



Queensland Association of Independent Legal Services

Media Campaign

November 2015

SpeakUP



Queensland Association of Independent Legal Services Inc



Disclaimer

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Executive Summary

This report is designed for the Director of Queensland Association of Independent Legal Services (QAILS). Its purpose is to deliver recommendations that would enable QAILS to recruit, train and engage quality spokeswomen addressing the issue of domestic violence and family law issues. QAILS has requested a campaign that will increase community awareness of the work of Community Legal Centres (CLCs) to ensure the increase and continuation of government funding. The ‘SpeakUP’ campaign has been designed to meet this request.

This report addresses three goals necessary in implementing a successful spokesperson campaign. They are how to recruit quality spokeswomen, how to manage spokeswomen during the campaign and then how to improve the campaign each year. Each of these highlighted goals are complimented with individualised recommendations to provide QAILS with the best chance of a successful advocacy campaign.

Goals

1. Recruit quality spokeswomen
2. Manage spokeswomen
3. Maintain the campaign successfully

The key recommendations within the report are:

- Method for recruitment
- Selection criteria
- Role description
- Media training / interaction
- Campaign evaluation

This campaign has been structured to allow QAILS to make personal adjustments to adapt the campaign to alternative focus groups.



Purpose of the Campaign

SpeakUP is a media campaign which involves women advocating the need for CLCs by telling their personal stories. Through increased media coverage, the role and crucial work of the CLCs will be highlighted. This may ultimately attract government attention and keep community legal issues at the forefront of the government's mind when allocating funding. Increased funding into the CLCs can greatly improve access to legal aid, resulting in fewer unresolved legal problems.

AIM

To increase public awareness of the need for legal aid
To create a means by which women can share their story and help demonstrate the importance of legal aid

WHY

Severe lack of government funding for community legal aid centres
Women suffering domestic violence with no way out because of lack of legal aid

HOW

Requests Finds Shares Stories Influence Increased Funding
QAILS -----> **CLC** -----> **Spokeswomen** -----> **Public** -----> **Government** -----> **QAILS**

RESULTS

Create a long-term program which can be used with multiple focus groups to encourage government funding in community legal centres





Recommendations

The following recommendations for SpeakUP are framed around three main goals:

1. Recruitment of spokeswomen
2. Management of the spokeswomen
3. Maintaining a successful campaign

Goal 1: Recruitment of Spokeswomen

Recruitment should be done using an internal approach, utilising the CLCs as intermediaries in the process. CLCs will be able to recommend former clients as suitable candidates for the campaign, based on previous interactions. Women will then have the choice to nominate themselves to QAILS by contacting them directly. An internal recruitment process will enable QAILS to find quality spokeswomen with the CLCs acting as an initial filter by approaching only suitable candidates. The women will have prior experience with CLCs, have no ongoing legal problems and will be more willing to engage in the campaign for the right reasons.

Recruiting spokeswomen through CLCs is also suggested for pragmatic reasons.

1. Assist QAILS with their low cost operations
Not necessary to invest funds into advertising and recruiting from external sources.
2. Simplifies the recruitment process
Reduces the need for stringent selection criteria.
3. Represents the interest and opinions of members
The spokeswomen's experience with the CLCs allows them to represent the interests of QAILS when they speak to the media and the community.
4. Provides insight of CLC functions
Essential that the spokeswomen are able to offer informative insights into the several aspects of CLCs, how they function, the processes and how the CLCs aided them specifically.

Initiative 1: Phone and email script from SpeakUP to CLCs.

***Purpose:** To gain cooperation of CLCs in the campaign.*

A crucial preliminary step in the achievement of SpeakUP is finding potential spokeswomen. A two-step process is suggested. Firstly, in order to approach the CLCs and gain their cooperation in the campaign, a telephone script has been drafted for QAILS staff (*see Appendix 1*). This script highlights the points necessary to inform the CLCs about the campaign, putting them in a position to explain the campaign to potential candidates. The script explains the issues



QAILS faces, the campaign purpose and the relevant activities. This script can be modified depending on the interaction(s). Secondly, a follow up email will be sent which is designed to increase the response rate and encourage CLC participation (*see Appendix 2*).

