



Quarterly Report

1 Jan 2016 – 31 Mar 2016

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Glossary

Abandon

Calls that are routed to the program queue after the welcome message, but hang up prior to speaking to a counsellor (does not include calls that go to voicemail)

$$\text{Abandon} = \text{Number of Calls Offered} - (\text{Number of Calls Handled} + \text{Voicemail})$$

Abandoned %

Total percent of calls abandoned as a percentage of inbound calls offered

$$\text{Abandon \%} = (\text{Number of Calls Offered} - (\text{Number of Calls Handled} + \text{Voicemail})) \div \text{Number of Calls Offered}$$

Abandoned % > 30 seconds

Total percentage of calls that abandoned after service level as a percentage of inbound calls offered

Abandoned % > 60 seconds

Total percentage of calls that abandoned after 60 seconds as a percentage of inbound calls offered

Average Inbound Call Answered Wait Time (mins)

The summed delay (waiting time in queue) for all calls handled by a Counsellor divided by the number of calls handled by a Counsellor. Timing for delay commences upon successful queuing to skill. Abandoned callers wait time is not included in the calculation

$$\text{Average Speed to Answer} = \sum \text{Delay} \div \sum \text{Number of Inbound Calls Answered}$$

Inbound Calls Offered

The number of inbound calls that complete the welcome message and are successfully queued to Counsellor skill

Inbound Calls Answered

The number of calls answered by a Counsellor

Service Level

The percentage of calls answered by a Counsellor within the agreed Service Level time frame

Voicemail

Callers to the service have the option to leave a message and have their call return versus waiting on the line. Voicemail in the report captures the number of callers that selected this option.

Outbound Calls

Outbound calls are made by counsellors, on behalf of the program, to external parties. The system is unable to measure that the counsellor connected to the correct party, a voicemail or an incorrect number.

Outbound Calls > 30 seconds

Outbound calls greater than thirty seconds, uses the duration of 30 seconds to signify that a call connected to the external party and an interaction took place.

1. Report from RDVSA re counselling service

Period: January to March 2016

Report Date: 11 April 2016

Executive Summary

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Progress Against Activity Work Plan

All matters are in hand with continued focus on ensuring high quality trauma counselling service to all clients.

Service Trends and Emerging Issues

In March the full impact of the most recent increase in funding resulted in an increase in occasions of service, a decrease in the abandonment rate and an increase in service level. On the 7 April 2016 the new Rape & Domestic Violence Services Australia model of call management was introduced. While maintaining a high quality trauma specialist service to those who have experienced sexual assault domestic or family violence, the counselling model provide by trauma specialists, has continued to increase occasions of service, decrease the abandonment rate and increase the service level. It is expected that the current outcomes will result in the projected performance outcomes as provided to KPMG being exceeded.

Newly Identified Service Gaps

State and territory services across Australia continue to experience high demand with many closing their books and holding waiting lists. Services continue to look to 1800RESPECT to provide interim support to clients until they are able to accept referral.

Quality Assurance Initiatives for the Reporting Period

The organisation has rigorous quality assurance practices, particularly concerning the provision of high quality clinical services. In addition to these practices, the organisation engages in continuous quality improvement. At present, the quality improvement initiatives relevant to clinical service provision are designed to improve:

- management of waiting times for telephone counselling,
- accessibility to counselling services for people from culturally diverse communities, and
- accessibility to therapeutic frameworks and practices that guide senior clinical work.

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Compliments

23 compliments were received by clients during this reporting period.

Information about any workplace injury leading to a claim or death

Nil to report

Promotion and Awareness Activities

1800RESPECT Dunny Door Campaign

Approximately 5,000 stickers were distributed in the reporting period.

Other

The organisation has negotiated with The Age, Daily Telegraph, The Guardian, The Observer, News.com, The Conversation, Women's Agenda and Croakey to include 1800RESPECT contact details on general pieces on violence against women.

Interagencies & Service Consultations

January to March 2016

State	Presentation / Meeting
National	ANROWS PEG Face to Face Meeting
National	ANROWS Practitioner Engagement Group (PEG) Teleconference (x2)
National	ANROWS VAW Conference
National	Australian Press Council Round Table
State	Commissioner of Victims Rights Workshop on Reducing DV Re-Offending
National	DFVCLAN Teleconference (x2)
International	Everywoman Everywhere Teleconference: Expert Special Sub-Committee on Implementation Assessment
National	IES meeting at the Royal Commission
International	International Society for the Study of Trauma and Dissociation Annual Conference: Hand in Hand: Trauma, Dissociation, Attachment
National	Meeting with Safe Futures Foundation
National	NASASV Teleconference
National	National Action Plan Evaluation Teleconference
National	National Plan Consultation - Sexual Assault, 3rd Action Plan
National	Royal Australian College of General Practitioners Round table (Hosted by Minister Goward)
National	The Hunting Ground Workshop

Other

The following triage process was in use by 1800RESPECT to 6 April 2016 when the service moved to a new model. This process allows the service to prioritise counselling provision to people experiencing greater trauma impacts during times of peak volume:

- The process commences when clients waiting for a call back have been waiting for two hours or longer.
- The Shift Supervisor allocates 20 call back messages to one counsellor. If there are 40 messages waiting, this is be allocated to 2 Counsellors etc.
- The counsellor calls all clients waiting for a call back and seeks to have a quick conversation with them to a) identify that there are long delays and b) ascertain if the client would prefer to keep waiting or call back the next day for service or in the evening (depending on volume of clients awaiting a call back).
- Of the triage call backs, in approximately 50% of calls a full counselling session is offered the client cannot contain their distress sufficiently to wait. These clients are generally those who are experiencing higher levels of trauma impacts and tend to be clients with more complex traumatisation.
- The clients who are more able to contain their distress and agree to again request service on the following day are generally clients who at the time are experiencing less from trauma impacts.
- Current usage of the triaging process is daily Mon – Fri commencing around midday and ending at approximately 4pm. Triageing is needed less frequently on weekends and in the evenings.

