



# Coercive control microsite

Promotional toolkit

AUGUST 2023



## About the microsite

The Department of Communities and Justice (DCJ) has developed a dedicated microsite to educate the NSW public about coercive control.

The microsite aims to increase awareness and understanding of coercive control, and to support implementation of the [Crimes Legislation Amendment \(Coercive Control\) Act 2022](#).

DCJ will promote the microsite on social media and digital channels from 30 August 2023.

You can access the microsite webpages at the links below:

- Landing page - [nsw.gov.au/coercive-control](https://nsw.gov.au/coercive-control)
- What is coercive control - [nsw.gov.au/coercive-control-what-is-it](https://nsw.gov.au/coercive-control-what-is-it)
- What are the signs - [nsw.gov.au/coercive-control-the-signs](https://nsw.gov.au/coercive-control-the-signs)
- What are the impacts - [nsw.gov.au/coercive-control-the-impacts](https://nsw.gov.au/coercive-control-the-impacts)
- Who experiences it - [nsw.gov.au/coercive-control-who-experiences](https://nsw.gov.au/coercive-control-who-experiences)
- Coercive control and the law - [nsw.gov.au/coercive-control-the-law](https://nsw.gov.au/coercive-control-the-law)
- Get help - [nsw.gov.au/coercive-control-get-help](https://nsw.gov.au/coercive-control-get-help)
- Translated factsheets - [nsw.gov.au/coercive-control/translations](https://nsw.gov.au/coercive-control/translations)

## Help us promote the microsite

You can help us promote the microsite and raise awareness about coercive control by sharing the microsite promotional assets across your networks.

[Download campaign materials.](#)

We suggest including a content warning and information about support services in social media posts, as per the below:

<b>Content warning</b>	This video contains descriptions of domestic abuse.
<b>Support for victim-survivors</b>	If you're experiencing coercive control, there's help available. Contact 1800RESPECT on 1800 737 732 or at <a href="https://1800respect.org.au">1800respect.org.au</a> for 24/7 support.
<b>Support for bystanders</b>	If you're worried someone you know is experiencing coercive control, there's help available. Contact 1800RESPECT on 1800 737 732 or at <a href="https://1800respect.org.au">1800respect.org.au</a> for 24/7 support.

### Support for perpetrators

If you're worried your behaviour is hurting someone you care about, there's help available.

Contact the Men's Referral Service on 1300 766 491 or visit [ntv.org.au/mrs](http://ntv.org.au/mrs) for free, confidential and anonymous support.

### Promotional material

### Suggested post text

#### Animated videos

These are just some examples of coercive and controlling behaviours.

Coercive control can involve any ongoing and repeated pattern of behaviour which hurts, scares, or isolates another person to control them.

Learn more about coercive control at [nsw.gov.au/coercive-control](http://nsw.gov.au/coercive-control)

#CoerciveControl

#### Static tiles

Coercive control is when someone repeatedly hurts, scares or isolates another person to control them. It's domestic abuse and it causes serious harm.

Learn more about the signs of abuse at [nsw.gov.au/coercive-control](http://nsw.gov.au/coercive-control)

#CoerciveControl

## Responding to comments

The topic of coercive control may trigger strong reactions from your audience.

Below are some suggested responses to comments you may receive.

If you require further assistance in responding to comments, please contact [SecretariatCCTF@justice.nsw.gov.au](mailto:SecretariatCCTF@justice.nsw.gov.au)

### Comment

### Suggested response

Person discloses they have or are currently experiencing coercive control

There is help available. Contact 1800RESPECT on 1800 737 732 or visit [1800respect.org.au](http://1800respect.org.au) for support.

If you are in immediate danger, call the Police on 000.

Comment	Suggested response
	<p>Learn more about how to get help at <a href="https://nsw.gov.au/coercive-control-get-help">nsw.gov.au/coercive-control-get-help</a></p>
<p>Person expresses concern that someone they know may be experiencing coercive control</p>	<p>If you're worried about someone else, you can contact 1800RESPECT on 1800 737 732 or visit <a href="https://1800respect.org.au">1800respect.org.au</a> for advice about how you can help.</p> <p>Learn more about how to get help at <a href="https://nsw.gov.au/coercive-control-get-help">nsw.gov.au/coercive-control-get-help</a></p>
<p>Person discloses they are perpetrating coercive control</p>	<p>There is support available. Contact the Men's Referral Service on 1300 766 491 or visit <a href="https://ntv.org.au/mrs">ntv.org.au/mrs</a> for free, confidential and anonymous support.</p> <p>Learn more about how to get help at <a href="https://nsw.gov.au/coercive-control-get-help">nsw.gov.au/coercive-control-get-help</a></p>
<p>Person asks whether it is coercive control when the abusive person is not a current or former partner</p>	<p>Coercive control can happen in any type of relationship, and it's always wrong.</p> <p>Whether you're experiencing coercive control from an intimate partner, a family member, a caregiver, or any other person, you can contact 1800RESPECT on 1800 737 732 or visit <a href="https://1800respect.org.au">1800respect.org.au</a> for support.</p> <p>Learn more about how to get help for coercive control at <a href="https://nsw.gov.au/coercive-control-get-help">nsw.gov.au/coercive-control-get-help</a></p> <p>From next year, it will also be a criminal offence in NSW when a person uses coercive and controlling behaviours towards a current or former intimate partner.</p> <p>You can find out more about the changes to legislation at <a href="https://nsw.gov.au/coercive-control-the-law">nsw.gov.au/coercive-control-the-law</a></p>
<p>Person criticises campaign by saying coercive control doesn't exist, doesn't matter, or isn't as important as other issues</p>	<p>Coercive control is domestic abuse and it causes serious harm.</p> <p>Learn more about the impacts of coercive control at <a href="https://nsw.gov.au/coercive-control-the-impacts">nsw.gov.au/coercive-control-the-impacts</a></p>
<p>Person criticises post because it depicts mainly female victim-survivors</p>	<p>Australian Bureau of Statistics Personal Safety Survey suggests that 1 in 4 women and 1 in 14 men have experienced intimate partner violence since age 15.</p> <p>There are support services available to all victim-survivors of domestic and family violence, including dedicated services for men.</p> <p>Anyone experiencing coercive control can contact 1800RESPECT on 1800 737 732 or visit</p>

Comment	Suggested response
	<p>1800respect.org.au for 24/7 counselling, information and referrals.</p> <p>Learn more about who experiences coercive control at <a href="https://nsw.gov.au/coercive-control-who-experiences">nsw.gov.au/coercive-control-who-experiences</a></p>
Person asks why the legislation only applies to current and former intimate partners	Learn about the changes to legislation at <a href="https://nsw.gov.au/coercive-control-the-law">nsw.gov.au/coercive-control-the-law</a>