

Australian domestic and family violence advertising campaign history

Findings

Australian government domestic and family violence campaigning has a documented history reaching at least to the early 1980s in New South Wales. The recovered record covers national campaigns and all eight states and territories, with uneven historical and local coverage. It shows recurrent, explicit women victim and male perpetrator framing alongside youth prevention, community action, elder abuse and LGBTQ+ relationship campaigns. Those different purposes cannot be treated as interchangeable measures of adult male victim visibility.

The absolute proposition that there has never been a government campaign showing a male victim is not established. Existing reviewed SA and NSW static assets provide concrete evidence of absent explicit adult male victim depictions within those defined sets. A contemporaneous One in Three account of the 2016 NSW Police campaign expressly claims a male victim and female perpetrator, but the exact creative version and adult victim pairing remain unresolved. A responsible historical conclusion preserves that contrary evidence rather than counting it as verified or deleting it.¹

This report supports scrutiny of male victim visibility without asserting a national percentage that the archive cannot supply. Neither a male presenter, a boy affected by parental violence, a male perpetrator seeking help, nor an inclusive support telephone number is equivalent to showing an adult man as a victim. Conversely, no male victim identified in a subset is not proof that every version, placement or historical campaign excluded men.

Scope and interpretation

The chronological register contains campaign and phase records rather than a census of advertisements. Federal and jurisdiction campaigns are followed through contemporary releases, parliamentary or audit records, historical reviews and current resource collections. Council examples extend the inventory beyond central government. Government funded NGO projects, independent NGO comparisons and adjacent elder abuse campaigns are distinguished in the entries. All evidence is bounded at 14 September 2026.

A campaign is an organised public communication initiative. A phase is a documented repeat or development within it. An asset is an individual poster, film edit, audio spot or translated creative; multiple placements of one asset are exposure events. A government support webpage establishes information provision, but not necessarily an advertising campaign. An approval record establishes planned activity or expenditure; a launch statement establishes announcement; a delivery report or placement record provides stronger evidence of implementation.

Victim and perpetrator roles require an explicit narrative, text, dialogue or reliable source description. Sex and gender are not inferred from a filename, clothing, a name or appearance alone. This report does not infer sexual orientation from casting. Male and female in the inherited static coding refer to the campaign's explicit role presentation, not claims about performers' personal identities. Youth, children, intimate partners and older relatives are retained as different categories.

¹ One in Three Campaign, New NSW Police Campaign, 1 March 2016. [Source](#)

Archive survival is unequal. State library ephemera include older advocacy and meetings, but those are not automatically government advertisements. The AIC proceedings provide a firm early government campaign trail; this is not a claim that no earlier Australian campaign existed. The historical review supplies additional names but is secondary evidence, not complete original film custody. Broken and redirected campaign pages, missing air dates and incomplete media schedules limit reconstruction.²

Chronological register

Each entry states the best supported date or date boundary, sponsor or jurisdiction, delivery evidence and representation limit. Unless a figure is stated, campaign expenditure, achieved reach and adult victim sex totals are not established. Entries dated “by” or “undated” are intentionally not assigned an invented launch year.

C01 1983 associated NSW English language domestic violence education

Contemporaneous account links an English campaign to the 1983 legislative changes, before a 1985 multilingual campaign. Media, posters, pamphlets and telephone support are documented. Exact launch date and complete creative set are unavailable. Government campaign documented; adult male victim depiction unverified.³

C02 1985 Apr 24 to Jun 19 NSW Multilingual community education

The Premier allocated \$120,000 in 1984–85 for non English speaking communities. Eight weeks included advertising in 24 newspapers, radio and television announcements/programmes, billboards, posters and pamphlets. The wife bashing theme explicitly designated women as victims. Delivered campaign; female victim and husband perpetrator framing explicit in theme, not an all asset count.⁴

C03 1987 announcement Federal National Domestic Violence Education Campaign

A three year \$1.6 million education campaign was announced in 1987. The contemporary AIC account provides the funding and research context; it is not an archive of all broadcast advertisements. Government programme and campaign lineage; individual victim roles unverified.⁵

