

'So, what do you do?'
**Campaign kit for family
violence organisations
in Victoria**

Your organisation can help grow the family violence workforce in Victoria.

The 'So, what do you do?' campaign aims to generate interest in the family violence sector and prompt action from students, graduates and professionals who have the qualities and skills the sector needs. We need your help to ensure the message is spread far and wide.

The campaign was developed by Family Safety Victoria, and was informed by research over several months involving potential candidates, family violence workers and stakeholders.

This kit includes resources and insights that will help you to attract and retain 'good fit' people to the specialist family violence sector. It also contains sample social media posts, web badges, shell advertisements and more, which you can download and share (and customise if you wish).

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How you can help

Share campaign messages

- Read the information in this kit
- Use the jobs portal <https://jobs.familyviolence.vic.gov.au/>
- Share campaign images and messages through your organisation's social media networks
- Encourage your staff to share the images and messages through their social media networks

Consider your recruitment and retention approach

- Become familiar with the research findings in this kit, and consider how you could apply them to your recruitment and retention strategies
- Review your recruitment and retention practices:
 - Can a jobseeker call you to discuss the role?
 - Have you highlighted the benefits of working for your organisation?
 - Are you looking for diverse, representative candidates?
 - Are you providing the support your staff need to thrive in their roles?
- Include relevant campaign key messages in your recruitment communications
- Use the job advertisement template when recruiting staff

Help make change happen

- Work with universities to offer placements or part-time work, or participate in career expos or talks
- Work with high schools to offer career talks about what it's like to work in family violence
- Collaborate with other family violence organisations to offer rotations for staff who would benefit from a change in role

About the campaign

The need

Victoria's family violence sector is experiencing unprecedented growth in size, scale and demand following the release of the recommendations of the *Royal Commission into Family Violence (Victoria)* in 2016.

While the visibility and importance of family violence has increased, general awareness and recognition of the specialist workforce that exists to address the issue has not.

Recommendation 207 of the Royal Commission called for the Victorian Government to develop a 10-year industry plan for family violence prevention and response in Victoria. The plan was to cover:

- the workforce requirements of all government and non-government agencies and services that have or will have responsibility for preventing or responding to family violence—among them specialist family violence services, perpetrator interventions, police, legal and justice services, and universal and secondary service systems
- remuneration, capability and qualifications, workforce diversity, professional development needs, career development and workforce health.

Building from Strength: 10-Year Industry Plan for Family Violence Prevention and Response (Building from Strength) was launched in December 2017. It identified challenges for the specialist family violence and primary prevention sectors in attracting and retaining suitably qualified staff, particularly in rural areas. One of the immediate actions included "undertaking, in partnership with the sector, a targeted campaign to attract workers to the specialist family violence sector."

Campaign opportunities

- Establish that the family violence sector exists and how the sector works with or meets the needs of populations of interest.
- Promote Victorian Government investment to develop the family violence workforce and the range of jobs available.
- 'Open up' the sector by helping more people understand the range of potential roles.
- Highlight how addressing family violence serves the bigger picture.

The research

As part of developing the campaign, we talked to students, professionals who were open to a career change, family violence workers and stakeholders – to understand:

- Knowledge of family violence and primary prevention work
- Drivers to consideration and investigation of family violence roles
- Responses to roles and take-up pathways
- Differences for potential audience groups
- How to instil a feeling of pride in existing workforce.

Key findings

Potential candidates want to know that:

- the types of work, roles and organisations in the family violence sector are diverse
- they will work with a team
- they will learn from by inspirational colleagues
- they will be supported, particularly if they have previously experienced trauma
- the sector is well funded and supported by government
- working in family violence is about driving positive change for families

Campaign opportunities

- Alleviate the fears of those who come to the sector with experience of trauma by outlining how they will be supported in their roles.
- Look for ways to go to potential candidates, to prompt their interest and awareness.
- Address people's lack of confidence by creating a sense that they will be valued and supported.
- Emphasise that the sector seeks cultural diversity in its workforce because it serves culturally diverse communities.
- Highlight that training and frameworks are provided to support people in the sector to manage their own and other's safety.
- Upload and promote job vacancies on the jobs portal.

The campaign

The 'So, what do you do?' campaign is designed to work on three levels:

1

Capturing attention and raising awareness

As well as recruitment, this campaign is about building the family violence sector brand – professional, purposeful, collaborative, dedicated and values-driven.