In addition, up to 6 counsellors per day are allocated to incoming contacts on the 1800RESPECT crisis line only. This prioritises 1800RESPECT clients trying to reach the service in their initial times of contacts. This process is sustained as long as possible during the day until the wait time for clients requesting a call back has reached 2 hours. At this point the triaging system is activated.

3. Digital platforms

Family and Friends project

During this quarter the second phase of delivery for the Family & Friends projects has commenced.

The four projects that are being rolled out in the second phase are:

1. Bystander animation
2. Technology and safety videos
3. Digital escape bag checklist
4. Illustrated digital children's book.

1. Bystander animation (delivered)

This project is an extension of the Bystander infographic that was delivered in Phase 1 of the Family & Friends project, in November 2016. It gives family and friends information on how to recognise the signs of domestic and family violence and the tools to respond safely.

Link: <https://www.1800respect.org.au/support/>

The video, produced with support from DVRCV, ANROWS and Our Watch, expands on the information presented in the infographic and forms the basis of the 'Support a Friend' campaign.

Link: <https://youtu.be/1m21vo6PmKU>

2. Technology and safety videos (delivered)

This series of five videos offers women practical and easy-to-follow information on how to increase their security while using online and digital technology. The videos were produced in conjunction with SmartSafe and SECASA and cover a range of topics including social media, geotagging, using safer email accounts or computers as and device surveillance.

Research indicates that 98 percent of women experiencing domestic or family violence are also exposed to technology facilitated abuse with text messages being the most common medium, followed by Facebook. Almost three in ten said their clients had been tracked using digital technology.

Addressing these issues, the topics of the five instructional videos are:

- Social Media Privacy and Security Settings <https://youtu.be/baa9CFm00ig>
- Disabling Location Services <https://youtu.be/fndFQe529MU>
- Geotagging Photos <https://youtu.be/APtTM2xbcJw>
- Creating a Safer Email Account https://youtu.be/7sX60_uPN08

- Device Security <https://youtu.be/yWOPFGaKses>

The videos consolidate and support the information on the 1800RESPECT Technology Tips page, which is in the process of being revised to accommodate this and other digital security content.

Link <https://www.1800respect.org.au/get-help/tech-tips-for-increasing-security/>

3. Digital escape bag checklist (to be delivered 15 April)

The digital escape bag checklist is an interactive online tool that women can use as part of creating a safety plan. The resource incorporates universal design for greater accessibility, with elements such as an instructional video, storyboard and graphic icons within the checklist to support text. The design features cater to the needs of women for whom language may be a barrier to accessing the content, including CALD women, ATSI women and women with disability. Users login to create their own account where they can select from over 60 items on the interactive checklist that may be useful when leaving a domestic or family violence situation. The items on the checklist include essentials like keys and money, medication or prescriptions, practical items for children like toys and nappies as well as content for evidence collecting. The checklist can be shared with a support person via email or printed out. The resource was developed in consultation with key service providers representing a range of community groups.

4. Illustrated digital children's book (to be delivered 15 May)

The digital children's book is being developed in consultation with experts in the field of childhood trauma, from the Australian Childhood Foundation (ACF) and Domestic Violence Resource Centre Victoria (DVRCV). The book is designed to be a resource for a friend or family member to read with a child who is exposed to domestic or family violence and to convey a message of hope while giving them tools for how to have a difficult conversation. One of the core messages is that children should speak to a supportive adult if they are affected by violence in their family and that the support of a key adult is central to the situation to improve. The book will be launched by Minister for Women, Senator the Hon. Michaelia Cash with support from Rosie Batty and Jimmy Bartel.

Partnerships

Our partnerships ensure 1800RESPECT services are supported by the specialist sector and informed by gaps in current resources. Examples of recent/current partnership activities are below:

ANROWS, OurWatch, DVRCV - 'Support a Friend' Campaign

This quarter the 'Support a Friend' video animation was produced together with social media short videos and posts. The animation builds on the infographic currently sitting on the website (www.1800respect.org.au/support). Developed in collaboration with ANROWS, DVRCV, and OurWatch, the video and associated resources are designed to educate the community, particularly family and friends, on how to identify and support someone who has experienced intimate partner violence. We are currently awaiting feedback from Minister Cash about a date to launch this initiative.

Forced Marriage – CALD Resources

This quarter we produced a forced marriage graphic-novel style [poster](#) for women and girls at risk of forced marriage, and for their family and friends. This has now been translated into four languages other than English. Copies of the poster have been provided to DSS for distribution through CALD networks.

A collaborative marketing working group has been established with the Victorian Forced Marriage and includes consultation with CALD organisations, The Red Cross, The Attorney General's Department and Anti-Slavery Australia to cost effectively extend awareness of this product and website content. A launch will occur with these groups in June/July.

Wesnet - Safe Phones for Domestic Violence Victims project

1800RESPECT is liaising with Wesnet on opportunities to collaborate on the Safe Phones for Domestic Violence Victims project and the Digital Innovation Forum to be held in October this year. This will include building 1800RESPECT's reputation as a leader in digital innovation and raising awareness of 1800RESPECT products and initiatives including Daisy, the frontline workers toolkit and the new website.

Melbourne University and AMA - GP and AHW 1800RESPECT line

A workshop with all parties was held early this year to determine opportunities for 1800RESPECT to better support GPs and Aboriginal Health Workers. An interim report has been sent to DSS (by Melbourne University) for consideration.

