**Make History Together – Join Us, Help Prevent Domestic and Family Violence**

**The Goal**

* Our mission is clear and powerful. We aim to:

1. **Inspire Values of Respect and Accountability** – especially among young men.
2. To **increase reports of domestic and family violence** - empowering victims and bystanders to seek help and speak out.
3. **Mobilise the Mackay Region** – to stand united against domestic and family violence.

* Through T-shirts, school visits, guest speakers, assemblies, and the community march, students will repeatedly see and hear the message of respect.

**The Program**

* **Spreading Awareness in Schools & Community:**
  + 600 purple T-shirts have been distributed across 12 high schools in the Mackay region, carrying messages of “No to Domestic and Family Violence” and “Yes to Respectful Relationships.”
  + An additional 500 T-shirts are circulating throughout the broader Mackay community.
  + We are encouraging **Purple Fridays** across all five Fridays in May to visibly reinforce our message.
* **Educational Initiatives:**
  + The **Betterment Project** will engage Year 11 and 12 boys in all 12 high schools during the second week of May.
  + Magistrate Damian Dewar will address 209 students at the **Bravus Breakfast** on May 29 at Ocean International, equipping them with a message to bring back to their schools.
* **Community March & Keynote Speakers:**
  + On **Friday, May 30**, Mackay Police have generously agreed to close Victoria Street for the **"Respect in Every Step: March to End Domestic Violence."**
  + The march will lead to Blue Water Quay, where we will hear from key speakers, including Hon. **David Crisafulli Premier of Queensland, Mayor Greg Williamson and Dean Cavanagh Superintendent of Police (District Officer).**
  + We expect **575 students** and **a total attendance of over 1,000 people** from the community.
* **Public Awareness Campaign:**
  + A **$10,000 advertising initiative** managed by the Resource Industry Network is amplifying our message.
  + A purple sign with white text

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