

An Evaluation of the Effectiveness of the

***Tackling Violence* Program**

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Background

There are several programs in NSW, both state and federal, that support victims of domestic violence, but programs that directly target men as a prevention strategy are rare. *Tackling Violence* is unique in using the central role of rugby league in regional communities as a vehicle to educate men about the nature and consequences of domestic violence and to engage them as role models and advocates for action on violence against women.

This report sets out the results of the evaluation of the program carried out in 2014. It confirms and extends the result of the earlier evaluation in 2011 that the program is making significant changes to attitudes about domestic violence among players, club management and the broader community. The program also appears to be changing behaviour as well as attitudes.

Acknowledgments

The main project team consisted of Eva Cox, principal investigator, assisted by Cat Kutay and May Rowe Spencer, with extra data collection by Jo Thomson and Luke Pearson. Much useful material was provided by Susan Lindsay in her role as the program manager.

A. Evaluation Objective

The program's objectives are:

- To deliver an anti-domestic violence message to men and boys in regional communities;
- To engage Aboriginal communities in an anti-domestic violence campaign that is relevant and appropriate;
- To provide a public platform for men to take a stand on domestic violence;
- To use community respect for rugby league players as a safe context for men to discuss violence against women;
- To give greater visibility to the issue of domestic violence; and
- To demonstrate the strength of local organisations to stand up against domestic violence.

The evaluation tested the efficacy of the program and communities' acceptance of it through surveys, semi-structured feedback from key informants and review of media coverage. Crucially the evaluation assessed whether or not the program could be said to be increasing awareness and change in attitudes and behaviour in the communities where it is run; it also analysed respondents' views on these issues by their age, gender and Aboriginality.

The impact of the different aspects of the program were also assessed. The surveys and feedback sessions included questions on the effectiveness of the advertising campaign in raising awareness and changing attitudes, and we asked respondents to tell us what was most useful about the way the program was run in the clubs.

As per the letter of agreement "The evaluation will assess whether participants and participant communities have more knowledge about domestic violence and have actively engaged in conversations with friends, family and community members about domestic violence." It will include research into the impact of the program on changing individual and community attitudes to domestic violence, and whether the education campaign has affected reporting rates and the incidence of domestic violence.

It will also consider the effectiveness of the local community service announcements (CSAs) in disseminating the anti-domestic violence message to the wider community, including their value as a communication strategy and their contribution to changing community attitudes to domestic violence. The program's sustainability after the withdrawal of government sponsorship will also be considered.

B. Summary and Recommendations

Why the *Tackling Violence* program works

Summarising the material, the following points show the value of the program delivery processes as a means for creating change:

- Local engagement is wide and it assists in building community capacity and opening safe discussion of hidden issues.
- Clubs offer space and leadership that is less institutionally limited.
- The clubs are not formally connected to other power structures and are particularly comfortable for men as familiar territory that they control.
- The clubs report the value of culture changes coming from peers – and are therefore less likely to dismiss the message as a lecture or patronising.
- There are signs that the messages influence attitude to violence other than domestic acts – on the pitch, in the clubhouse, other fights – pointing to real cultural change.
- The location of the program means it can easily link to other programs – DV committees in town, police, community services etc.
- Everyone who is a member of the club feels they own the space and the program.
- The Indigenous origins of the program and the continued involvement of Indigenous players and women in the workshops allow the program to create powerful cultural identifications that increase the effectiveness of the messages.

Recommendations

The program should continue and be expanded to ensure all relevant clubs can be included.

The support systems for clubs that have completed the 5 year cycle should be maintained, even without government funding.

There should be more publicity about what works, in order that the ideas of both peer pressure and Indigenous-led programs are promoted to other attitude-change organisations.

Clubs should not be overused by government programs which could undermine local levels of trust and acceptance.

C. Introduction – Part 1

Part One has been designed to be used as an effective summary of the results. It clearly shows the effects of the program and the views of those involved. Given the range of data inputs and the varied sites involved, this overview brings together some quite diverse sources to inform decision makers of the results. This program is unusual in its widespread general acceptance with overlapping and consistent views across the widely diverse sectors, which in other contexts may take opposing positions. From the data collected, police, community groups, locals and players offer very similar views.

D. Description of program

The description of the program below is reproduced from official documentation and offers a useful and accurate description of the way the program is delivered and seen in the community.

Tackling Violence is a community education, early intervention and prevention program that uses men and boys' involvement and passion for sport as the context for discussion about domestic violence in their communities, giving men an opportunity to speak to each other and to the community about the devastating effects of domestic violence. The project has been in operation since 2009 and is coordinated by the Department of Education and Communities.

Tackling Violence provides a sponsorship of \$3000 per annum for five years to rugby league clubs as the major engagement mechanism. Club officials and all players sign a code of conduct that commits them to refrain from domestic violence, become community role models, and participate in the community education and media campaign. Penalties for breaches include exclusion from games and other club events, so that player breaches have effect on the entire team, not just the offending player.

The *Tackling Violence* logo is displayed prominently ensuring the anti-domestic violence brand is strongly associated with the club and has good recognition in the community.

All registered players and officials are required to attend a domestic violence education workshop developed and provided by *Tackling Violence* educators. The program has been developed by Mudgin-gal, (meaning 'women's place') an Aboriginal organisation based in inner-city Sydney, which deals with violence in identified communities. It is delivered by high-profile former NRL players and domestic violence educators.

Credible Aboriginal people developing and leading the program as educators and role models to both the Aboriginal and non-Aboriginal communities is a key strength of the program model, providing access to local Aboriginal communities and engagement with the program that mainstream programs would struggle to achieve.

The high profile of the former rugby league players ensures that the mainstream community is similarly engaged. Approximately 50% of participating players are Aboriginal. There is no evidence that leadership by Aboriginal people has limited the audience to Aboriginal communities only.

Clubs apply to be part of this program through an EOI process, and are selected on the basis of demonstrated need. This is assessed according to the following criteria:

- being regional, rural or remote;
- having significant Aboriginal populations;
- having high rates of domestic violence;
- demonstrated local leadership; and
- having a registered, active sporting club playing in the local competition.

In 2014, the program ran in the following clubs, the majority of which are in regional communities:

Moree Boomerangs and Moree Boars
Warren Bulldogs
Macksville Eagles
Northern Rivers United (Lismore);
Wilcannia Boomerangs, Parntu Warriors (Wilcannia)
Menindee Yabbies, Menindee Eagles
Broken Hill Saints, Broken Hill United and Broken Hill Geebung
Walgett Dragons, New Town Wanderers (Walgett)
Wagga Brothers
Macquarie Scorpions (Toronto/Newcastle)
Bourke Warriors
Wellington Cowboys
Armidale Rams
Cowra Magpies
Bidgee Hurricanes (Narrandera/Leeton)
Newcastle Souths
Collarenebri Bulldogs
Armidale Rams
Cowra Magpies
Bidgee Hurricanes (Narrandera/Leeton)

E. Methodology and data analysis processes

The project has been designed to fit available time and resources. The timeline for the evaluation was limited as the end of the footy season was close by the time the contract was finalised. This required some compromises on research design and data collection to ensure that the survey forms were collectable from clubs and events before the final competitions were completed. Therefore it was decided that we would reuse previously approved self administered questionnaires, which were to be handed out and collected by clubs, and collected from spectators at community events. These were distributed by the program manager to meet timeline and funding limits, and would not be biased by the process. All interviewing for the feedback data was, however, completed by team members to ensure that respondents were free to be critical.

A.1 The data collection systems

There were various forms of data collection for the evaluation including: feedback interviews from club members actively engaged in the program; from spectators at end of season matches for wider perceptions of its value; and from officials and local professionals involved in the area of domestic violence prevention and services.

There were over 500 separate respondents to the two surveys: 322 for the player/club members survey which was mailed to clubs, and 186 for the spectators/community survey, which were completed at various knockouts and carnivals. Clubs were classified by their level of Indigenous membership: high >70%, medium 20% to 60%, and low <20%, to see how this attribute affected perceptions.

A.2 Limits of the sample

Respondents to the player/club member survey were classified on the Indigenous component of the club of which they were members to assess Indigenous views, as individual identification was not collected in that survey. Gender was seriously skewed to male in this sample, with only 23 female respondents, probably reflecting the population of players and active club members. The community survey, however, was more gender balanced as it had around half female respondents and two thirds Indigenous respondents. There were reasonable age spreads in both samples so we are confident, on the basis of these demographics, that the two samples are able to give us a useful and a relatively representative spread of views on the issues covered.

These one-page self-administered surveys were brief and concerned with specific responses to the program. The forms had been used in previous surveys, and dealt with the main issues to catch potential respondents. They were targeted at measuring views on aspects of the program and the DV problems. Given the population targeted, useful data were provided

The limits of the survey meant we needed to add other viewpoints and wider issues. In order to tap more qualitative data we undertook a range of feedback interviews, some in person, most via telephone. The target groups included a range of people who had been involved in various administrative and professional roles. These interviews were designated as feedback rather than as formal survey questions, to allow respondents to set out their own views on the program and give unstructured feedback on how they saw it working from their often professional and official involvement. There are 55 such interviews all up, which are extensively quoted in the report, with some rough tallies of issues raised. While we have often used verbatim quotes to get the feel of the responses as accurately as possible, we have not identified the individuals, though we do usually show the sector they come from to indicate their type of involvement.

There are 55 interviews from a range of respondents:

- Club related 28
- School related 7
- DV services/community 10
- Police (including those working in clubs) 10

Apart from the above sources we have included relevant data from the funder and provider of the services, the NSW government, to elucidate details of program and its costs and products.

As mentioned above, the survey data and interviews have not been collected in ways that allow us to claim the evaluation to be statistically representative of a very diverse range of clubs and program deliverers. However, the generally similar responses we have gathered through diverse samples and collection methods have an inherent consistency of issues and viewpoints, and we are confident that the results are applicable to the whole NSW program. We note that the bulk of material comes from rural areas and often small towns, and that the responses from more urban and suburban areas are more limited.

A.3 The selected areas and clubs

The targeting of regional communities for the implementation of *Tackling Violence* and the advertising campaign activity corresponds to data showing 19 out of the top 20 LGAs for domestic assault are in regional NSW¹. The *Tackling Violence* program has 24 participating football clubs in 10 of these LGAs. The top three LGAs with the highest recorded rates of domestic violence are Bourke, Walgett and Moree Plains, each with significant Aboriginal populations. The domestic assault rate in these three areas is between three and ten times the state average. In 2014, *Tackling Violence* targeted these communities, increasing the number of clubs from the top three LGAs from four to eight or approximately 260 men. The broadcasting campaign featuring football clubs delivering anti-violence messages on TV and radio reaches all of the regional LGAs in the top 20 (NSW Government material).

F. Summary of findings – Part 1

1. What works

As mentioned above, the evaluation project has used a range of views on the program as outlined below, including two formal surveys of participants and spectators, extensive feedback surveys relating to the issues raised that were conducted with those in official roles, and written material in the media.

Despite this diversity of sources, the overall responses are almost uniformly positive to the overall aims of the program, its components and its administrative processes. Given that this is government funded and administered, club delivered and community engaged, it is encouraging that there are really very few negative responses or comments on the relationships between the various participants. As we collected 550+ separate responses on paper and in person, this indicates very positive findings of goodwill and outcomes.

The processes involved and the consistency of the presenter/administrator participants meant that relationships were established and issues resolved as they rose. Everyone involved felt a sense of ownership and agency by being part of the program. This sense of engagement and partnership fits very neatly into the criteria for what works in Indigenous services, developed by the Australian Institute of Health and Welfare (AIHW, see Appendix vii) the Federal Government's adviser on policy options.

A.4 Quality of the program and effectiveness

The collected responses show that how the program is perceived and accepted is crucial to its capacity to be effective in reducing forms of domestic violence and its consequences (Table 1 and Table 2). There is much data that show the prevalence of such violence continues despite improvements in services and legal responses. In the final analysis, the effectiveness of the program can only be judged on the basis of long-term reductions in social attitudes to domestic violence.

Attitude change and subsequent behaviour change is always hard to measure. The results, at this stage of the program delivery of 5 years+, suggest clearly that change is occurring, despite lack of hard evidence from any local data collections. Data on the actual incidence of domestic violence and any formal reporting is still unclear, so changes to either are very hard to assess.

¹Grech, K and Burgess M. (2011) *Trends and patterns in domestic violence assaults: 2001 to 2010* NSW Bureau of Crime Statistics and Research, p.4-5

Much DV is still unreported and rates often reflect changing public attitudes or local relationships rather than actual events. This is illustrated by a verbatim quote of one police respondent:

About 3 years ago women started coming to police more to report DV, I do not think it was on the increase, I think it was a matter of trust. Reports have come down a bit now as less are offending.

