



# Final grant report: Family Matters

<b>Project title</b>	Domestic violence reporting in CALD communities in Fairfield LGA
<b>Grant recipient</b>	Fairfield City Council
<b>Project manager</b>	Claudia Guajardo and Barry Gamba
<b>Position</b>	Community Safety & Crime Prevention Officer and Film maker
<b>Law and Justice Foundation awarded amount</b>	\$35,450.00
<b>Grant period</b>	February 2012 – January 2014
<b>Date of this report</b>	January 2014

## Description of the project

*Describe the project in just enough detail so that anyone can understand it. What was the aim of the project, who was the intended audience and what strategies did you implement to achieve the aim?*

‘Family Matters’ is a 20-minute DVD which employs storytelling techniques to examine different views and cultural beliefs that form a barrier for people reporting domestic and family violence, and promotes the positive outcomes that result from engaging with the legal and support services. With a focus on the Vietnamese and Arabic-speaking communities of South West Sydney, the DVD follows two key stories, and numerous talking-head anecdotes, that outline how victims and offenders have gone about seeking help.



The DVD can be viewed in Vietnamese, Arabic or English. The resource includes a hard copy booklet with a ‘Facilitator’s Guide’ explaining how to use the resource in workshop sessions, important reminders and checklists for engaging participants, and a list of other useful resources and contact details for vital services.

The aim of the ‘Family Matters’ resource was to develop culturally appropriate material to encourage victims to report domestic and family violence when it occurs, and to show some of the journeys victims and offenders have made to implement a safer life for themselves and their families.

## Who was the intended audience?

The Vietnamese and Arabic-speaking communities in the Fairfield local government area were identified as the primary audience for the DVD resource. However, further feedback and quality assurance consultations with stakeholders indicated that the content and approach would be of

benefit to wider communities, both locally and nation-wide. The project intends to promote and market the resource beyond the Fairfield LGA.

A second audience group is workers in the family law system. The resource was intended to provide insights for workers in the field to develop a better understand the cultural context for Vietnamese and Arabic-speaking communities that form a barrier to reporting, to assist workers to more effectively delivery services.

### What strategies did you implement to achieve the aim?

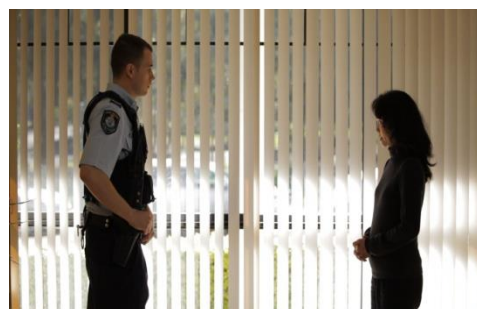
- Assembled a project steering committee with a wide range of expertise and representation to oversee the project from development to production.
- Researched and consulted extensively with stakeholders in the DV and family law sectors, and with the Vietnamese and Arabic-speaking communities in Western Sydney
- Employed a storytelling approach for the final DVD resource that allowed a diversity of voices to be heard, to emphasise both the specifics and similarities of experiences of DV
- Tested and revised the story outline with target communities and stakeholders
- Tested and revised the edited video and translated dialogue with target communities and stakeholders



### The project – what happened?

#### *How did the project come about?*

The project was developed as a result of Police concerns regarding the level of underreporting from both the Vietnamese and Arabic speaking communities, attendance Domestic incidences indicated that many of the victims would not engage in conversation with Police or disclose the domestic Violence, without evidence Police felt helpless to act on the victim's behalf.



This concern prompted further discussion amongst Police, Council and stakeholders on an effective strategy and medium to raise awareness.

The issue of under-reporting of domestic and family violence within CALD communities is a key priority area within Fairfield City Council's Community Safety & Crime Prevention Program, and an issue of concern for the Fairfield Domestic Violence Committee and Fairfield and Cabramatta Local Area Commands.

A lack of understanding of the legal processes involved in reporting DV in Australia and entrenched cultural perceptions and misunderstandings about DV and the consequences of reporting are seen as major factors in underreporting. These factors are compounded by the absence of culturally appropriate community legal educational materials.

The stakeholders felt that the approach taken by the successful 'Under the Law' DVD resource, produced by Fairfield City Council in 2010, to explain the Australian legal system to recently arrived African and Middle eastern communities in the LGA, would be similarly effective with this resource.