WWDA - Accessibility Consultations / Review

Collaboration with [Women with Disabilities Australia](#) on a review of whole-of-service accessibility including website, content and telephone/online counselling.

Monash Health and SECASA – Midwifery Staff

Monash Health is the largest hospital in Australia. 1800RESPECT has developed a partnership with SECASA and Monash Health to pilot the frontline workers toolkit and increase awareness of how to identify and refer to sexual assault and domestic or family violence. A feedback and evaluation report will be produced on this project next quarter.

Victorian Principals Association - Teachers

The VPA has approached 1800RESPECT to raise awareness of 1800RESPECT in the education sector and investigate resources to assist teachers and child care workers to better understand, identify and respond to domestic and family violence.

National Plan Partners Communications Network

Two meetings of the National Plan Partners Communications Network were held this quarter.

The first meeting focused on sharing major planned projects and initiatives for each organisation and opportunities for collaboration. A number of partnership opportunities were identified including Our Watch and 1800RESPECT partnering to promote programs during Universities O Week.

The second meeting was a briefing by Department of Social Services about the National Campaign.

Feedback about the value of the meetings has been positive.

Webinars

One webinar was held this quarter in collaboration with ANROWS. A summary of this is below.

1. Violence against women and their children: what the data can tell us

Date: 11 February

Presenter: Dr Peta Cox, Senior Research Officer, ANROWS

Topic:

The webinar presented selected data from *Violence Against Women: Additional Analysis of the Australian Bureau of Statistics Personal Safety Survey* which was published by Australia's National Research Organisation for Women's Safety (ANROWS) in 2015. Dr Peta Cox, discussed findings that help us understand what gendered violence looks like, and what can happen after an incident of violence.

Webinar attendance, participation & satisfaction data:

Registrations	176
Attended	85
% registrations attending	46%
YouTube views	116 Views
Satisfaction with webinar & content	94%

A high level of satisfaction was achieved with **94 %** of webinar attendees satisfied or very satisfied.

Newsletter

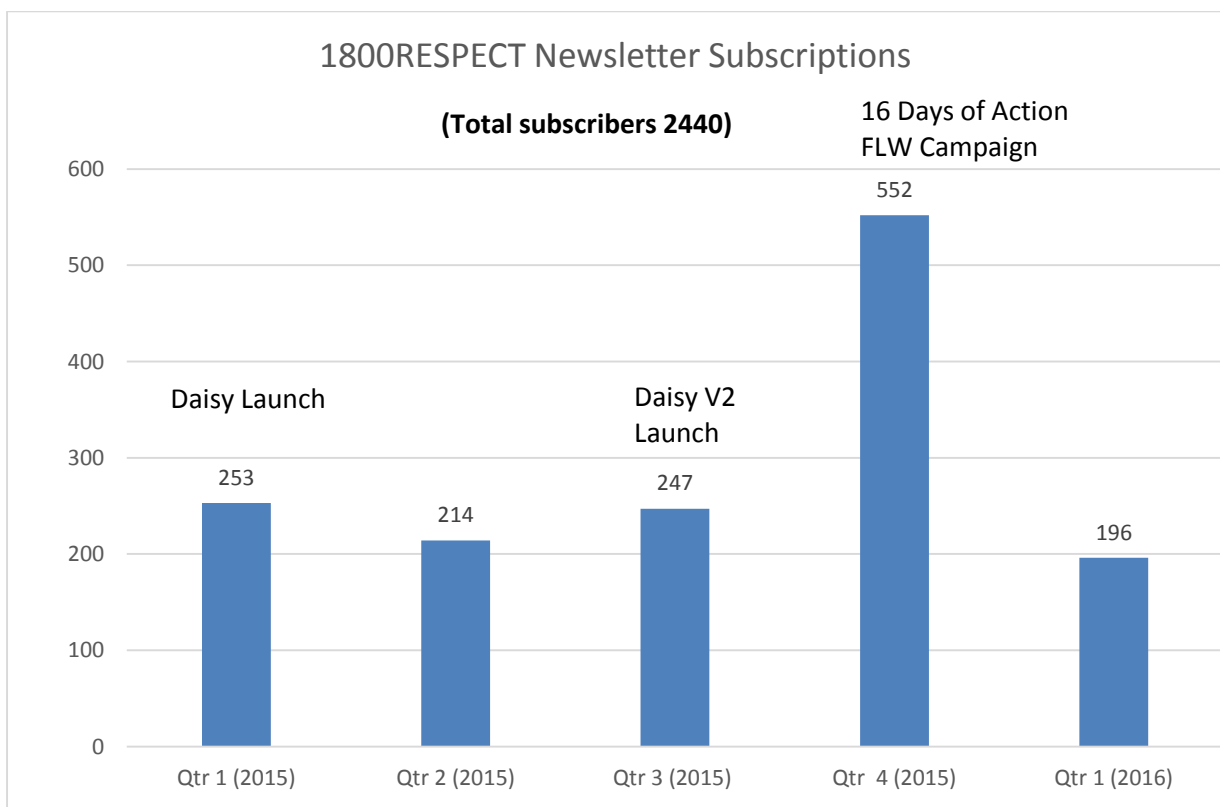
Since January, newsletter subscribers gained via the website have grown from 2244 to 2440 representing an increase of nearly 8%. Growth this quarter is lower than the previous quarter (25%) due to no major campaign activity targeting frontline workers during the period.

The reach of the newsletter has however grown by more than 120% this quarter due to strong ongoing growth in registrations to the frontline workers toolkit. These subscribers are now automatically added to our newsletter database. Total reach is now 4,930 subscribers.