And another said:

Domestic violence is such a traumatic thing to deal with and since the TV program numbers reported have improved. The fact that there is more reporting means the support mechanisms are gaining credibility and working

As shown in our earlier evaluation in 2011, the evidence is that views are changed through the structure of the program with its mix of workshops, pledges and encouragement to monitor one's mates/peers as well as one's own behaviour. There is reporting in both surveys of additional discussion of the issues and an indication that this is making a difference to behaviour. In the community survey, 81% claimed using the clubs to deliver a program to reduce family violence was a 'a really good idea' (**Table 3**) and 93% of the club survey respondents saw players/families as less likely to be violent now (**Table 4**).

Teachers in schools in the club regions report that the visits by the ambassadors, and the workshop developed and run by the program, are highly successful in raising awareness among young people (both boys and girls). This will hopefully flow on as these children become more aware of the issues: what to do in cases of DV, and how to recognise the signs in their own family and among their friends.

We note that there are signs of the direct effectiveness of the program. The question on reporting on their experience and actions taken offer one of the major findings of this study. In the club survey a question on whether they had stopped anyone being violent showed surprisingly positive actions. Nearly half (156 people) of the respondents claimed they had stopped someone being violent (**Table 5**), which suggested peer pressure was being applied effectively. This question was not asked in the previous evaluation but only 59% of the respondents at that time had seen domestic violence occurring, suggesting that maybe they are now more aware of it.

There is also reinforcement of wider discussion and changed personal views on the issues. When asked why attitude change was occurring, 67% of the club respondents claimed (**Table 6**) was because 'we talked about it more!' The results all suggest that the design and quality of the program is more than adequate to create real change in a difficult area, and indicates widespread acceptance of the program devised by Mudgin-gal.

A.5 Acceptability of the program to target groups

The clubs, both currently and initially involved, have often had all or a majority of Aboriginal players and members, however many of the current batch have a minority of Indigenous players. What is interesting is the wide acceptance of the model by all clubs, regardless of the mix. It is important for many of the all-Aboriginal clubs and the Aboriginal players that the personnel, delivery model and content fit comfortably with their cultural values and relationships. Some of the tables show their participation in the program has created higher commitments to discussing violence with their families and talking about it with their mates, which contributes to the flow-on effect of the program beyond the clubs.

One interviewee said:

The more people talk about it, the better for the kids, and hopefully over time it will become an unacceptable thing in the community.

Differences relating to the level of Indigenous composition of the club include a slightly higher proportion of those actually stopping violence, from those in the most Indigenous club group (**Table 7**). They were similar in their response to talking about it as a change factor, but were more likely to react to suspensions and being told off, suggesting more susceptibility to group pressure. This is further confirmed by those from clubs with a higher percentage of Aboriginal players seeing the effects as more likely to change how they act, than those with the least Aboriginal players (**Table 8**).

We note, however, that the model seems to be effective among the rest of the populations involved, as many of the clubs have diverse memberships. These results suggest that Aboriginal-identified and led projects are broadly acceptable in this context and add to local community acceptance. The model should be used in other settings to ensure Aboriginal engagement.

In part, the success of the project is validation for the criteria for what is effective in creating change in Aboriginal communities. AIHW (see Appendix vii) have shown that local engagement and a sense of ownership are essential to creating effective programs.

A.6 The effectiveness of using local footy clubs for DV messages

One of the interesting findings of the project is the positive feedback on the use of local football clubs as attitude-change agencies. There are some factors here that emerge as important for assessing both the effectiveness of this program and its model, as applicable to other social attitude change programs. Firstly, the issues of violence and masculinity are already seen as relevant to male sporting clubs, so there is a clear fit for the program. The great bulk of players/members see their clubs as a positive influence (96%) as do 82% of community spectator respondents (**Table 9**).

Secondly, the local football club, particularly in rural and clearly identifiable communities, is often seen by members as separate from other local agencies and demonstrably community based. It is not associated with any other particular formal or informal power structures, and it is seen as representing peer groups, and other local tensions are not operating within them. Therefore the club's authority is based on its role as sponsoring local sporting activities and this campaign fits into the peer-run model. There was some evidence last time and again this time that clubs are places where informal relationships rule and therefore peer pressure is effective.

These criteria are important, as they form the basis of the effectiveness of the program. Even when police and others with official roles are involved, they are there as members, and expected not to use their outside power. This showed up in the feedback interviews and enhances the capacity to discuss difficult issues in this climate of safety. This wide but compatible membership culture allows attitude changes to occur and the feedback suggests that both silence and acceptance of violence is reducing.

The data show some of these responses. Club officials in the survey showed acceptance of their responsibilities for suspensions and discussions. They saw themselves more as change agents than the players (**Table 10**), as well as being more likely to acknowledge that the program had changed the way they thought about the issue (**Table 11**). As these are the people more likely to be involved in the club long term, their views are important. They also are more likely to talk about it with their families than players (**Table 12**).

Gender

The community survey had sufficient responses by women to enable some gender variances, as women are less likely to be directly involved in the clubs. Whether that affects their being somewhat less optimistic about the effectiveness of the program in improving players'

behaviour is not clear. However, they are still very supportive (M 92%, F 77% (**Table 13**)). Men were also more optimistic that the program had made a lot of difference to people they knew (M 47%, F 31%, (Table 14)). Similarly, the ads were more likely to make men think about the issue (M 64%, F 47%, (Table 15)). More men than women thought using clubs to reduce family violence was a really good idea; more women were sceptical but still thought it was worth a go (M 16%, F 34%,(Table 16)). More men tend to see women and children in their areas as usually feeling safe than women (M 61%, F 36%, (Table 17)). The gender differences are there because the program is very clearly targeted to men. The dilemma is that it is effective because men need to feel a sense of ownership and the peer pressures are core to its success. However, the program may be able to work out ways of engaging more women to expect good outcomes without affecting the necessary sense of male control.

As one interviewee said

This program has more relevance as it is not a woman's group preaching to the men, it is coming from a different perspective. Does not have the preaching aspect that comes from women's groups.

One interviewer summed it up from her western NSW feedback:

The program works really well everywhere and people want it. Some towns say they need it – it is essential. The Aboriginal captain from one club said 'footy is our life. It's our culture'. This program reaches people directly and changes attitudes/behaviour to DV by engaging people and supporting them with what they love – footy. Tackling Violence strengthens communities by strengthening the footy clubs – before the program started many towns hadn't had a footy team for years.

A.7 Details of the program processes

The program data – participation, pledges and suspensions

The data on the current program below comes from the NSW Government website. It shows that its scope is quite broad and is, therefore, very cost effective.

In 2013, 27 clubs from 24 regional communities participated in the program. At the season's end:

- 1056 men signed the code of conduct
- 947 participated in a workshop
- 1177 students from 21 schools participated in the schools program
- 14 players were deemed in breach of the code of conduct and stood down

At season's end, no players have been stood down in Bourke, Walgett or Moree where the code of conduct has been monitored by the police and women's domestic violence services as well as by clubs. Bourke, Walgett and Moree are 1st, 2nd and 3rd respectively for domestic violence offences in NSW.

The clubs reported 19 individuals being stood down for domestic violence breaches so far in 2014, which suggests the survey represents a good cross section of the clubs involved. The 2013 data showed over 1000 players had signed up.

In 2014, there were 29 clubs involved in the pledge process, and 19 had no suspensions. Of the nine clubs that did have breaches, three had suspended 1 player, two suspended 2 and four had suspended 3. Many suspensions were for breaching AVOs, suggesting on-going issues rather than new ones. While the figures are similar as in 2013, they suggest active monitoring was continuing and Moree was still suspension-free.

A.8 The funding and its functions

This section looks at the function of the funding and suggests some of the issues that may arise as funding is withdrawn. The current funding of the program is for five years and \$3000 p.a. per club is provided as part of the contract. In addition, the NSW Government pays other costs such as the workshops and the making and showing of the advertisements, and the funding also includes some Federal dollars (about 25%). There are many comments in the feedback interviews that relate to the value of both these funded items and the cash as well. Some small local clubs have been able to use the funds to subsidise jerseys and printing costs, as well as club events. These are seen as important to attract and retain local young people.

There is general goodwill around community and clubs in relation to the program and the clubs that have finished their 5 year funding are trying to maintain the standards of support. Some obviously have more local support and resources, such as funding from police programs. Others are battling.

Apart from the financial aspects, there is concern that the clubs will not be able to access materials for posters, workshops and hand-outs. There are questions as to whether the administrative support currently available for resource material, information etc. can be continued.

However, there are many clubs both unfunded or reaching near the end who are seriously committed to keeping the program going with as much resourcing as they can acquire. The NSW Government initiatives to retain contact with clubs that are not funded should be formalised and communications continued in order to identify those clubs that need help. For example interviewees said:

We will run both DV and Mental Health in some form, with the little funding we have for next year.

Sponsorship money brings clubs back to life. But when the money runs out people feel confident they can drive the program without the money, and feel certain the code of conduct is in place and has become part of the culture

After the 5 years funding ends, the code of conduct has become part of the culture and the clubs keep it and enforce it and feel confident they can get their own sponsorship

Some interviewees noted how the funding helped the football club, and how the club provided a sense of community in these towns where there is little other community support. This suggests that some future assistance may be needed for more remote and smaller communities to retain this facility.

Interviewees noted that:

Without Tackling Violence there would be no funds for insurance, registration, transport, hire of grounds. Our sport provides everything in those communities, yet relies on TV program funding for basics, to allow sport to run.

All the community agencies on the day [DV Knockout Comps and Balls] fund themselves, but it is up to the footy clubs for the program to continue and they need funds to get their members to keep working extra hours.

Can we still use the name when the funding is over? Without TV ads and posters we will lose the program.

The program will continue, it is not about money, it's about human life and decency – respect for the mothers of our children. When happens in front of the kids it scars them for life. The cycle has to stop.

Should be more available funding – we struggle to get funding for ads. Police cannot keep funding the ads as we have other projects to support.

Without TV funding clubs could not buy jumpers. Some communities like Cootamundra are okay but in the poor communities things are so much different, Those on the coast or other towns are quite unaware of the situation out west.

All clubs interviewed said they would at least carry on the pledges.

a. The advertisements, the ambassadors, the workshops

The CSA campaign in 2014 ran from 25 July 2014 to 7 September 2014, the six weeks leading up to the season finals.² In total, 396 spots were booked, of which only 192 were paid, and the ads aired three times a week during NRL games on Friday and Sunday nights (down from four times a week in 2013).³ These are the networks' highest rating time slots and ensure that they reach the target audience of men, young men and boys. Broadcasts during finals games were ruled out as being too expensive. Other programs are occasionally included too, however the premiere of the Dubbo CSA was during the final of *The Voice*.⁴

The ads are broadcast on Imparja, NBN Newcastle, Tamworth, Mid North Coast and Far Nth Coast, and WIN Dubbo/Orange and Riverina. The channels hosting the ads naturally cover a broader area than each team's home region, meaning that not only is the message spread further than the host community, but the program is advertised to other communities that might consider becoming part of it in future years.⁵

The CSAs are also broadcast at games and events and on clubs' Facebook pages. The Newcastle ad was shown at the last six home games at Hunter stadium, which drew crowds.⁶ There are also plans to air the Newcastle ad at White Ribbon's *Koori Love Shouldn't Hurt* event on December 5th, and either the NSW ad or the individual ads at the NRL All-stars Game on the Gold Coast in February 2015, at which 20,000 people are expected.⁷

The summation of one researcher of her view of the interviews:

- *Pride in having local faces in the ads/posters. These men are role models and the ads are deadly. Its good seeing the men powerful and proud and the little fellas look up to them.*
- *Everyone loves the workshops. There is a need for more workshops and women's workshops too. There will be a focus next year on educating about power/control/healthy relationships.*
- *Continuity. People love Auntie Dixie and David Peachy and Ashley and they are like family now. They love to see the same faces as this builds trust over time so the men/women are not afraid to open up to these people.*

² Personal communication from Susan Lindsay, 23/10/2014.

³ *ibid.*, *Advertising Submission for Tackling Violence*, Susan Lindsay, Department of Education and Communities, 2014.

⁴ Personal communication from Susan Lindsay, 23/10/2014.

⁵ *Advertising Submission for Tackling Violence*, Susan Lindsay, Department of Education and Communities, 2014.

⁶ Personal communication from Susan Lindsay, 11/11/2014, Communication from Hunter Stadium, XX/11/2014.

⁷ Personal communication from Susan Lindsay, 11/11/2014.

- *Long term funding. The program running for 5 years is a key element of its success. It has time to gather runs on the board and unlike so many programs that last a year or 2 then go.*
- *Ads and posters are deadly and everyone loves them. There is local pride/local faces/local heroes. We get women in the ads too.*

It is hard to separate these various parts of the process because it is the way these interact and reinforce the messages that makes the program work.