C04 1989 Apr 4 Federal Domestic Violence Awareness Month launch

The Prime Minister's Melbourne speech is a dated primary record of the national launch. It establishes government sponsorship and public education activity; speech content does not establish the composition or reach of every advertisement. Primary launch record; exact creative denominator unavailable.⁶

C05 1993 Federal Real men campaign

The ABC's retrospective identifies a PM&C Office of the Status of Women campaign using Don Burke, Kieran Perkins and James Blundell, with television, posters and billboards. It reports

² State Library of NSW, Collection of ephemera lobbying NSW Box 5 pre 1990 pressure groups, catalogue. [Source](#)

³ Australian Institute of Criminology, Domestic Violence seminar proceedings volume 2, 1985; Education, printed p. 444, PDF p. 114. [Source](#)

⁴ Australian Institute of Criminology, Domestic Violence seminar proceedings volume 1, 1985; Clarita Norman, printed pp. 175–182, PDF pp. 197–204. [Source](#)

⁵ Jane Mugford, Australian Institute of Criminology, Domestic violence, Violence Today 2, 1 April 1989. [Source](#)

⁶ Bob Hawke, launch of Domestic Violence Awareness Month, Melbourne, 4 April 1989, Prime Ministerial Transcripts 7554. [Source](#)

withdrawal after criticism. The reported message opposed men assaulting women. Historical secondary evidence; men as spokespeople do not establish male victims.⁷

C06 1995 and 1998 phases NT It's Got To Stop

Historical review records a 1995 campaign and a 1998 second phase. Secondary lineage; individual asset roles unverified.⁸

C07 1998 WA Freedom From Fear

Male perpetrator help seeking campaign; historical review printed pp. 106–113. Campaign purpose documented; male help seeker is not necessarily a victim.⁹

C08 By 2000 North Queensland Walk Away Cool Down

Regional perpetrator prevention initiative; review printed pp. 113–118. Historical campaign entry; exact complete media set unavailable.¹⁰

C09 2001 to 2003 NT Let's Stop It Now

Third phase used television, radio, cinema and print; review pp. 45–52. Delivered activity described by secondary review; sex coding incomplete.¹¹

C10 2004 Jun 6 Federal Violence Against Women Australia Says No

The government announced a \$20 million campaign, starting with television and extending to radio, cinema and magazines, with household and school materials. The launch source establishes women focused violence prevention and a major media deployment. Government launch and channels verified; not an audience weighted representation count.¹²

C11 2004 Dec to 2005 Feb Tasmania Safe at Home

Ten week paid television, radio and print campaign; review pp. 40–45. Hands imagery cannot establish a male victim by appearance.¹³

C12 By 2005 NSW Expect Respect and Kids Really Count

Youth prevention lineage recorded at printed pp. 131–134. Youth campaign; adult victim depiction unverified.¹⁴

⁷ ABC News, Don Burke fronted anti domestic violence campaign that was pulled amid backlash, 29 November 2017. [Source](#)

⁸ Robert J Donovan and Rodney Vlasis, VicHealth, Review of communication components of social marketing/public education campaigns focusing on violence against women, September 2005; printed pp. 40–52, 106–139, 156–162, 178–186. [Source](#)

⁹ Robert J Donovan and Rodney Vlasis, VicHealth, Review of communication components of social marketing/public education campaigns focusing on violence against women, September 2005; printed pp. 40–52, 106–139, 156–162, 178–186. [Source](#)

¹⁰ Robert J Donovan and Rodney Vlasis, VicHealth, Review of communication components of social marketing/public education campaigns focusing on violence against women, September 2005; printed pp. 40–52, 106–139, 156–162, 178–186. [Source](#)

¹¹ Robert J Donovan and Rodney Vlasis, VicHealth, Review of communication components of social marketing/public education campaigns focusing on violence against women, September 2005; printed pp. 40–52, 106–139, 156–162, 178–186. [Source](#)