## **Briefly set out the project stages and what happened in each stage**

### **Stage 1. Research and Script Development**

August 2011 – February 2012

- NB Initial consultations and script development commenced prior to the application to the Law and Justice Foundation, with funding support from Fairfield City Council and the Fairfield Domestic Violence Committee.
- Established project steering committee with representations from Fairfield City Council’s Community Safety and Crime Prevention Program, Fairfield Domestic Violence Committee, South West Sydney Women’s Domestic Violence Court Advocacy Service (including the Vietnamese and Arabic-speaking support workers), Legal Aid NSW, South West Sydney Legal Centre, NSW Police Force (including the MCLOs and DVLOs from the Fairfield and Cabramatta LAC), Liverpool Fairfield Staying Home Leaving Violence Service, and Bonnie Support Services.

February – April 2012

- Ongoing meetings of project steering committee
- Consultations and research with more than 25 stakeholders and representatives from target communities
- Development of draft scripts, revisions and sign-off by major stakeholders to 12-page script.

### **Stage 2. Pre-production**

April – July 2012

- Developed production schedules, consent forms, location approvals, etc
- Assembled cast, rehearsals
- Assembled key crew, booked equipment

### **Stage 3. Production**

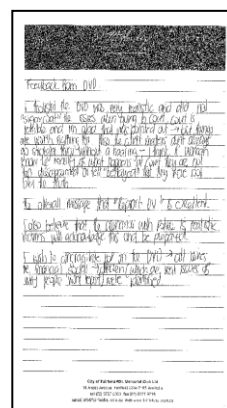
July – August 2012

- Six-day Production schedule completed between July and August 2012, filming in locations including Bankstown Local Court, South West Sydney Legal Centre, Fairfield Police Station, Staying Home Leaving Violence Offices, Cabramatta Minh Quang Monastery, and local residences in Fairfield, Cabramatta and Liverpool.

### **Stage 4. Post-production**

September – October 2012

- Editing material, developing rough cut for preview and feedback
- Test screenings and consultations for feedback, from project steering committee and over 10 other stakeholders as well as DV Forum (over 70 people) and NSW Police Force (over 8 people)
- Revisions implemented, sign-off of the 20-minute fine cut



Feedback from DVD  
“I wish to congratulate you on the DVD – all issues re financial, social, children (which are real issues of why people won’t report) were identified.”

November 2012 – January 2013

- Translation of dialogue script in Vietnamese and Arabic, translation script checked and revised
- Voice-over artists x 9, recorded dialogue script in Vietnamese and Arabic. Language recordings checked and revisions re-recorded in January 2013

February – May 2013

- Credits and acknowledgements developed, Graphic designs produced,
- 'Facilitator's Guide' developed
- Text in Vietnamese and Arabic, translated, checked, typeset for video credits, DVD cover and 'Facilitator's Guide'
- DVD interactive menu developed, master copy produced
- Materials delivered to duplication house

## Stage 5. Delivery

26 June 2013

- Project launch



## If grant materials were produced:

### ***How were they distributed?***

Family Matters has been distributed to organisations across NSW, both government and non-government. Five Hundred copies were copied for distribution, the DVD has been so successful another 500 copies have been printed and are actively being used by organisations across NSW; to date 531 copies have been provided to workers across the State. (see attachment A)

The project steering committee consisted of workers from both Arabic and Vietnamese backgrounds, their input and assistance on the development of the project has been invaluable and included marketing and publicity of the project in both Arabic radio and Vietnamese radio.

### ***What was the extent of the distribution?***

The DVD has been distributed across NSW and been the topic of several segments on both Arabic and Vietnamese Radio. The DVD has also been showcased at numerous events including a White Ribbon Day event in Cabramatta where 400 people were in attendance and the Symposium on trafficking and forced marriages attended by over 400 people.

VietFace TV also promoted the DVD in one of their shows following the launch and were present at the launch to interview Police and Council staff.

SBS Radio in Arabic and Vietnamese held segments with specialist Domestic Violence workers from these backgrounds.

Cabramatta Police has been a great driving force in promoting the DVD in different activities and events. One hundred copies were provided to NSW Police for distribution state wide to Regional Violence Coordinators.

Copies have also been distributed to local libraries across the state as well as the State Library.

### ***If applicable, at the time of this report, what has been the extent of online use of your publication?***

The DVD has been made available on the Fairfield City Council website as a resource for workers, with the guidelines targeted at workers. The Fairfield City Council website is currently being upgraded and

is limited in what can be accessed. Once the upgrade has been completed the DVD link will be on the Crime Prevention page to be accessed on the Council's YouTube channel.

