

Domestic and Family Violence Prevention Month 2025

Marketing Toolkit for Campaign Partners



Acknowledgements

Gippsland Family Violence Alliance acknowledges the Gunai/Kurnai, Bunurong, Bidewell & Ngarigo/Monero people as the Traditional Owners and Custodians of the lands now also known as Gippsland.

We pay our respects to elders past, present and visiting and acknowledge they hold the stories, traditions, spiritual connection and living cultures of this Country.

We recognise the Gunai/Kurnai, Bunurong, Bidewell & Ngarigo/Monero people's long and continued connection and protection of the beautiful coastline from the oceans through inland areas and to the rugged southern slopes of the mountain ranges.

We recognise their continued connection to these lands and waters and acknowledge that they have never ceded sovereignty.

Gippsland Family Violence Alliance would like to acknowledge the victims and survivors of family violence, whose tenacity, advocacy and courage have shaped the family violence service sector and provided us with the evidence base for our work.

We would also like to acknowledge those who have lost their lives due to family violence and the families, friends and communities who have been impacted by these devastating crimes.



Purpose of this Toolkit

This Marketing Toolkit is designed to support you with promoting the Advocacy Campaign for Domestic and Family Violence Prevention Month in May 2025. This Toolkit features a range of assets for use across your organisation's or community group's platforms and channels.

How to access files in this document

Click the links provided throughout the document to download the files to print, upload on social media or distribute amongst your team or group.

Contact Information

For general queries, contact Sam: comms@gfva.com.au

For media queries, speak with your team leader or manager.

Campaign Background

This advocacy campaign will run between 2025 – 2026, starting with Domestic and Family Violence Prevention Month in May 2025.

Our goal is to raise awareness among decision-makers about the need for better support for family violence victims and users of violence in Gippsland, and highlight the challenges of providing these services in our region.

Target Audience

Decision-makers, including government bodies and leadership in Gippsland.

We are asking for:

Consistent, adequate funding to improve:

- Primary Prevention
- Therapeutic Supports
- Case Management
- Services for people experiencing and using family violence
- Housing and Exit pathways

Campaign Elements

- **Open Letter to Decision-Makers** for partners and members of the public to send online
- **Social Media Campaign**
- **Social Media / Selfie Frame** for partners to take photos with and use at campaign events or within the workplace
- **Online Gallery** featuring photos taken with the social media frame to showcase the joint efforts of partner agencies, organisations and community groups
- **Campaign Evaluation Form** to measure impact and engagement

Downloadable Marketing Assets

- **Social media tiles and reels**, plus caption prompts
- **Posters** to print and display in high-traffic areas within the workplace / organisation common areas, or share digitally
- **Email signature banner** for team members to use
- **Staff Memo** to encourage participation amongst your practitioners and other staff
- **Digital social-media frame** to use if your organisation / group was unable to receive a physical frame
- **Statistics One-Pager** to show the latest FV rates in Gippsland



Poster



[Download Print-Ready File \(PDF\)](#)

[Download Digital File \(PDF\)](#)

[Download Image \(PNG\)](#)

Email Signature Banner

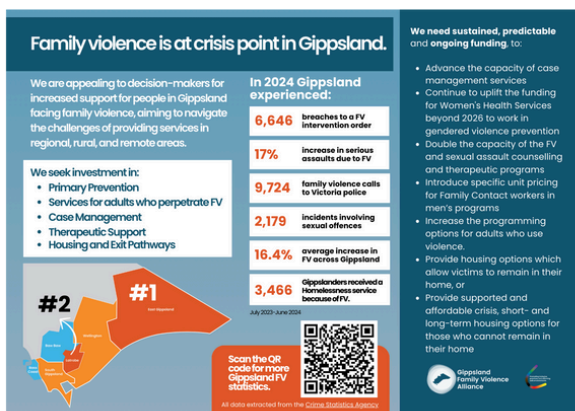


[Download Image \(PNG\)](#)

Please include the campaign page link to the banner when you add it to your email signature:

<https://gippslandfamilyviolencealliance.com.au/current-issues-advocacy/domestic-and-family-violence-prevention-month-2025/>

Statistics One Pager



[Download Print-Ready File \(PDF\)](#)

[Download Digital File \(PDF\)](#)

[Download Image \(PNG\)](#)

Staff Memo

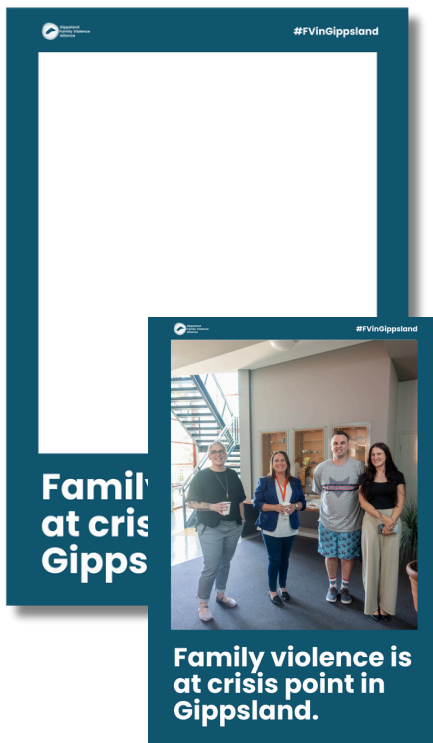


[Download Print-Ready File \(PDF\)](#)

[Download Digital File \(PDF\)](#)

[Download Image \(PNG\)](#)

Digital Social Media Frame



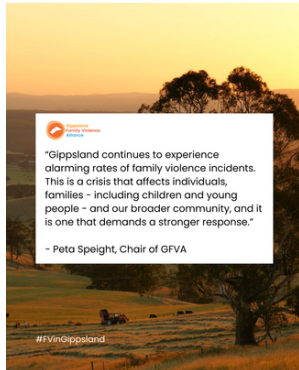
[Download Tile \(4:5 Ratio - PNG\)](#)

[Download IG Story \(PNG\)](#)

How to use the digital frame

1. Upload the frame to Canva (or your preferred platform).
2. Place your photo into the designated white space.
3. Download the image file(s) in PNG or JPG format.
4. Upload the final files to your social media platforms.
5. Include the hashtag #FVinGippsland in the caption along with important campaign messages.

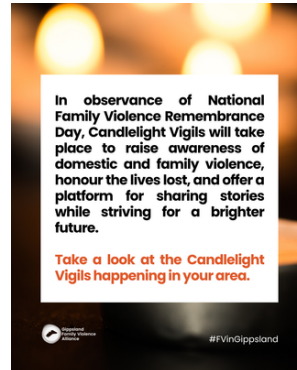
Social Media Tiles



1 May (Reel)



4 May (Letter Link)



7 May



10 May (Reel)



12 May



15th (File; x 2 tiles)



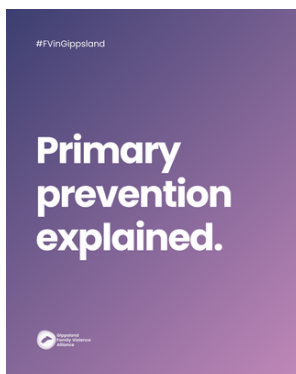
17 May



19 May (Reel)



21 May



23 May (x 6 tiles)



26 May



30 May

Download the Social Media Tiles

Access the Social Tile Template

Download the Social Media Reels

Download the Deakin Uni Report (15 May Post)

Social Media Messaging and Caption Prompts

Essentials

- For all posts, please include the campaign hashtag **#FVinGippsland**
- Within the caption or Instagram bio, please include calls to action:
 - Visit the the **campaign page**
 - Sign the campaign open letter to decision makers (link to be found via campaign page)

Customisation

Agencies are welcome to select the tiles they wish to share, and amend the captions to suit their organisation's tone of voice, however we highly encourage for the key messaging prompts to be followed as closely as possible to strengthen the campaign's presence online.