¹² Australian Government ministerial release, Violence Against Women Australia Says No, 6 June 2004. [Source](#)

¹³ Robert J Donovan and Rodney Vlasis, VicHealth, Review of communication components of social marketing/public education campaigns focusing on violence against women, September 2005; printed pp. 40–52, 106–139, 156–162, 178–186. [Source](#)

¹⁴ Robert J Donovan and Rodney Vlasis, VicHealth, Review of communication components of social marketing/public education campaigns focusing on violence against women, September 2005; printed pp. 40–52, 106–139, 156–162, 178–186. [Source](#)

C13 By 2005 NT Captain Harley Be Cool Not Cruel

Child focused prevention campaign, printed pp. 134–139. Children do not establish adult male victim representation.¹⁵

C14 By 2005 NSW Violence Against Women It s Against All The Rules

Campaign recorded at printed pp. 156–162. Women focused title; all creative versions unverified.¹⁶

C15 2006 origins and 2008 support NT NO MORE

The provider traces origins to 2006, CatholicCare NT support since 2008 and subsequent federal and territory funding for the programme. Men, sporting clubs and communities participate in prevention and action planning. Programme funding is not a measured advertising buy. Government supported NGO lineage; men shown as prevention participants, not automatically victims.¹⁷

C16 2010 Jun 20 Federal The Line

The launch announced \$17 million over four years for a youth social marketing campaign about respectful relationships, using online and social channels and adult influencers. Projected audience figures in launch material are forecasts, not verified achieved reach. Government launched prevention campaign; no whole portfolio sex coding.¹⁸

C17 2010 to 2011 reporting year Victoria ENOUGH Family Violence Campaign

The government's multicultural affairs report describes integrated advertising, public relations, print and radio, social media and community information in targeted languages, linked to awareness and help seeking under the Family Violence Protection Act 2008. Delivered activity reported; full creative set and adult victim roles unavailable.¹⁹

C18 2016 Feb NSW It s not your fault

One in Three explicitly reports a male victim and female perpetrator in a government CSA, with a 30 second television version and longer cinema/social version. That is an important contrary claim. The linked YouTube item is a launch press conference; the longer police film has not resolved the claimed adult victim pairing. Government campaign existence supported; claimed male victim depiction unresolved by version, not confirmed absent.²⁰

C19 2016 Apr 20 Federal and jurisdictions Stop it at the Start launch

The joint national campaign launched with \$30 million announced funding and a focus on adults' influence on young people's attitudes to violence against women and girls. Funding participation is not a separate creative campaign in each jurisdiction. Government campaign; prevention audience and depicted victim roles must be coded separately.²¹

¹⁵ Robert J Donovan and Rodney Vlasis, VicHealth, Review of communication components of social marketing/public education campaigns focusing on violence against women, September 2005; printed pp. 40–52, 106–139, 156–162, 178–186. [Source](#)

¹⁶ Robert J Donovan and Rodney Vlasis, VicHealth, Review of communication components of social marketing/public education campaigns focusing on violence against women, September 2005; printed pp. 40–52, 106–139, 156–162, 178–186. [Source](#)

¹⁷ NO MORE CatholicCare NT, About us and history, accessed 14 September 2026. [Source](#)

¹⁸ Australian Government ministerial release, new respect campaign The Line, 20 June 2010. [Source](#)

¹⁹ Victorian Government, Achievements in Multicultural Affairs 2010–11, Department of Justice ENOUGH entry, printed p. 46, PDF p. 50. [Source](#)

²⁰ One in Three Campaign, New NSW Police Campaign, 1 March 2016. [Source](#)

²¹ Australian Government, Stop it at the Start campaign launch press conference, 20 April 2016. [Source](#)

C20 2016 Apr 26 release Queensland Not Now Not Ever challenge

Government supplied posters, brochures, stickers and personalised templates and encouraged social media participation. It reported more than \$150,000 for almost 60 Prevention Month activities and partners including Brisbane City Council and Queensland Rail. That grant figure is not the full campaign media budget. Primary launch and public distribution resources; participant graphics require separate asset coding.²²

