

PREVENTION KNOWLEDGE REPORT 2025

# Lessons and successes from 10 years of working with media



**OurWatch** Preventing violence  
against women

## Acknowledgement of Country



Our Watch acknowledges the Traditional Owners of the land across Australia on which we work and live. We pay respects to Elders past and present and recognise the continuing connection of Aboriginal and Torres Strait Islander people to land, culture, knowledge and language for over 65,000 years.

As a non-Indigenous organisation, Our Watch understands that violence against Aboriginal and Torres Strait Islander women and children is not an 'Aboriginal and Torres Strait Islander problem.' As highlighted in Our Watch's national resource *Changing the picture*, there is an intersection between racism, sexism and violence against Aboriginal and Torres Strait Islander women.

Our Watch has an ongoing commitment to the prevention of violence against Aboriginal and Torres Strait Islander women and children, who continue to experience violence at a significantly higher rate than non-Indigenous women. We acknowledge all Aboriginal and Torres Strait Islander people who continue to lead the work of sharing knowledge with non-Indigenous people and relentlessly advocate for an equitable, violence-free future in Australia.

## Acknowledgement of contributors

Various journalists, media professionals and media organisations have contributed insights that have made this report possible. Contributors include participants of *National media engagement* activities who took part in evaluations on which this report is based, and Nour Haydar and Ben Smee, who contributed to our report Introduction.

We would like to thank all these contributors for their generosity in sharing their insights for this report, and for their ongoing commitment and dedication to good practice reporting on violence against women.

# CEO Foreword

**Media is a powerful driver of social change, with a significant role in shaping community attitudes towards violence and gender inequality. The media industry is also a substantial employer and influential cultural institution with a responsibility to its employees to create safe, equitable workplaces. It's a critical setting for work to prevent violence against women and their children.**

This *Prevention knowledge report: Lessons and successes from 10 years of working with media* shares the insights and what's possible when prevention is embedded in the way media organisations run – in their editorial policies, industry guidelines and newsroom culture.

Journalists and media professionals understand that their influence stretches across the Australian population, and their words shape public opinion, attitudes and beliefs. Increasingly, they understand their important role in preventing violence and promoting equality.

Over the last decade of working with media, we've learned how to effectively support journalists to embed good practice in their work. We've gained insights into what makes training impactful and crucially, how to translate our shared commitment to preventing violence against women into action that shapes the national conversation.

We are privileged to work with skilled journalists and media professionals who are committed to evidence-based reporting. Every day, we see a deepening commitment to amplifying victim-survivors' voices with empathy, while keeping the perpetrators and drivers of violence in view. We see increasing media attention on the disproportionate rates of violence against Aboriginal and Torres Strait Islander women, though there is still work to be done to elevate this critical conversation.

Media organisations also have a crucial role as workplaces. Real progress towards preventing violence against women requires a whole-of-organisation approach and coordination across the industry to challenge a culture in which gender inequality and violence persist. We will continue to work with our colleagues in media to find creative solutions and build cultures based on respect and care, where everyone can thrive.

As we mark 10 years of this important work, I extend my thanks to the media professionals who have worked with us, challenged the status quo, and championed better working practices. Your efforts are shaping a safer, more respectful future and we will continue to walk alongside you.

This *Prevention knowledge report* is the first in a series of annual reports we'll produce under our *Strategic Plan 2024-2029*. Our aim is to grow knowledge and share evidence and ongoing research, to support the prevention violence against women across Australia.



**Patty Kinnersly**  
Our Watch CEO

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# Executive summary

This is the first *Prevention knowledge report* published by Our Watch, honouring a commitment under the *Our Watch Strategic Plan 2024-2029* to share knowledge and evidence annually with organisations, communities and governments to inform primary prevention work across Australia. Primary prevention aims to shift the social conditions that produce violence against women by working across the whole population to change attitudes, norms, practices, structures, and power imbalances.

In this first report we present the key lessons and successes from 10 years of our *National media engagement* work, which Our Watch implemented from 2014 to 2024 and aimed to equip, support and influence the media to improve reporting on violence against women.

The report draws primarily on insights from 4 evaluations conducted across the 10 years of activity. It shares changes that *National media engagement* contributed to that support prevention in the media setting, and learnings about what works to make positive change. The report also outlines key opportunities for advancing prevention in the media setting, based on what was learned in *National media engagement*.

Our Watch has written this report to support prevention organisations, governments, policy makers, journalism educators and researchers who want to better understand how to work with media to advance prevention of violence against women. We have also produced a shorter brief for journalists and media professionals seeking to make positive change in their reporting and newsrooms.