We have created the tiles to be as accessible to as many people as possible, however we encourage agencies to adapt the social tiles to be culturally specific to the communities you serve. Therefore, we have provided the social media templates to alter the images and wording where necessary or to add your own logo. When customising the template, please do not remove the GFVA logo or campaign hashtag.

Key Messages

Gippsland-specific

- The Gippsland community is concerned by the growing issue of family violence (FV) in our region. The impact of FV devastates both the individuals directly impacted and our community as a whole. It is critical that we take urgent, decisive action to ensure that those who are experiencing and using FV have access to the comprehensive support they need to heal, rebuild, and thrive.
- We must ensure that our workforce have the resources and tools to feel supported to undertake their work.
- Recent statistics show that family violence remains a significant issue in Gippsland. The region continues to experience alarming rates of FV incidents, many of which go unreported. This is a crisis that affects individuals, families – including children and young people – and our broader community, and it is one that demands a stronger response.



Therapeutic Support:

- Survivors and users of FV require access to trauma-informed, ongoing therapeutic support. This is vital in helping individuals recover from the emotional and psychological impacts of FV and sexual abuse.
- Only 9% of children in the state of Victoria who experience FV currently have access to counselling and support services.
- Providing therapeutic and FV support could alleviate the pressure on response services and systems that are currently inundated with people in need of help.

Housing and Exit Pathways:

- Individuals fleeing FV are left without a safe place to live, exacerbating the trauma they've already experienced.
- There is urgent need for more accommodation options – crisis, temporary accommodation and long-term accommodation – especially for those in rural and regional areas like Gippsland, where resources are more limited.

Case management:

- People in relationships where FV is present need specialist support to monitor risk and safety, and to provide education and opportunities for next steps.
- Gippsland needs more case management so that victim survivors have timely access to support without waiting times.

Adults who are using violence:

- People who use violence need access to a greater suite of programs to support behaviour change and increase safety for their families.
- We're asking for a specific unit price for family contact workers to work with the extended family, to expedite the statewide roll out of the Serious Risk Program and for greater sustained funding to support behaviour change.
- Funding needs to be directed towards innovative programs that go beyond just "Serious Risk" interventions. This includes programs designed to support individuals who may not meet the serious risk threshold but are acknowledging their use of violence and are committed to making positive changes.
- By creating opportunities for these individuals to seek help, we can provide a more comprehensive approach to reducing family violence and supporting lasting behavioural transformation.

Primary Prevention:

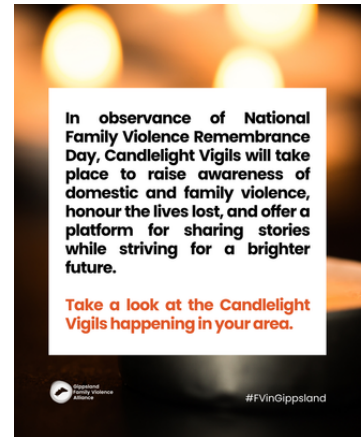
- We want to stop family violence before it starts through education. Primary prevention needs the resources to work with community and sector leaders, to build the prevention workforce and the investment into community partnerships.

Candlelight Vigil 2025 – Event Information

The following Candlelight Vigils will be held throughout Gippsland on Wednesday 7th May.

For the corresponding post (pictured), we suggest including the vigil info and/or linking to the Gippsland Women's Health Candlelight Vigil page which can be accessed below.

These are the latest events at the time of creating this toolkit – don't forget to check the GWH page for updates.



