

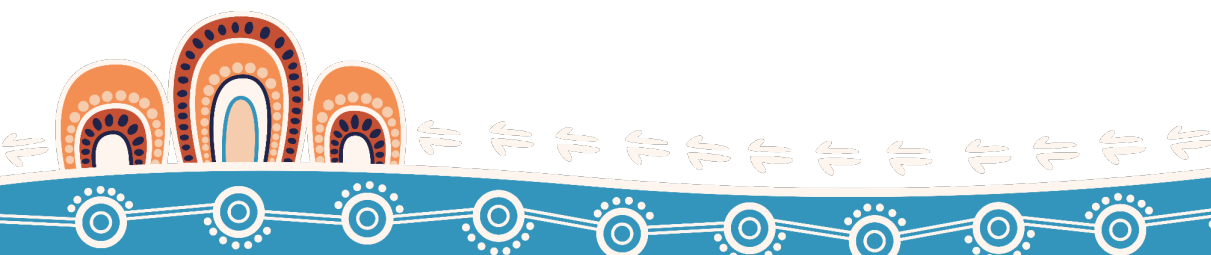


FIRST NATIONS
ADVOCATES AGAINST
FAMILY VIOLENCE



Communications Strategy

2025 Federal Election



www.fnaafv.org.au



Strategic Objectives

The purpose of First Nations Advocates Against Family Violence (FNAAFV) developing and implementing a targeted and timely Federal Election Communications Strategy is to ensure that the organisation remains future-focused in the lead up to, and following the outcome of, the 2025 Commonwealth Government election.

With current Government election policy platforms set in place, and less than two months remaining until the election (date in April TBC), the time has passed to influence current policy. However, what FNAAFV can focus on now and following the outcome of the election is to ensure that the Family Violence Prevention and Legal Services (FVPLS) sector is fortified against any change of government by continuing to advocate for their specific needs, including:

- Investment in early intervention and prevention to break the cycle of violence.
- Support for culturally safe, place-based services for over 250 communities.
- Alignment with the National Plan to End Violence Against Women and Children and Closing the Gap Targets.

FNAAFV's position in the lead up to, and immediately preceding the Election, is a continuation of a solid 18-months of profile building for FNAAFV and the FVPLS sector with, and alongside, our Members through public relations activities, community education, and consistent and purposeful engagement with select Commonwealth Government backbenchers.

Communication Goals

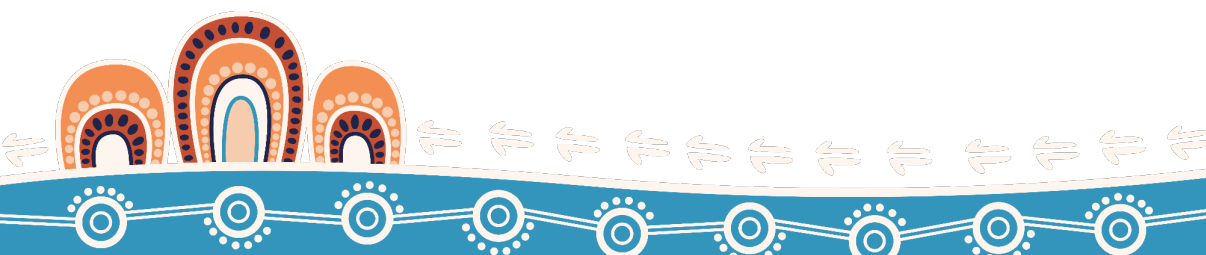
The overarching communications objective of FNAAFV's 2025 Federal Election Communications Strategy is to reinforce the critical role of the FVPLS sector in addressing domestic, family, and sexual violence in communities and to ensure its stability and sustainability, regardless of changes in government.

Through targeted messaging, stakeholder engagement, and public awareness campaigns, the strategy will highlight the sector's specific needs, its impact, and position FVPLS as an essential service that must remain a policy and funding priority for all future governments.

Target Audiences

The target audiences for the FNAAFV Federal Election Communications Strategy will include:

- External: Federal Government; partner agencies and peak bodies; other grassroots services providers; media, FNAAFV's social media followers.
- Internal: FNAAFV Members and staff.





Key Messages

Key messages have been developed to clearly articulate FNAAFV's position as the national peak body that advocates for the stability and sustainability of the FVPLS sector and the critical work they do, regardless of the composition of the Commonwealth Government.

External Audiences – Key Messages

What FNAAFV wants to see from a new term of Government is a commitment to the stability and sustainability of the FVPLS sector so they can continue to support their communities impacted by domestic, family, and sexual violence.