C21 2018 May source Tasmania What does your love look like

No to Violence describes advertisements in men's bathrooms directing men using family violence to the Men's Referral Service. The article is dated 11 May 2018. It confirms Tasmanian government funding of the service, without isolating a campaign grant or advertising cost. Provider delivery evidence; men are addressed as users of violence. Earlier 2017 lead not retained as launch date.²³

C22 2018 Victoria Respect Women Call It Out

The government announced a new prevention agency and campaign. The Respect Victoria campaign family addresses disrespect and violence against women; later versions and transport or workplace material should not be collapsed into one observed ad. Primary government announcement; women focused purpose, complete creative denominator unavailable.²⁴

C23 2018 to 2024 phases Federal and jurisdictions Stop it at the Start later phases

The Phase 5 backgrounder identifies successive phases in 2018, 2021, 2022 and 2024. These are phases of the national campaign, not four unrelated campaign inventions. Distinct edits, placements and language adaptations remain separate assets. Official phase history; deployment totals and representation counts not reconstructed.²⁵

C24 2019 Jul 10 Central Coast NSW Enough Already

Council's launch account describes billboards, bus shelters, bins and social media addressing men's responses to abusive behaviour toward women. It supplies evidence of local government advertising beyond national and state campaigns. Council delivery reported; adult male bystander participation is not male victim depiction.²⁶

C25 2019 and later versions Victoria Respect Older People Call It Out

The current campaign page presents Helen and grandson Oliver as a positive relationship and explains elder abuse. Its resource catalogue includes posters and translated materials. Their relationship in the campaign should not be reclassified as an abused older man. Broader family abuse prevention; positive male participant is not explicit male victim.^{27, 28}

22 Queensland Government, New Queensland domestic violence campaign showcases community voices, 26 April 2016. [Source](#)

23 Jacqui Watt, No to Violence republication of Mercury editorial, Tackling men's violence starts in the local loo, 11 May 2018. [Source](#)

24 Premier of Victoria, New agency and campaign to prevent family violence, 2018. [Source](#)

25 Australian Government, Stop it at the Start Phase 5 media backgrounder, June 2024. [Source](#)

26 Central Coast Council, Council says Enough Already, 10 July 2019. [Source](#)

27 Respect Victoria, Respect Older People Call It Out, page updated 2 October 2024. [Source](#)

28 Respect Victoria, Victorians urged to call out elder abuse in new multicultural campaign focus, 18 October 2019. [Source](#)

C26 2020 May to 2021 Jan Federal Help is Here

ANAO records wave 1 from 3 May to 3 October 2020 and wave 2 from 1 November 2020 to 30 January 2021, across television, radio, print, outdoor and digital channels. A third wave was considered but not run; some retail posters were reused. Men's helpline references alone do not identify victim roles. Audited campaign delivery; budget \$21.4 million excluding GST and actual \$23.2 million including GST are different bases.²⁹

C27 2020 NSW Joining forces to stop domestic violence

The official release documents a television campaign with commercial networks, police and government. It is evidence of campaign distribution; it does not establish that all linked helplines or every person shown were presented as victims. Primary launch/distribution record; separate creative coding required.³⁰

C28 2020 Jun 21 NSW Speak Out

The campaign release describes survivor support messages and distribution using radio, social media, posters and community settings such as shopping centres, pharmacies and medical practices. Launch materials establish public awareness activity beyond a static support page. Government campaign documented; no inference from service eligibility to depicted victim sex.³¹

C29 2020 South Australia Break the Cycle

The government's October progress report records a \$200,000 campaign initiative. The funding and campaign should be distinguished from the broader family violence response package. Reuse or subsequent waves require separate dates. Primary programme report; full media and sex coding not completed.³²

C30 2020 and 2021 Federal AHRC Know the Signs and What can you do to help

AHRC gives launch dates of 1 October 2020 and 1 October 2021 for two elder abuse video campaigns. These are relevant to a broad family abuse inventory; neither campaign title alone establishes a depicted male victim. Official video campaign history; victim roles unclassified without full asset verification.³³