The workers and professionals newsletter was sent in April 2016 (but represents work undertaken in first quarter).

April Newsletter

Number of unique opens	1,380
Percentage of unique opens	28%
Clicked on a link	24%



Frontline workers toolkit

The Frontline Workers digital Toolkit was launched as part of a Frontline Workers Education Campaign on 15 November 2015. The digital content sharing platform:

- enables organisation leaders and managers to curate and share packages of content tailored to the learning needs, experience and interest of their workers. Managers can also build upon and share updated content bundles as the experience of the worker improves taking into consideration the role and responsibility of their worker.
- provides easy intuitive access to online educational resources and tools and allows workers to send themselves content in their preferred format to consume at their own pace.
- informs users when new resources are released throughout the year, including webinars or new content, keeping them engaged in their ongoing learning and development.
- promotes accredited face to face learning providers DV Alert.
- can centralise and share other best practice content produced by partners with an extensive and growing frontline workers database.
- can analyse exactly what content is being shared by organisation and worker type.

Over 3,900 toolkits have been downloaded by FLW organisations and workers, with an additional 150 plus content bundles shared with staff (noting current tracking only allows to track the first share).

Downloads this quarter.

Jan-16	265
Feb-16	144
Mar-16	84

Despite no promotion of the toolkit this quarter word of mouth and partner promotion is seeing a steady number of downloads.

1800RESPECT is working in close cooperation with DV Alert to build content and functionality of the platform.

A number of frontline worker organisations and peak bodies are incorporating the toolkit as part of their professional development/training programs for staff or accreditation processes.

Analysis of the content sharing shows that the core resources for identifying and responding are popular and being used extensively, particularly popular are the video resources.

The toolkit has been the main driver of traffic to the 1800RESPECT website dramatically increasing the number of visits to these sections of the website, increasing our video content views and length of time on site.

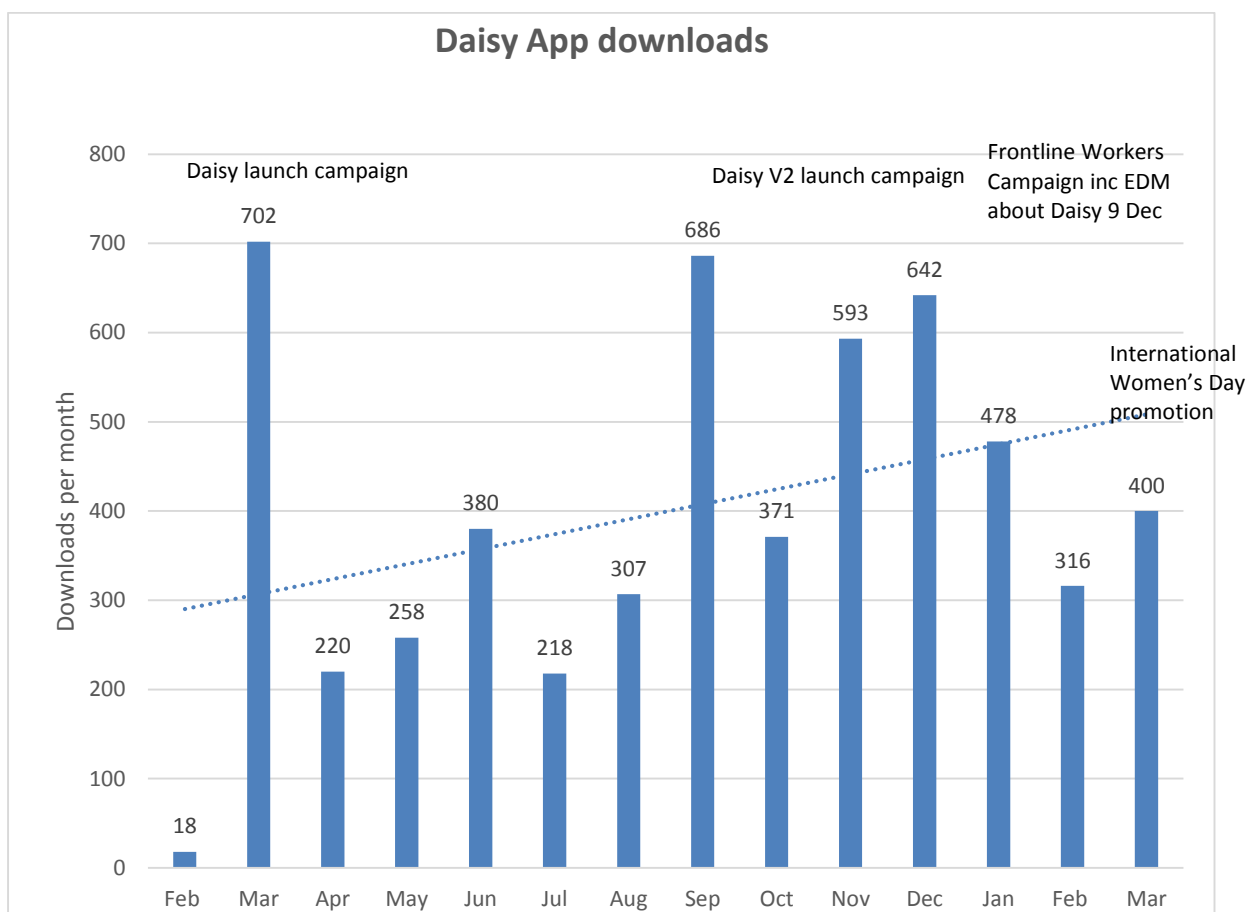
Resilience program subscriptions

There have been a total of nearly 440 frontline workers that have registered for this program since it was released with close to 400 active users currently.