It's also an opportunity to convey what it's like to work in the sector – challenging, rewarding, dynamic, inclusive, supportive, with the opportunity to make a difference.

Advertising, including print and online, will drive candidates to the website to find out more. You can also use the advice and resources in this kit.

2

Sharing information to deepen understanding

When candidates come to the recruitment website, they will find informative and engaging information that will help deepen their understanding of the sector and the diverse roles available across Victoria.

Stories of workers and students will be shared through the website, media and social media.

This is also where your organisation comes in – targeted information will be available for stakeholders, employers, communities and universities to share through their networks.

3

Engaging people 'on the ground'

The campaign will be strengthened and brought to life if potential candidates have the opportunity to hear directly from people in the sector. We encourage organisations to consider exploring opportunities such as:

- Speaking at relevant university open days or career days
- Inviting students to visit the workplace or observe activities
- Working with universities to arrange placements or part-time work
- Speaking with interested candidates about advertised job roles
- Sharing campaign content and materials with your social media and professional networks.

Campaign resources

Recruitment messages

Career changers

- Are you thinking about a career change? What if your new job was helping families affected by family violence?
- Are you thinking about a career change? What if your new job was supporting women and children affected by family violence?
- Are you thinking about a career change? What if your new job was preventing family violence?
- Are you thinking about a career change? What if your new job was working with men who use family violence?
- We're hiring. For more information about this role visit www.familyviolence.vic.gov.au/jobs
- <Another organisation> is hiring. For more information about this role visit www.familyviolence.vic.gov.au/jobs

Graduates and students

- Thinking about what's next after your studies? What if your new job was helping families affected by family violence?
- Thinking about what's next after your studies? What if your new job was supporting women and children affected by family violence?
- Thinking about what's next after your studies? What if your new job was preventing family violence?
- Thinking about what's next after your studies? What if your new job was working with men who use family violence?
- We're hiring. For more information about this role visit www.familyviolence.vic.gov.au/jobs
- <Name of organisation> is hiring. For more information about this role visit www.familyviolence.vic.gov.au/jobs

Diversity

- Family violence roles are incredibly diverse – from case management and counselling, to policy and research, to training and communication.
- Working in family violence is a chance to make a real difference, with a wide variety of roles available to work with women and children / families affected by violence / men who use violence.
- Right now, there are opportunities across Victoria for people with diverse skills, experience, backgrounds and qualifications who want to be part of the family violence sector.
- Don't assume you're not right for a job in family violence – we need people with diverse backgrounds, experience, qualifications and skills right across Victoria.
- The sector needs people who represent, and/or have the cultural competency to work with diverse audiences including CALD, Aboriginal, disability and LGBTIQ individuals and communities.

Family violence workers

- Are you working in family violence, want to stay in the sector, but feel like a change?
- If you already work in the family violence sector your skills are in demand, visit the new family violence recruitment website at www.familyviolence.vic.gov.au/jobs to see the range of roles available to build a long term career
- Build a long term career in the family violence sector, visit the new family violence recruitment website at www.familyviolence.vic.gov.au/jobs and plan your next career step
- Discover the range of roles available across Victoria. Visit the new family violence recruitment website at www.familyviolence.vic.gov.au/jobs