The advertisements informed 66% of spectators about the program so they engage the community (**Table 18 and Table 21**). They are also powerful because 2/3rds of both club and community members like seeing the locals and so identify more with the program (**Table 19 and Table 20**). Younger players are more likely to identify with locals and Indigenous players also mention they recognised participants. The comments below show quite clearly that the advertisements, using recognisable past celebrities, all add to the power of the program.

TV ads are amazing in terms of promoting the issues – they come on television during football and in news/sport section People talk about it outside the club.

They are really good, send a strong clear message, especially television ads – it is important as these are local people who are role models in the community.

What other funding exists for the project? No-one else runs ads – need something out there in the community. In Cootamundra we get ads from Wagga Brothers etc – powerful message. No-one else is doing it. There is no other ads on TV about DV and saying it's 'not on'.

Ads are great, as we know the people, know they are not actors – real people standing up for the issue

A.9 The media responses

Coverage of *Tackling Violence* in the media has been quite widespread and has included reports in national media like the ABC, the *Koori Mail* and *Deadly Vibe*, as well as at least sixteen regional papers from the Riverina to Lightning Ridge, and Nambucca Heads to Broken Hill. All these reports have been positive, and an ABC news report had leading international expert, Angelika Henschel, calling the program a great example of spreading the message in the right way to the right people, citing the need for “services that don’t only focus or address women and girls but also get men and youngsters, male youngsters involved in these issues.” Another ABC report had the League President and local police officer David Gallagher saying he had seen major progress, and committing to keep the program running even after the end of the funding period. This was supported by Broken Hill Saints President Paul Kemp.

G. The cost benefit of the program – a proposed model

Club costs on average

An estimate of total costs suggests that the average cost is less than \$30,000 per club, including the government administrative costs, media etc. The following model has been devised to allow governments to estimate possible cost benefits to them on the basis of their expenditure.

Given estimates of the cost of domestic violence, very small improvements would more than pay for the cost of the program. We started with an estimate of national costs as calculated in 2002 by Access Economics and have updated the listed government costs – a 2012

Parliamentary Report suggests there are no more recent figures.⁸ In their earlier report Access Economics give more detailed costs, but we have included only the government costs at both levels⁹ in our further calculations.

Summary of Annual Costs by Affected Group (2002) (\$'000)

Victim	\$4,048,000
Perpetrator	555,000
Children	769,000
Employers	175,000
Friends and Family	7,000
Federal government	848,000
State/Territory govt	487,000
Community	1,190,000
Total	\$8,078,000

The NSW Crime Statistics (from BOCSAR to June 2014) count around 29,000 pa DV assaults. While this total *understates* the numbers of actual incidents, perpetrators and victims, the figures offer an official indicator of some physically serious events, and related public involvement.

These reported assaults provide an identifiable possible costing base correlated with related public spending. Therefore we have used the data from Access Economics to get a rough estimate of costs to governments. We have adjusted the two government cost figures above by an averaged inflation factor of 50% over the 12 years, to provide a ball park figure of government costs of \$2B, and taken a third to approximately represent the NSW share:

- 2002 \$1.34B + 50% to allow for inflation over 12 years = \$2B approx nationally
- 2014 estimated annual costs for NSW (fed and state) \$667M (1/3 of \$2B)
- Divide by 29,000 notifications (BOCSAR)
- Per case costs average = \$23,000 for total government spending (rounded up)

Therefore, using the state tally of reported criminal DV assaults as an indicator, we offer a ball park rough indicator of government costs *vis-a-vis* spending.

- Starting with an estimated \$23,000 government costs per reported assault, every person who is discouraged from a DV assault which may be a reported incident, creates that as an average saving.
- Given the TV program costs less than \$30,000 per club, the governments make a saving if there are any 2 successfully avoided reportable violent incidents, which would potentially cost just under \$45,000.
- Assuming that half of the reported violent incidents stopped by players/members involved, may have eventually been reported if carried through, the TV club- based program will show a positive rate of savings.

⁸http://www.aph.gov.au/About_Parliament/Parliamentary_Departments/Parliamentary_Library/pubs/BN/2011-2012/DVAustralia#_Toc30979839

⁹http://www.dss.gov.au/sites/default/files/documents/05_2012/cost_of_dv_to_australian_economy_i_1.pdf

As there were 156 'yes' responses to the club members' question on stopping another's violence (**Table 7**), we estimate half of these as having been potentially reportable. The net total savings on 78 non incidents multiplied by \$23,000, the saved costs would be \$1,794,000 – nearly double the combined government expenditure on *Tackling Violence* in 2014 (\$800,000).

This is probably a gross undervaluing of the costs as it only covers the direct costs of government-specific domestic violence services. It will not cover NGO and other types of services like health and welfare, nor the costs of the victim. It should therefore be seen as a very conservative comparator on which to base an estimate of cost benefit as the **program saves both levels of government far more than their annual joint state-wide contribution.**

H Tables – Part 1

The tables in this section include both frequencies (total responses) and cross tabulations. The cross tabulations are generally multiple responses which are individually percentaged on the total number of *respondents* to provide a consistent indicator of the level of *responses* to each item in the question.

Table 1 Club survey
Do you think local families are...

	N	Percent
Not safer because of the program	10	3%
Somewhat safer	92	29%
Quite a bit safer	99	31%
Lots safer	137	43%
Total	319	99%

Table 2 Community survey
Do you think women and children in your community...

	N	Percent
Usually feel safe	97	52%
Occasionally don't feel safe	53	28%
Quite often feel unsafe	29	16%
Very often feel unsafe	11	6%
Total	190	102%

Table 3 Community survey

Do you think using football players and clubs to reduce family violence is...

	N	Percent
A really good idea	150	81%
Worth a go	47	25%
Not likely to make a difference	6	3%
More useless crap	1	1%
Don't know	1	1%
Total	205	110%

Table 4 Club survey

Do you think players/families are now...

	N	Percent
Just as likely to be violent now	14	4%
Less likely to be violence now	300	93%
Total	314	98%

Table 5 Club survey

Have you in the last year.....

	N	Percent
Been involved in family violence	14	4%
Suspended because of it	7	2%
Talked about violence with your family	144	45%
Stopped someone being violent	156	48%
Total	300	93%

Table 6 Club survey

If it is changing, is it most likely because ...

	N	Percent
We talked about it more	215	67%
No one wants to be suspended	61	19%
People tell you off if you do it	35	11%
Changed community views	112	35%
Total	423	131%

Table 7 Club survey

In last year have you.... by Aboriginal component of club

	Aboriginality							
	70-100%		30-60%		0-20%		Total	
Been involved in family violence	7	6%	4	7%	3	3%	14	5%
Suspended because of it	3	2%	1	2%	3	3%	7	3%
Talked about violence with your family	57	46%	32	58%	55	60%	144	53%
Stopped someone being violent	81	66%	36	65%	39	42%	156	58%
Total	123	100%	55	100%	92	100%	270	100%

Table 8 Club survey

Has your being part of the program... by Aboriginal component of club

	Aboriginality					
	70-100%		30-60%		0-20%	
Been interesting	47	36%	38	58%	51	46%
Changed the way I think about family violence	61	46%	39	59%	45	40%
Changed how I've acted in the family	34	26%	18	27%	11	10%
Helped talk about it with family	35	27%	20	30%	20	18%
Started talking with my mates	51	39%	34	52%	21	19%
Total	132	100%	66	100%	112	100%

Table 9 Club (a) and Community (b) survey

About your club, do you think...

Club (a)	N	Percent
It is a good influence on how players/supporters act	310	96%
Doesn't really influence how its people act	13	4%
Often brings out the bad side	2	1%
Total	322	100%

Community (b)	N	Percent
It is a good influence on how players/supporters act	153	82%
Doesn't really influence how its people act	23	12%
Often brings out the bad side	10	5%
Total	186	100%

Table 10 Club
If it is changing is it most likely because ... by Club Roles

	Club Roles						Total	
	Official		Player		Supporter			
We talked about it more	30	71%	161	71%	24	75%	215	72%
No one wants to be suspended	13	31%	43	19%	5	16%	61	20%
People tell you off if you do it	10	24%	24	11%	1	3%	35	12%
Changed community views	20	48%	80	35%	12	38%	112	37%
Total	42	100%	226	100%	32	100%	300	100%

Table 11 Club
Do you feel TV has ... by Club roles

	Club roles							
	Official		Player		Supporter		Total	
Not had much effect on me	5	12%	27	11%	3	9%	35	11%
Changed the way I think	40	93%	173	71%	21	64%	234	73%
Changed the way I act	12	28%	110	45%	16	48%	138	43%
Total	43	100%	243	100%	33	100%	319	100%

Table 12 Club

Has your being part of the program ... by Club roles

	Club roles							
	Official		Player		Supporter		Total	
Been interesting	18	42%	101	43%	17	50%	136	44%
Changed the way I think about family violence	24	56%	106	45%	15	44%	145	47%
Changed how I've acted in the family	10	23%	48	21%	5	15%	63	20%
Helped talk about it with family	13	30%	57	24%	5	15%	75	24%
Started talking with my mates	16	37%	85	36%	5	15%	106	34%
Total	43	100%	233	100%	34	100%	310	100%

Table 13 Community

About your club do you think.... by sex

	Unknown		Female		Male		Total	
It is a good influence on how players/supporters act	29	85%	56	77%	68	92%	153	85%
Doesn't really influence how its people act	5	15%	16	22%	2	3%	23	13%
Often brings out the bad side	2	6%	4	5%	4	5%	10	6%
Total	34	100%	73	100%	74	100%	181	100%

Table 14 Community

Does program make difference to people you know... by sex

	Sex							
	Unknown		Female		Male		Total	
Yes a lot	15	44%	23	31%	35	47%	73	40%
A fair bit	8	24%	21	28%	29	39%	58	32%
A little	11	32%	24	32%	10	13%	45	25%
Not at all	0	0%	8	11%	2	3%	10	5%
Total	34	100%	74	100%	75	100%	183	100%

Table 15 Community
How did you feel about the ads... by sex

	Sex							
	Unknown		Female		Male		Total	
Just the usual	7	21%	10	14%	7	9%	24	13%
Enjoyed seeing locals	21	64%	51	69%	50	67%	122	67%
Made me think about the issue	13	39%	35	47%	48	64%	96	53%
Total	33	100%	74	100%	75	100%	182	100%

Table 16 Community
Do you think using football players and clubs to reduce family violence is .. by sex

c.	Sex							
	Unknown		Female		Male		Total	
A really good idea	26	76%	59	77%	65	87%	150	81%
Worth a go	9	26%	26	34%	12	16%	47	25%
Not likely to make a difference	2	6%	3	4%	1	1%	6	3%
More useless crap	0	0%	0	0%	1	1%	1	1%
Don't know	0	0%	1	1%	0	0%	1	1%
Total	34	100%	77	100%	75	100%	186	100%

Table 17 Community
Do you think women and children in your local families...by sex

	Sex							
	Unknown		Female		Male		Total	
Usually feel safe	24	73%	27	36%	46	61%	97	53%
Occasionally don't feel safe	6	18%	26	35%	21	28%	53	29%
Quite often feel unsafe	3	9%	18	24%	8	11%	29	16%
Very often feel unsafe	1	3%	8	11%	2	3%	11	6%
Total	33	100%	75	100%	75	100%	183	100%

Table 18 Community

How had you heard of the program?

	Count	% of respondents
Know people involved	88	47%
Saw the ads/publicity/TV	107	58%
Talked about it with friends	28	15%
Other Involvement	30	16%
Total	161	87%

Table 19 Club survey

How did you feel about the ads?... by Club roles

	Club roles							
	Official		Player		Supporter		Total	
Just the usual	2	15%	8	13%	12	12%	22	12%
Enjoyed seeing locals	7	54%	35	55%	78	78%	120	68%
Made me think about the issue	7	54%	35	55%	52	52%	94	53%
Total	13	100%	64	100%	100	100%	177	100%

Table 20 Club

How did you feel about the ads?... by age group

	Age Group									
	<=25		26-35		36-45		>45		Total	
Just the usual	3	13%	4	13%	3	7%	6	18%	16	12%
Enjoyed seeing locals	17	71%	24	80%	27	66%	19	56%	87	67%
Made me think about the issue	13	54%	18	60%	22	54%	18	53%	71	55%
Total	24	100%	30	100%	41	100%	34	100%	129	100%

Table 21 Community

How had you heard of the program?... by age group

	Age Group									
	<=25		26-35		36-45		>45		Total	
Know people involved	12	50%	14	50%	23	64%	15	50%	64	54%
Saw the ads/publicity/TV	15	63%	18	64%	23	64%	22	73%	78	66%
Talked about it with friends	2	8%	8	29%	5	14%	5	17%	20	17%
Other Involvement	5	21%	7	25%	6	17%	4	13%	22	19%
Total	24	100%	28	100%	36	100%	30	100%	118	100%

Part 2

Tackling Violence Evaluation

Additional data, comments and other information and documentation

“I can see the changes in our Aboriginal men in their attitude to DV, DV in our community has dropped considerably. We had the 3rd highest rates in the state, whereas now I don’t think we’re even in the top 20. It has made huge, huge changes in the way that men think. Not just the players on the teams, but their fathers and uncles and they’re all hearing the same message, you know, that you can’t raise your hand to your women. And the way that the program is designed, and how that information comes across, because you’ve got Aboriginal men delivering the messages to Aboriginal communities, it means more. I think that this is a real key too.”

