



COERCIVE CONTROL

A Story That's Not Ours

Campaign Stakeholder Toolkit

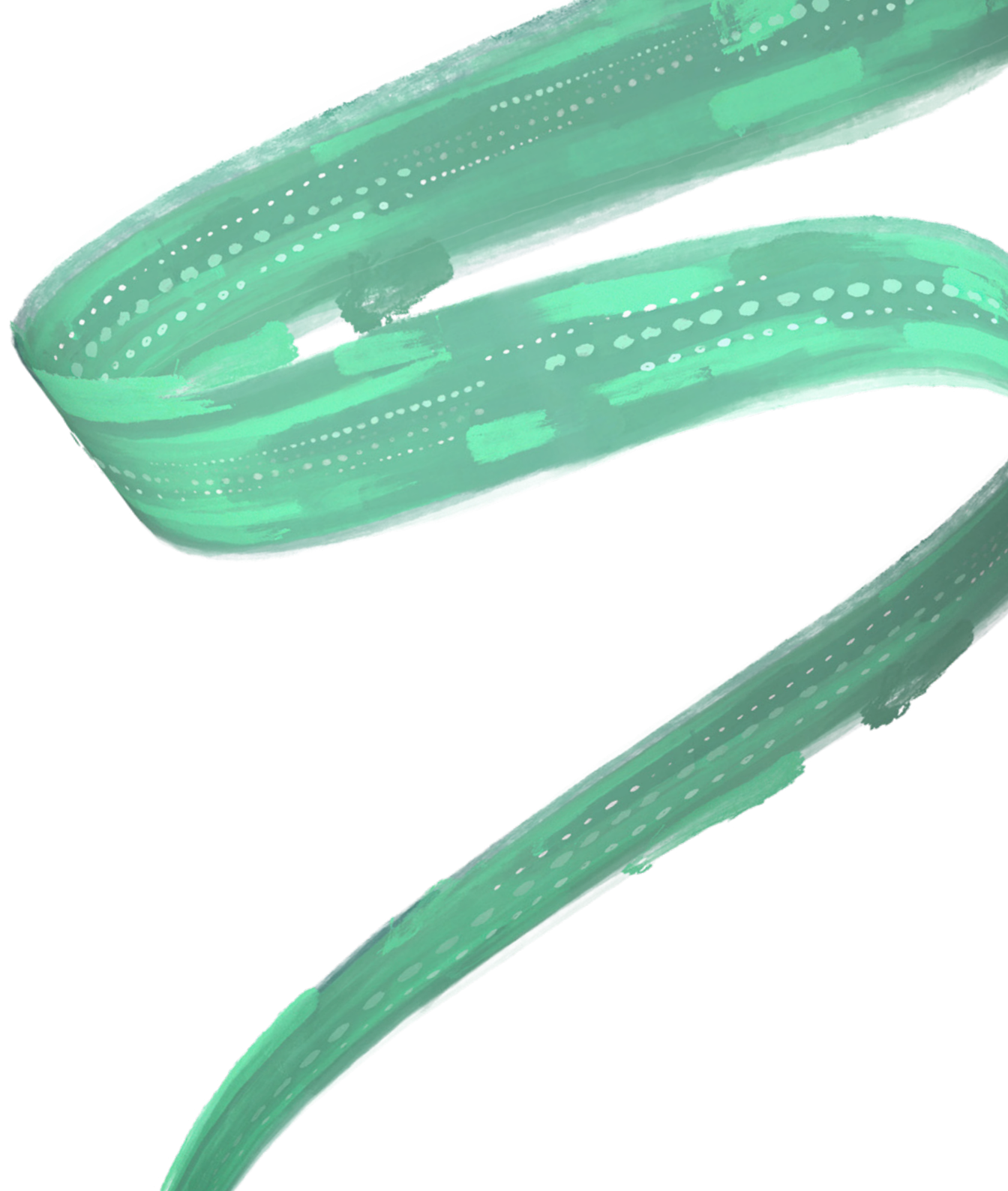
Campaign in market:
December 2024 – September 2026

Languages included in toolkit:
Plain English, Kimberley Kriol, Martu, Ngaanyatjarra



WHAT'S IN THIS TOOLKIT?

- About this campaign
- Purpose of this toolkit
- Campaign key messages
- How you can help
- Campaign materials
 - Poster
 - Social tile and post
 - Social carousel
 - 30 second video
 - 15 second videos
 - Audio recordings
 - Digital banners
 - Short news article
- Copyright and contact



ABOUT THIS CAMPAIGN

The Western Australian Government is committed to reducing family and domestic violence in WA and has launched a statewide multi-language campaign to raise awareness of coercive control among Aboriginal communities.

The campaign was created with Aboriginal people for Aboriginal people and uses cultural storytelling practices at the heart. The voiceover is an Aboriginal Elder speaking to mob about the serious issue of coercive control, highlighting the behaviours and how it is a form of family and domestic violence.

Family and domestic violence is not always physical

If someone is controlling and does something bad over and over, it can make you feel scared, shame, and no good

...it's called

COERCIVE CONTROL

and it's not part of our culture





**From the campaign Creative Director
at Nani Creative.**

"Storytelling is an important part of our culture. It's also a way for our mob to speak about serious issues. This campaign is created with Aboriginal cultural storytelling practices at the heart."