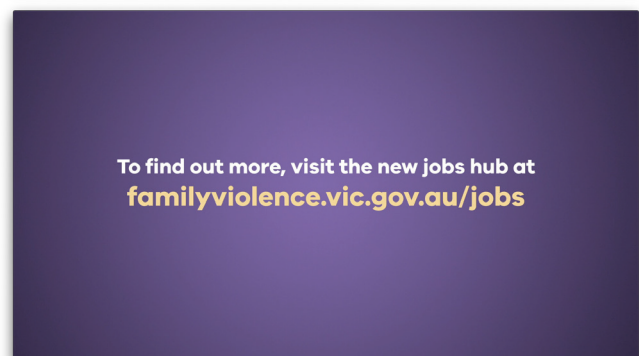
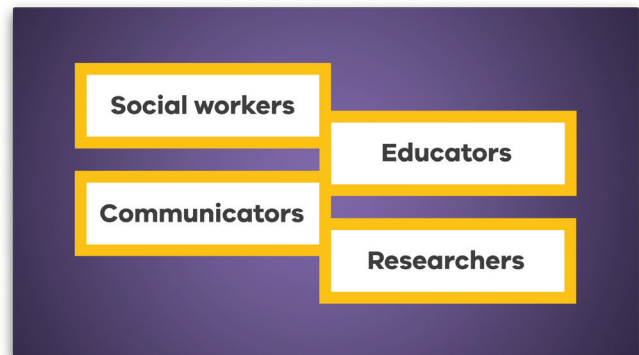
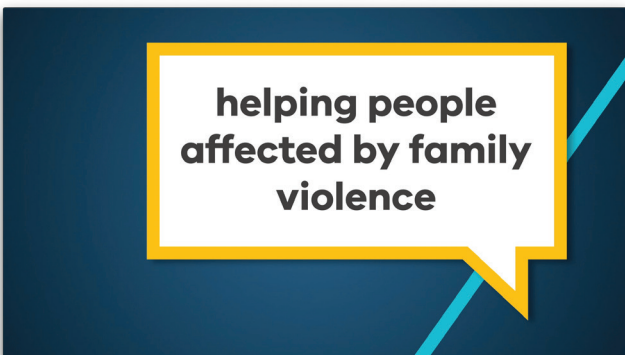
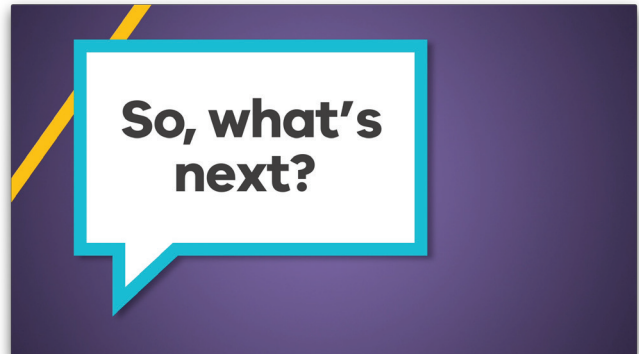
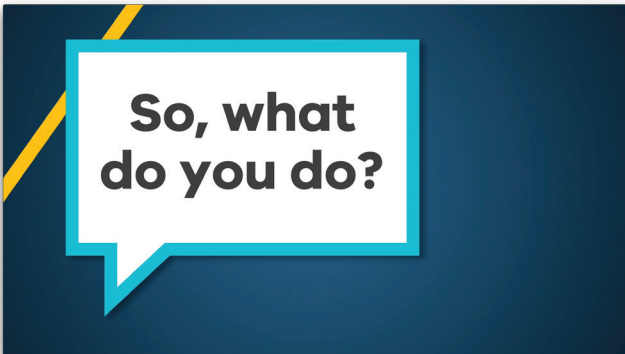
Talk to us

- You are very welcome to contact us if you have questions about the role, our organisation, how we support our staff, or how you could transfer your skills into this role.
- Contact <Name>, our <Position title> at <email address and/or phone number> for a confidential discussion.

Videos

The campaign includes centre piece animations with the campaign messages and a call to action to visit the new family violence recruitment website. There is an animation aimed at graduates with a choice of a male or female voice over and there is a broader animation aimed at attracting attention from people who might be interested in a career change.

You can download and use these materials from the employer section of the campaign website: www.familyviolence.vic.gov.au/employers



Advertising materials

The campaign includes materials for Victorian family violence organisations to use, these include:

- Poster style advertisements and social media banners with messages aimed at graduates; and
- Poster style advertisements and social media banners with messages aimed at mature workers and career changers.

You can download and use these materials from the employer sections of the campaign website: www.familyviolence.vic.gov.au/employers

So, what do you do?

What if your new job was helping people affected by family violence?

Right now across Victoria there are opportunities for people who want to make a difference in a career that's meaningful, challenging and rewarding. From social workers and educators, to communicators and researchers - the family violence sector needs people with different skills, experiences and backgrounds for roles as diverse as the communities we serve.

Be part of a team working to make positive change and end family violence.

Visit the new jobs hub at familyviolence.vic.gov.au/jobs

If you, a child, or another person is in immediate danger, call 000. For sexual assault, domestic and family violence counselling services, call 1800 RESPECT 1800 737 732.

VICTORIA
State Government

So, what's next?

What if your new job was helping people affected by family violence?