There was a big increase in registrations during the frontline worker education campaign last quarter jumping from an average of 25 registrations per month to 142 registrations in December representing a 468% increase. Unfortunately there were some technical issues relating to this program on the website and this prevented more users from registering for the program in January and February. The program came back online in March and 120 more users registered bringing the total number of users to close to 440.

Daisy App Downloads

There has been over 1,100 new users of the Daisy App this quarter bringing our total since launch to over 7,000 new users. Peaks in downloads were experienced in November and December. There have also been higher than average downloads this quarter as a result of ongoing promotion via our newsletter and webinars, promotion at the ANROWS conference, promotion at Universities O-Week, partner's social media posts promoting Daisy during international women's day, and via the frontline workers toolkit. There have been over 140 views of the short video about the Daisy App on YouTube since it was uploaded and promoted mid-December. The video features the Hon Michaelia Cash and Rosie Batty advocating the App. The chart below shows users of Daisy by state and the chart following shows downloads of Daisy over time.



Website redesign

The website redesign is well and truly underway with work this quarter focusing on:

- Developing a project charter for the 1800RESPECT website redevelopment.
- Establishing a project control group for the project.
- Working to finish phase one of the Discovery stage of the website re-development.
- Preliminary planning for the project specifications e.g. planning for compliance with the Government Digital Service Standard, cloud hosting, security, SOE, Google Analytics, content strategy, Discovery phase two, SME and user research consultation and testing, technical testing, timing and budget planning.
- Working with Women With Disability Australia in consultation for the new website and to support their evaluation of our service.
- Planning for sector expert workshop to confirm user journeys and trauma informed perspective.

New content development

The following content development work represents the last content that will be developed for the current website. All content development resources will now be directed towards the new website build.

Services and Support Map

Currently working with digital team to develop a new and improved services and support map that will be transferable to the new website. User analysis early this year showed that this part of the site was receiving some of the highest number of visits of any area. We also identified a replication issue whereby certain information on other pages across the site could and should be replaced by clearer and increased listings within the services and support map. Functionality of the existing map has been reviewed and improvements identified that will get people to the information they need faster and more safely.

Reader and Template for Good Practice Principles

Working with digital team to develop a reader and template for our Good Practice Principles. This will assist in creating a branded, consistent product that can act as a standalone resource outside the website itself. This in turn, allows us to present a document or a series of documents to managers wanting to introduce organisational best practice around particular issues and groups to their staff. The idea is that we will eventually be able to deliver to organisations that would benefit from it, an omnibus of all of our Good Practice Principles. Managers would be able to obtain this as a discrete resource, rather than having to access them through the individual pages on the website.

LGBTI Webpages

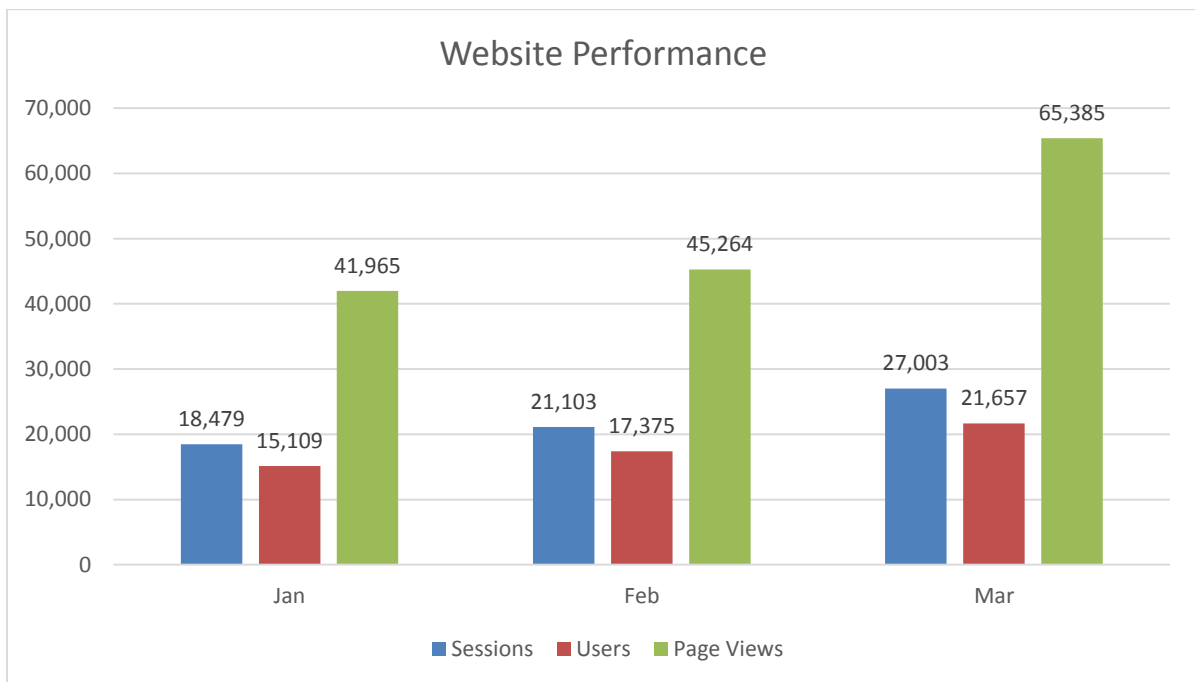
Working with ACON to re-write our LGBTI pages. These pages will sit across the three portals and provide LGBTI women who have experienced or are experiencing violence, their family and friends, and the workers and professionals supporting them, with the most current recommendations on how to get help and provide support.

Gender and Disaster Good Practice Principles

Working with Women's Health Inner North and the Gender and Disaster Pod to produce organisational response principles around domestic and family violence in times of disaster.

