

**How does our Zone 8 Domestic and Family Violence Campaign align with Rotary's 4 identified Priorities of our Action Plan**



Focus on a Social Justice cause that effects every street in every town/city in the world	As Rotarians we are going to be the voice of the marginalised and often forgotten victims of Domestic and Family Violence	This campaign has the potential to re-invigorate our members	Our Rotary clubs will be connecting with a cause that is one of the most relevant social issues in our society
Being the voice for Women, Children & Men who don't have a voice themselves	This campaign will help our clubs and districts partner with many Government and Non-Government agencies, Sporting Clubs & other Service Clubs	This campaign will get members out of their meeting rooms and onto the streets	We will be adapting to what our community needs from us in our modern world
Imagine over 1300 Rotary Clubs & over 30,000 Rotarians in our zone all combining to Raise Awareness and Advocate for victims and bring about change to the way people think about and talk about Domestic and Family violence	This campaign will attract many new members to our clubs, especially Women who will want to be part of such a valid worthwhile project	This campaign will more than engage members. It will engage our communities and we will be engaging with many other agencies and community groups	Research consistently shows denial and silence shelters the perpetrators and prevents victims speaking out and seeking help
	Our brand will experience unprecedented interest and recognition by addressing the No. 1 social issue in Australia	Our Rotary clubs will have relevance in their community by engaging in a cause that is important in today's society. Clubs will find their identity connecting with a cause that attracts a younger demographic	Let's be the voice for the innocent and silent victims. Open our minds and open our hearts. Be the true leaders and champions of our community