

# It's not love, it's coercive control

Know the signs of abuse



Promotional toolkit

May 2024



## About the campaign

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

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

The campaign will run across digital and social media channels, and in targeted out-of-home placements.

## Help us promote the campaign

You can help us raise awareness and understanding of coercive control by sharing the campaign materials on your channels.

Download the campaign material:

- [Hero videos 1920 x 1080 \(16:9\)](#)
- [Social media images 1080 x 1080 \(1:1\)](#)
- [Landscape digital screen videos 1080 x 1920 \(9:16\)](#)
- [Vertical digital screen videos 1920 x 1080 \(16:9\)](#)

Please tag DCJ in your posts:

- [DCJ LinkedIn](#) - @NSW Department of Communities and Justice
- [DCJ Instagram](#) - @nswdcj
- [DCJ TikTok](#) - @nswdcj
- [DCJ Facebook](#) - @nswdcj

Suggested social media copy:

Coercive control is when someone repeatedly hurts, scares, or isolates another person to control them.

It's domestic abuse and it causes serious harm.

From 1 July 2024, there are [new laws in NSW about coercive control](#).

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

If you, or someone you know, is experiencing coercive control, there's help available. Contact 1800RESPECT on 1800 737 732 or at [1800respect.org.au](https://1800respect.org.au) for 24/7 support.

#CoerciveControl #ItsNotLove

Suggested newsletter copy:

The NSW Government is launching a new campaign to raise awareness and understanding of coercive control.

The campaign shows diverse experiences of coercive control to help people identify the signs of abuse.

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

From 1 July 2024, there are [new laws in NSW about coercive control](#).

Visit the [NSW Government's coercive control website](#) to view the ads and learn more about coercive control.

If you, or someone you know, is experiencing coercive control, there's help available. Call 1800RESPECT (1800 737 732) for 24/7 support.

## Responding to comments

The topic of coercive control may trigger 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	<p>There is help available. Contact 1800RESPECT on 1800 737 732 or visit <a href="http://1800respect.org.au">1800respect.org.au</a> for support.</p> <p>If you are in immediate danger, call the Police on 000.</p> <p>Learn more about how to get help at <a href="http://nsw.gov.au/coercive-control-get-help">nsw.gov.au/coercive-control-get-help</a></p>
Person expresses concern that someone they know may be experiencing coercive control	<p>If you're worried about someone else, you can contact 1800RESPECT on 1800 737 732 or visit <a href="http://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="http://nsw.gov.au/coercive-control-get-help">nsw.gov.au/coercive-control-get-help</a></p>
Person discloses they are perpetrating coercive control	<p>There is support available. Contact the Men's Referral Service on 1300 766 491 or visit <a href="http://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="http://nsw.gov.au/coercive-control-get-help">nsw.gov.au/coercive-control-get-help</a></p>
Person asks whether it is coercive control when the abusive person is not a current or former partner	<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="http://1800respect.org.au">1800respect.org.au</a> for support.</p> <p>Learn more about how to get help for coercive control at <a href="http://nsw.gov.au/coercive-control-get-help">nsw.gov.au/coercive-control-get-help</a></p> <p>From 1 July 2024, it will also be a criminal offence in NSW when a person uses abusive behaviours towards a current or former intimate partner with the intention to coerce or control them.</p>

## Comment

## Suggested response

You can find out more about the changes to legislation at [nsw.gov.au/coercive-control-the-law](https://nsw.gov.au/coercive-control-the-law)

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Person criticises campaign by saying coercive control doesn't exist, doesn't matter, or isn't as important as other issues

Coercive control is domestic abuse and it causes serious harm.

Learn more about the impacts of coercive control at [nsw.gov.au/coercive-control-the-impacts](https://nsw.gov.au/coercive-control-the-impacts)

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Person criticises post because it depicts mainly female victim-survivors

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.

The Domestic Violence Death Review Team Report 2019-2021 found the vast majority of men who killed their female intimate partner were the predominant domestic violence abuser in the relationship (98.5%). The vast majority of women who killed their male intimate partner were the predominant domestic violence victim in the relationship (91.3%). There were no cases where a woman was identified as the predominant domestic violence abuser in the relationship.

The report also found that about 97% of intimate partner domestic violence homicides in NSW between 2000 and 2018 were preceded by the perpetrator using emotional and psychological abuse as a form of coercive control towards the victim.

There are support services available to all victim-survivors of domestic and family violence, including dedicated services for men.

Anyone experiencing coercive control can contact 1800RESPECT on 1800 737 732 or visit [1800respect.org.au](https://1800respect.org.au) for 24/7 counselling, information and referrals.

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

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Person asks why the legislation only applies to current and former intimate partners

Learn about the changes to legislation at [nsw.gov.au/coercive-control-the-law](https://nsw.gov.au/coercive-control-the-law)

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**Comment****Suggested response**

Person asks why the changes aren't coming into effect until July 2024

The changes to the law have a delayed commencement to allow time for consultation, training, and education.

Person seeks legal advice for coercive control

There are legal services in NSW that provide free legal advice about family law and domestic and family violence related legal issues, including:

- Law Access NSW (1300 888 529)
- Legal Aid NSW Domestic Violence Unit (1800 979 529)
- [Women's Legal Service Domestic Violence Advice Line](#)

Person seeks advice on children experiencing coercive control

Here is some information on what you can do if you are concerned about a child's wellbeing:

<https://www.dcj.nsw.gov.au/reporting-child-at-risk.html>

If you're worried a child is in immediate danger, call Triple Zero (000) and ask for Police.

For more information on how to get help for coercive control, visit [nsw.gov.au/coercive-control-get-help](https://nsw.gov.au/coercive-control-get-help)