1800RESPECT website analytics

There has been growth in visits to the website over the quarter with a jump in traffic and page views in March. March has seen our highest number of sessions to date. Awareness activities this month included media activity around International Women’s Day and partner marketing activity.



There was a total of 66,585 sessions, 52,391 users and 152,614 page views over the period.

This represents a slight fall in traffic from the previous quarter (Frontline Workers Campaign) but there has been strong growth in sessions, users and page views compared to the same quarter the previous year. There has also been a reduction in bounce rates and increased number of pages viewed and length of session indicating improved engagement.

1st Quarter 2015 compared to 1st Quarter 2016.



Website sessions – growth over the past 15 months



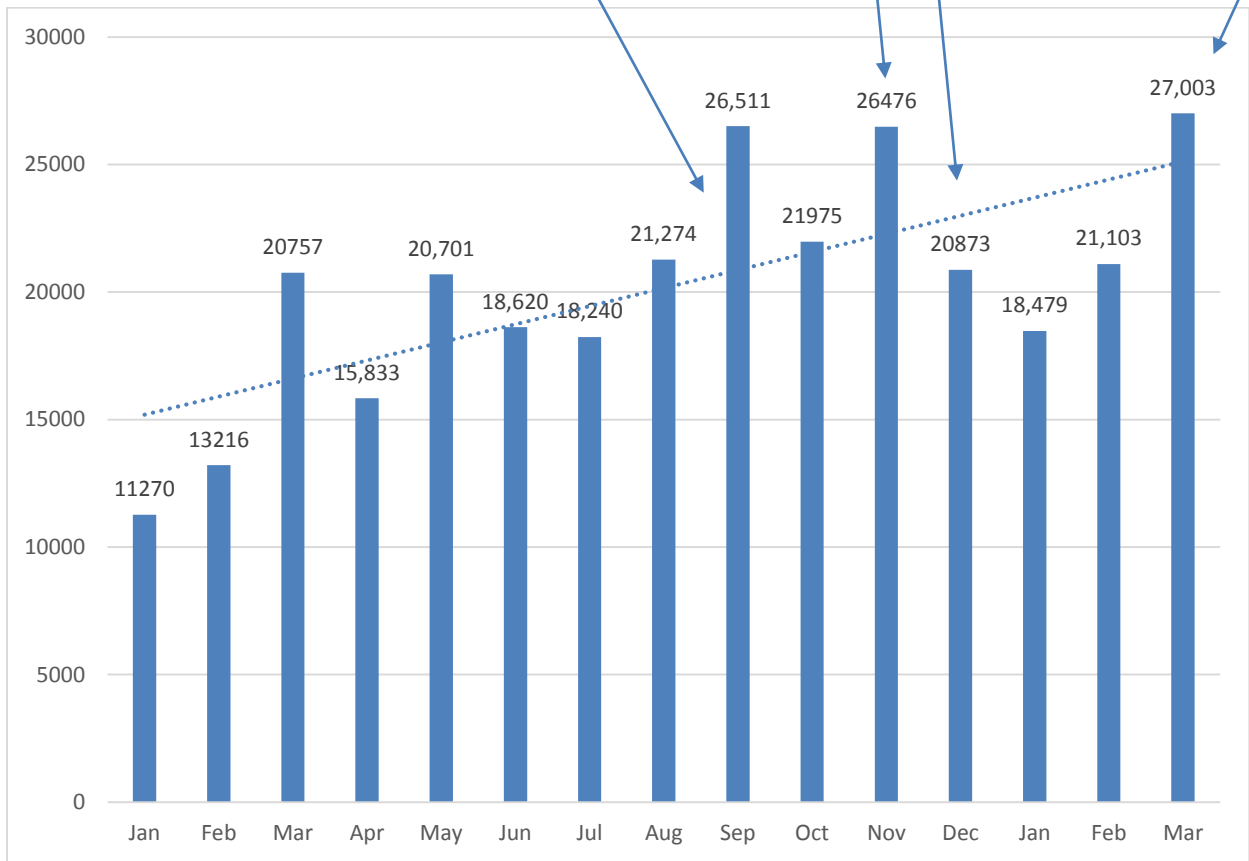
Daisy V2 campaign, 1800RESPECT Anniversary media coverage and \$100M Safety Package announcement activity

1800RESPECT Frontline Workers Campaign, ABC TV and Radio partnership and other media/sector partnerships.



Forme

Increased referral traffic including FLW toolkit, media activity, cottons campaign, international women’s day, newsletter.



Top traffic sources

The top traffic sources for this quarter (outside Search) were the human services website and the frontline workers toolkit. Facebook referrals were also stronger this quarter reflecting activity undertaken by our marketing partners.

Most popular pages

The top five pages viewed are outlined below.

Top 5 most popular pages		
Page Title	Pageviews	Sessions
Sexual Assault, Domestic Family Violence Counselling Service & Support 1800RESPECT	28,051	19,909
Workers & Professionals 1800RESPECT	8,980	644
Get Help 1800RESPECT	8,583	892
Telephone & Online Counselling 1800RESPECT	8,481	3,723
Violence against children. How does domestic and family violence affect children and young people? 1800RESPECT	5,166	4,441

Page views by portal

The frontline workers portal is the most popular portal on the website.