Right now across Victoria there are opportunities for people who want to make a difference in a career that's meaningful, challenging and rewarding. From social workers and educators, to communicators and researchers - the family violence sector needs people with different skills, experiences and backgrounds for roles as diverse as the communities we serve.

Be part of a team working to make positive change and end family violence.

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VICTORIA
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So, what do you do?

What if your new job was helping people affected by family violence?

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What if your new job was helping people affected by family violence?

Social media content

Where possible include a link to www.familyviolence.vic.gov.au/jobs as part of your social posts.

Sample posts

- ‘So, what do you do?’ It can be a tough question to answer, no matter how you interpret it.
- Have you seen the new #SoWhatDoYouDo? campaign from #FamilySafetyVictoria?
- Have you checked out Victoria’s new #FamilyViolenceJobs website yet? It links to a range of family violence jobs in government, private and not-for-profit organisations in Victoria. It also provides information and resources to help potential candidates understand the diverse roles, organisations and people that make up the family violence sector. Visit www.familyviolence.vic.gov.au/jobs to find out more.
- If you have #FamilyViolenceJobs to advertise, make sure they’re on Victoria’s new family violence jobs portal. The jobs portal makes it easy for people who aren’t currently working in the sector to find out more about family violence work and see what roles are available. Have a look at www.familyviolence.vic.gov.au/jobs.
- From social workers and educators, to communicators and researchers – the family violence sector needs people for roles as diverse as the communities we serve.
- What if your new job was helping families affected by family violence? Right now across Victoria there are opportunities available for people who want to be part of a team working to make positive change and end family violence.
- The family violence sector needs culturally competent people in its workforce because it serves culturally diverse communities. If you identify with or have experience working with culturally diverse audiences including Aboriginal, disability and LGBTIQ individuals and communities, there a range of family violence jobs in government, private and not-for-profit organisations in Victoria that could be right for you. Visit www.familyviolence.vic.gov.au/jobs to see what’s available.

- Victoria is investing to grow its family violence workforce. It needs people with lived experience of family violence who want to be part of a supportive team working to make positive change. Visit www.familyviolence.vic.gov.au/jobs to see the range of roles available.
- People with lived experience of family violence are a vital part of Victoria’s family violence workforce. If you’re looking for a career that’s meaningful, challenging and rewarding, visit familyviolence.vic.gov.au/jobs to see the range of roles available.

Recommended hashtags

- #SoWhatDoYouDo? **OR** #SoWhatsNext?
- #FamilyViolenceJobs
- #EndFamilyViolence

Tags

- LinkedIn: [familysafetyvictoria](https://www.linkedin.com/company/familysafetyvictoria)
- Twitter: [@FamilySafetyVic](https://twitter.com/FamilySafetyVic)

Research findings

What do we know about potential candidates?

Potential candidates are:

- Social work students or graduates.
- 'Career changers': professionals in other areas seeking a career change – especially people working in government, justice, health promotion, counselling, alcohol and other drug treatment services, mental health, homelessness, disability and aged care.
- People already working in the family violence sector who are looking for a different role or to progress their career.
- People with lived experience.
- people who identify as part of a diverse community, including CALD, Aboriginal, disability and LGBTIQ individuals and communities.

What do people already know about family violence work?

People with low knowledge of the sector

People who see the sector from the 'outside in' include people who are studying or working in the health and community services fields who have no personal experience of family violence, and no other trigger to investigate or consider how the family violence sector might work.

They are typically interested in and sympathetic to the topic of family violence once raised, and can be intrigued by the idea that they are needed and wanted by the sector. However, they will not seek out information on the sector as a potential employer.

People who are familiar with the sector

People working in the family violence sector or in roles that involve cooperation with family violence services are more aware of the sector and how it works.

Social work students, and especially those that have undertaken a placement in a family violence service or studied a special family violence subject are also more aware.

These people are more interested and engaged in the sector. However, they don't always know or have confidence in their skills and ability to contribute.

The work sounds difficult and specialist, and people can easily doubt that their skills and experience will readily translate into family violence worker roles.

What about people with lived experience?

- People who have personal experience of family violence are more aware of the sector and the work.
- Those with personal experience are highly motivated but want to be reassured that they will be supported to manage their trauma.
- People working and studying outside of the sector without personal experience find it harder to imagine family violence work.

What motivates people?