C31 2020 onwards documented in 2025 plan Tasmania It s OK to ask the question

The Tasmanian action plan confirms elder abuse awareness messages distributed through television, social media and radio. This is broader than intimate partner violence. A separate support story about an older man is not proof that it appeared in paid advertisements. Official delivery account; sex specific creative set unresolved.^{34, 35}

²⁹ Australian National Audit Office, Australian Government Advertising May 2019 to October 2021, chapter 4, especially paragraphs 4.2–4.5 and Table 4.1. [Source](#)

³⁰ NSW Communities and Justice, Joining forces to stop scourge of domestic violence, 2020. [Source](#)

³¹ NSW Government, Campaign urges domestic violence survivors to Speak Out, 21 June 2020, two page media release. [Source](#)

³² South Australian Office for Women, Committed to Safety progress report, October 2020. [Source](#)

³³ Australian Human Rights Commission, Elder abuse awareness video campaigns, describes 2020, 2021 and 2022 phases. [Source](#)

³⁴ Tasmanian Government, A Respectful Age Friendly Island Older Tasmanians Action Plan 2025–2029, p. 21. [Source](#)

³⁵ Australian Government, National Plan to End the Abuse and Mistreatment of Older People 2024–2034 public consultation draft, p. 46, historical Tasmania campaign box; not treated as adopted policy. [Source](#)

C32 2021 Jan 10 displayed Albury NSW No Excuse

AlburyCity describes collaboration with Murray River Police and local agencies on television ads, addressing victims, perpetrators and witnesses and referring to support lines. The displayed page date is 10 January 2021; the text announces imminent local television screening. Council/police campaign announcement; exact first transmission and adult male victim imagery unverified.³⁶

C33 2021 to 2022 National NGO with federal funding ACON Healthy Relationships and At the Front Door

ACON's annual report identifies Department of Social Services funding for the Healthy Relationships project and campaign. It reports LGBTQ+ representation and over 14 million people reached. This supports government funded inclusive relationship campaigning, but positive relationships do not themselves depict victimisation. Campaign specific funding evidenced; reach is provider reported and not an independently deduplicated audience count.³⁷

C34 2022 Sep 30 to Oct 1 launch records Federal AHRC Shift Your Perspective

The dated release says launched on 30 September; the current campaign page says 1 October. Preserve both rather than inventing one timestamp. The release specifies four weeks of social promotion addressing elder abuse perpetrators; the producer also documents nine online videos and television/radio CSAs. Commission campaign confirmed; media production is separate from independently verified paid placement.^{38, 39, 40}

C35 2023 and 2024 Queensland Some things never grow old

Parliamentary answers record elder abuse campaigns from 12 June to 30 July 2023 and 10 June to 28 July 2024. Channels included digital, search, medical centre screens, radio and social media. Reported 2023 cost was \$273,825; 2024 expected cost \$210,000. Primary delivery/cost record; broad elder abuse scope, individual victim roles unverified.⁴¹

C36 2023 catalogue onwards Queensland Is it love or a warning sign

The official resource collection contains generic, youth and First Nations posters and supporting social and relationship materials. Catalogue creation in December 2023 is an evidence date for the resources, not proof of the first advertising transmission. Government campaign resources available; distribution and asset role totals not inferred from catalogue.⁴²

C37 2024 NSW Coercive control It s not love

The campaign page supplies coercive control materials. Existing reviewed coding of four static PNGs identifies three female victim depictions and one dog centred asset with human victim sex indeterminate; none explicitly depicts an adult male victim. Nine translated spiderweb tiles have no

³⁶ AlburyCity, There is no excuse for domestic violence but help is here for the whole community, displayed 10 January 2021. [Source](#)

³⁷ ACON, Annual Report 2021–2022, Healthy Relationships, printed p. 44. [Source](#)

³⁸ Australian Human Rights Commission, New campaign seeks to reduce abuse of older Australians, 30 September 2022. [Source](#)