Workers & Professionals Pageviews	
Year	Pageviews
2016	33,729

Get Help Pageviews	
Year	Pageviews
2016	22,024

Family & Friends Pageviews	
Year	Pageviews
2016	15,240

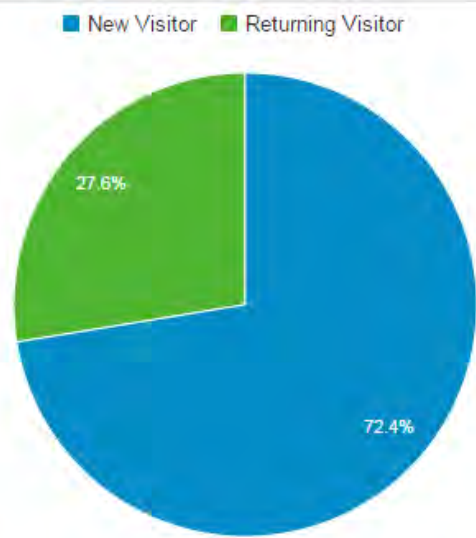
Most popular pages for frontline workers

This quarter the most popular pages for frontline workers were:

1. Mandatory reporting
2. Training and professional development
3. Community and family services
4. Youth services case studies
5. Counsellors, psychologists and therapists
6. Risk assessment and safety
7. Vicarious trauma

New vs returning visitors

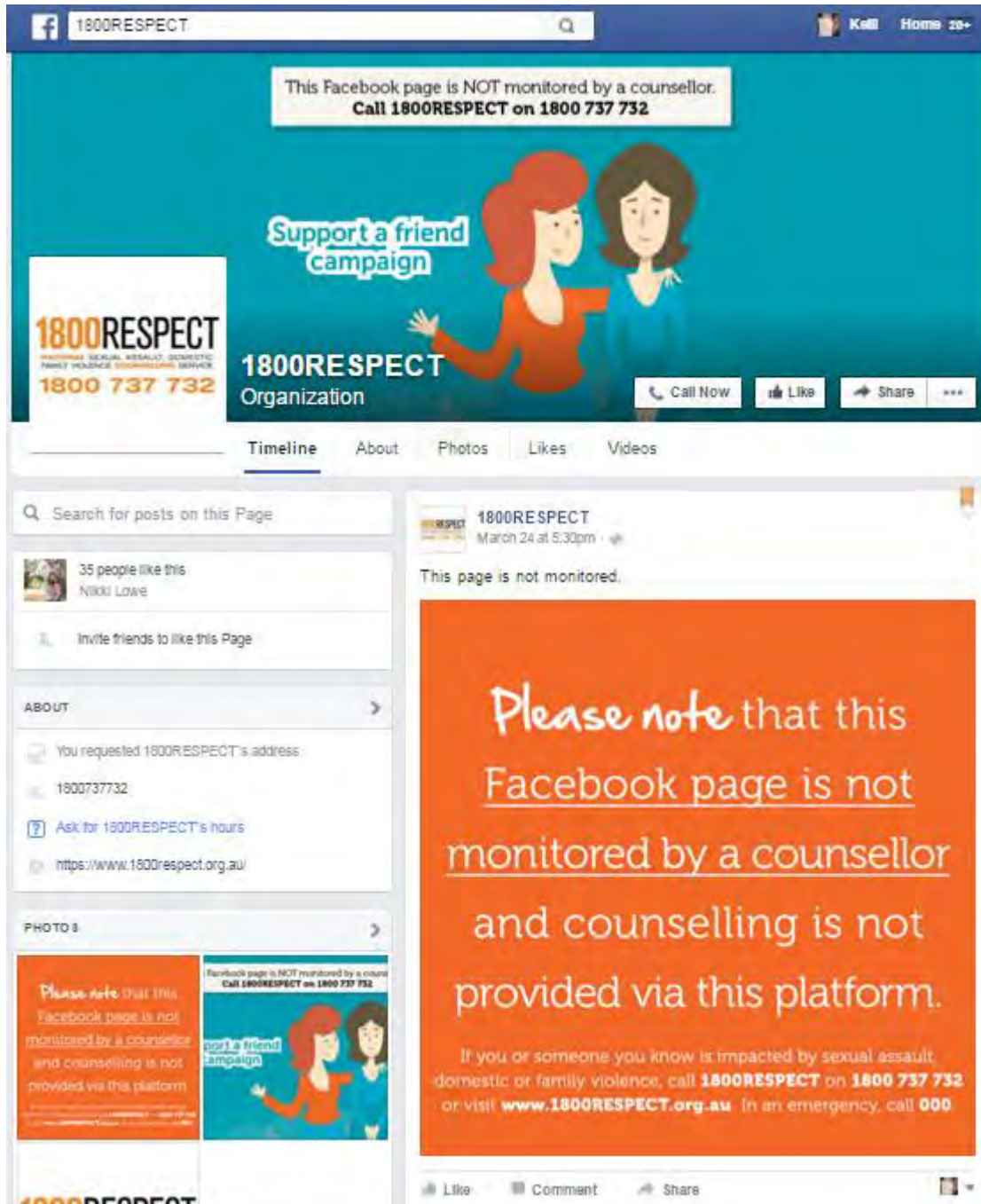
New vs Returning Visitors - Total



Social Media

This quarter Facebook guidelines and a Facebook page have been created.

<https://www.facebook.com/1800RESPECT/>



Linked In

The 1800RESPECT LinkedIn group has grown by 25%, with 80 new members joining this quarter. The group now has 400 members.

1800RESPECT posted two discussions including promotion of the February and April webinars.

A greater focus will be placed on growing and engaging audiences through this channel in the next quarter.

Twitter

The following are some examples of comments tagging #1800RESPECT.



Our Watch and 2 others follow



R&DVSA @rape_dysservices · Apr 3

Thank you @sharingthedignity and #Cottons for promoting #1800RESPECT to women in this fantastically discrete way!



sharethedignity @sharingdignity

We're proud to announce the 1800RESPECT hotline now features in all Cottons tampon packs. #stopdvaw

3 5



sharethedignity @sharingdignity · Mar 21

Webinar on Complexities in #LGBTIQ & #dv #fv courtesy of #1800respect omnivia.redbackconferencing.com.au/emails/view/71...