Aboriginal legal services respondent

I Introduction – Part 2

Part 2 of this report offers additional findings from the research data which is useful for the evaluation of the *Tackling Violence* program. It initially follows a similar structure of issues to the summary of findings in Part 1, but with adjustments to headings which show how particular issues may overlap. These add to the understanding of the tables and findings in Part 1 which clearly show the program is effective, both in changing behavior and in educating the target groups. The program is powerful because it has developed local commitment from quite difficult target groups, as well as gaining their acceptance.

The responses exhibited in verbatim comments and the additional tables in Part 2 add dimension to the overall findings. The comments come mainly from feedback interviews with people involved in the program delivery and in support services. These additional data items offer a more nuanced understanding of the earlier responses. We include extracts from the interviews, with identifiers of role of respondents where relevant, followed by tables that relate to the specific area. Some comments are attached to tables if they include useful data.

The additional cross-tabulating of the results shows some difference of response by sex, Indigenous identification, age group, club role, etc. and are sometimes filtered through another answer.

We note that the cross-tabulated tables in Part 2 are mostly multiple responses. Most respondents picked multiple options from those offered. In nearly all cases this was legitimate, as they were intended as such. In a few cases, respondents failed to answer or double-answered where this was not intended. To create consistency the responses are shown as percentages of respondents, this being the best indicator of the strength of views being offered. This means that the totals are shown as 100% of respondents, *not* responses.

Section K – *Suggestions for changes from participants* – includes feedback for changes to the program, as well as some enthusiastic endorsements from respondents. Many of these changes are directed to clubs or to local efforts, and are there for consideration and perhaps distribution.

We have also included tables which show no real difference where difference may have been expected, such as between age groups. The overall frequency tables of the responses to both survey instruments are shown in Appendix (v). The total percentages of these tables are based on potential respondents, and therefore vary to reflect multiple responses, and non-respondents.

The Appendices also contain other items that add to the understanding of the program.

J Additional Findings

In their own words – ideas from comments and feedback interviews

The following section includes a range of quotes that come from telephone or personal contacts, which were very open-ended, informal feedback sessions, and *ad hoc* comments added to the formal questionnaires. They represent the respondent's own undirected viewpoints and are therefore particularly valuable as indicators of both feelings and judgments about the program. They are generally representative of many other responses, and are interspersed with appropriate tabulated data.

1. Quality and Effectiveness in Creating Cultural Change

COMMENTS

Visibility and community inclusion

Club officials: We have all the logos on all of our gear and you see everyone wearing them to the games and a lot of men wear them out in the community, and so do a lot of their wives and girlfriends.

Woman DV worker - they've got it on their jerseys and all so they have to [feel ownership].

Police - TV knockout round/Competition day works to promote DV issues, we coordinate agencies to come along and set up stalls. DV ads go up around the time of the competition and there are promotions in the community [e.g. banner in main street].

Outback Rugby League- Element that should never be lost is that you have got a group saying no in a structured way that the public can see it – that is a powerful way of doing it.

We've introduced a 'Let's Tackle DV' round and we all talk about it, and we promote it through the Newcastle Herald and other media outlets and all proceeds from the day go to the West Lakes Women's Refuge. So there's not many people who don't know that we're involved or who don't know what the program is about.

Consistency in message and personnel

Normally set ground rule with players at start of year – new players learn the culture from the old ones

Sue and the ambassadors haven't just come to our community once and then moved on, they keep coming back year after year, and that's what you need to do... you need to keep coming back and obviously with the new ad campaigns and all that, and the DVDs ...the young men who are hearing these stories know and are thinking 'they've experienced it too'. And that's the key, it's not just something they've learned out of a book and they're going along talking about it when they don't really understand, these men do understand, the TV ambassadors, they do understand.

Players - Programs been in for so long that it will continue – different from the experience with other programs.

Local ownership

Gives guidelines to players, if they breach the code then stood down for a game. Clubs do this. They do check if there's a dispute, but otherwise the clubs handle suspensions themselves

Police - Clubs decide what they are going to do about offences: have to be sensitive to the people in small regional towns.

Players - We control it. In such a small town we know if people have been doing domestics.

Workshops, we don't really play a role as it's self-sufficient now and we don't have to go & wave the big stick any more.

Effectiveness

It's the best thing that's happened.

Thinks it will continue as it's about human life & dignity; respect, especially of women; break the impact on children. DV in [area] is NOT primarily Aboriginal.

It is a big problem, but I think it's working, it's gonna take a long time, but it is working. And the carnivals are great, but they're gonna need support, it's not cheap to run these things, it takes a lot of effort to put them on, but they need to keep running.

It comes with a risk as well. I mean, you do your best, but then people still try to bring us down [if any fighting on field], bring the club down, but the program itself is really good.

Effectiveness - clubs and players

Had a flow on effect from last 5 years...A lot of the boys won't tolerate DV any more – more aware of it.

We're only one of about 25 clubs in the program, and I haven't heard of a single club who says that this isn't a worthwhile program, especially the ones out west. I talk to some of the clubs and police out there and they all talk about the benefits of it.

Some of the players haven't done it [DV] this year so must have had an effect.

Small town player - The first fella we suspended – one weekend they both got locked up. Went to anger management courses. Haven't been fighting since.

No breaches this year for either club. Some here before program and not reported since so maybe stopped.

They found out there was a perpetrator on the poster so had to redo them. He stayed on team (may have been in past) but if he does anything we will report it. Also he was around when it was discussed.

Have seen difference from some of the clubs in terms of their behavior – those who have been offenders have stopped, some clubs will not accept that sort of behavior from players, not just DV but any such behavior – it affects the image of team – so have a mind shift.

Thousands of people at games since the program has been running [this year] Can see how much it's changed with no swearing & fighting on the field. Also no swearing at the ref etc.

Effectiveness - community

The communities themselves benefited. It opened up conversations we have not been opened up before. Given the community access to control the program.

Community members who used to say "it's not in my family" now say maybe we do need to keep an eye out for neighbours.

Glad to get together for one day and talk, also the media hype and posters are good – they are put out in community, e.g. in fish shop.

Flow on effect in community – reduction in level of violence in their community – still reported and more so, but a lot more is verbal violence being reported – not going as far as physical violence.

Used to be football players & supporters – now more closely bound together.

Tables

Table 22 Community

Do you think TV program made any difference to the people you know... by Aboriginal or TSI

	Aboriginal or TSI							
	Unknown		N		Y		Total	
Yes a lot	1	33%	17	30%	55	44%	73	40%
A fair bit	1	33%	20	36%	37	30%	58	32%
A little	1	33%	13	23%	31	25%	45	25%
Not at all	0	0%	6	11%	4	3%	10	5%
Total	3	100%	56	100%	124	100%	183	100%

Table 23 Club

Have you in the last year ... by Age Groups

	Age Groups									
	<25		26-35		36-45		>45		Total	
Been involved in family violence	10	7%	2	2%	1	5%	1	5%	14	5%
Suspended because of it	5	4%	1	1%	0	0%	0	0%	6	2%
Talked about violence with your family	68	51%	53	58%	6	29%	14	74%	141	53%
Stopped someone being violent	79	59%	55	60%	17	81%	4	21%	155	58%
Total	134	100%	91	100%	21	100%	19	100%	265	100%

Table 24 Club

Have you in the last year stopped violence... by sex

	Stopped someone being violent					
	No		Yes		Total	
Female	14	8%	9	6%	23	7%
Male	146	88%	146	94%	292	91%
Unknown	6	4%	1	1%	7	2%
Total	166	100%	156	100%	322	100%

Table 25 Club

Aboriginal component by ... Stopped someone being violent

	Stopped someone being violent					
	No		Yes		Total	
70-100%	54	33%	81	52%	135	42%
30-60%	32	19%	36	23%	68	21%
0-20%	80	48%	39	25%	119	37%
Total	166	100%	156	100%	322	100%

Table 26 Club

Has your being part of the program by ... Age:

	Age									
	<25		26-35		36-45		>45		Total	
Been interesting	77	47%	38	41%	11	46%	9	41%	135	45%
Changed the way I think about family violence	85	52%	36	39%	13	54%	8	36%	142	47%
Changed how I've acted in the family	38	23%	19	20%	4	17%	1	5%	62	21%
Helped talk about it with family	36	22%	28	30%	5	21%	5	23%	74	25%
Started talking with my mates	57	35%	34	37%	7	29%	5	23%	103	34%
Total	163	100%	93	100%	24	100%	22	100%	302	100%

Table 27 Club

Do you think players/families are now... by role

	Do you think players/families are now					
	Just as likely to be violent now		Less likely to be violence now		Total	
Official	2	14%	41	14%	43	14%
Player	10	71%	227	76%	237	75%
Supporter	2	14%	32	11%	34	11%
Total	14	100%	300	100%	314	100%

Table 28 Club

Aboriginal component by... Do you think players/families are now

	Do you think players/families are now					
	Just as likely to be violent now		Less likely to be violence now		Total	
70-100%	9	64%	123	41%	132	42%
30-60%	1	7%	65	22%	66	21%
0-20%	4	29%	112	37%	116	37%
Total	14	100%	300	100%	314	100%

Table 29 Club

Effect of program by... Age groups

	Age Groups									
	<25		26-35		36-45		>45		Total	
Not had much effect on me	17	10%	11	11%	5	20%	2	9%	35	11%
Changed the way I think	122	74%	68	69%	20	80%	17	77%	227	73%
Changed the way I act	70	42%	50	51%	7	28%	5	23%	132	43%
Total	165	100%	98	100%	25	100%	22	100%	310	100%

Table 30 Club

Effect of program by... Aboriginal component

	Aboriginal component							
	70-100%		30-60%		0-20%		Total	
Not had much effect on me	8	6%	6	9%	21	18%	35	11%
Changed the way I think	98	73%	55	83%	81	69%	234	73%
Changed the way I act	74	55%	32	48%	32	27%	138	43%
Total	135	100%	66	100%	118	100%	319	100%

A.10 Acceptability of program for target groups (Indigenous, women, young people, players etc.)

COMMENTS

Young people

Players - Kids now say "if you mess up at school you won't play at the weekend"

School lets them know if anyone messes up at school & they stand the young players down.

School staffer- Kids really engaged with it - understanding what is not acceptable behavior, which is not understood in their community. No negative reaction – the students really like it.

Good they use a practical real life situation (DVD of girl attacked by boyfriend) – hard hitting.

Short and sharp – get all the groups through the workshop in the day, does not drag on and bore kids.

Schools staffer - Workshops are a mix of physical and sitting. Discussion was very worthwhile. Then Alan is doing activities and relating it back to how you have to be strong – the kids enjoyed the simple exercises that he did.

Had workshop with children from immigrant background – very interesting as completely different audience. Aspects around DV were not usually spoken about in their community – kids were really good, some were very in tune about community violence.

Indigenous

Outback rugby league - I was worried at start that it is painting Aboriginal communities as involved in DV, when it is across all the board. Instead it is more the clubs are putting hand up as carrying message, doesn't mean they are the perpetrators.

Community values it highly – if you slow DV down at all, that has a positive impact. There is full awareness that *Tackling Violence* supports football club, and the clubs are a focal point of the town, especially for the Indigenous people.

Police working with club - What I do also allows other police to see that 99% of Aboriginal people are good people.

Players

Police central management - "I'll tell you one thing – as a cop if you turn up at a bun fight and you've got people blueing & when you've got some control you can start talking about rugby league it's a great way of getting a foot in the door."

Club President - I see it as a great vehicle to push the message across. It's really been a huge eye opener for a lot of the men here, during the training when they have the talks everyone sits there and really listens. And after that everyone walked out and talked a lot about it and it's been a big wake up call for them.

It has worked, mate, and DV doesn't have to be physical, you know? Emotional can be just as bad.

DV female - This program has more relevance as not a woman's group preaching to the men, coming from a different perspective. Does not have the preachy aspect that comes from women's groups.