***Now that the project has concluded, how did the implementation and/or the outcome differ from what was originally intended? Did anything surprise you? Were there any unintended outcomes?***

The final project is very close to the outcome that was initially envisaged. Three aspects of the final project differ from the original concept:

- The inclusion of stories and voices that represented men's positive messages about addressing domestic and family violence
- The production of a detailed facilitator's guide as additional material in the resource package, to assist workers running workshops, recommendations for appropriate support both during and in the follow up to workshops, and important reminders and checklists
- A marketing and promotional strategy to make the final resource assessable to regions and communities beyond the original brief has been developed and resulted in the initial 500 copies of the DVD being distributed; a second order of 500 was placed with daily requests for the DVD being placed.



## Evaluation

### ***What questions did you ask to evaluate whether you had achieved your aim?***

A survey was developed to gauge the clarity of the key messages in the DVD as well as the effectiveness of the approach.

The survey was used as a guide to engage in feedback with test audiences. Audiences were drawn from the sector as well as representatives of the target communities. In summary, the survey asked:

- How would you describe the key messages in the DVD?
- How credible do you find the situations and actions?
- How effective do you think the stories will be in changing behaviour around reporting DV?

### ***What data did you gather to answer your questions?***

Feedback from audiences in test screenings was collated (see attachments B – H) and used to identify areas for revisions.

Test screenings were conducted on the following dates with the following audiences:

17 October 2012

- The project steering committee (Fairfield City Council, South West Sydney Legal Centre, Legal Aid NSW, Staying Home Leaving Violence Service, NSW Police Force)
- Jane Kenny (Law and Justice Foundation)
- Judith Levitan (NSW Legal Assistance Forum)

25 October 2012

- My Le Thi and Binh Ta (Vietnamese-speakers)

26 October 2012 (AM)

- Detective Insp Darren Newman (Crime Manager, Cabramatta LAC)
- Quynh Truong (MCLO Cabramatta LAC)
- Bernadette Fleeton (NSW Police)

26 October 2012 (PM)

- Thi Nguyen and two Vietnamese-speaking clients from the 'Staying Home Leaving Violence' service

1 November 2012 (AM)

- Farah Sultan (Solicitor, Child Support Service, Legal Aid NSW – Arabic-speaker)

1 November 2012 (PM)

- Gehan Sawires (Court worker, Forum Sentencing – Arabic-speaker)

Additional feedback was received from:

- Mr Murdoch, NSW Police assistant Commissioner (coordinated by D/I Newman)
- DV Team, NSW Police Force (coordinated by B Fleeton)
- Fairfield DV Committee (coordinated by C Guajardo)

DV Forum (coordinated by C Guajardo) with 80 people in attendance (see attachment B with evaluation feedback from a local worker)

### ***Did you achieve your aim? What did you find out?***

The project steering committee felt the overall feedback indicated that the DVD had met its basic aim. The test screenings allowed us to gauge how successful the project was in articulating our objectives, and gave us the opportunity to revise areas that needed further clarification.

In summary, feedback to the DVD included:

- All stories are credible and show the concerns people have about reporting
- Clearly shows the flow-on effect domestic violence has on children
- Shows the concern for children's wellbeing is a significant motivator to engage with legal processes
- Cultural representations were realistic but avoided stereotypes
- The inclusion of men talking about the issues and the need to change was effective
- Stories are applicable to other communities

## **Conclusion and recommendations**

### ***What is your conclusion?***

Family Matters has been a valuable resource for both workers and the community. The message is filtering through to these communities that Domestic Violence is not to be tolerated in the community, organisations working with newly arrived migrants, such as Navitas are delivering workshops to newly arrived migrants in an attempt to get the message through as early as possible. The partnerships developed to deliver this project have made the project the success it is with partners actively participating in the development, implementation and now the promotion of Family Matters. The manager of the project and the film maker/coordinator worked well together and throughout the project lines of communication were kept open with in-depth research, consultation and feedback, thus producing a quality DVD which is making a difference in the targeted communities.

### ***What are your recommendations for improvements both for the intended audience of your project, and for the strategy you used to achieve your aim? What would you do differently next time?***

'Family Matters' is the second collaboration between Fairfield Council, Barry Gamba and the partners who have been essential in ensuring we deliver a valuable resource to our community - NSW Police Force particularly the Cabramatta and Fairfield Local Area Commands, South West Sydney Legal Centre including the South West Sydney Women's Domestic Violence Advocacy Scheme and Staying home leaving violence project, and Legal Aid.

Having experienced the development of 'Under the Law' and the many unexpected challenges of this project, all parties involved were aware of what had to be done to carry out the project in a more efficient manner this time.

The DVD has been an enormous success and Fairfield Council is continuing to work with key partners on the ongoing distribution, awareness raising and training of both workers and the target communities.

The launch of the project was attended by over 70 people, however the general feedback was that it should have taken place in the day, therefore this valuable feedback will be kept in mind for future launches.

