

Queensland Government 'See the patterns' Coercive control community awareness campaign 2024

Communications kit – August 2024

Background

See the patterns of coercive control aims to raise community awareness and understanding of coercive control. The campaign communicates the nature and impacts of coercive control, what constitutes a healthy relationship, and changes to the laws in Queensland.

The campaign aims to educate Queenslanders on the subtlety and seriousness of coercive control ahead of the coercive control offence commencing from 26 May 2025.

Materials direct the community to more information and support, and are running across broad reach channels, including TV and cinema, and targeted placements, including digital, social, radio, audio, out of home and search advertising.

What can you do to promote the campaign?

- Visit www.qld.gov.au/coercivecontrol to learn more about coercive control and the patterns of controlling behaviours
- Share this communication kit with your stakeholders and networks
- Include an article in your workplace e-newsletter or intranet
- Share a post on social media
- Use the campaign email banner
- Share the campaign poster
- Start a conversation about coercive control and domestic and family violence
- Ensure you know the support options available for Queenslanders.

This communication kit includes proposed copy, key messages and links to campaign assets to help you raise awareness.

Campaign assets

Download and share our campaign assets [here](#).

Key messages

Coercive control:

- Coercive control is when someone uses a [pattern of abusive behaviours](#) over time that hurt, humiliate, isolate, frighten or threaten another person in order to control or dominate them and limit their agency, freedom and independence.
- Coercive control can be hard to identify as it can often be subtle and escalate over time.
- Coercive control is a pattern of abusive behaviours that can cause serious harm and impact a person's health, wellbeing and sense of safety.
- There's no place for controlling behaviour in a healthy relationship.

- Ending coercive control and domestic and family violence requires a whole-of-community effort. The community and bystanders have a key role to play – you can make a difference, learn how to start a conversation and safely provide support.

New coercive control offence:

- The laws are changing in Queensland to introduce a standalone offence of coercive control. The coercive control offence commences from 26 May 2025. These changes to the laws better reflect the patterned nature of domestic and family violence and coercive control.
- From 26 May 2025, coercive control will be a criminal offence in Queensland, which will carry a maximum penalty of 14 years imprisonment due to the serious nature of the offence and the harm coercive control can cause victim-survivors.
- The Queensland Government has strengthened domestic and family violence laws to capture patterns of physical and/or non-physical abuse used to hurt, humiliate, isolate, frighten, or threaten a victim-survivor.
- From 26 May 2025, Queensland will also have a new offence to stop people using domestic and family violence, including coercive control, on behalf of a respondent, also referred to as a 'perpetrator' or a 'person using violence'.

Support options:

- Support is available for anyone impacted by coercive control and domestic and family violence.
- You have the right to feel safe, valued and respected in your relationships.
- If you, or someone you know, may be experiencing coercive control, it is not your fault and support is available.
- Crisis support is available for all Queenslanders, including counselling and referrals.
- DVConnect [Womensline](#) (1800 811 811) offers 24/7 crisis support statewide for women and their children experiencing domestic and family violence.
- DVConnect [Mensline](#) (1800 600 636) offers support and counselling to men affected by domestic and family violence 7 days, 9am-midnight.
- [1800RESPECT](#) (1800 737 732) offers 24/7 telephone and online crisis support.
- [Lifeline](#) (13 11 14) offers 24-hour crisis support and suicide prevention.
- [13YARN](#) (13 92 76) is a 24-hour national crisis support line that offers a confidential one-on-one yarning opportunity with a Lifeline-trained Aboriginal & Torres Strait Islander Crisis Supporter for Aboriginal and Torres Strait Islander peoples.
- [Kids Helpline](#) (1800 551 800) is a 24/7 national, free, private and confidential phone and online counselling service for young people aged 5 to 25 years.
- Help and support is available, find out more about the [support services in Queensland](#).



Content

View and share the campaign resources [here](#).

Channel	Copy
E-newsletter / Intranet article	<p>See the patterns of coercive control</p> <p>The Queensland Government has launched a new campaign positioned to improve community awareness and understanding of coercive control.</p> <p>Coercive control is when someone uses a deliberate and intentional pattern of abusive behaviours over time that hurt, humiliate, isolate, frighten, or threaten another person to control or dominate them and limit their agency, freedom and independence.</p> <p>Coercive control can be hard to identify as it can often be subtle and escalate over time. It's a pattern of abusive behaviours that can cause serious harm and impact a person's health, wellbeing and sense of safety.</p> <p>There's no place for controlling behaviour in a healthy relationship.</p> <p>You can watch the videos and find more information on the campaign via www.qld.gov.au/coercivecontrol</p> <p>The Queensland Government has strengthened domestic and family violence laws</p> <p>The laws are changing in Queensland. From 26 May 2025, coercive control will be a criminal offence in Queensland, which will carry a maximum penalty of 14 years imprisonment due to the serious nature of the offence and the harm coercive control can cause victim-survivors.</p> <p>The Queensland Government has strengthened domestic and family violence laws to capture patterns of physical and/or non-physical abuse used to hurt, humiliate, isolate, frighten or threaten a victim-survivor.</p> <p>Learn more about the new coercive control laws in Queensland.</p> <p>Support is available</p> <p>Support is available for all Queenslanders impacted by domestic and family violence and coercive control. If you, or someone you know, may be experiencing coercive control – we urge you to reach out for support.</p> <p>Find out more about the support services in Queensland.</p>
Social media post General awareness	<p>Controlling behaviour isn't a normal part of a healthy relationship.</p> <p>The signs of coercive control can be subtle and hard to recognise. It's important to be able to see the patterns.</p> <p>Coercive control is never okay. Learn more at www.qld.gov.au/coercivecontrol</p> <p>#endcoercivecontrol #endDFV</p>



<p>Social media post Youth focus</p>	<p>Control in a relationship isn't normal or healthy. The signs of coercive control are not always easy to spot – they can be disguised as love or protectiveness.</p> <p>Coercive control is a pattern of abusive behaviours and like gaslighting, jealousy, and stalking used against another person to manipulate and control them.</p> <p>See the patterns of coercive control and learn about healthy relationships.</p> <p>Find out more at www.qld.gov.au/coercivecontrol #endcoercivecontrol #endDFV</p>
<p>Social media post Support is available</p>	<p>Healthy relationships are based on mutual respect, love and understanding. If you feel unsafe, scared or threatened in your relationship - it may be a sign you're experiencing coercive control and domestic and family violence.</p> <p>It's important to know it's never okay and you are not to blame. You deserve respect and to feel and be safe in your relationship. Free and confidential support is available and we urge you to seek help.</p> <p>Find out more at www.qld.gov.au/coercivecontrol #endcoercivecontrol #endDFV</p>
<p>Social media post Healthy relationships</p>	<p>A healthy relationship makes you feel happy, safe, valued and respected. There's no place for control in a relationship.</p> <p>It's important to recognise harmful, controlling or unhealthy behaviours and to see the patterns of coercive control.</p> <p>Find out more about healthy and harmful relationships at www.qld.gov.au/coercivecontrol #endcoercivecontrol #endDFV</p>