Initiative 2: Email Script from CLCs to spokeswomen

Purpose: *To initiate a proposal of participation to spokeswomen.*

Once QAILS has the cooperation of CLCs, the CLCs can approach the spokeswomen with the suggested email correspondence (*see Appendix 3*). This email is to be used by all CLCs who have expressed their willingness participate in SpeakUP. The email includes a brief introduction to the campaign, explains why the women have been approached and highlights why they should apply for this role (i.e. the benefits). Attached to the email will be a role information package, which specifies the details of the position.

Initiative 3: CLC internal advertising poster

Purpose: *To increase the chance of receiving interest in the campaign via an additional source of recruitment.*

In addition to the internal recruitment approach, an advertising poster has been created for distribution throughout the CLCs. This additional approach aims to increase the number of applicants applying for the role whilst still using the CLCs as intermediaries. This can save time and effort for QAILS in the recruitment of the spokeswomen. The poster (*see Appendix 4*) is an encouraging and attention grabbing promotion tool that will help broaden the scope of the recruitment process and greatly enhance the campaign's chance of success. The poster directs interested woman to speak to their CLC, and the CLC may then send her the aforementioned email with the role information package.

Initiative 4: Role Information Package

Purpose: *To ensure potential spokeswomen make an informed decision regarding participation in the campaign.*

A formal role description has been drafted to inform the potential candidate of their responsibilities, tasks and time commitment to SpeakUP (*see Appendix 5*). It includes the purpose of SpeakUP, desirable characteristics and abilities of candidates, training information and the responsibilities and benefits of participation in SpeakUP.

Certain character traits of spokeswomen have been highlighted as important, because women possessing these traits are more likely to be confident and capable in delivering their message to the media. The suggested traits are belief, enthusiasm, knowledge, empathy, energy and consistency. These qualities are recommended because they are identified characteristics of



influential speakers, and are especially important given the sensitive nature of the subject matter involved. These qualities will be further developed through media training. Important benefits of the role to the community have also been highlighted so as to ensure that sincere candidates will be involved in the program.

Initiative 5: Criteria for Selection

Purpose: *To allow QAILS to screen candidates in order to select quality spokeswomen.*

Upon being contacted by interested women, it is recommended that QAILS interview the candidates. The internal recruitment strategy means that less stringent selection criteria would be required in the interview. However, QAILS may still wish to have consideration of key criteria when selecting women to become spokespeople.

Safe Steps Selection Approach

Safe Steps, a Melbourne based legal centre, has developed a similar successful campaign. Their program has a very simple selection process. The only requirement or 'criteria' the organisation has taken into account is whether the candidates are 'ready to share their story'. Skills with respect to communication have been developed in their training program, and are not 'prerequisites' for applying or becoming an advocate. However, as Safe Steps has been in operation for a number of years, it is prudent to consider other criteria which may be relevant for a start-up campaign such as SpeakUP.

Comfortable sharing their story

A telling indicator whether a candidate is not ready to share their story is if the candidate shuts down when they are asked to share their story in the interview. This is an extremely important indicator of their preparedness. If they are not ready to share their story with one interviewer then it is unlikely they are ready to share their story with the media and the public.

This criteria was emphasised by Suicide Prevention Australia in their *Lived Experience Network* program. A similar approach should be adopted by QAILS to ensure the SpeakUP spokeswomen are ready to share their story to the media. For example, consideration can be had to:

- a) Their energy levels after thinking or talking about their experience – how long it take them to 'get back up again';
- b) The impact of this on their personal life and or relationships, and to what extent their experience contributes to their sense of self;
- c) What it would be like to discuss their readiness to get involved in this program with someone they trust. Do they have someone in their personal life, a family member to close friend, who thinks that this would be good for them?

An advantage of selecting spokeswomen who are comfortable sharing their story is that QAILS need not expend resources for complete support of the spokeswomen.