## Key contributions to strengthening prevention in the media

Through *National media engagement*, **Our Watch contributed to several key changes that helped embed prevention in the media setting.** These changes reflect shifts across 6 conditions known to hold systemic issues in place, and demonstrate progress at individual, organisational and institutional levels of the socio-ecological spectrum. Examples of these changes are shown in Figure 1.<sup>i</sup>

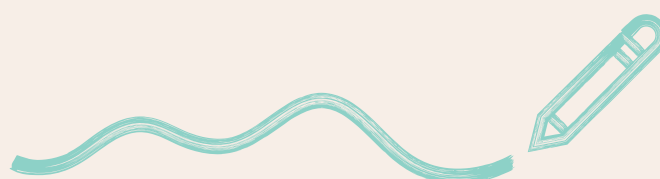
<sup>i</sup> Changes are mapped to the Water of Systems Change framework, which defines 6 conditions that need to be shifted to influence social change. The conditions occur at 3 levels in a system, and change is

## Lessons about progressing prevention in media

*National media engagement* provided valuable insights on how to progress prevention of violence against women through media reporting. We learned that **many journalists and media professionals are deeply committed** to improving reporting on violence against women and are willing to lead change in their newsrooms. Resources and training that bolster confidence and credibility can help these committed individuals make changes in their reporting and influence change in their newsrooms.

However, some participants continued to face challenges. This fact reinforces the **importance of a whole-of-organisation approach** that builds awareness and support across newsroom personnel, particularly at the editorial level.

We learned more about **key elements of effective trainings to build media's capacity** for improved reporting. Sessions were most impactful when tailored to participants' existing knowledge, delivered through varied learning formats, and when focused on how to apply theory in practice. Sessions led by industry professionals were highly valued, as peers could help participants understand how to apply good practice directly to their work despite the common challenges they faced. It was also important to keep content up to date with the evolving media landscape, for example by including a range of media formats.



more likely to be sustained if working across the 3 levels. See Kramer, M. R., Kania, J., & Senge, P. (May 2018). *The Water of Systems Change*. FSG.



Figure 1: National Media Engagement's contribution to 6 conditions of system change

## Structural change (explicit)

### Policies

Several media industry bodies included material on reporting of domestic violence in their advisory guidelines or codes of practice, influenced by engagement with Our Watch and Our Watch guidelines. One media organisation made training on reporting on violence against women mandatory for all staff.

### Practices

Many journalists and media professionals who completed the Fellowships made changes to their reporting to integrate best practices. Changes include referencing support helplines, changing language and framing, embedding survivor-centred practices, contextualising the story, and diversifying sources.

### Resource flows

Many Fellows actively shared the knowledge, tools, and resources they gained with colleagues and networks, helping to influence change within their newsrooms. For example, one Fellow video-recorded content to be used as part of an internal training module for producers.

## Relational change (semi-explicit)

### Relationships and connections

Through some activities, participants built strong peer support networks. For example, Sports Media Forum participants shared that they had previously felt isolated, but the forums created a support network that better equipped them to influence change in their industry.

### Power dynamics

Fellowship and Media Masterclass participants reported instances where they could influence reporting in their newsrooms following their involvement in the masterclass. One participant, for example, successfully persuaded their editor to revise a sensationalist headline.

## Transformative change (implicit)

### Mental models

Across different types of capacity-building activities, most participating journalists and media professionals gained a stronger understanding about the media's role in prevention. Many participants also felt more committed and confident to highlight stories of women experiencing multiple and intersecting forms of discrimination.

"One of the biggest things that I guess stuck with me was talking through what you're going to publish about that person before it's published and that has completely changed my workflow ... It was really a bit of a light-bulb moment during the Fellowship when other fellows and some of the guest speakers who were survivors said **'Ignore that. You have a duty of care to these people to talk through what they're going to be reading about themselves, because otherwise it does retraumatise them.'**

That, I think to me, was this very long-held journalistic standard that sort of flipped on its head for me and really changed the way that I work around that now."

– Fellowship participant, phase 4

To engage journalists and media professionals, there was value in offering both more intensive and shorter trainings and supplementing more detailed guidelines with practical tip sheets. *National media engagement* also highlighted opportunities to broaden engagement in prevention by equipping journalists and media professionals to apply a gender lens across all reporting, not only to stories directly related to violence against women.

Across the life of *National media engagement* activity, **relationships and connections were critical to generating positive outcomes.** Strategic partnerships with respected media organisations, such as the Walkley Foundation, helped build credibility and expand reach. The expertise of diverse stakeholders, including lived experience advocates, specialist organisations and media industry representatives, helped to develop trainings and resources that addressed key issues in reporting, including strengthening reporting on violence against women experiencing multiple and intersecting forms of discrimination and oppression.