White ribbon day etc are there for community, but they are all women's groups for women. This is the only one that is men advocating for and with men. Need to support this for as we know, women keep going back, so need to work with the men.

Women

Legal female - The whole reason that I started the DV forum was because that every time that I went to a White Ribbon event they were saying how Aboriginal women were 20x more likely to be victims of DV as opposed to non-Aboriginal women and I thought – well how come we're not hearing this from Aboriginal people? And the only program that I knew of at the time was the *Tackling Violence* project.

Women now trusting them to go out & have a drink. Ditto men trusting women.

Players - Some women now saying if you do that you won't be playing – don't need the police

Small town club - Best thing is that women grateful that not getting bashed when they get home as everyone gets drunk after the games.

Tables

Table 31 Community

Do you think women and children in your local families... by Aboriginal or TSI:

	Aboriginal or TSI							
	Unknown		N		Y		Total	
Usually feel safe	1	33%	21	38%	75	60%	97	53%
Occasionally don't feel safe	0	0%	21	38%	32	26%	53	29%
Quite often feel unsafe	1	33%	8	14%	20	16%	29	16%
Very often feel unsafe	1	33%	6	11%	4	3%	11	6%
Total	3	100%	56	100%	124	100%	183	100%

Table 32 Community

Do you think women and children in your local families by Age groups:

	Age									
	<25		26-35		36-45		>45		Total	
Usually feel safe	14	58%	17	57%	22	54%	11	31%	64	49%
Occasionally don't feel safe	7	29%	8	27%	11	27%	15	42%	41	31%
Quite often feel unsafe	2	8%	4	13%	10	24%	7	19%	23	18%
Very often feel unsafe	2	8%	3	10%	0	0%	4	11%	9	7%
Total	24	100%	30	100%	41	100%	36	100%	131	100%

Younger people are more likely to think they feel safe.

A.11 Using the clubs – how the program works

COMMENTS

Using the importance of rugby league to open up conversations and change attitudes

Tackling Violence has really worked some have been involved in DV and been stood down and club told me. I am sure this has sent a message that this is not acceptable.

Can't say that *Tackling Violence* has done all this [improvement in stats] but this program has done something. There is something to it.

Players - Useful? Yes because out here we all love our rugby league so really important if couldn't play.

Tackling Violence helps people talk about it; other team members know why someone is not playing.

Brought issue into the open. Clubs are clean skin esp. during football season. Feedback from community is that it is cleaning it up.

The community itself because if we can send the message out there that DV isn't to be tolerated and if we promote that message through our football club then hopefully we'll be able to reduce the level of DV in our area and also educate the young men coming through our system

DVLO - Benefit is broader than just club, players and family, as football teams and football culture is strong especially in Indigenous community, so anything done with club has a flow on effect and sinks into community well. This program has more relevance as not a woman's group preaching to the men, coming from a different perspective. Does not have the preachy aspect that comes from women's groups.

Aboriginal people's deep love of sport means that if someone is stood down they think "this must be a very serious issue".

Not letting the team or your mates down

Outback rugby league - Rugby league has a strong influence on people. Letting team down if not available. Team mates saying you are doing wrong is driving message home.

Club coach - This year the first time I reckon we knocked it on the head, not because of the police as they've been in jail but because they'll be sat out of the game

Clubs taking action and working with players who have been stood down

DV female - If player identified as having issues – even if stood down, the club seeks help for players – hard to find it themselves so this is good.

Does club running program help? Yes, once we've suspended them they all got the message.

If anyone missing training etc, they miss game....2 people have been stood down, 1 four weeks, one more than 3, for DV. They were two of the best players, while it is not publicised, The whole team probably know why they were off the field. Behavior of players on field is much better than before. They are exceptional players and now exceptional sportsmen.

Effect on community has been good – the knockout final has a high volume of people – it is a family day – is the community coming together in a positive way.

[Country town] does not get much in terms of family atmosphere or events.

Makes things better: Little bit, not much. Spectators need to understand a bit more too.

Some doubts

They (young men), especially within our communities, just don't get it...To a young man playing football in this community that is a huge thing. They'd much rather be out on the field than sitting on the sidelines.

School female - The women of community benefited most from program. Some of the other community people maybe got jealous and so did not take it seriously – but kids took it seriously.

Club president- Clubs are afraid to stand down good players [but] stiffer penalties could work

Always have knockers. Majority think it's a success. Sometimes those who knock it are those who are breaching the code

Club coach - Everyone [doesn't want to listen] – you step in & break it up he doesn't talk to you any more.

Tables

Table 33 Community

Do you think using football players and clubs to reduce family violence is by... Aboriginal or TSI:

	Aboriginal or TSI							
	Unknown		N		Y		Total	
A really good idea	2	67%	43	77%	105	83%	150	81%
Worth a go	1	33%	13	23%	33	26%	47	25%
Not likely to make a difference	0	0%	0	0%	6	5%	6	3%
More useless crap	0	0%	1	2%	0	0%	1	1%
Don't know	0	0%	0	0%	1	1%	1	1%
Total	3	100%	56	100%	127	100%	186	100%

Table 34 Community

About your club, do you think by... Aboriginal or TSI:

	Aboriginal or TSI							
	Unknown		N		Y		Total	
It is a good influence on how players/supporters act	2	67%	50	91%	101	82%	153	85%
Doesn't really influence how its people act	0	0%	5	9%	18	15%	23	13%
Often brings out the bad side	1	33%	1	2%	8	7%	10	6%
Total	3	100%	55	100%	123	100%	181	100%

Table 35 Community

About your club, do you think by ...Age groups

	Age									
	<25		26-35		36-45		>45		Total	
It is a good influence on how players/supporters act	20	91%	26	87%	33	79%	28	82%	107	84%
Doesn't really influence how its people act	1	5%	2	7%	8	19%	4	12%	15	12%
Often brings out the bad side	1	5%	3	10%	4	10%	2	6%	10	8%
Total	22	100%	30	100%	42	100%	34	100%	128	100%

Younger people see the club as more influential than older people

Table 36 Community

Do you think local players should by... Sex:

	Sex							
	Unknown		Female		Male		Total	
Encourage other people to behave better	24	71%	59	77%	63	84%	146	78%
Just set a good example	16	47%	33	43%	34	45%	83	45%
Behave like everyone else	3	9%	2	3%	2	3%	7	4%
Get away with being bad if they play really well	0	0%	1	1%	0	0%	1	1%
Total	34	100%	77	100%	75	100%	186	100%

Table 37 Community

Do you think local players should by... Aboriginal or TSI:

	Aboriginal or TSI							
	Unknown		N		Y		Total	
Encourage other people to behave better	3	100%	48	86%	95	75%	146	78%
Just set a good example	1	33%	20	36%	62	49%	83	45%
Behave like everyone else	0	0%	2	4%	5	4%	7	4%
Get away with being bad if they play really well	0	0%	0	0%	1	1%	1	1%
Total	3	100%	56	100%	127	100%	186	100%

Table 38 Community

Do you think using football players and clubs to reduce family violence is by... Aboriginal or TSI:

	Aboriginal or TSI							
	Unknown		N		Y		Total	
A really good idea	2	67%	43	77%	105	83%	150	81%
Worth a go	1	33%	13	23%	33	26%	47	25%
Not likely to make a difference	0	0%	0	0%	6	5%	6	3%
More useless crap	0	0%	1	2%	0	0%	1	1%
Don't know	0	0%	0	0%	1	1%	1	1%
Total	3	100%	56	100%	127	100%	186	100%

Club

Table 39 Club

Do you think local players should just set a good example... by Aboriginal component

	Just set a good example					
	No		Yes		Total	
70-100%	55	37%	80	47%	135	42%
30-60%	22	15%	46	27%	68	21%
0-20%	73	49%	46	27%	119	37%
Total	150	100%	172	100%	322	100%

Table 40 Club

If [domestic violence] is changing, is it most likely because by... Aboriginal component

	Aboriginal component							
	70-100%		30-60%		0-20%		Total	
We talked about it more	92	74%	49	78%	74	65%	215	72%
No one wants to be suspended	43	35%	10	16%	8	7%	61	20%
People tell you off if you do it	23	19%	8	13%	4	4%	35	12%
Changed community views	45	36%	26	41%	41	36%	112	37%
Total	124	100%	63	100%	113	100%	300	100%

Table 41 Club

We talked about it more... by roles:

	We talked about it more					
	No		Yes		Total	
1 officials	13	12%	30	14%	43	13%
2 players	84	79%	161	75%	245	76%
3 other	10	9%	24	11%	34	11%
Total	107	100%	215	100%	322	100%

Table 42 Club

We talked about it more... by age group

	We talked about it more					
	No		Yes		Total	
	4	4%	5	2%	9	3%
<25	53	50%	115	53%	168	52%
26-35	33	31%	65	30%	98	30%
36-45	13	12%	12	6%	25	8%
>45	4	4%	18	8%	22	7%
Total	107	100%	215	100%	322	100%

A.12 The funding and its function

Some clubs and people quoted below are already past their five year funding, some are in clubs which have links with teams still in the system. Others are in very small town with little in the way of other sources of funds. Some get extra assistance from the police or other local services. All show a strong commitment to keeping the program going if possible.

The following quotes show that there are both strong commitments to maintaining the program while also recognising that this may not always be easy, as some clubs are more dependent on the funding and the resources than others. There is serious concern that the structure of support from the NSW Government will be terminated, even though most are still linked and invited to workshops to discuss other funding. However, many say it is the workshops and the money that make the program effective. At a minimum, they need to know they will still get some support from the state government in written material for handouts, and hopefully access to some other resources.

The surveys of both community and club members showed the beneficial impact of the advertisements and the workshops

COMMENTS

Some responses from those who have passed the 5 year stage

We're gonna appoint a football manager this year which we've never done before, and we'll get him to get in touch with Sue Lindsay [for poster/contacts] ... and we'll sit down with the players and explain that even though we're not a part of it anymore we're still gonna keep it going.

Hopefully club will keep it up but I am retiring from this {club committee} as too much work. *Tackling Violence* adds to the club work for those who do the committee work.

After funding stops we have got police team and others involved so we can keep the education going – we hope the team picks it up and keeps it going.

We cannot have ads but keep basic principles - code of conduct and being role models for community.

Our sport provides everything in those communities, yet rely on *Tackling Violence* program funding for basics, to allow sport to run.

DV Court worker - what to do after funding stopped? - Well community groups would still continue, but having TV project involved made a difference, e.g. they support the White Ribbon Ball and speak there.

Really difficult without the program. Most clubs would probably carry on code of conduct etc, but need someone to coordinate the other aspects such as advertising and workshops – need some funding behind it to carry that stuff on.

From a joint interview (summarised by interviewer)

Three police interviewees and two Outback Rugby officials mentioned that the money is used for other things like travel (remote areas) and general club support so important to keep the footy going.

- Effect of the funding: Without DV there would be no funds for insurance, registration, transport, hire of grounds.
- Small town police: little clubs struggle – their \$5k v important has a flow on effect to families
- Without DV funding clubs could not buy jumpers. Some communities like Cootamundra are okay but in the poor communities things are so much different. Those on coast or other towns are quite unaware of the situation.
- Hard to measure effect of such a program. They are looking at the effect of having rugby league in far west rather than not having it. They are trying to put dollar value on what it saves. Minimal amount spent in remote communities into sport and *Tackling Violence*, yet the message gets delivered and rugby league itself saves heaps.

More general commentary

Legal female - It really is a very good program, and we're not in it just to get the little bit of sponsorship, we're in it because we believe in the program. Even if we didn't get that, we'd still be running the program as much as we are able.

School staffer - The workshops are integrated into the school program but need ambassadors

Need to have ability to access people who run program (central office) and those who come out and run things – the program relies on them being funded. No fault in program and needs to be continued and the staff retained

Community leader female - Got funding from Clubs NSW to do up Club building, but funding not for DV projects. The money should be pulled from other things if funding is to stop, we need to break the cycle of domestic violence.

Police DV coord - Should be more available funding – struggle to get funding for ads. Police cannot keep that up.

We'll still be out there preaching the same thing, and we'll still be leaning on the ambassadors to try and find some funding for them, because the ambassadors are so well respected and looked up to by the Aboriginal football players. Cannot run workshops without funds, which is a pity as they drive message home to the players.

A.13 The effectiveness of the program components: ads, ambassadors and workshops

COMMENTS

TV ads

TV ads are amazing in terms of promoting issues – come on television during football and in news sport section. People talk about it outside the club members

They are really good, send strong clear message, esp television ads – it is important as these are local people who are role models in the community.

People are talking about it and they [eg parents of the team], and the teams, are so proud to have the posters and the ads. It's a big thing in our communities, and I do believe it's have an effect. I do believe that it's working.