"The strength of this story is in the Elder speaking to mob about the serious issue of family and domestic violence, specifically coercive control. It aims to empower mob to share the story between themselves."

"By pulling on cultural levers - visual storytelling and spoken through the voice of an Elder, the message is authentic. The message is, that coercive control is not part of our culture."

PURPOSE OF THIS TOOLKIT

This toolkit is to help spread the 'Coercive Control – A Story That's Not Ours' family and domestic violence campaign messaging.

This toolkit contains a poster, social media posts, videos, audio recordings, digital banners and a short article to share with your networks and Aboriginal communities.



CAMPAIGN KEY MESSAGES

- Aboriginal culture is strong with stories, but this story is not part of us.
- Family and domestic violence is not always physical.
- If someone is controlling and does something bad over and over, it can make you feel scared, shame and no good.
- This is coercive control and it's not part of our culture.
- This campaign was created with Aboriginal people, for Aboriginal people, using cultural storytelling practices at the heart.
- Look up on the internet:
wa.gov.au/familyviolence



HOW YOU CAN HELP

We ask for your support in sharing the campaign messages.

You can do this by:

- Printing out posters and pinning them up for your community, staff or customers to see.
- Including campaign messaging and artwork in your newsletters.
- Using the social media assets and news article on your channels.
- Sharing this toolkit with your networks.

Family and domestic violence is not always physical

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and it's not part
of our culture

Look up on the internet

 wa.gov.au/familyviolence



POSTER

Download poster [here](#)



SOCIAL MEDIA

You can cut and paste this copy for a social media post.

Aboriginal culture is strong with stories, but this story is not part of us.

When he gets jealous a lot and makes you feel shame, over and over, it's called coercive control and it's not part of our culture.

This campaign was created with Aboriginal people, for Aboriginal people, using cultural storytelling practices at the heart.

Look up on the internet: wa.gov.au/familyviolence

Download social tiles [here](#)

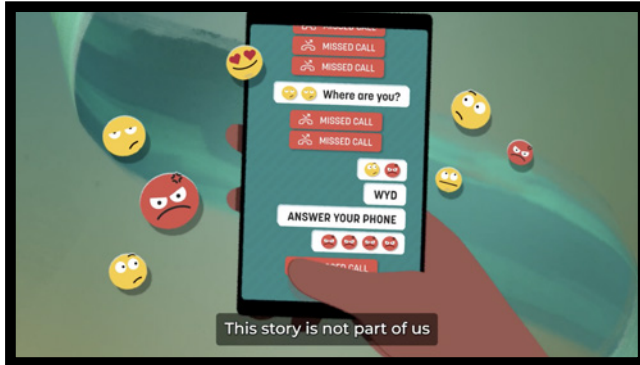


Download social carousel [here](#)



VIDEOS

Use the links below to share the in-language videos with your networks.



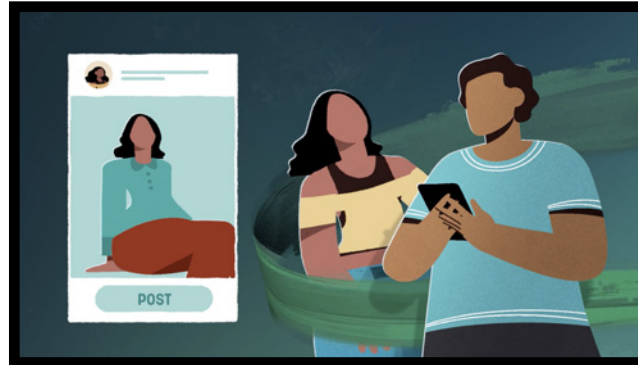
30 second

[Plain English](#)

[Kimberley Kriol](#)

[Martu](#)

[Ngaanyatjarra](#)



15 second (version A)

[Plain English](#)

[Kimberley Kriol](#)

[Martu](#)

[Ngaanyatjarra](#)



15 second (version B)

[Plain English](#)

[Kimberley Kriol](#)

[Martu](#)

[Ngaanyatjarra](#)

AUDIO RECORDINGS

Listen to and share these audio files in the following languages:

[Kimberley Kriol](#)

[Martu](#)

[Ngaanyatjarra](#)

[Plain English](#)

DIGITAL BANNERS

[Download the digital banners here](#)



SHORT NEWS ARTICLE

You can cut and paste this short article for use on your channels, such as newsletters and website.

Coercive Control – A Story That’s Not Ours

The WA Government has launched an advertising campaign ‘Coercive control – A Story That’s Not Ours’ to increase awareness within Aboriginal communities that coercive control is a form of family and domestic violence.

It has been created with Aboriginal people, for Aboriginal people, using cultural storytelling practices at the heart.

The campaign highlights examples of coercive control and how it makes a victim/survivor feel. Voiced by female Aboriginal Elders in four languages it reinforces the message that coercive control is not part of our culture.

To learn about coercive control and where to go for help visit www.wa.gov.au/familyviolence

COPYRIGHT AND CONTACT

Copyright

- Material in this toolkit is intended for your general use and information.
- You are free to use and distribute the material.
- Do not edit or change the material in any way.

Contact

If you have any questions about the campaign or toolkit please email:
scu@dpc.wa.gov.au