- Their values: social justice, equality, feminist, women's rights.
- The opportunity to be part of, or contribute to, change.
- Having a job that has purpose and helps to make a difference.
- Doing work that is challenging and difficult – but also meaningful, important and rewarding.
- Many people relish the idea of dealing with complexity and uncertainty.
- Many want to work directly with women and children in need and believe that a potentially fast-paced environment that involves judging and dealing with risk will suit them.
- One of the benefits of the sector is the diversity of its roles and that there are roles to suit many interests. For some people, the opportunity is about the intellectual challenge of policy and advocacy, others jump at the idea of working at the coalface, and many like the thought of working with young people in a primary prevention setting.

What might deter people from considering a family violence role?

- A lack of knowledge of the sector and the roles, functions, jobs and employers.
- Fear of the work – perceptions of crisis, risk and danger.
- The sector appears daunting.
- University students worry that their age and lack of life experience will mean they won't be able to do a good job, or that their clients will judge them.
- People with qualifications and experience in social work, community development, counselling, psychology and legal work don't necessarily believe that their training and experience in other sectors (even if directly related) will be enough. They aren't sure whether or not the family violence sector will be interested in hiring them and they need signals that they are wanted and valued.

What do people want to know?

- That there is a family violence sector; that it has a range of employers, functions and roles; and that a diverse range of people, especially people who are culturally competent, are needed.
- The Victorian Government is investing in the sector following the Royal Commission, with more positions and increased training and development.
- Those who are least connected to the sector want to understand the size of the problem and the nature of family violence. Creating understanding and a sense of urgency is a key step in bringing the issue (and hence the work) closer for 'outsiders'.
- The sector offers training, theoretical frameworks, supervision and support.
- People want to know what qualifications are required by the sector. When people understand the sector and roles, they understand that social work, community development, counselling, psychology and legal qualifications will be helpful.
- People with qualifications and experience in social work, community development, counselling, psychology and legal work want to understand what family violence-specific training they will receive to enable them to move into the sector.
- That they hold the required skillsets and character traits: empathy, understanding of risk, openness to learning, comfort with uncertainty and change, being a good listener and communicator, being able to maintain professional boundaries, being self-reflective, and being optimistic yet realistic.

- Knowing that support exists help people to feel safe about moving into the sector. People want to know that they will be supported in their roles – including through training, frameworks, supervision and debriefing, and a thoughtfully constructed workload.
- That working in family violence is a chance to change the story for families, either through prevention or response work.
- That the 'intensity' of the work will be balanced by support and a manageable workload.
- Current family violence workers believe the campaign should have a broader educative role: facts about family violence, links to resources and evidence such as Our Watch's Change the Story, and background information about the Royal Commission and Victorian Government investment. This will help to build the knowledge of outsiders who may have the right qualities but lack the knowledge to seriously contemplate a job in the sector.

Messaging tips

- In your recruitment communications, avoid explicit messages that the sector is growing because family violence rates are growing; this can sound alarming.
- Rather than appealing to a potential applicant's career ambitions (e.g. explicitly citing career advancement, personal growth) it can be more effective to imply personal growth and advancement by calling out the skills, qualifications and experience needed to do the work well.

How do you attract people from outside the sector?

- We need to go to them to prompt interest and awareness. They will not likely seek out information about the sector as a potential employer.
- We should signal the sector's gendered lens. However, be careful not to exclude the LGBTIQ+ community or men, or deter potential candidates who hold social justice values but don't (yet) have a gendered lens.
- Avoid using the terms 'family violence response worker' and 'family violence prevention worker' as a first point of introduction to family violence work. These communicate to 'insiders' – people who are already familiar with the sector.
- Highlight the diversity of opportunity, and there are roles to suit many interests and backgrounds.