³⁹ Media Heads, Elder Abuse Shift Your Perspective, production portfolio for 2022 campaign. [Source](#)

⁴⁰ Australian Human Rights Commission, Elder abuse awareness video campaigns, describes 2020, 2021 and 2022 phases. [Source](#)

⁴¹ Queensland Parliament, 2024 Estimates pre hearing questions and responses, Question on Notice 13, PDF p. 16, Elder Abuse Prevention campaign costs and dates. [Source](#)

⁴² Queensland Government, Is it love or a warning sign resources, catalogue created 7 December 2023. [Source](#)

person depiction. Bounded static asset result; not a count of all campaign video, audio or impressions.^{43, 44}

C38 2024 Aug 24 Queensland Patterns of coercive control

Government launched coercive control advertising across television, streaming, print, radio, search and social media. A consent campaign launched alongside it is a separate adjacent subject and should not inflate the DV campaign count. Official campaign/channel record; all edited assets not independently coded.⁴⁵

C39 2024 announcement onwards WA Coercion Hurts and associated resources

The campaign announcement and current resources establish coercive control awareness activity. The retrieved resource inventory includes four videos, two posters and two social tiles. Source dates distinguish announcement, update and campaign phase; no precise unified first transmission is asserted. Government campaign/resource evidence; inaccessible posters remain uncoded.^{46, 47}

C40 2025 May 27 ACT Coercive control spiderweb campaign

The government confirms launch on 27 May 2025 and licensing from NSW, with translated resources and a spiderweb concept. The independent advertising approval record separately contains a \$74,970 planned total. Approved expenditure does not establish actual spend. Primary launch; licensed deployment distinct from original NSW creative. Abstract web is not a male victim depiction.^{48, 49}

C41 2026 current campaign Victoria See the Signs

Respect Victoria describes a coercive control campaign with a women victim/men perpetrator emphasis. Its relationship to South Australian material must be recorded as adaptation or licensing where documented, not assumed identical asset exposure. Official purpose established; no exhaustive Victorian creative census.⁵⁰

C42 Current catalogue date uncertain South Australia See the Signs of Coercive Control

The Legal Services Commission lists four videos, two radio spots and two posters. Existing reviewed poster coding found no explicit adult male victim in the two posters. A male labelled file can describe the controlling speaker rather than the victim. Two poster finding only; listed video and radio assets remain outside that count.^{51, 52}

43 NSW Government, Coercive control It is not love, campaign resource page, accessed 14 September 2026. [Source](#)

44 Atlas, Coercive article INTERNAL, existing reviewed coding, 13 September 2026.

45 Queensland Government, coercive control and consent campaign launch release, 24 August 2024. [Source](#)

46 WA Department of Communities, coercive control campaign announcement, first published 30 September 2024, subsequently updated. [Source](#)

47 WA Department of Communities, Resources and translations to help raise awareness about coercive control, accessed 14 September 2026. [Source](#)

48 ACT Government, A web of insidiousness new coercive control campaign launched in the ACT, 27 May 2025. [Source](#)

49 ACT Independent Reviewer of Government Campaign Advertising, 1 January–30 June 2025, Attachment M1, PDF pp. 32–33. [Source](#)

50 Respect Victoria, See the Signs campaign page and FAQ, accessed 14 September 2026. [Source](#)

51 Legal Services Commission South Australia, See the signs of coercive control, resource catalogue, accessed 14 September 2026. [Source](#)

52 Atlas, Coercive article INTERNAL, existing reviewed coding, 13 September 2026.

C43 Undated retrieved page Camden NSW Plant the Seed of Change and Let s Grow Change

Council reports parks vehicles branded with domestic violence prevention messages challenging harmful gender stereotypes. The page supplies a relative age only, so no exact publication date is manufactured. Fleet exposure is described, but traffic or audience impressions are not measured. Council delivered outdoor messaging; individual victim depiction not established.⁵³

C44 Undated retrieved page Greater Dandenong Victoria Youth United Against Family Violence