Content of the Story

The content of the stories the spokeswomen share will be key in evoking feeling in the audience. An important aspect of any story is that it has a clear structure: a beginning, middle and an end (Aziz, 2003). These three parts should be easily observed when the story is told. This approach has two main advantages. Firstly, the spokeswomen can develop, organise and maintain a clear structure throughout delivery and in answering questions. Secondly, because of the clarity this structure provides, the message will be easy for the audience to hear. A clear structure will prevent the repetitiveness, which would otherwise detract from the key message.

Furthermore, the candidates should ideally be able to persuade the community through their arguments, credibility and emotional appeal. The effective public speaking (EPS) model (Baccarani and Bonfanti, 2015) highlights these three dimensions, logos (persuasion through strong arguments), ethos (persuasion through credibility) and pathos (persuasion through emotional appeals) and that a story and presenter should reflect each. It is suggested that the women share a variety of stories. Some stories could be better suited to different mediums (e.g. radio, written interview or live television). Having women share a variety of stories will enable QAILS to choose a spokeswoman whose story best fits the situation at hand.

Effective Communicators

Effective communication involves a broad range of skills including non-verbal skills, listening skills and self-awareness. Communication skills are likely to be developed in the media training sessions provided for by QAILS. However, if these skills are looked for in initial interviews with the spokeswomen, the media training will be more effective. Positive non-verbal communication skills can aid the women to present their story and appear open and trustworthy. Through effective listening skills, spokeswomen will be very responsive to media questions. Finally, if the women have a high level of self-awareness they will be better equipped to understand how far they are willing to discuss their story and answer sensitive and potentially probing questions from the media. Individuals who are empathetic whilst having a clear idea of the information they wish to present are able to establish rapport with their audiences (Aziz, 2003).

Featheringham and Smart (2006) identified seven key positive discussion behaviours. Of the seven, four are particularly relevant to spokeswomen:

- Taking a position on an issue;
- Providing a relevant comment;
- Supporting a position with evidence; and
- Asking clarifying questions.

The first three behaviours are seemingly interrelated and having such skills would be beneficial for the women when dealing with the media, particularly in cases of live questioning.



Practical Considerations

Further to the suggested criteria, it is beneficial to have these women come from a variety of geographical locations. This will cater for potential difficulties of travel. For example, it may be difficult for spokeswomen from Brisbane to attend engagements in Cairns or the Sunshine Coast. Likewise, it may be difficult for spokeswomen from Central Queensland to travel to Brisbane for an event. Therefore, selecting spokeswomen from across the state, with a focus toward having a greater number of women from media-heavy areas, will enable the campaign to have a broad reach and also run efficiently.

It may also be beneficial for QAILS to select women who are able to flexibly commit to the campaign. As the role may occasionally call for women to be available for an engagement with very little notice, it may be inconvenient for women with family or work commitments (e.g. with young children) to be available for the campaign to run as planned. Therefore, selecting some spokeswomen who may be more flexible when it comes to their commitments would enable the program to run smoothly.

Goal 2: Manage Spokeswomen

Initiative 1: Training

***Purpose:** To ensure spokeswomen are well prepared for media interaction.*

QAILS will make use of their current relationship with Big Splash Communications and utilise the company's media expertise to prepare and train spokeswomen. The training will need to be customised to the needs of the spokeswomen and the objectives of the campaign.



Initiative 2: Interaction with Media

***Purpose:** To identify possible mediums for the spokeswomen to share their story.*

Given the current attention surrounding domestic violence, it would be beneficial to launch the campaign as soon as possible. Possible mediums include:

- Newspaper articles
- Radio (national and local)
- Public speaking events
- Social Media pages (e.g. Facebook, twitter, create a hashtag)



QAILS should consider engaging their spokeswomen with interstate publications and events considering the current significant national focus on domestic violence. As New South Wales has a heavier voting population, extending the campaign beyond Queensland is strategically advantageous.

Initiative 3: Handling Media Crises

Purpose: *To reduce the chances of media crises occurring and their impact.*

QAILS has in place a media policy that encompasses media crises.