3



White Ribbon @WhiteRibbonAust · Apr 3

If you or someone you know is in a violent relationship, call #1800RESPECT on 1800 737 732 for info and advice. 1800respect.org.au

17 16

Medibank liked



Kate Jenkins @Kate_Jenkins_ · Feb 20

Jane French of #1800respect confirms that 'the Batty Effect' is a thing. Rosie with @medibank CEO George Savvides.



2 6

Our Watch and 1 other follow



AFI Policy Team @Adv4I_Policy · Feb 16

28:50 Our question on women with #disability in #1800Respect webinar on @ABSStats violence data feat. @ANROWS expert



1800RESPECT Violence against women and childr...

Presenter: Dr Peta Cox, ANROWS Find out more about the Public Safety Survey. Analysis by ANROWS.

youtube.com



Marketing Activity

An overview of marketing activities is below.

1. Share the Dignity and Cottons Campaign

Share the Dignity and Cottons approached 1800RESPECT about raising awareness of 1800RESPECT by printing the number on the inside of all Cotton sanitary products.

The launch was supported by strong social media and media coverage.



<http://www.canberratimes.com.au/act-news/a-discreet-way-to-deliver-a-lifesaving-message-to-family-violence-victims-20160325-gnqzqw.html>

2. Monash Health Partnership – Workers

Monash Health is the largest hospital in Australia with over 16,000 workers. As part of engagement with Monash Health have run a number of internal staff awareness initiatives about sexual assault and domestic or family violence in cooperation with 1800RESPECT. This has included messages from the CEO, featuring it as part of change day, internal staff awareness sessions, articles/ posts on the intranet.

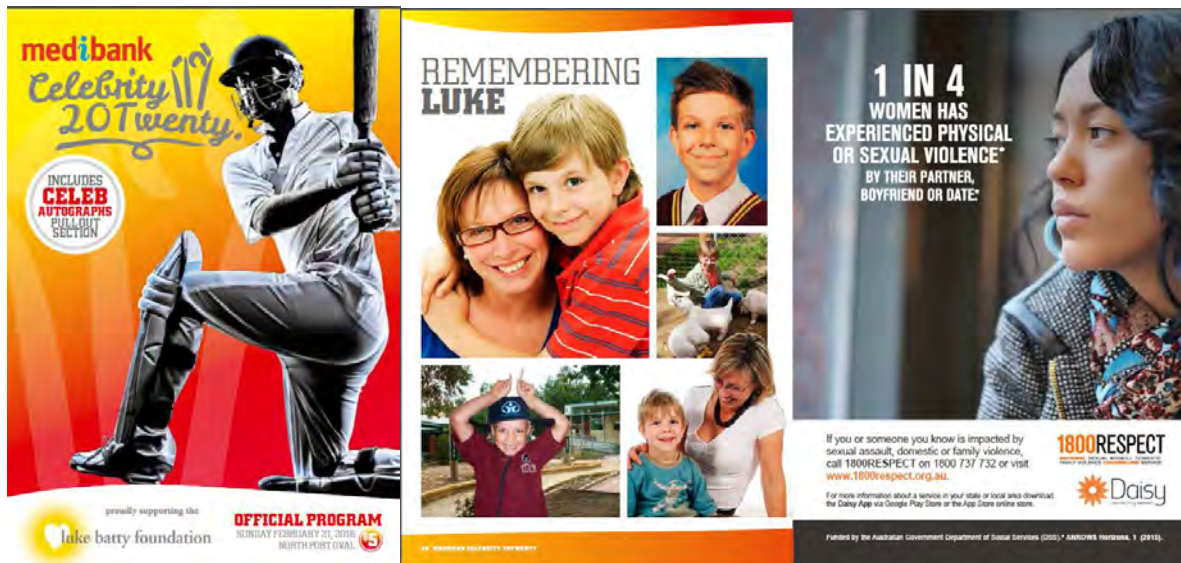


Banner bar clicks through to 1800RESPECT website.

3. Luke Batty Foundation Community Awareness Event

Late February 1800RESPECT was promoted as part of the Luke Batty Celebrity 20 Twenty cricket match.

1800RESPECT was promoted as the call to action for support on all media activity. 1800RESPECT was also provided with free advertising space in the program as well as extensive billboard and fence signage around the sportsground.



Official Program



Fence and billboard signage

4. Universities – Support a Friend campaign

As part of the Support a Friend Campaign postcards and social media assets were produced for distribution to Universities around Australia via Universities Australia.



Postcard example

5. Australian Primary Health Care Nurses Association (APNA)

The Australian Primary Health Care Nurses Association (APNA) made the following post on Facebook promoting the Frontline Workers Toolkit this quarter reaching 7000 nurses. It was duplicated on LinkedIn.

Help improve the safety of Australian women One in four Australian women have experienced physical or sexual violence by a partner, boyfriend or date. 1800RESPECT has launched an online toolkit for frontline workers, including nurses, to help you.....

[http://us4.campaignarchive2.com/?u=39b2ba0afa01afc518eed48d7&id=bfe17d5b73&e=\[UNIQID\]](http://us4.campaignarchive2.com/?u=39b2ba0afa01afc518eed48d7&id=bfe17d5b73&e=[UNIQID])

6. ANROWS Conference

1800RESPECT hosted a three day technology hub at the ANROWS conference in Melbourne in February. The Hub was designed to raise awareness about some of the sectors best digital innovations addressing the needs of women experiencing gendered violence or to support front line workers.