevent violence before it occurs by focusing on the determinants of violence against women,
- bystander approach; engage and encourage men and women to stand up against violence against women,
- whole-of-company approach; address all staff, systems, and levels of a company.

Essentially, *Take a Stand* helps companies prevent domestic violence before it occurs and support staff who might be experiencing it. This is achieved through three key elements – leadership, training and message promotion. Together, these three elements can create a workplace that does not tolerate violence. *Take a Stand* was fully conceptualised and introduced into Linfox in March 2010.

Engaging Linfox

The engagement process was fundamentally about building a relationship. Successfully navigating the relationship between a community organisation and a for-profit company is vital. For Women's Health Victoria, this was

Strengthening Risk Management Practice Guidelines

An update about progress on the framework and guidelines

In June, KPMG were appointed by Housing and Community Building Division (HCB) of the Department of Human Services (DHS), on behalf of the Family Violence Interdepartmental Committee, to develop practice guidelines for Strengthened Risk Management responses to women and children experiencing family violence.

The practice guidelines seek to support the development of a consistent framework for providing effective risk assessment / risk management responses from family violence services. They will also facilitate the ongoing embedding of the Common Risk Assessment Framework (CRAF) into day to day practice.

Progress to date

KPMG have provided a final draft document in three parts:

- a Strategic Guide that outlines guiding principles for the Practice Guide, governance enablers, workforce capacity and service integration,
- an Operational Guide that covers engagement in strengthening risk assessment and risk management, phases of the client response model, and practice considerations for diverse populations,

- Appendices that include a glossary of terms, platforms for the Practice Guide (including legislation, policy and strategy), information sharing, core elements of partnership arrangements, governance, and reference materials.

The next steps

HCB is currently considering the final draft documents to ensure consistency of language, and linkages with other existing whole of government work, in particular, the Common Risk Assessment Framework (CRAF) revision document. Additionally, Office of Women's Policy is soon to commence a separate activity to undertake a regional family violence governance review, which will need to be reflected in the practice guidelines.

The guidelines will be released in stages, pending endorsement from the Family Violence Interdepartmental Committee. HCB anticipates that the Strategic Guide and Operational Guide will be completed by the end of 2011, while the Appendices will be available early in 2012.

More information: download the KPMG project overview via <http://tiny.cc/g85cd> •

Working against family violence in the workplace

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In total, 515 employees participated in the training, across 11 Victorian worksites.

Positive results

87% of participants felt that the training helped them gain a better understanding of domestic violence. The same percentage felt that the training helped them understand how things people say or do can support domestic violence. 89% felt that they were very likely or quite likely to speak out against domestic violence as a result of the training.

The findings also showed that participants felt they were more likely to challenge violence supportive attitudes and behaviours as a result of the training, and understood how sexism occurs on a continuum of violence against women.

Almost all participants felt that the training should be provided more widely. For the majority of focus group participants, the training had changed the way they thought about domestic violence and what they could do about it.

Following the *Take a Stand* training, 95% of participants were happy or very happy that Linfox was working with a not for profit

organisation to prevent domestic violence.

Next steps

Women's Health Victoria learnt much about what is effective in engaging a company in the prevention of domestic violence, as well as what works in embedding and sustaining this work. The findings of this report make a valuable contribution to the evidence base for the primary prevention of violence against women using workplaces as the setting. In looking to the future WHV will be developing a resource guide and training to share what has been learnt with organisations that want to work with the corporate sector to prevent violence against women. WHV will also seek to implement the *Take a Stand* program in other companies so that more workplaces join in the primary prevention of violence against women.

More information: The full *Working Together Against Violence* report via <http://tiny.cc/emghe>
The Women's Health Victoria website is at <http://www.whv.org.au> •

New advertisers' code

Objectification of people proscribed

The Australian Association of National Advertisers (AANA) has updated its Code of Ethics, making changes to broaden its scope and remove ambiguities. The Code now proscribes objectification of people – with the advice that advertising or marketing communications should not employ sexual appeal in a manner which is exploitative and degrading of any individual or group of people.

A good start

NTV made a joint submission with Domestic Violence Victoria (DV Vic) to an inquiry that produced the revisions. NTV Executive Officer Danny Blay says "the changes represent a good start in addressing the issue of overly sexualised imagery and references in advertising."

Advertisers will be now expected to more carefully identify the relevant audience for their advertising and marketing by providing audience measurement data to the Advertising Standards Board.

Women's Health Victoria (WHV) is also pleased with the revision and believes advertisements that demean and perpetuate stereotypes of women will be better regulated.

"Advertising is a powerful force for influencing social attitudes. Objectification of women impacts of girls' and women's health, and it perpetuates attitudes that promote sexual harassment and gender stereotypes," says WHV Executive Director Rita Butera. "The changes mean that the Advertising Standards Bureau will be able to consider whether ads use sex appeal to exploit or degrade women when making decisions about ads that receive complaints."

It looks like the large number of hours NTV and DV Vic put in on their submission have helped to produce the positive results.

Online now on board

The Advertisers' Code of Ethics applies to all communications, whether or not payment or payment in-kind is made for advertising or marketing activities. Over 80% of complaints to the Advertising Standards Board, the independent adjudicator, fall within its scope.

The changes will also ensure online and social media are now clearly within the code's ambit. The revisions will take effect from January 1 next year.

More information: download the code and guidelines from the AANA website via <http://tiny.cc/uuyja> •

Men's Referral Service
03 9428 2899
or 1800 065 973 FREECALL

The Men's Referral Service (MRS) is the Victorian gateway agency for men who are making their first moves towards taking responsibility for their violence or abusive behavior toward their partner or family members.

The MRS refers exclusively to men's behaviour change programs adhering to standards of practice developed by NTV and endorsed by the Victorian Department of Human Services.

**No To Violence Male Family
Violence Prevention
Association (NTV) Inc.**

NTV - No To Violence, the Male Family Violence Prevention Association, is the Victorian statewide peak body of organisations and individuals working with men to end their violence and abuse against family members. NTV members come from a wide range of professional and community backgrounds and work in a range of settings including government, community based settings as well as private practice. While NTV is based in Victoria, its members include organisations and individuals from a number of Australian states and territories.

If undeliverable return to:
No To Violence (NTV)
PO Box 3022
Victoria Gardens
Richmond VIC 3121

NTV Notes

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Become a member of No To Violence (NTV) The Male Family Violence Prevention Association Inc. NTV is the peak body of organisations and individuals working with men to end their violence and abuse toward family members. NTV members receive the monthly NTV Notes, periodicals and professional development and training.

Please send me information about becoming a member of NTV.

Name:

Address:

Postcode:

Phone:

Email:

Please send to: NTV PO Box 3022 Victoria Gardens Richmond VIC 3121