Prevention of a Media Crisis

Numerous sources indicate that it is vital to have a plan for dealing with a media crisis before it occurs.¹ The current system involves:

- a) A process through which the media contacts the QAILS Communications Information Officer before they speak to the women
- b) A policy of not commenting on legal issues before the court
- c) Big Splash media training, which encompasses controlling a media interview and handling difficult questions.

These factors will act as preventative measures against a media crisis.

In addition to these measures, QAILS should consider the following recommendations:

- a) Having a degree of oversight or control over the final products of interviews, to ensure that the content discussed by the women is appropriate and unlikely to cause issues.
- b) Encouraging the spokeswomen to utilize the basic fact sheet of important domestic violence and family law statistics (see *Appendix 6*). Although the overarching goal of the program is for the women to relay their personal story, a basic knowledge of these statistics may reduce the occurrence of inaccurate statements and thus increase the credibility of the campaign.
- c) Selecting women who have dealt with their legal issue, so as to avoid commenting on legal issues before the court. If the recommended selection criteria are applied, it is unlikely the spokeswomen will currently be involved in a dispute.

Detection of a Media Crisis

In order to monitor the response to the spokeswomen, QAILS has a subscription to media monitoring service, Slice Media. This will provide vital information about whether QAILS needs to respond to a crisis.

¹ <https://www.iopenerinstitute.com/blog/2013/media-crisis.aspx?lang;>
<http://www.forbes.com/sites/tjwalker/2012/01/26/handling-the-media-during-a-crisis-media-training/>



Management of a Media Crisis

These measures will aid QAILS to prevent and detect a media crisis; however, in the event that a crisis does occur, QAILS should consider the following points:

- 1) It is recommended to have a nominated person to manage the media throughout the period.
- 2) The nominated person must know what information can legally be released.²
- 3) It is vital to confront the problem quickly, actively and in a proactive manner.³

This will allow QAILS to positively influence the story and prevent extensive damage.

Goal 3: Maintaining the SpeakUP Campaign Successfully

Initiative 1: Questionnaires

Purpose: *To view the campaign through the eyes of the spokeswomen.*

It is important to receive feedback from the women in regards to their experience. It is also desirable to know how prepared the women felt to speak in public and whether it affected their experience. This is something that could be improved, if necessary, with more funding. The survey (see *Appendix 7*) has a ‘strongly disagree – strongly agree’ rating format that is quick, simple and encouraging for the women to fill out, while remaining effective and informative for QAILS. For convenience and quality of the information received, it is suggested that an online questionnaire should be created. Possible questions are provided in *Appendix 7*.

In regards to the CLCs, QAILS is in the best position to determine which questions they would like to ask the CLCs in order to make improvements for the next year. However, suggestions are provided in *Appendix 8*. It is particularly important to gain an understanding of how difficult the process of finding possible candidates was for the CLCs. Specific feedback will be significantly helpful in resolving any issues in order to improve the process for future years.

² https://www.ourcommunity.com.au/marketing/marketing_article.jsp?articleId=152

³ https://www.ourcommunity.com.au/marketing/marketing_article.jsp?articleId=152



Initiative 2: Quarterly morning teas / meetings

Purpose: *To exchange feedback between the spokeswomen and QAILS during the campaign.*

In order to maintain contact with the spokeswomen and monitor their progress and wellbeing, a casual morning tea every few months would be beneficial. It would not only allow QAILS to assess how women are dealing with media interactions and how they are coping with the role, but also provide women an opportunity to interact with each other. Encouraging this form of supportive network may be beneficial to the spokeswomen. It is recommended that the informal morning teas occur quarterly and be optional to the women, however they should be encouraged to attend at least two meetings.

Initiative 3: Media Monitoring

Purpose: *To monitor and evaluate the effectiveness of the campaign.*

In order to monitor the media interactions with the spokeswomen, QAILS has a subscription to the media monitoring service, Slice Media. This service monitors TV, radio and print publications and provides QAILS with notifications whenever their name is mentioned. News items are collated and statistics are provided detailing where the name appears, how long the media piece was and whether the piece was positive, negative or neutral. This monitoring is essential to determine whether the campaign is achieving its objective of increasing community awareness.