Bass Coast

- 6:30pm, Cowes Foreshore, Cowes, hosted by Change for Sam

Baw Baw

- 6:00pm, West Gippsland Arts Centre Forecourt, Warragul, hosted by Baw Baw Shire Council
- In the event of poor weather, the event will be held in the Arts Centre Foyer
- Contact: connected.communities@bawbawshire.vic.gov.au or 1300 229 299

Latrobe City

- 6:30pm, Gippsland Performing Arts Centre, Traralgon, hosted by Latrobe City Council

South Gippsland

- 6:30pm – 7:30pm, Small Pocket Park (next to Memorial Hall), Leongatha, hosted by South Gippsland Shire Council

Wellington

- 5:30pm, Sale Clocktower – Raymond St. Sale, hosted by Wellington Shire Council

Access the GWH Candlelight Vigil 2025 Event Page

Order the Social Media Campaign Frame

Help spread the message at your next event or on social media by ordering one of the campaign frames.

All photos shared via social media or submitted to GFVA will be included in the online campaign gallery to showcase the joint efforts of community groups and organisations across Gippsland to advocate for better violence support.

Specs.

- Frame size: 600 x 900mm
- Delivery timeframe: before 30 April 2025
- Limited quantities available

[Order a frame here](#)

[Submit your photos featuring the campaign frame here](#)

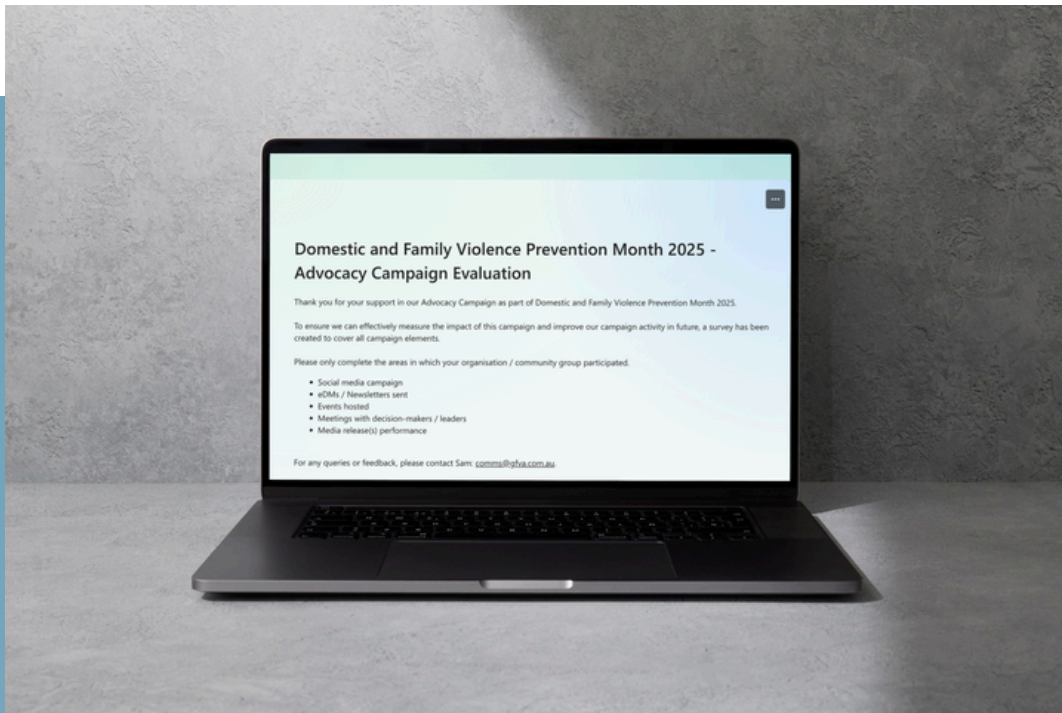


**Visit the campaign hub in May
to see the online gallery!**

Campaign Evaluation

To ensure we can effectively measure the impact of this campaign, a survey has been created to cover all campaign elements:

- Social media performance (focussing on engagement and reach)
- Photo submissions (using the social media/selfie frame)
- eDMs / Newsletters sent
- Events hosted by campaign partners
- Meetings with decision-makers / leaders
- Open letter to decision-makers performance
- Media release(s) performance



[Access the Evaluation Survey Here](#)

Thank you for your support.

For general queries, please contact Sam via comms@gfva.com.au.

For media queries, please speak with your manager or team leader.

