

16 DAYS IN WA CAMPAIGN

1549. Hon SOPHIA MOERMOND to the minister representing the Minister for Prevention of Family and Domestic Violence:

I refer to the 16 Days in WA campaign, which is now in its seventh year and runs from 25 November, the International Day for the Elimination of Violence Against Women, to 10 December, Human Rights Day.

- (1) How much of taxpayer funds are being spent on the campaign?
- (2) Has the government incorporated lessons learnt from previous years in what works in this campaign to achieve impact in terms of reducing death or injury due to domestic violence?
- (3) Is the government applying methods to ensure that the campaign reaches the right audience to maximise impact?

Hon JACKIE JARVIS replied:

I thank the honourable member for some notice of the question. The following answer has been provided by the Minister for Prevention of Family and Domestic Violence.

- (1)–(3) The 16 Days in WA—Stop Violence Against Women campaign is supported through internal resources allocated by the Department of Communities and a sponsorship program. Communities advises expenditure as at 29 November 2023 is \$152 146, which includes a \$70 000 sponsorship component. Other state government agencies run their own events throughout the campaign and may allocate resources to do this. This year, two \$25 000 grants were allocated to the Centre for Women’s Safety and Wellbeing and Aboriginal Family Legal Services to extend the reach of the campaign to support local, community-led events, as well activity and messages related to Aboriginal family safety.

Communities engaged Painted Dog Research company to evaluate the 16 Days in WA 2022 campaign. The 2023 media campaign, event schedule and target audience was informed by the research findings.