Initiative 4: Graduation Dinner

Purpose: *To provide closure and recognition to the spokeswomen.*

All spokeswomen, at the conclusion of their one year commitment, will be invited to attend a graduation ceremony where they will be awarded with a certificate of appreciation (*see Appendix 9*). The ceremony should be held as a public event and invitations will be extended to the family of spokeswomen. It is optional for QAILS to extend this to incorporate an annual dinner where they may recognise other important accomplishments from the year. This event would bring a sense of closure for the spokeswomen and communicate a sincere message of appreciation on behalf of QAILS.

After the spokeswomen have completed the SpeakUP Campaign, QAILS should choose whether or not to ask them to be reinvolved in future activities. This may include providing testimonials for future candidates or attending important media events or training sessions. This subsequent participation and involvement with future activities of the campaign will be significantly less time consuming. For an example of a graduation ceremony adopted in past similar projects, see page 20 of the Council to Homeless Persons, *Evaluation of the Peer Education Support Program*.



Legal Implication Guideline

Purpose: *To protect QAILS from potential legal issues.*

Given the nature of this program, it is suggested that QAILS consider possible areas where legal concerns may arise. These may include, but are not limited to:

- Contracts (between CLC's and clients, between QAILS and spokeswomen)
- Disclaimers reducing QAILS liability for any negative impacts of participating in campaign
- Consent to use of spokeswomen's story
- Legal frameworks to avoid false or misleading information being disseminated to the media

Conclusion

This report has focused on utilising:

- Cost and time effective procedures
 - Internal recruitment
 - Prepared scripts
- Researched based policies
 - Criteria selection
 - Media crisis management
- Personalised recommendations to increase the chance of the campaign's success
 - Internal posters – Recruitment
 - Interaction with media (mediums of sharing stories) – Management
 - Regular morning teas and media monitoring – Maintenance

The three goals 1. Recruit quality spokeswomen, 2. Manage spokeswomen, and 3. Maintain the campaign successfully and their respective initiatives will provide the foundation for QAILS to initiate and run a successful spokesperson campaign.



References

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Black, C. (2014) *Homelessness, learning from those who've lived it: Evaluation of the Peer Education Support Program*. Council to Homeless Persons, Victoria (page 20).

Featheringham, R., & Smart, K.I., 2006, 'Developing Effective Interpersonal Communication and Discussion Skills', *Business and Communication Quarterly*, Vol. 69:3, 276-283.

Lived Experience Network, <http://suicidepreventionaust.org/project/lived-experience-network/>.

Safe Steps Volunteer Advocates, <http://www.safesteps.org.au/news-centre/info-family-friends/#VolunteerAdvocates>.



APPENDICES

Appendix 1: Telephone Script

Hello [CLC]

My name is And I am calling on behalf of the Queensland Association of Independent Legal Services.

As you are well aware, Government funding is considerably lacking for legal support and services and as a result, people are being turned away and denied their basic right to legal representation and advice. We want to fix this issue.

We are initiating a media campaign where we can work together to generate interest in the work of Community Legal Centres, such as your centre, in an attempt to increase much needed Government funding for our services. Our campaign will be focused on recruiting and training women, who have had family law problems in the past and sought help from CLCs to be spokespeople. They will promote the benefit of receiving this legal advice and support, and advocate the importance of its continuation.

However, we need your help. We believe the best way to reach these women are through the Legal Centres themselves. We would greatly appreciate it if you would recommend our campaign to any ex-clients who you think would make a good spokeswoman. Your co-operation is highly valuable and will make a difference to this campaign.

Do you think that you would like to help us?

(Yes) Great! We will send you a copy of all this information to distribute to your staff members as well as any other documents for candidates.

(No)... I understand. Thank you for your time and if you reconsider, please don't hesitate to contact QAILS at

Thank you and have a nice day.



Appendix 2: Follow-up Email

Good morning/afternoon

Thank you very much for your co-operation in our campaign. As previously discussed, our campaign will be focused on recruiting and training women who have faced legal issues in the past and sought help from CLCs to be spokespeople. They will promote the benefit of receiving this legal advice and support, and advocate the importance of its continuation.