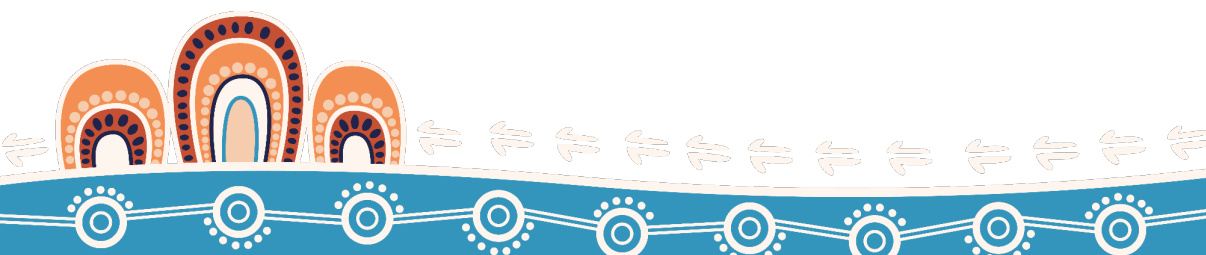
We are committed to working with the next Commonwealth Government to realise and build on the progress made so far by the FVPLS sector, and specifically call for:

- Investment in early intervention and prevention to break the cycle of violence.
- Support culturally safe, place-based services for over 250 communities.
- Align with the National Plan to End Violence Against Women and Children and Closing the Gap Targets.

As First Nations women continue to be voiceless and die at the hands of domestic violence perpetrators, we will make sure that the next government is committed to addressing the disproportionate rates of violence impacting our women.

Internal Audiences – Key Messages

No matter the make-up of the next Commonwealth Government, we remain committed to you, our Members, and the critical work you do to reduce domestic, family, and sexual violence in your communities.

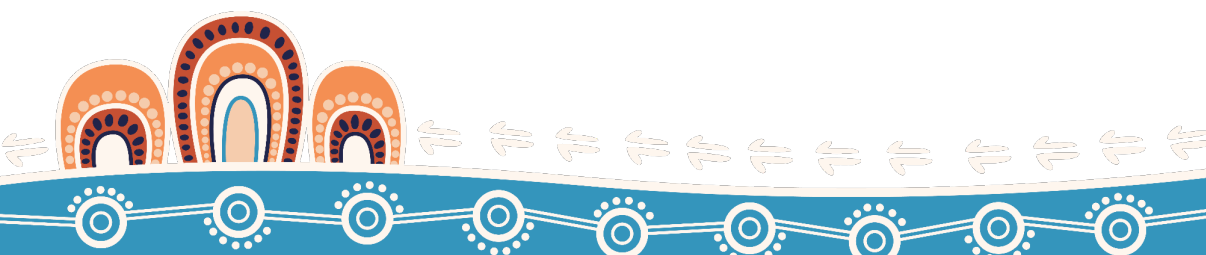




Activities & Timeline

The key activities of the campaign will centre on the overarching communications goal to reinforce the critical role of the FVPLS sector in addressing domestic, family, and sexual violence in communities and to ensure its stability and sustainability, regardless of changes in government.

Pre-Election – February to April 2025		
Audience	Activity	Timeframe
External	Social media posts outlining election asks; share pre-budget submission (link to our website). Tag relevant politicians, parties, partner agencies and peak bodies	Weekly
External	Publicly align with partner agencies and peak bodies by engaging with relevant social media content (like, share, comment)	As relevant
External	Issue media release once Election date is announced, outlining policy asks and reinforcing key messages of this campaign	TBC
FNAAFV Staff	Share Communications Strategy with staff	
FNAAFV Members	Share idea of Communications Strategy in February Meeting	Feb 27
FNAAFV Members	Share idea of Communications Strategy in March Newsletter	March 14
FNAAFV Members	Provide social tiles for each Member service featuring tailored messaging OR encourage sharing on their socials	
Post-Election – April to May 2025 (TBC)		
Audience	Activity	Timeframe
External	Social media posts calling for engagement with our sector post-election. Tag relevant politicians, parties, portfolios, shadow ministers, partner agencies and peak bodies.	Immediately following election outcome announced
External	Issue media release once the Election result is announced, congratulating and welcoming the new Commonwealth Government and reinforce campaign messaging	As above
External	Once the Election result is announced, release a video of the CEO congratulating and welcoming the new Commonwealth Government on social media channels	As above
FNAAFV Members	Package for FNAAFV Members to take to any new Local Members of Parliament	
External	Mail out & Introductory letter to new Ministers	
External	Parliamentary visit at the first sitting of new Ministers (with members)	TBC





Costings

Internal resourcing.

Evaluation

The key metrics used to evaluate the effectiveness and impact of the Communications Strategy will be to elicit and monitor feedback from the target audiences by utilising analytics tools and tracking sentiment analysis. The effectiveness of the key communications activities will be measured by tracking:

- Social media metrics
- Media coverage
- Feedback from Government stakeholders
- Internal evaluation