Club President- I think this year's ads have been the best ones so far. Especially the Indigenous players, they really loved being a part of the ads, and it's a really big thing in their communities. And it gets to everyone, whitefellas and blackfellas, it doesn't matter because DV is everywhere, and even if they only save one life it's worth it, it works.

Small town player - They love it [ads]. Couldn't stop giggling about it

Outback rugby league - Indication of the power the program delivers is that we get funds from police to run more TV ads.

DV Court female - The ads are really effective as see your own community in there. The advertising side of it is really good.

DV worker hospital female - The ads are good and would be more real if have the partners doing them. Make it a family issue

Ambassadors

Female legal - Most valuable component is the good role models [ambassadors]

We'll still be out there preaching the same thing, and we'll still be leaning on the ambassadors to try and find some funding for them, because the ambassadors are so well respected and looked up to by the Aboriginal football players.

Hope the ambassadors come again next year.

School staffer - The workshops are integrated into the school program but need ambassadors

Workshops

Cannot run workshops without funds, which is a pity as they drive message home to the players.

Tables

Table 43 Club

Tick the ones that are most useful by... Aboriginal component

	Aboriginal component							
	70-100%		30-60%		0-20%		Total	
The Ambassadors	64	47%	41	60%	40	34%	145	45%
The club workshops	72	53%	38	56%	51	44%	161	50%
The suspensions	58	43%	20	29%	17	15%	95	30%
Time to talk to each other	77	57%	29	43%	55	47%	161	50%
Making the advertisements/YouTube clip	53	39%	32	47%	43	37%	128	40%
Seeing the ads on TV/ etc	55	41%	51	75%	70	60%	176	55%
Written stuff	18	13%	11	16%	15	13%	44	14%
Online stuff	17	13%	11	16%	18	16%	46	14%
Total	135	100%	68	100%	116	100%	319	100%

Table 44 Club

Tick the ones that are most useful by... Age groups:

	Age Groups									
	<25		26-35		36-45		>45		Total	
The Ambassadors	80	48%	42	44%	11	44%	6	27%	139	45%
The club workshops	84	50%	52	54%	14	56%	7	32%	157	51%
The suspensions	44	26%	37	39%	11	44%	2	9%	94	30%
Time to talk to each other	80	48%	57	59%	10	40%	11	50%	158	51%
Making the advertisements/YouTube clip	65	39%	39	41%	14	56%	8	36%	126	41%
Seeing the ads on TV/Facebook etc	102	61%	49	51%	13	52%	8	36%	172	55%
Written stuff	25	15%	14	15%	4	16%	1	5%	44	14%
Online stuff	28	17%	14	15%	3	12%	1	5%	46	15%
Total	167	100%	96	100%	25	100%	22	100%	310	100%

Table 45 Club

Tick the ones that are most useful by... Do you think players/families are now:

	Do you think players/families are now				
	Just as likely to be violent now		Less likely to be violence now		Total
The Ambassadors	5	38%	136	46%	141
The club workshops	8	62%	150	50%	158
The suspensions	4	31%	89	30%	93
Time to talk to each other	6	46%	151	51%	157
Making the advertisements/YouTube clip	5	38%	120	40%	125
Seeing the ads on TV/Facebook etc	5	38%	168	56%	173
Written stuff	0	0%	44	15%	44
Online stuff	0	0%	46	15%	46
Total	13	100%	298	100%	311

The table below shows the appeal of the ads was clearly to younger viewers, the target group, but was also a source of information on the program for the older group.

Table 46 Community

How did you feel about the ads by... Age groups

	Age groups									
	<25		26-35		36-45		>45		Total	
Just the usual	3	13%	4	13%	3	7%	6	18%	16	12%
Enjoyed seeing locals	17	71%	24	80%	27	66%	19	56%	87	67%
Made me think	13	54%	18	60%	22	54%	18	53%	71	55%
Total	24	100%	30	100%	41	100%	34	100%	129	100%

Table 47 Community

How did you get involved by... Age groups

	Age group									
	<25		26-35		36-45		>45		Total	
Know people involved	12	50%	14	50%	23	64%	15	50%	64	54%
Saw the ads/publicity	15	63%	18	64%	23	64%	22	73%	78	66%
Talked about it with friends	2	8%	8	29%	5	14%	5	17%	20	17%
Other Involvement	5	21%	7	25%	6	17%	4	13%	22	19%
Total	24	100%	28	100%	36	100%	30	100%	118	100%

K Suggestions for changes from participants

There were a range of suggestions made, most targeting differences in the ways clubs delivered services, rather than the program itself needing changes. One of the strengths of the program is its clear and limited role as providing the basis for attitude and behavior changes. The evaluation has shown it is effective in these functions and should not expand its roles.

However, some of the suggestions offered useful options for the clubs involved and for those in related services. We have therefore included these and suggest they be raised or circulated to participants for consideration.

1. Suggestions from Interviews

Role models coming to school were so valuable. Need to team to organise those people to come up

We need to put a bit more in, in appreciation of our sponsors, so the sponsors & the team see each other in another light. Sponsors need to meet the players, not just meet one person.

Put other (older) fellas in the next ads

Has to keep happening to be some improvement. Has to be continuity in the kid's life. Has to be several times in a year, and not stopped.

Workshops, be good to get the boys a bit more involved. It was chaotic this year with kids running around.

Continuity - Knowing the people at the workshops is important. Don't shuffle the cards. People need to be able to trust people they know.

Small town club committee and player - should be mandatory penalty of 2 weeks straight away and stick to it. Especially if you want to make it worthwhile... Need to have consistency... especially as there's no-one coming out to enforce it.

Small town club - Would like to have a conversation with the ones who've been stood down on their own & suggest something like anger management. We know that the ones who've been stood down have been getting help.

Community leader female - School involvement is important. Need kids to realise the problem.

2. Suggestions from Surveys

Summary of comments on survey forms with some demographic details have been included separately because these were spontaneous comments made on the forms handed out. This level of comments is unusually high from respondents who are not usually very engaged in writing things up. They have separately been listed and coded as they further confirm the widespread enthusiasm of almost all of the 500 plus respondents for the program in question.

The responses were coded on what they were saying.

Coding for placement plus count of type of comments

P = praise, program endorsement	22	inc all 7 player comments
S = suggestions for change	9	all community responses
I = identify with it, personal involvement	5	
Cr = negatives/criticism	4	

Table 48
Suggestions from Surveys

Code	M/F	ATSI	Comment
S 39	F	N	Ads could send a stronger message by involving families - kids talking about why Dad/Uncle/Brother isnt playing
S		Y	Get the kids more involved with the ads there are our next Generation in Rugby League
S		Y	Give young footballers in NRL 20's to be on T.V. adds, so young people can relate to someone their own age where it starts
P 29	F	Y	Great effort to bring attention to family violence. Good support for victims and contributes to change and influence good behavior
P 25	M	N	Great innovation that people need to support
I 31	F	Y	Have been a victim of DV. We need to have lots of talking and information on effects and support in community for DV clients. Keep up the good work
I		Y	I am against violence
P S 52	M	N	I believe that the LTDV is a highly promoted and worthwhile program. This is evident in the number of social discussion that is heard on the subject as well as the opportunity for "normal" people - not actors - to be the face of the program - simply "keeping it local" identifies it as a local/regional issue
S 39	F	Y	I recommend as part of a training schedule for players/teams that in additions to the physical training, all clubs should have a social and emotional program that educates and fosters personal development individuals as part of that club. We need to build up players to act accordingly on and off the field and help them to filter that back into the community. I would hope that this program could place an emphasis back onto men as a leader and strong healthy and whole influencer in ...
S 53	F	N	I think a lot more work needs to be done in the wider community
I 17	M	Y	I was in the add
C 37	F	Y	If we have great league players that are perpetrators of DV or FV, they become role models for both as well. Good and bad
C 53	M	N	It is hard to comment on some things because a lot of players don't seem to think all that much
P 25	F	y	It's only my first year being involved, everything has run well. Having community involvement helps to spread message
P 33		Y	Just keep promoting the program
P		Y	Keep it up
P		Y	Keep to the awareness
P 45	F	Y	Love ya work :-)
P	F	Y	Need more programs like this
P		Y	People think it's the norm as they have grown up amongst. Anything to reduce family violence.
S	F	Y	Provide a form of entertainment at half time maybe with a cheerleaders team of girls and boys shouting out
P 54	M	N	RL good for community educating more players involved
P 40	M	N	Sport is a huge part of regional communities and a great way to influence behavior in our community
P	M	N	Tackling Violence is a great program that needs NSW and Federal support
C 38	F	Y	The ad is not enough, doesn't get your attention
S 50	M	N	The players "some" need counselling because of violence towards people
S C 45	F	Y	There needs to be more clarification around perpetrators of DV who go to goal, get out and get straight into footy
P 60	M	N	This is a great initiative
I 45	M	Y	Work on T.V.

Players				
P	35	M	100%	Great Ad great concepts
P	24	M	100%	Great program we should continue doing it
P	34	M	100%	Has made positive effect on the club and community
P	40	F	100%	Helping offenders not reoffend - teaching them to have respectful relationships and teaching them that is it not tolerated in our club or community. Qu5 Really its all of the above, players in the back of their minds don't want to get suspended as well - very good preventative measure which changes people behavior - must think twice
IP	21	M	90%	It was good just to talk about our feelings and organizing ways to get rid of our anger
P	45	M	0%	Thanks for raising awareness
P	4	M	0%	The program has been a huge help to our community

L Additional material on media coverage

As noted in Part 1, there have been reports of *Tackling Violence* in national media (including the ABC and the Koori Mail), as well as at least sixteen regional papers across the state. All these reports have been positive, with endorsement for the program's focus on men and youngsters from leading international expert, Angelika Henschel, and commitment to keep the program running from Outback Rugby League president and local police officer David Gallagher, supported by Broken Hill Saints president Paul Kemp.¹⁰

Since the program's inception in 2009 more media outlets and organisations have taken up the approach of focusing on changing men's and boys' attitudes and behaviour. This is in contrast to earlier approaches which have emphasised keeping women safe. Notable recent examples have included Guardian Australia's report¹¹ that Australia's police commissioners have identified "vulgar and violent attitudes towards women" as a leading cause of domestic and family violence, which will stop only when attitudes to women change.

"Victoria's chief commissioner, Ken Lay, who has led debate on the issue, said the nation's culture is the most important reason women are assaulted by partners or ex-partners. "I place family violence in a wider culture where vulgar and violent attitudes to women are common," he said. "These attitudes show that we perceive women differently than men and by differently I mean we perceive them as less valuable. In order to stop a problem we have to tackle the cause.

Tasmania's commissioner, Darren Hine, said "**cultural change can begin with society's influencers – sportsmen, businessman, actors and other personalities – standing up to condemn violence against women and children** (our emphasis). And it continues at footy games, BBQs, cricket matches, school, college, university, at work, the pub; we are all in a position to make a positive influence when we see unacceptable behaviour or attitudes."

Lay agreed. While most men are not violent against women, he said, "all men have the power to help prevent violence".

¹⁰ *Domestic violence lecturer says more services and support needed*, ABC News 14 July 2014 accessed 22 September; *ORL vows to retain anti-domestic violence policies despite funding uncertainty*, ABC News 14 July 2014 accessed 22 September.

¹¹ *Culture of hostility to women leads to domestic violence, say police chiefs*, Guardian Australia 3 November 2014 accessed 7 November

“We won’t see an end to the violence until we improve attitudes,” he said.”

The media has been willing to report on the program partly because it uses high profile rugby league figures to push its message. Most media reports on *Tackling Violence* centre on training workshops conducted with a local club or school by program ambassadors Alan Tongue, David Peachey and Ronald Prince. The fact that these people are well known, well liked and respected for their achievements in rugby league, increases their media “reach” and makes people more prepared to take on board their message that domestic violence is not acceptable.

Media reports on the program have also included information about domestic violence, extending the conversation beyond those who directly take part in workshops and doing more to promote behaviour change. Two-thirds of the articles include statistics relevant to the communities in question, whether by talking about the high rates of domestic violence in regional New South Wales compared with the rest of the country, or by including more specific data: Broken Hill is at more than twice the state average; Dubbo is the tenth worst.¹²

Media reports on *Tackling Violence* also include confronting stories that bring home the reality of domestic violence, such as the report on a teenage girl beaten so badly she had to relearn how to walk and talk.¹³ They name the impact of domestic violence beyond the people directly involved – for example, Alan Tongue is quoted in the Cowra Guardian: “We think domestic violence only affects the man and woman but it affects the whole family – the sisters, uncles, aunties children and it’s ripping families apart.”¹⁴

These stark reminders of the reality of domestic violence are accompanied by statements from program ambassadors, and club managers and presidents, making it a point of pride that they want to improve their community’s standing on the issue.¹⁵

Many also include information about what action everyone, even high school students, can take, by looking out for it in friends and neighbours, exhortations to speak up, and reassurances that help is available for those who need it.¹⁶ Nathan Hindmarsh, the former Parramatta Eels captain, has asked people to speak out if they suspect something is wrong, saying, “Report it or confront your mate or the person in a safe way, ask him what the situation is and if he needs help and also show support to the woman who is, or who you believe, may be suffering from domestic violence.”¹⁷ In *Deadly Vibe*, David Peachey says “There is help out there... there are people out there willing to help those in that situation.”