Therefore, we are looking for women who:

- Have sought advice from your centre
- Are willing to discuss their experience publicly
- Want to make a change

If you can think of any women that would fit this description, please approach them and encourage them to apply. We have attached a letter to introduce our campaign and vision to your recommended spokeswoman/women as well as a role information package to include in the email for their perusal.

Thank you once again for your co-operation, your help is greatly appreciated and makes a difference to the campaign.

Kind regards,

QAILS



Appendix 3: CLC Email to Spokeswomen

Dear ...

I have been contacted about an amazing campaign called SpeakUP that is being run by the Queensland Association of Independent Legal Services (QAILS) which oversees all the Community Legal Centres in Queensland (CLC), such as ourselves.

They are looking for women to promote the incredible work that CLCs do and explain how they can help others. Their main aim is to increase Government funding for CLCs so that they can help more people and improve their services.

I think you would make an excellent spokeswoman and would encourage you to apply for the role at QAILS. This opportunity will provide you with an invaluable experience where you will gain media training, meet others who have gone through similar experiences and most importantly, make a huge difference to CLCs by promoting their importance in the community.

If you are at all interested, please take your time to read the attached role information package.

If you wish to apply for this position, please contact QAILS on ... by..., 2016.

Thank you for your time and if you have any questions, please contact myself or QAILS.

Kind regards,

(Contact details)



Appendix 4: Campaign Poster



QAILS SPEAK UP CAMPAIGN

Do you want to make a difference to legal aid access in Queensland?

Apply to become a spokeswoman today – ask your Community Legal Centre how



Queensland Association of Independent Legal Services Inc

**WOMEN WE NEED
YOU!**

**Have you
experienced
family law
problems?**

**Has a Community
Legal Centre
helped you?**

**Do you want to
make a
difference?**

**Become a
Spokeswoman
today**

**WE ARE LOOKING
FOR:**

1. People who are comfortable sharing their story
2. Confident communicators
3. People who want to make a change



Appendix 5: Role Information Package

Role Description

Overview

Purpose of SpeakUP Campaign

Role Title	Family Law Spokeswoman
Date Created	
Reports to	
Time Commitment	Approximately 1 media event per month, for a period of 12 months

Community Legal Centres (CLCs) are struggling for funding and support from the Government. Last year, the CLCs were forced to turn away 80,000 people who requested their help. Your role in this campaign will help reduce this figure by greatly increasing the availability of legal aid.

The spokeswomen will be representative of others members of the community who are seeking legal advice for family law issues. By sharing their experiences at media events, spokeswomen will highlight the necessity of CLCs to the community. The ultimate goal is for the media coverage to increase government funding for CLCs, so that they may provide legal services to more people.

Characteristics of Spokeswomen

We are looking for women who have the following traits:

- Belief: believe in themselves and what they are talking about
- Enthusiasm: enthusiastic and passionate about advocating for their cause
- Knowledge: have enough information to make their case to the media
- Empathy: the ability to 'put themselves in others shoes'
- Energy: energetic in their interactions with the community and media
- Consistency: consistent in what they say and do

Requirements of the role

- Have prior experience at a CLC
- Have dealt with their legal issue prior to application for this role

Abilities of Spokeswomen

Interested applicants should:

- Have a willingness to convey their story to the media
- Work well under pressure
- Have a degree of familiarity with using the internet and email



Responsibilities

- Involvement in your choice of media engagements, including radio interviews, written testimonials and interviews for print
- Attending between 2-4 meetings with a QAILS representative
- A 12 months commitment to the campaign
- Maintain contact with QAILS via email and telephone as required
- Participating in an evaluation of the SpeakUP campaign to make it more effective in the future
- Adherence to the QAILS behavioural standards including the values, code of conduct and any other relevant behavioural standards

Benefits

There are a variety of personal and professional benefits from participating in the campaign, including opportunities to:

- Make a difference to community by contributing stories that could potentially empower people going through same or similar issues
- Advocate for victims with family law issues who do not have a voice, to improve their outcomes
- Work with QAILS, a peak representative body representing funded and unfunded CLCs operating throughout Queensland
- Give back to the CLC that helped you
- Experience professional media training with Big Splash Media
- Network with other spokeswomen who have also gone through family law issues
- Gain qualification as a spokeswoman for family law issues
- Participate in a 'graduation' ceremony at the end of your 12 months as a spokeswoman, and receive a certificate of appreciation for your work

Support and Training

QAILS is committed to the ongoing support and education of Family Law Spokeswoman to enable them to perform their role effectively. Support will be provided to Spokeswomen through comprehensive orientation, conferences, regular evaluation/feedback opportunities and a selection of relevant training.



