

CLUBS & COMMUNITY AWARDS

Clubs & Community Awards (C&C 2019)

Clubs in Collaboration



IdOzYepg

Got Your Back Sista Anti-Domestic Violence Activation

Entrant details

Position Name | Marketing Coordinator

Entry details

Club Name | Newcastle & Hunter Region of Clubs NSW

1. Provide an outline of your program/project that addresses each of the aspects noted to the right:

Got Your Back Sista is the charity branch of The Sista Code movement, focused on supporting women and their children towards a positive life since overcoming the hardship brought by domestic violence. Got Your Back Sista offer many services and programs to aid victims of domestic violence in reclaiming their lives, such as self-defence classes, relief housing and motivational workshops.

In 2016 Got Your Back Sista undertook its first large community activation to raise awareness of domestic violence. This activation was the One Thousand People One Voice event which involved bringing together 1,000 people from all parts of the community to unite with one voice and Say NO To Domestic Violence. The Newcastle and Hunter Region of Clubs NSW supported this event as a foundation sponsor and were joined by a variety of local Clubs including Wests Newcastle, Toronto Workers Club, East Maitland Bowling Club and Belmont 16s.

Since the inaugural One Thousand People One Voice event, Got Your Back Sista have expanded their annual anti-domestic violence activations to take place at Newcastle Knights home games. The 2018 Knights half time activation was planned for the Knights vs Titans NRL game, which was held at McDonald Jones Homes Stadium on the 21st of July, with Hunter Region Clubs confirming their involvement by May 2018. The key objectives of the activation were to educate and encourage the public to discuss domestic violence in their community, and to also increase public awareness of Got Your Back Sista and its work around the Newcastle and the Hunter Region.

A key benefit of the rally activation experience was that the community became more informed about domestic violence, which helped increase their potential for conversation surrounding the issue and supporting its decline. While public awareness was a key objective to this activation, furthering the profile of Got Your Back Sista was also essential. By achieving greater exposure in the Newcastle and Hunter Region, the organisation would be more capable of leveraging new and existing partnerships in order to achieve goals.

With the growth of public support and social conversation, the 2018 half time activation has been deemed a success with another rally confirmed for 2019. Newcastle and Hunter Region Clubs have committed to supporting Got Your Back Sista

again in 2019 and look forward to seeing it grow.

2. Provide an insight into why this program/project was supported by the club/individual.

The Got Your Back Sista organisation was initially introduced to Newcastle and Hunter Region Clubs through a ClubGrants application submitted by founder Melissa Histon, who was seeking support in furthering the awareness of domestic violence and the organisation's work in the local Newcastle and Hunter area.

Following on from subsequent discussions with ClubsNSW Life Member Jon Chin and then State Councillor Scott Williams, a partnership was formed with Got Your Back Sista that led to the development of the anti-domestic violence activations.

Got Your Back Sista is focused on breaking down barriers which prevent domestic violence victims from seeking support, while also working to create greater conversation around the issue in order to prevent it. The initiatives and support programs offered by the organisation require numerous financial investments to ensure they remain active and available to the community, which without would limit the organisation's work and jeopardise the potential care given to the community.

With this in mind, the Clubs NSW Newcastle and Hunter Region committee felt it was of great importance that support be given to Got Your Back Sista and help to combat domestic violence, which directly aligns with the pillars of the ClubsNSW Community Strategy. The committee embraced this support as it delivers on the goal of Local Clubs supporting Local Charities supporting Local Communities.

It has been essential for Newcastle and Hunter Region Clubs to maintain a proactive approach to combatting domestic violence in the community, and with the knowledge and working experience that Got Your Back Sista possesses, this partnership enabled Newcastle and Hunter Region Clubs to get involved and put its best foot forward to help the community.

3. Provide a brief summary of the support that your club/individual provided to this program/project.

In 2018, the Clubs NSW Newcastle and Hunter Region provided Got Your Back Sista with a financial contribution of \$7,500 of which \$5,000 was provided by ClubsNSW under the Community Sponsorship Regional Grant program with the balance being funded from regional funds.

The funding was primarily used to purchase 10,000 Your Local Club branded Try Banners to be distributed at the community activation event on 21 July 2018. Apart from financial support, many Hunter Clubs provided volunteers to participate in the on-field activation including Chief Executive Officers, Directors, Staff and Members.

In kind support was also provided by Belmont 16s, who donated function room hire for a Got Your Back Sista fundraising meeting. The Clubs also assisted Got Your Back Sista in promoting the upcoming Knights anti-domestic violence rally, as well as the presence of their organisation and support services for the community through notices on Club social media pages and internal channels.

4. Provide a summary of the outcomes this program/project achieved and how the club's/individual's contribution helped in this success. Where possible, please quantify your response.

