

**Submission  
No 78**

**INQUIRY INTO DOMESTIC VIOLENCE TRENDS AND  
ISSUES IN NSW**

**Organisation:** JayGrey  
**Date received:** 20/04/2012

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**JAYGREY**

The Hon Niall Blair MLC  
Chair  
Standing Committee on Social Issues  
Parliament House  
Macquarie Street  
SYDNEY NSW 2000

April 10, 2012

**Parliamentary inquiry into Domestic Violence**

Thank you for the opportunity to make a submission to the Parliamentary Inquiry into Domestic Violence. Following our meeting with you late last year, JayGrey thought it would be an opportune time to provide a submission on the public awareness campaigns that we have previously done with various governments, including in the very important area of domestic violence.

Our group, the Grey Group Australia of which JayGrey is the NSW office, has been at the forefront of government public awareness campaigns; most recently in Victoria, the Northern Territory as well as at the national level in partnership with the Commonwealth Government.

As you would be aware, governments often use public awareness campaigns as a way of raising awareness of an issue, with the goal of changing behaviour and/or cultural attitudes. Conducting public awareness campaigns through a targeted media advertising campaign has proved successful in both issue identification as well as behavioural change.

Following on from our meeting with you last year where we outlined some of our successful campaigns, I have taken the liberty of including in electronic format, some of the work our group has done with various governments across jurisdictions. One of the very successful campaigns included the ***“Violence against women, Australia says no”*** which was done for the Commonwealth Government.



**JAYGREY**

In undertaking this campaign and in order to ensure its success, there were a number of factors that we knew had to be dealt with, most specifically ensuring that viewers were able to identify with those in the commercials as well as the issue itself.

We knew that the campaign had to tread a fine line between sense and sensation, between facts and statistics and between hyperbole and truth. It was through years of social marketing, and our previous campaigns, that our organisation learnt that sensitive issues such as domestic violence could only work when there was a sense of realism, not distorted or exaggerated realism, but absolute realism.

Understandably, most Australians find the issue of domestic and sexual assault extremely confronting and in such circumstances it is often easier to reject it as an issue faced by others rather than within your own life.

*“Violence Against Women, Australia Say’s No”* was without a doubt one of the most successful public awareness campaigns against domestic violence which resulted in 90% of researched respondents recalling the campaign within only two months of being on air. It also saw more than 60,000 phone calls made to the dedicated Helpline, of which 75% were from female victims of violence and sexual assault.

This work is merely one example of many public awareness campaigns that our organisation has developed in partnership with various state governments as well as with the Commonwealth.

Thank you for considering our submission. JayGrey would welcome the opportunity to present to the Inquiry our experience in public awareness campaigns, including our most recent campaigns for domestic violence in the Northern Territory and the previously mentioned Commonwealth campaign.

Yours sincerely,

**PAUL WORBOYS**  
Managing Partner