- Make it clear when and where men are able to contribute.
- Call out when you're interested in people with qualifications from other sectors to consider a role (e.g. social work, psychology, legal, cultural, community development).
- Outline what sector-specific training is typically provided.
- Highlight the way in which people from other sectors are highly valued because of the knowledge they bring about the related services they need to work well with.
- Highlight salary packaging and portable long service.
- Emphasise that teamwork is a core part of any role.
- Highlight the nuances of the job (no two days will be the same) and the way in which roles are challenging but worthwhile.
- The sector is highly skilled and professional, undergoing change and increasing investment, and filled with people who are working to ensure the safety of families.
- Make it clear that you welcome and value people with different backgrounds.
- Explain that the sector offers opportunities for people who have the right qualities and want to transfer their skills to meaningful, challenging and rewarding work.
- Tell the stories of the people who work in your organisation to inspire and encourage others to consider a career in family violence / a role with your organisation. Show a range of people – men, Aboriginal people, CALD people, people with disability – undertaking a diverse range of roles.
- Highlight the positive aspects about the work, for example that it's never dull, rewarding, the roles and workplaces are unique and varied, there's potential to have an impact and effect lasting change, you will personally and professionally grow, it enables you to critically think about how you live your life, you'll work with/be exposed to a wide range of people with diverse skills and experiences, and you will be part of change.

Attracting and recruiting ideal candidates from other parts of the sector

- Address people's lack of confidence by creating a sense that they will be valued and supported.

What about recruiting for prevention roles?

- Once family violence sector roles are explained to people with low knowledge about the sector in more detail, prevention roles are typically seen as more accessible than response roles. Prevention roles don't rely on case work/social work skills, and allow for easier translation between people's current skillset and experience and family violence work.
- Prevention roles are less associated with danger (to oneself, and the danger that unskilled practitioners might expose clients to).
- Prevention roles feel like an easier entry point into the sector for people lacking direct or tangential experience.
- To some people, the idea that prevention roles offer the chance to more holistically prevent family violence is very compelling.

What about recruiting for men's behaviour change roles?

- The complexities of men's behaviour change programs and work are not well understood.
- People imagine these roles potentially involve working with violent or angry men, and this can be triggering for victim survivors, or create fear for people that they will be working with men who are reluctant and unwilling to change.
- Many people don't tend to see the skill involved in working in these services.
- The specialist training these roles involve could be positioned as an exciting opportunity for 'high flying' young psychologists, counsellors and social workers.

What are some strategies identified in the research to help retain staff?

- Formal supervision, coaching, mentoring, training, and providing support services like employee counselling are seen as fundamental for retaining people and especially important for graduates. These types of supports ensure staff emotional wellbeing, encourage self-care, and help them to develop professionally.
- Facilitating networking across the sector, especially for graduates and workers in regional areas; organisational leaders who model good behaviours; and taking the time to celebrate successes and wins are also seen as important ways to retain staff.
- Strengthening the relationship and connection between prevention and response workforces could help people to build diverse careers, and avoid burnout, by rotating people through the sector.

Other key findings

Perceptions of crisis, danger and risk

- A key perception that many people outside of the sector hold is that family violence work is about dealing with crises – involving police, the ambulance, hospitals and the courts. They don't think about functions such as outreach and casework, and they don't understand prevention.
- People outside the sector also imagine family violence work might involve personal danger for workers. People fear for their own safety and also that they wouldn't be able to keep people safe.
- Family violence workers have a more nuanced understanding of the work, including the variety of ways in which family violence might unfold, but also of the frameworks and protocols that enable their work.

Sense of the sector and its roles

- There is little sense of a holistic sector with a clear entry pathway, range of roles, and integrated, complementary services or even a prevention/response split.
- Students who have been on placement, or people working in social/community work or first responder roles, have more insight into what the sector involves – however some may see their own work as 'family violence work' rather than considering specialised family violence roles.

Understanding response and prevention

- The terms 'prevention' and 'response' do not necessarily communicate what roles they cover to those who aren't familiar with the sector – they aren't a good introduction or way of explaining family violence sector work.
- Once a range of employers and functions are spelled out, people with less experience of the sector (including potential candidates) begin to understand what people 'do' in prevention and response roles and the variety of different roles available in the sector.
- This is eye-opening information, and for many people they will begin to see themselves in the roles – envisaging how their current skills and experience might translate into the family violence sector.
- People also become interested in understanding how they might move between roles, and what career pathways and progression is possible.

Remuneration

- The pay may be a deterrent for many to enter into the family violence sector (or community sector more generally) – but it is not a barrier for all. High pay is not a driver for those entering the community sector.
- Students and people working in the community/social sector expect that they will need to be driven by purpose, as much as by money. They also acknowledge that family violence sector pay is not commensurate with the burden on, and skill level expected of, workers.
- The option of salary packaging is of interest and should be highlighted.
- Also highlight people's access to portable long service leave, which would make it more attractive for people to work across, and stay in, the sector.