


ROTARY DISTRICTS
9640, 9660, 9675,
9685 & 9705




Together we say
NO to Domestic & Family Violence &
YES to Respectful Relationships Campaign


DISTRICT GOVERNOR ELECTS 2023-24

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Dear Superintendent Scott Tanner,

Re: Proposed Partnership between NSW Police Force and Rotary Districts 9640, 9660, 9675, 9685 & 9705 in a 'Say No to Domestic and Family Violence Campaign'

Thank you for organising our recent meeting with Deputy NSW Police Commissioner Mal Lanyon and the NSW Police Force Executive team with District Governor Elect Dave Harmon and Rotarian Jodie Shelley in Sydney on March 28th to discuss the potential of Rotary and the NSW Police Force entering into a partnership in relation to our upcoming Rotary campaign 'Say NO to Domestic and Family Violence' and 'YES to Respectful Relationships'. We were encouraged by your input and would now like to submit this more formal approach to forming a partnership.

By way of background, Rotary, as a global humanitarian organisation, administers its activities through several Zones around the world. Zone 8 covers Australia and New Zealand as well as 14 Island Nation countries within the region. Within the Zone there are 19 Districts which provide administrative support to over 1000 Rotary clubs operating at a local level. Rotary Districts are determined by club and member numbers geographically, NSW is covered by 5 Rotary Districts. District 9705 District Governor Elect (DGE) Andrea Grosvenor ACT and Southern NSW, District 9685 DGE Christine Owen Central Coast and Northern Sydney, District 9675 DGE Tonia Barnes Southern Sydney & South Coast, District 9660 DGE Alyn Miranda Newcastle & Coffs Coast and District 9640 DGE Dave Harmon which covers the Gold Coast and over into Northern New South Wales (NSW). Each Rotary District appoints a District Governor, and Board, for each Rotary year running from July to June. As of the 1st of July, this year Andrea, Christine, Tonia, Alyn and I will be installed as District Governors of our respective districts and will then have the authority to commit to a formal partnership with NSW Police Force.

In 2018 the Rotary Club of Ballina-on-Richmond, in northern NSW initiated this campaign at a local level in Ballina. The campaign was very successful and continues to this day, with community interest both locally and nationally steadily growing. In October 2022 the incoming Rotary District Governors for the 2023-2024 (commencing July 2023), unanimously agreed that our Rotary Zone 8, adopt Domestic and Family Violence as a common cause across the Zone. This proposal marked a significant landmark, in that a Zone-wide campaign in support of a common cause has not been run since 1986. The unanimous support across the 19 Rotary Districts highlights the importance we as Rotarians place on this campaign, and recognises we can do more together than we can do alone.

Over the past several months DGE Dave Harmon has been in discussion with Superintendent Scott Tanner about the forward planning Dave has been working on towards the goal being of having a Rotary campaign throughout Australia against Domestic and Family Violence, as discussed in the above paragraph. We thank Superintendent Tanner for his input which, together with similar discussions happening with the Queensland Police Service, has helped guide and shape our overall approach.

To help optimize the impact and desired outcomes of this campaign, our 5 Rotary Districts, that cover NSW, would very much value the endorsement and support of the NSW Police Force, through a partnership arrangement enabling us to work together in promoting the campaign in towns and cities throughout NSW, involving activities such as community walks advocating against Domestic and Family Violence, and the extension of our Purple Friday Events (see attached).

While DGE's Andrea, Christine, Tonia and Alyn were not involved with our preliminary discussions I can confirm their full support for our proposal to partner with NSW Police for this campaign.

Rotary is in a unique position in that it is an internationally respected brand with a reputation for its community work, with local community contacts and a network throughout the Zone. NSW Police equally have a highly respected brand across NSW with strong community respect in our cities and towns, and established working relationships with government departments and other agencies that would likely value involvement with this campaign. Imagine the media interest that would result in both our organisations combining to enhance the message to our communities in NSW against Domestic and Family Violence. With the expertise of the NSW Police media section, we have the opportunity to have this campaign front and centre with all forms of media over a 12-month period

As discussed in our meeting, the Rotary District Governors for the Districts that cover QLD are having similar discussions with the QLD Police, and it is hoped as time progresses similar partner proposals will be pursued by other Rotary Districts with other State Police to have us all working together on this important issue.

In essence we propose that by partnering we can expand our individual capabilities to provide greater reach and impact by;

- providing local Police Commands and local Rotary Clubs across NSW with contacts for each organisation to facilitate liaison at a local level in planning Domestic and Family Violence related initiatives in their town/city,
- planning State-wide (and some National) events aimed at raising awareness of Domestic Violence, for example leveraging the 'United Nations' 16 days of activism period this year. 25th November – 10th December.
- expanding the 'Purple Friday' campaign across NSW
- combining resources to produce dual branded flyers, leaflets, and other paraphernalia for the campaign and for the support that is available for victims escaping DV
- developing joint and targeted media releases
- ensuring engagement and collaboration with NSW government and other agencies that work in and/or participate in the Domestic and Family Violence space, for this campaign to be a 'value add' complementing initiatives already in place.

We look forward to hearing from you, and if you have any further questions or require additional information, please feel free to contact us as provided for below.

Sincerely

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