Since 2016, Clubs NSW Newcastle & Hunter Region have been in partnership with Got Your Back Sista to aid their efforts in supporting domestic violence victims and raising the profile of this issue. Since Clubs NSW Newcastle & Hunter Region joined as a foundation supporter, many other larger Hunter based organisations have become active participants of this campaign including Newcastle City Council, NIB Health Fund and the Newcastle Knights.

The combined efforts of the Newcastle and Hunter Region Clubs contributed to the overall success of the 2018 Got Your Back Sista campaign period, which can be measured based on the fulfilment of its key objectives.

The event achieved a total reach of more than 48,000 people across Facebook in the two weeks leading to and after the event, and also received significant media coverage across Newcastle and the Hunter Region, securing the objective of raising awareness of the activation.

The activation event saw more than 400 community and organisation representatives march onto the field during half time, and over 9,000 crowd members displaying Your Local Club try banners with anti-domestic violence messaging – "Say

NO to domestic violence” and “Say YES to ending the silence”.

Another primary goal for the campaign was to heighten the public profile of Got Your Back Sista in the Newcastle and Hunter Region, furthering the charity’s potential to raise funds and leverage support for the services they provide.

As a result, during the campaign Got Your Back Sista was able to:

- Provide aid in establishing new homes to 7 families who escaped domestic violence.
- Update a 5 bedroom refuge with new furniture, linen, appliances and children’s books/toys – The refuge can provide assistance to five families every month.
- Offer eight ‘Empowerment Circles’ (motivational workshops) for people at their head office.
- Provide self-defence classes for around 200 people in a 10 week period.
- Motivate Newcastle City Council Councillor Carol Duncan to move a motion which would allow Got Your Back Sista to develop a safe place policy.
- Inspire a local HSC student to write a 5,000 word novel for a major HSC project, about domestic violence behaviour. The novel explored the different values and attitudes surrounding girls and boys, and incorporated a mix of fictitious stories of young people with quotes from community leaders.

5. Provide a summary of how the community responded to the project. Please provide examples to support your answer.

As an outcome of the half time anti-domestic violence rally, Got Your Back Sista has been able to reach more of the Hunter Region to spread their message and profile.

The Clubs NSW Newcastle and Hunter Region not only provided monetary support towards this campaign, but also volunteered the time of many key Club stakeholders ranging from Presidents to Members. This included attending the half time rally and participating during the on-field activation, which involved wearing anti-domestic violence captioned t-shirts, displaying Your Local Club banners with key messaging and interacting with the crowd to attract their attention.

Social media was used prior to this event to communicate with members and community about Club involvement, while also helping to drive public awareness about the half time activation and to reinforce the profile of Got Your Back Sista.

A video campaign was produced prior to the Knights activation, which was played on the big screen during the half time march. It featured Clubs NSW Newcastle and Hunter Region representatives among other sponsors and community supporters of the organisation, with key messaging surrounding domestic violence awareness, seeking help and the type of support available for domestic violence victims. The inclusion of the Your Local Club brand on the banners has enabled us to clearly communicate that the Clubs of Newcastle and the Hunter Say NO To Domestic Violence.

This video is an essential communication tool used to draw the audience’s attention in order to make a connection. By highlighting the organisation’s support network the messages are reinforced, and the focus on supporting the local community is emphasised. This video is now available on YouTube and has achieved over 600 likes and can be accessed here www.youtube.com/watch?v=-3tMfj3CTZ4

6. Add your credits here:

All Clubs of the Newcastle and Hunter Region.

You are encouraged to credit all members of the team that contributed to this entry.

Please be sure to spell names correctly and get titles correct.

You may also use this space to credit any contributing organisations. Email addresses are not required but may be used to arrange delivery of award certificates.

Upload your clubs logo here (min 1MB)

Your local club



We have read the Terms & Conditions of the awards and agree



We declare that the information presented in this entry, is to the best of our knowledge, accurate and true in every respect



We confirm that the nomination/submission has been approved by the Club President or Secretary Manager



Name of President/Secretary Manager

| Scott Williams

Title

| Chief Executive Officer

Date

| 2019-04-29

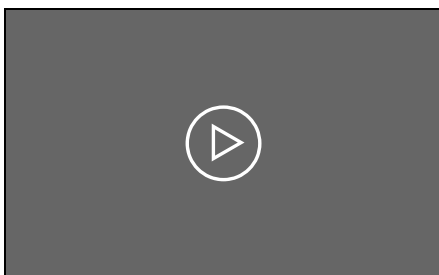
Log in to clubsandcommunityawards.awardsplatform.com to see complete entry attachments.



GYBS Group Pho... 347 KiB



GYBS Half Time A.. 1.6 MiB



Attachment name

<http://www.youtube.com..>