The council describes ten youth ambassadors, a twenty week project and three produced advertisements, with posters. Themes include coercive behaviour, image based abuse and effects on young people. Workshop ages include minors and young adults. Council produced adverts verified; production and online availability do not establish paid media reach.⁵⁴

Male victim evidence and counterevidence

The inherited South Australian result concerns two posters only. The controlling male speaker in a poster labelled male is not evidence of a male victim. One poster's wording describes a female target; the other describes a controlling man without independently establishing the target's sex from the text. The NSW result concerns four static PNGs, three with a female victim depiction and one dog centred asset whose human victim sex remains indeterminate. The nine translated spiderweb tiles contain no person depiction. The absence finding must retain these denominators and must not absorb uncoded film or audio into them.⁵⁵

The NSW Police 2016 claim is the strongest explicit historical contrary lead recovered. One in Three praised what it described as a male victim/female perpetrator CSA. Its embedded YouTube item is a launch press conference, not the underlying advertisement. A separately located police Facebook film is a longer version; sampled frames showed the central abusive family scene, children, police activity and people holding campaign placards. Those observations did not independently establish the claimed adult male victim pairing. Sampling frames also cannot prove its absence from all edits. The result is unresolved version evidence, not a refutation of the contemporaneous account.⁵⁶

ACON's federally funded Healthy Relationships project supplies clear evidence that government funded family violence prevention can represent LGBTQ+ relationships. Its positive relationship emphasis does not by itself demonstrate a male victim depiction. Earlier ACON same sex domestic violence poster resources and Another Closet are relevant male victim leads, but campaign specific government funding and complete original asset custody are not established here. Organisation level public funding must not be substituted for project funding.⁵⁷

One in Three is itself a male victim awareness campaign, with a stated foundation date of 19 November 2009. It belongs in the independent NGO comparison rather than being silently counted as a government campaign. White Ribbon, the Body Shop and Salvation Army initiatives likewise require project level sponsorship evidence before inclusion in the government total.⁵⁸

⁵³ Camden Council, Council plants a seed of change, relative date only in retrieved page, accessed 14 September 2026. [Source](#)

⁵⁴ Greater Dandenong Council, Youth United Against Family Violence, undated campaign page, accessed 14 September 2026. [Source](#)

⁵⁵ Atlas, Coercive article INTERNAL, existing reviewed coding, 13 September 2026.

⁵⁶ NSW Police Force, public Facebook film, posted 24 February 2016, 1 minute 23 seconds. [Source](#)

⁵⁷ ACON, Annual Report 2021–2022, Healthy Relationships, printed p. 44. [Source](#)

⁵⁸ One in Three Campaign, History, foundation statement 19 November 2009. [Source](#)

Elder abuse campaigns are relevant when “family violence” includes abuse by adult children or other relatives. They are not automatically intimate partner campaigns: perpetrators may also be nonfamily trusted people. Positive relationships with older men, sex neutral language and general support stories cannot substitute for an explicit victim narrative. The AHRC series and Queensland and Tasmania programmes therefore remain broader campaign records with unverified asset level male victim counts.⁵⁹

Funding reach and effectiveness

Only documented figures should be compared. The 1985 NSW allocation concerns a specific multilingual programme; the 1987 federal figure covers three years; The Line’s figure covers four years. A prevention month grant pool is not the total advertising budget, and a service grant is not necessarily a media campaign payment. These figures should not be summed into an all time campaign spend total.

ANAO’s Help is Here account is particularly useful because it distinguishes waves, channels, planned expenditure and reported actual cost. Its \$21.4 million budget excludes GST while the \$23.2 million actual figure includes GST, so subtracting those amounts would create a misleading overspend claim. It also distinguishes a proposed third wave from actual reuse of material. That precision should be applied to other campaign histories.⁶⁰

The ACT advertising review records a planned \$74,970 campaign total, including \$66,000 media, \$6,000 production and \$2,970 benchmarking. The May launch release provides separate evidence that the campaign proceeded; it does not audit the final account. ACON’s reported reach above 14 million is a provider figure, not proof of that many unique individuals seeing the same creative or of reduced abuse.⁶¹

Exposure, recall, changed attitudes, service contacts and reductions in violence are different outcomes. An increase in calls or referrals during advertising may reflect awareness, service accessibility, background events or changing need. Without a suitable comparison design it cannot establish the campaign’s causal effect. Nothing in a campaign inventory estimates how frequently men or women experience abuse.