## Moving forward - accelerating progress in prevention in the media

Findings from 2 literature reviews commissioned by Our Watch on the current state of media reporting on violence against women highlight some areas of encouraging and positive change in media reporting in recent years. These changes include improved media coverage in public service journalism and the alternative feminist press; greater diversity in sources; and more prevalent inclusion of support helplines in reporting. However, findings also show persistent areas of problematic reporting, demonstrating that further work is needed to strengthen media reporting.



**Considering these findings and lessons learned from *National media engagement*, we identified several key opportunities to accelerate progress in preventing violence against women in the media setting.**

- 1.** Continue developing tailored training for different groups of journalists and media professionals, such as men.
- 2.** Expand our engagement with media to include digital content creators, to be able to reach younger audiences.
- 3.** Build on existing commitment and interest to support media organisations to implement a whole-of-organisation approach to prevention of violence against women.
- 4.** Work with media industry stakeholders, lived experience advocates and government to explore opportunities to further improve reporting practice, in light of calls to standardise and strengthen media codes of practice and to streamline complaints processes.
- 5.** Consider how artificial intelligence will impact media reporting of violence against women and what prevention strategies will be needed in future.

# Introduction

This is the first *Prevention Knowledge Report* published by Our Watch, marking a new commitment under the *Our Watch Strategic Plan 2024-2029* to share knowledge and evidence annually with organisations, communities and governments to support change.

In this first report we share the key lessons and successes from 10 years of *National media engagement* activity. This work aimed to equip, support and influence the media to improve reporting on violence against women. Between 2014 and 2024, with funding from the Australian Government Department of Social Services, Our Watch implemented *National media engagement* in 4 phases, working with journalists, editors, media organisations and educators to build capacity and promote ethical and respectful reporting.

Our Watch has written this report for prevention organisations, governments, policy makers, journalism educators and researchers who want to better understand how to work with media to advance the prevention of violence against women. We have also produced a shorter brief for journalists and media professionals seeking to make positive change in their reporting and newsrooms.

**The report is structured into 3 parts:**

- 1. What?** A summary of *National media engagement* activities.
- 2. So what?** The contributions *National media engagement* activities made to change in the media, and lessons for advancing prevention in this setting.
- 3. Now what?** Priorities for strengthening prevention in and through the media, based on what we learned from *National media engagement* and the current state of media reporting.

Our goal is to share insights that inform future research, guide policy and strengthen prevention practice, supporting media reporting that positively influences public attitudes and cultural change to prevent violence.



## Media as a setting for primary prevention

The media can be a powerful agent of social change and can help stop violence before it starts. Media's significant role in prevention was first formally highlighted in the *National Plan to Reduce Violence Against Women and their Children 2010-2022*, which identified media as a priority setting for prevention.

Media as a setting for primary prevention is important because it has wide reach across the entire Australian population and exerts a strong influence on public opinion, attitudes and beliefs about violence against women and inequality.<sup>1</sup> Through thoughtful framing and evidence-based reporting, the media has the potential to address the underlying factors that lead to violence against women.

- ✓ When journalists avoid sensationalism and sexist, racist and other types of discriminatory depictions, they counter a culture that condones violence against women and instead promote accountability.
- ✓ Media coverage that highlights women's voices, agency and leadership can disrupt narratives that normalise male control and dominance.
- ✓ By rejecting rigid gender stereotypes and showcasing diverse expressions of masculinity and femininity, media can challenge dominant norms that underpin gender inequality and fuel sexism, homophobia, biphobia and transphobia.
- ✓ The media can help foster positive, supportive male peer relationships by showcasing a range of male relationships that model behaviours involving respect and care.

There is also potential within media organisations to promote respectful and safe workplaces.



# What does prevention look like in journalism and media?



Prominent journalists Nour Haydar and Ben Smee share their expertise and insights into the role of the media in primary prevention.

**"Journalism can be prevention work if it is done well.** If journalists consider their role in shaping public attitudes, we can also potentially play a role in preventing violence. I don't think the media on its own can change or eradicate violence, but I do see the media as playing a role amongst other institutions - government, the courts, us as individuals. We have the capacity to inform, educate victims, survivors and perpetrators about their rights and also their responsibilities, about the way that their actions can have lifelong impacts on others, about what we tolerate as a society, what we deem to be acceptable, what excuses we allow people to use to justify their actions, what language we condone."

