

# Media Release

Hon Jacinta Allan MP  
Premier



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## **WORLD-LEADING ACTION IN BALLARAT TO PREVENT FAMILY VIOLENCE**

Ballarat will lead the way in family violence prevention thanks to a brand-new project to saturate anti-violence awareness and action – providing valuable learning for communities across our state and nation.

Right now, we have a wealth of programs raising awareness about family violence and promoting respect in Victoria – whether that’s in the classroom, footy club or at a parenting class.

These programs are making a real difference. But we need to make sure that we’re using every available touch point and reaching every corner of the community.

Ballarat will be home to a world-leading ‘saturation model’, bringing together new and expanded programs, policies and services with a singular focus: to drive down the rates of family violence and men’s violence against women.

The four-year saturation model will bring together every part of the community – from local sporting clubs, workplaces, community, organisations health services, council, schools, emergency services and more – to deliver a new coordinated approach to prevention.

It will also deliver initiatives to test new prevention approaches, reflecting the changing nature and dynamics of violence and harmful attitudes to women.

Because of the influence of social media – and because it’s a place where toxic attitudes to women are spread and sowed in young people – the model will have an online focus, too. This could include geo-targeting tools on social platforms and working with local influencers who can counter harmful attitudes to women.

It will also deliver stronger referral pathways between prevention programs and specialist response services, so people experiencing violence – or seeing early warning signs – can get the help they need as early as possible.

Of course, no community is immune to violence. It’s happening in homes across our state and nation.

But because of the heartbreaking loss of three women earlier this year, we know the people of Ballarat are more determined than anyone to put an end to violence.

This saturation project will channel that determination, with a four-year intensive approach informed by the latest research from around the world.

And because the Ballarat community know better than anyone what the local barriers and challenges look like – Respect Victoria will work with locals to develop and deliver initiatives that are tailored to the needs of the city.

The impact of these actions will be closely measured – giving us a real-world example of what works – and potentially providing a transformative understanding of how to prevent and respond to violence against women.

This builds on the Labor Government’s package of reforms that will drive action at every stage: responding to victims when violence occurs, delivering a stronger justice response that holds offenders to account, and continuing Victoria’s world-leading prevention response – stopping violence before it starts.

**Quote attributable to Premier Jacinta Allan**

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*“The saturation model means we’re using every opportunity to drive action and awareness. It’ll guide our state and nation, and it’ll save lives.”*

**Quote attributable to Minister for Prevention of Family Violence Vicki Ward**

*“We’re a nation-leader in preventing family violence. We know there continues to be much more to do in our communities – this project will build on our existing work and make Ballarat a world-leader in addressing behaviours and stopping violence before it starts.”*

**Quote attributable to Member for Wendouree Juliana Addison**

*“Violence against women isn’t just a Ballarat issue, it’s happening in homes across our state. This model will position our community as a leader – with new initiatives, new insights and new ideas.”*

**Quote attributable to Member for Eureka Michaela Settle**

*“This approach is about channelling our heartbreak into action – transforming the way we respond to violence here, across Victoria and potentially around the world.”*

**Quote attributable to Member for Ripon Martha Haylett**

*“Our region has been demanding we do more to end violence against women and this model will completely change how we prevent and respond to such violence.”*