Coverage and retained gaps

National coverage includes early education, Australia Says No, The Line, Stop it at the Start, Help is Here and the AHRC elder abuse series. NSW has unusually strong early records and contemporary police, support and coercive control campaigns. Victoria has government reporting and Respect Victoria resources; WA has a historical perpetrator campaign and current coercive control material. Queensland has prevention month, coercive control and elder abuse records. South Australia has current coercive control resources and programme reporting; Tasmania has the early Safe at Home review, later bathroom advertising and elder abuse delivery; ACT has a primary licensed campaign launch; NT has historical phases and NO MORE. This is jurisdictional coverage, not equal completeness across jurisdictions.

⁵⁹ Australian Human Rights Commission, Elder abuse awareness video campaigns, describes 2020, 2021 and 2022 phases. [Source](#)

⁶⁰ Australian National Audit Office, Australian Government Advertising May 2019 to October 2021, chapter 4, especially paragraphs 4.2–4.5 and Table 4.1. [Source](#)

⁶¹ ACT Independent Reviewer of Government Campaign Advertising, 1 January–30 June 2025, Attachment M1, PDF pp. 32–33. [Source](#)

Council coverage is illustrative rather than exhaustive. Central Coast and Camden have outdoor advertising evidence; Albury has a council/police television campaign announcement; Greater Dandenong has produced advertisements and accompanying posters. Additional discovered leads include Mildura Respect Mallee, Logan street banners, Moreton Bay Recognise Reach Out, Townsville Says No and council 16 Days activity. They are not upgraded to fully verified creative records where only a lead, inaccessible page or redirected URL remains. Local WA, Tasmania and NT coverage is particularly incomplete.

Other historical leads retained for future archival retrieval include WA Break the Silence, South Australia Don't Cross the Line, NSW No Innocent Bystanders and other police phases, federal Making Noise, ACON Another Closet, and older council materials. The cancelled No Respect No Relationship campaign is a development history item, not delivered advertising. Catalogue hits and planned initiatives should remain separate from confirmed deployment.⁶²

The unresolved items that could materially alter a male victim finding are the exact NSW Police 2016 short and long versions; project funding and original male victim assets from early ACON campaigning; complete elder abuse video sets with explicit family relationships; and uncoded radio/video versions of the coercive control campaigns. Historical paid placement schedules would be needed to assess how much exposure each portrayal received. Their absence prevents an exposure weighted fairness calculation.

Implications for equal representation

Equal representation of adult male victims is a policy position that can be advanced directly. It does not depend on asserting identical prevalence, identical injuries or an all time absence of every possible counterexample. A bounded criticism can identify the inspected campaigns and assets, describe their female victim/male perpetrator emphasis, and explain why adult men should also receive recognisable victim representation.

An implementable reform would require commissioning briefs to specify adult male and female victim scenarios, credible help routes and varied perpetrator roles; publish the creative inventory and placement plan; and evaluate whether audiences recognise that men can be victims. A separate assessment should examine whether age, relationship and cultural contexts are being represented appropriately. These are proposed commissioning standards, not findings that any existing advertisement caused discrimination or that one equal numerical split fits every specialist campaign.

Evidence backed male bias findings in the inspected sets should remain explicit. The correction needed is to the reach of the claim: a defined omission can be supported even when a universal historical claim cannot. The archive warrants continued scrutiny of representation and clear disclosure of evidence limits, while keeping the equal representation objective intact.

Sources

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⁶² Robert J Donovan and Rodney Vlasis, VicHealth, Review of communication components of social marketing/public education campaigns focusing on violence against women, September 2005; printed pp. 40–52, 106–139, 156–162, 178–186. [Source](#)

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