¹² *ORL vows to retain anti-domestic violence policies despite funding uncertainty*, ABC News 14 July 2014 accessed 22 September, *Gungie Police Origin series today*, Wellington Times, 10 August 2014; *Former League player tackles domestic violence*, Northern Star, 2 July 2013, accessed 22 September; *Initiative has positive impact*, Barrier Truth 13 June; *The shame that goes on behind closed doors*, Nambucca Guardian 1 August 2013; *Former Raiders captain tackles domestic violence at Lismore*, Northern Star 23 May 2014, accessed 22 September; *Wiradjuri Warrior*, *Deadly Vibe* 27 September 2013 accessed 22 September

¹³ *Training drill with a difference*, Cowra Guardian 30 June 2014 accessed 22 September

¹⁴ *ibid.*

¹⁵ *ORL vows to retain anti-domestic violence policies despite funding uncertainty*, ABC News 14 July 2014 accessed 22 September *Gungie Police Origin series today*, Wellington Times, 10 August 2014

¹⁶ *Gungie Police Origin series today*, Wellington Times, 10 August 2014; *Wiradjuri Warrior*, *Deadly Vibe* 27 September 2013 accessed 22 September

¹⁷ *NRL continues to tackle violence against women*, www.nrl.com 26 July 2013 accessed 22 September

In 2013 the Sunday Telegraph launched “Man Up” a campaign that, in the words of the editorial of 21 September,¹⁸ urged:

“Women need to trust police to take their complaints seriously. Men need to shun other men who are perpetrators. Domestic violence will never stop unless men - and women - have the courage to help police protect our most vulnerable. (our emphasis).

The Sunday Telegraph subsequently enlisted high profile league players such as Cronulla Sharks’ Luke Lewis, and Penrith Panthers’ Clint Newton in the campaign.

Tackling Violence takes that approach directly to the local level, where favourable coverage of the program reinforces the status as role models of the men involved through their clubs.¹⁹ Stuart Ayers, the Minister for Police and Sport and Recreation, said in an ABC report that “If you’re in a community like Broken Hill it’s the local heroes, the people that are strapping the boots on every weekend that are going out to play for their local teams, they have a profound impact on their community”.²⁰

This view is echoed explicitly by the ambassadors, through the praise and attention given to clubs for signing up, and on occasions like the Domestic Violence Cup. The program now has enough member clubs to make the Cup a viable competition, drawing more attention to the issue and reinforcing players’ pride in being role models for their communities and part of a movement for larger social change.²¹

Other league figures have added to the media picture. Armidale Rams’ coach, Brian Dennison, says he wanted to join for more than two years because he had “seen firsthand the benefits of how the program helps communities and I’m right behind the club being educated about domestic violence.”²²

The media consistently reports that *Tackling Violence* is the kind of program that the clubs and communities feel works. Outback Rugby League President David Gallagher said of Broken Hill, “When we started up we were the poster side for all the wrong reasons. A lot of our players committed offences which resulted in banning and time on side. Some even actually got suspended from the grand final, that was their penalty, their grand final and that was the world to those players. Since then we’ve progressed, we’re now the poster side for the right reasons.”²³ As at 12 August 2014, Broken Hill had had no reports of domestic violence in the whole league season.

¹⁸ *Man up to protect vulnerable women*, Sunday Telegraph September 21 2013 accessed 7 November 2014

¹⁹ *Training drill with a difference*, Cowra Guardian 30 June 2014 accessed 22 September; *Hurricane take stand to tackle violence*, Irrigator 26 March 2013

²⁰ *ORL vows to retain anti-domestic violence policies despite funding uncertainty*, ABC News 14 July 2014 accessed 22 September.

²¹ *Gungahlin Police Origin series today*, Wellington Times, 10 August 2014; *Former League player tackles domestic violence*, Northern Star, 2 July 2013, accessed 22 September; *Initiative has positive impact*, Barrier Truth 13 June; *The shame that goes on behind closed doors*, Nambucca Guardian 1 August 2013; *Former Raiders captain tackles domestic violence at Lismore*, Northern Star 23 May 2014, accessed 22 September; *Knights Tackle Domestic Violence*, Newcastle Knights 25 January 2014

²² *Rams tackle domestic violence*, Armidale Express 23 March 2012

²³ *ORL vows to retain anti-domestic violence policies despite funding uncertainty*, ABC News 14 July 2014 accessed 22 September.

M. Evaluation conclusion:

Valuing the *Tackling Violence* program

This is the second evaluation Jumbunna has undertaken on this program and we welcomed the return to this role as we had identified the potential strengths of the design of the program. The follow up has provided more data on its innovatory approach to communities and its capacity to engage hard-to-contact populations. The findings give strong indication of serious changes to both attitudes to family violence and changes in behavior, which are encouraging. The potential is there, both in the design and the implementation strategies, to model ways of delivering other effective community changes.

This conclusion is being written in the week that the Productivity Commission released its latest OVERCOMING INDIGENOUS DISADVANTAGE REPORT, which shows some limited gains but far more slippage, despite record spending in some areas. The extracts below show that the success of the *Tackling Violence* program is a good example of what works, because it fits the criteria developed by the AIHW Closing the Gap Clearinghouse (see Appendix vii).

The quotes below from their Report show that it is often *how* services are planned and implemented that matter, and where this program could fit.

The Clearinghouse identified the following high level factors that underpin successful programs:

- *flexibility in design and delivery so that local needs and contexts can be taken into account*
- *community involvement and engagement in both the development and delivery of programs*
- *trusting relationships*
- *a well-trained and well-resourced workforce, with an emphasis on retention of staff*
- *continuity and coordination of services.*

The Clearinghouse factors are closely aligned to the success factors identified by the Steering Committee in previous editions of the OID report:

- *cooperative approaches between Aboriginal and Torres Strait Islander Australians and government – often with the non-profit and private sectors as well*
- *community involvement in program design and decision-making – a ‘bottom-up’ rather than ‘top-down’ approach*
- *good governance – at organisation, community and government levels*
- *ongoing government support – including human, financial and physical resources.*

*Government acting alone is unable to overcome Indigenous disadvantage. Meaningful change also requires continuing involvement and action by Aboriginal and Torres Strait Islander Australians themselves, with support from the private and non-profit sectors and the general community.*²⁴

On the basis of this, we suggest that the program and its model should be more formally written up and publicised as a good example of what works as a partnership between communities and government. There are far too few examples of successful programs being publicised to encourage good evidence-based policy making.

²⁴http://www.pc.gov.au/__data/assets/pdf_file/0011/179264/key-indicators-2014-overviewbooklet.pdf (p13)

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<i>Bourke Warriors</i>
James Simmons – President
Kellie Mackie – Committee Member
Clem Edwards – Centre care worker
Celia Kemp – Domestic Violence Liaison Officer, Bourke Police
Mick Williams – Police
Di Lucas – Bourke High School (brief comment from principal Robert Bourke)
Rebecca Camilleri – Western Police DV Region Coord
BREWARRINA RLFC
<i>Brewarrina Golden Googars</i>
Charlie Mac – player and Brewarrina Central School
Brad Steadman – Clontarf Program
BROKEN HILL
<i>Broken Hill Geebung (5 years)</i>
Sandra Clarke – President of the Geebung
Chrissie – Manager
Malcolm – Coach
<i>Broken Hill United</i>
Mick Stoltenberg – Police crime management
Dave Gallagher – President of the ORL, Police
Paul Kemp Murdi Paaki Housing Authority - Saints President
Donna Kennedy – DV legal service
DUBBO CYMS
Mark Meredith – Police
Kevin Walkom – previous president
<i>Lower Clarence Magpies (5yr plus one alone)</i>
Mark Thompson – Lismore High PDHPE
<i>MACKSVILLE Eagles (5yr)</i>
Helen Black – Macksville High school
<i>MOREE Boars (5yr)</i>
Tod Mitchell – President
Denise Raveneau – DV worker at the hospital
Kylie Chinnery – DVLO, Moree Police
Katrina Humphries – Shire Council
Rachel Cubis – WDV Court assistance scheme
Noleen Carr –Thiyamali DV legal service

NEWCASTLE
<i>South Newcastle</i>
Chris Smith – Police Region DV Coordinator
<i>Toronto - Macquarie Scorpions (4yr)</i>
Anita Barker - Aboriginal Justice Advisory Group
SYDNEY
<i>Redfern All Blacks</i>
Luke Freudenstein – Police liaison
Alex Park HS – Andrea Constantintus
Ashlee Donahue
Dixie Gordon
TINGHA (5yr plus one alone)
James Sheather – Tigers
WAGGA Bros (4yr)
Pat Edmunds - Mt Austin High
Betty Egan – Police DV Region Coordinator
WALGETT <i>Newtown Wanderers</i>
Ricky Trudgett – President
Wendy Trudgett – Committee
Plus 3 players
Kevin Kennedy – Coach
Inspector Tony Mureau – Crime Manager, Walgett Police
Cara Kennedy – DV Legal Service educator
Erika Mulholland – Manager Dragons
Christopher Kirkland – President and Coach
WARREN Bulldogs (5yr)
Wade Greenwood – Deputy Principal, Warren Central School
WILCANNIA
<i>Wilcannia Boomerangs (5 years)</i>
<i>Parntu Warriors</i>
Erica – Safe House worker
Mary Reynayne – Safe House Manager
Boomerangs senior players:
Brendan Adams
Michael Kennedy
David Williams
Other senior Players x 2
Rhonda Hynch – President

Appendix (iii) Questionnaire for participating club

Club ID.....

Tick the box closest to what you think

1. How do you relate to your local football rugby league club

- I am an active supporter
 - I play football sometimes
 - I am a referee/official
 - I am on the committee
 - I am a member of a team
 - My kids play
 - My partner plays
 - Close family play there
 - Other :
-

2. About your local club, do you think it:

- is a good influence on how its players/supporters act
- doesn't really influence how its people act
- often brings out the bad side of people there

3. Do you think local players should:

- get away with being bad if they play really well
- behave like everyone else
- just set a good example
- encourage other people to behave better

4. Do you feel *Tackling Violence* has changed the way people act around the Club

- Yes a lot
- A fair bit
- A little
- Not at all

If changed –

- More violence
- Less violence

5. Do you think players/families are now

- Just as likely to be violent now
- Less likely to be violence now

If it is changing, is it mostly because

- We talked about it more
- No one wants to be suspended
- People tell you off if you do it
- Changed community views

6. Do you feel *Tackling Violence* has

- Not had much effect on me
- Changed the way I think
- Changed the way I act

7. Do you think seeing the local ads

- made us all feel good
- Raised the issues locally
- Had good impact on audience
- Didn't have a long term effect
- Were not really useful

8. Do you think local families are now

- Not safer because of the program
- Somewhat safer
- Quite a bit safer
- Lots safer

9. Tick the ones that are most useful

- The Ambassadors
- The club workshops
- The suspensions
- Time to talk to each other
- Making the advertisement
- Seeing the ads on TV /facebook etc
- Written stuff
- On line stuff

10. Have you in the last year been:

- Been involved in family violence
- Been suspended because of it
- Talked about violence in with your family
- Stopped someone being violent

11. Has your being part of the program

- Been interesting
- Changed the way I think about family violence
- Changed how I've acted in the family
- Helped talk about it with family
- Started talking with my mates

Sex Age.....

Appendix (iv) Questionnaire for participating community

People need to feel safe in families and communities, Help us find out how sporting clubs contribute to safe relationships. Tick the boxes that apply to you.

1. How do you relate to your local football rugby league club

- I am an active supporter
- I play football sometimes
- I am a referee
- I am on the committee
- I am a player
- My kids play
- My partner plays
- Close family play there
- Other

-
- None - no real contact

2. About your local club, do you think it:

- is a good influence on how its players/supporters act
- doesn't really influence how its people act
- often brings out the bad side of people there

3. Do you think local players should:

- encourage other people to behave better
- just set a good example
- behave like everyone else
- get away with things if they play really well

4. Before today, had you heard of the *Tackling Violence* program:

- No – Go to 5
- Yes

How?