Appendix 6: Example Fact Sheet

What You Need to Know

- Most incidents of domestic, family and sexual violence go unreported so it is impossible to measure the true extent of the problem
(http://www.aph.gov.au/About_Parliament/Parliamentary_Departments/Parliamentary_Library/pubs/rp/rp1415/ViolenceAust#_Toc401045319)
- 41 per cent of women (3,560,600), in 2012, had experienced some form of violence since the age of 15 *(ABS 2012 Personal Safety Survey)*
- An estimated 62 per cent of women experienced their most recent incident of physical assault by a male in their home *(ABS 2012 Personal Safety Survey)*
- 17 per cent of all women had experienced violence by a partner since the age of 15 *(ABS 2012 Personal Safety Survey)*
- Between 80 and 100 Australian women die at the hands of their male partners each year *(ABS Personal Safety Survey 2006)*
- Between 2006-2012, an average of 23 deaths per year occurred in Queensland as a result of domestic and family violence; 44% of all homicides in the state for that period *(Domestic and Family Violence Death Review Unit, Office of the State Coroner of Queensland, 2010)*
- 293 applications for legal aid for family matters were refused in Qld; higher than any other state or territory. For every three applications accepted, one is refused *(October 2015, National Legal Aid Statistics, <http://lacextra.legaid.nsw.gov.au/NLAREports/reportviewer.aspx?reportname=ApplicationStatus>)*



Appendix 7: Spokeswomen Questionnaire

Spokeswomen

Please tell us your thoughts about the SpeakUP campaign by rating each of the following statements. Please highlight one of the options. There are no right or wrong answers. If you have additional comments, please use the space provided.

1. The campaign allowed me to communicate the experience that I had with a CLC.

Strongly disagree Disagree Neutral Agree Strongly agree

2. I felt like a made a difference.

Strongly disagree Disagree Neutral Agree Strongly agree

3. I would recommend participating in the SpeakUP Campaign to other women.

Strongly disagree Disagree Neutral Agree Strongly agree

4. I felt safe and comfortable speaking about my experiences.

Strongly disagree Disagree Neutral Agree Strongly agree

5. The Big Splash training made me feel more prepared to speak to media.

Strongly disagree Disagree Neutral Agree Strongly agree

6. I felt prepared to speak. If not, what further training do you think you needed?

Strongly disagree Disagree Neutral Agree Strongly agree



7. I felt supported by QAILS, and was happy with the level of communication between us.

Strongly disagree Disagree Neutral Agree Strongly agree

8. The workload was adequate.

Strongly disagree Disagree Neutral Agree Strongly agree

9. I would be willing to talk to new spokeswomen about my role.

Strongly disagree Disagree Neutral Agree Strongly agree

10. I had a positive interaction with the other spokeswomen.

Strongly disagree Disagree Neutral Agree Strongly agree



Appendix 8: CLC Questionnaire

1. Do you think this campaign would work with other client groups?
2. Would you be willing to participate again?
3. How difficult was to find and screen appropriate candidates?
4. If you could not find anyone, why do you think that was?
5. How difficult was it to approach past clients?
6. Have you seen a noticeable increase in awareness in CLC work, and increased clients?
7. Would you be willing for us to call for further information? Yes/No



Appendix 9: Certificate of Appreciation



Queensland Association of Independent Legal Services Inc

Certificate of Appreciation

This is to certify that
First Name Surname
Has completed
12 month Spokesperson role with QAILS
Completed events include:

1. —
2. —
3. —

Authorised by: _____