- Know people involved
- Saw the ads/publicity/TV
- Talked about it with friends
- Other involvement

5. Do you think the *Tackling Violence* program made any difference to the people you know

- Yes a lot
- A fair bit
- A little
- Not at all

6. How did you feel about the ads

- Just the usual
- Enjoyed seeing locals
- Made me think about the issue

7. Do you think using football players and clubs to reduce family violence is...

- A really good idea
- Worth a go
- Not likely to make any difference
- More useless crap
- Don't know

8. Do you think women and children in your local families...

- Usually feel safe
- Occasionally don't feel safe
- Quite often feel unsafe
- Very often feel unsafe

9. Do you think violence in families...

- Needs to be a high priority to fix
- Needs some attention
- Is just part of normal relationships

Something about you:

Your Age ____

Male or Female ____

Do you identify as Aboriginal/TSI

- Yes
- No

Town you live in or your postcode

Any comments to help us?

Appendix (v) Complete frequencies for both questionnaires

Community – Age Grouped

	Count	Colum%
<=25	24	18%
25-35	30	23%
36-45	42	32%
>=46	36	27%
Total	132	100%

Aboriginal TSI

Unknown	3	2%
N	56	30%
Y	127	68%
Total	186	100%

Sex

	34	18%
Female	77	41%
Male	75	40%
Total	186	100%

1. How do you relate to your club?	Count	%
Am an active supporter	96	52%
Play football sometimes	7	4%
Am a referee	3	2%
On the committee	17	9%
I am a player	39	21%
My kids play	27	15%
My partner plays	11	6%
Close family play there	31	17%
Other	12	6%
No real contact	5	3%
Total	186	100%

2. About your club, do you think...	Count	%
It is a good influence on how players/supporters act	153	82%
Doesn't really influence how its people act	23	12%
Often brings out the bad side	10	5%
Total	181	97%

3. Do you think local players should...	Count	%
encourage other people to behave better	146	78%
just set a good example	83	45%
behave like everyone else	7	4%
get away with being bad if they play really well	1	1%
Total	186	100%

4. Before today had you heard of the TV program?	Count	%
No	19	10%
Yes	165	89%
Total	184	99%

4a. How had you heard of the program?	Count	%
Know people involved	88	47%
Saw the ads/publicity/TV	107	58%
Talked about it with friends	28	15%
Other Involvement	30	16%
Total	161	87%

5. Do you think TV program made any difference to the people you know?	Count	%
Yes a lot	73	39%
A fair bit	58	31%
A little	45	24%
Not at all	10	5%
Total	183	98%

6. How did you feel about the ads?	Count	%
Just the usual	24	13%
Enjoyed seeing locals	122	66%
Made me think about the issue	96	52%
Total	182	98%

7. Do you think using football players and clubs to reduce family violence is...	Count	%
A really good idea	150	81%
Worth a go	47	25%
Not likely to make a difference	6	3%
More Useless crap	1	1%
Don't know	1	1%
Total	186	100%

8. Do you think women and children in your local families?	Count	%
Usually feel safe	97	52%
Occasionally don't feel safe	53	28%
Quite often feel unsafe	29	16%
Very often feel unsafe	11	6%
Total	183	98%

9. Do you think violence in families...	Count	%
Needs to be a high priority to fix	167	90%
Needs some attention	29	16%
Is just part of normal relationships	2	1%
Total	185	99%

Club – Age (grouped)

	Count	%
	9	3%
<25	168	52%
>45	22	7%
26-35	98	30%
36-45	25	8%
Total	322	100%

Sex

	7	2%
Female	23	7%
Male	292	91%
Total	322	100%

Years in program

1	46	0.14
2	31	10%
3	57	18%
4	67	21%
5	121	38%
Total	322	100%

Aboriginal component

	Count	%
>70%	135	42%
30%-70%	68	21%
<=20%	119	37%
Total	322	100%

1. How do you relate to your local football rugby league club ?	Count	%
Play football sometimes	51	16%
Am a referee or official	9	3%
On the committee	36	11%
Member of team	228	71%
My kids play	9	3%
My partner plays	7	2%
Close family play there	20	6%
Other	11	3%
Total	298	93%

2. About your club, do you think...	Count	%
It is a good influence on how players/supporters act	310	96%
Doesn't really influence how its people act	13	4%
Often brings out the bad side	2	1%
Total	322	100%

3. Do you think local players should...	Count	%
get away with being bad if they play really well	1	0%
behave like everyone else	48	15%
just set a good example	172	53%
encourage other people to behave better	209	65%
Total	318	99%

4. Do you feel TV has changed the way people act around club?	Count	%
Yes a lot	201	62%
A fair bit	88	27%
A little	30	9%
Not at all	4	1%
Total	318	99%

5. Do you think players/families are now...	Count	%
just as likely to be violent now	14	4%
Less likely to be violence now	300	93%
Total	314	98%

5a. If it is changing is it most likely because...	Count	%
We talked about it more	215	67%
No one wants to be suspended	61	19%
People tell you off if you do it	35	11%
Changed community views	112	35%
Total	300	93%

6. Do you feel TV has...	Count	%
Not had much effect on me	35	11%
Changed the way I think	234	73%
Changed the way I act	138	43%
Total	319	99%

7. Do you think seeing the local ads/ YouTube video...	Count	%
Made us feel good	131	41%
Raised the issues locally	203	63%
Had good impact on audience	148	46%
Didn't have a long term effect	3	1%
Were not really useful	4	1%
Total	318	99%

8. Do you think local families are...	Count	%
Not safer because of the program	10	3%
Somewhat safer	92	29%
Quite a bit safer	99	31%
Lots safer	137	43%
Total	319	99%

9. Tick the ones that are most useful	Count	%
The Ambassadors	145	45%
The club workshops	161	50%
The suspensions	95	30%
Time to talk to each other	161	50%
Making the advertisements/YouTube clip	128	40%
Seeing the ads on TV/Facebook etc.	176	55%
Written stuff	44	14%
Online stuff	46	14%
Total	319	99%

10. Have you in the last year...	Count	%
Been involved in family violence	14	4%
Suspended because of it	7	2%
Talked about violence with your family	144	45%
Stopped someone being violent	156	48%
Total	270	84%

11. Has your being part of the program...	Count	%
Been interesting	136	42%
Changed the way I think about family violence	145	45%
Changed how I've acted in the family	63	20%
Helped talk about it with family	75	23%
Started talking with my mates	106	33%
Total	310	96%

Appendix (vi) Details of Suspensions

Club Name	The number of players you have stood down this season	The number of weeks each player received	Details of the breach – i.e. domestic violence assault, breach of an AVO, verbal abuse, sexual assault, other	How the club became aware of the breach –i.e. player reported, police matter, community reported, other players or club members reported
Wagga Brothers	Zero			
Warren Bulldogs	Zero			
Moree Boars	Zero			
Broken Hill Saints (Police Monitored)	Zero			
Tingha Tigers	Zero			
Broken Hill United (Police Monitored)	Zero			
Macquarie Scorpions	Zero			
Bidgee Hurricanes (Narrandera)	Zero			
Wilcannia Boomerangs (Police Monitored)	One player	2 x 4 weeks	2 breaches – domestic violence assault and a breach of an AVO	Player self reported the first incident and was taken in to custody for the 2nd incident
Dubbo Westside Rabbitohs	Zero			
Brewarrina Golden Googars Police Monitored	Three players	Player 1 and 2 x 1 game each. Both players had additional club duties they had to perform for the season Player 3 deregistered and banned from registration at any club in the Barwon Darling competition	Domestic Violence Assault	Police matter and community information
Collarenebri Bulldogs Police monitored	Zero			

Bourke Warriors Police Monitored	Three Players	1 week each	Player 1 domestic violence assault Player 2 domestic violence assault Player 3 verbal abuse referee	Police reported Police /Community reported Club mandated
Parntu Warriors (Wilcannia) Police Monitored	Zero			
East Campbelltown Eagles	Zero			
Redfern All Blacks	2 players	Player 1 x 4 weeks Player 2 x 2 weeks	Player 1 domestic violence assault Player 2 domestic violence assault	Police report Player's partner reported to club
Orange CYMS	Zero			
Narrabri Blues	Zero			
Moree Boomerangs	1 Player	Incarcerated. Player is currently incarcerated and will be dealt with when / if he chooses to re- sign with the Club as the offence occurred whilst being an active registered player	Domestic violence assault and breach of AVO	Community reported
Menindee Yabbies (Police Monitored)	1 Player	1 week	Breach of an AVO, verbal abuse	Player advised the club he had been charged, and was contesting it.
Macksville Eagles	Zero			
Walgett Dragons (police monitored)	3 Players	Player 1 – all season Player 2 – 4 weeks, including finals Player 3 – 5 weeks, including finals	Domestic violence assault Breach of AVO Domestic violence assault	Community advised Community advised Community advised
Newtown Wanderers	Zero			
Dubbo CYMS	Zero			
Dubbo Macquarie	Zero			
Broken Hill Geebung (Police monitored)	3 Players	All players one week	All players domestic violence assault	Police advised

Wellington Cowboys	2 players	Player 1 – 10 weeks Player 2 – de-registered	Inappropriate behaviour – threats of violence Repeat domestic violence assault	Club reported Club reported
Cowra Magpies	Zero			

Appendix (vii) AIWH Criteria for effective funded programs for Indigenous people and communities (adapted from Jumbunna publication Journal of Indigenous Policy No16)

This set of guidelines aims to clarify, publicise and make more user-friendly the 'What Works' criteria developed by the Australian Institute of Health and Welfare (AIHW), which outlines what has and has not been effective in the design and implementation of programs for indigenous peoples and communities. The AIHW formulated the criteria on an understanding that program delivery is often undermined by planning issues that originate from the top down, that is, from the policy makers' office. We have also acknowledged the gravity of this problem, and believe that, while the criteria themselves are brief and only provide rules of general application, they are a useful starting point for the planning and delivery of more effective programs.

Initially published in 2011¹, the criteria aimed to inform and produce inclusive policies based on dialogue and cooperation between decision makers and local indigenous elders and communities. Since then, the government has failed to formally adopt the advice of its own experts. Examples of this abound; for instance, the Stronger Futures process went ahead regardless of its acknowledged procedural failings, and the most recent round of funding suggests that these problems will endure, if not metastasise and spread.

What does work

- *Community involvement and engagement - strong leadership, strong community- member engagement, appropriate infrastructure and use of a paid workforce to ensure long-term sustainability.*
- *Adequate resourcing for planned and comprehensive interventions - A strong sense of community ownership and control is a key element in overcoming Indigenous disadvantage.*
- *Respect for language and culture - capacity building of Indigenous families and respect for culture and different learning style were considered to be important for engaging Indigenous families in school readiness programs.*
- *Working together through partnerships, networks and shared leadership- The educational component, participation of local Indigenous people in the program, and committed partnerships with the organisations involved, were important to the program's success.*
- *Development of social capital - highlighted the importance of a collaborative approach (eg) to maternal and child health, child-friendly communities, early learning and care, supporting families and parents, and working together in partnership.*
- *Recognising underlying social determinants - financial disadvantage was one factor among other variables that may affect school readiness and progress for young children.*
- *Commitment to doing projects with, not for, Indigenous people - effective relationships were vital and Aboriginal community buy-in was also essential for ongoing success.*
- *Creative collaboration that builds bridges between public agencies and the community, and coordination between communities, non-government and government services.*
- *Understanding that issues are complex and contextual. For example, frequent house moves, neighbourhood conflict, functionality of housing amenities and high rental costs were found to have an impact on children's schooling.*

What doesn't work

- *'One size fits all' approaches*
- *Lack of collaboration and poor access to services*
- *Interventions without local Indigenous community control and culturally appropriate adaptation*
- *Short-term, one-off funding, piecemeal interventions, provision of services in isolation and failure to develop Indigenous capacity to provide services.*

The criteria are also described by AIHW as consistent with the Service Delivery principles for programs and services for Indigenous Australians (National Indigenous Reform Agreement, effective February 2011).ⁱⁱ They describe their processes thus:

"the Clearinghouse's important contribution is the rigour and impartiality through which available data have been considered. The convergence between 'real world experience', government principles for action and the Clearinghouse's technical assessment builds confidence that emerging themes provide a solid basis for overcoming Indigenous disadvantage".

The responses to this evaluation suggest that much of the success of the program can be attributed to its fitting the criteria above. There are very strong partnerships between the various groups involved, mutual respect and cultural awareness. *Tackling Violence* is an example that shows programs can not only be successful, but be seen to be successful, by a wide range of participants. We suggest that those in the public service and political systems recognise the value of using these criteria to ensure that what they fund is effective, both in the short and long term.

ⁱ¹http://www.aihw.gov.au/uploadedFiles/ClosingTheGap/Content/Publications/2011/what_works_to_overcome_disadvantage_2009-10.pdf

ⁱⁱhttp://www.federalfinancialrelations.gov.au/content/npa/health_indigenous/indigenous-reform/national-agreement_sept_12.pdf