- Nour Haydar

**"The media has a role because the language that we use is the language that gets used within those communities.** The way that we represent men and women becomes critical to the way people within communities understand the relationship between men and women, whether that just be simply what they see on the TV news, or on their TV dramas. It could be what they read in the newspapers. But fundamentally, a change in language and a change in tone and additional respect from within all of those parts of the media could fundamentally help change occur within our communities because we're just framing things better. We're helping people to understand that there are better and more respectful ways."

- Ben Smee

» **You can hear more from Nour, Ben and Nina Funnell as part of Our Watch's video campaign series, *This is Prevention*.**

The *Prevention in Media* video highlights how the stories we tell in the media can influence audience attitudes and behaviours, and ultimately contribute to the prevention of violence against women. [Watch the video here!](#)



# Methodology

This report was developed by Our Watch's Design, Evaluation and Impact team, in collaboration with the Prevention in Media team and other staff. It draws primarily on insights from 4 evaluations conducted across the 10 years that Our Watch led *National media engagement*.

To identify key changes and lessons, we reviewed evaluation reports from each phase of activity, mapped findings using the Water of Systems Change framework,<sup>2</sup> and held an internal workshop to make sense of the data. We also included a brief desktop scan to identify editorial policies and state- and territory-specific media guidelines, and drew on 2 literature reviews commissioned by Our Watch in 2024 to understand the current state of media reporting.

Details of data collection methods and sources used in evaluations are outlined in **Appendix A**.

## Considerations to note

### Evaluation limitations

- The evaluations focused on short- and medium-term changes. They did not assess longer-term shifts relating to attitudes and behaviours of the general public.
- Methods varied across evaluations. For example, media analysis comparing journalists' reporting before and after participation was only conducted in phase 2.
- Data collection in each evaluation may have been subject to specific limitations. For example, some surveys had low response rates, which can limit how representative the findings are of all participants.

### Scope of report

- This report distills key changes and learnings across *National media engagement* activity as a whole. It does not include every evaluation finding.
- Given the timeframes of this report, it was not possible to undertake further analysis of raw quantitative or qualitative data collected in each of the evaluations. The report has been prepared based on the evaluation reports, not raw data.
- Findings from Fellowships feature more prominently than other *National media engagement* activities for 2 reasons: First, follow-up interviews were conducted months later, providing insights into medium-term changes (e.g. in reporting practices), whereas most other activities (e.g. newsroom trainings, webinars) collected only end-of-session surveys capturing immediate shifts (e.g. in knowledge or confidence). Second, the Fellowship ran in 3 of the 4 phases, resulting in more evaluation data than activities delivered in only one phase.



# What? A summary of *National media engagement* activities

## Key objectives of *National media engagement* were to:

1. increase the quality of reporting of violence against women
2. improve media engagement on violence against women.

Between 2014 and 2024, Our Watch delivered several types of activities under *National media engagement*.

**Our Watch collaborated with media professionals and victim-survivors** to guide the work, co-developing resources and training, contributing to advisory groups, and participating as guest speakers.

Across 4 phases, **we reached 1,680 people through 59 capacity-building activities.**<sup>ii</sup> These included intensive activities – such as Fellowships (delivered in partnership with the Walkley Foundation), sports media forums and seminars, survivor media advocacy training, and a Media Masterclass – and shorter activities, which included newsroom trainings, webinars and one-off events (see **Figure 2** for examples).

**Our Watch sponsored several annual awards to recognise excellence in reporting on violence against women** and to encourage good practice reporting.<sup>iii</sup>

ii This figure may include multiple counts of people who attended multiple activities.

iii We partnered with the Walkley Foundation from 2015 to deliver a yearly Our Watch Award for Excellence in Reporting on Violence Against Women, and with the Journalism Education and Research Association of Australia from 2018 to sponsor Ossie Awards for graduate and post-graduate students, recognising excellence in the coverage of violence against women.

Figure 2:

## Snapshot of *National media engagement* activities and reach



**46 journalists** and media professionals completed  
**3 intensive Fellowship programs**

**1 Media Masterclass** for  
**22 media professionals** new to reporting on violence against women

**30 newsroom trainings** reached  
**576 people**

**858 people attended** webinars, forums and panel discussions

**5 universities** piloted the university curriculum for teaching of good practice reporting on violence against women

**14 people trained** to support survivors as media advocates; these representatives then trained

**86 survivor media advocates**

**We developed a range of practical resources** to guide prevention in the media setting, and shared these through a dedicated *Media Making Change* website and newsletter. The resources include the national media guidelines, *How to report on violence against women and their children*, which are designed to help the media ensure reporting avoids further harm to victim-survivors and contributes to preventing violence against all women and their children (see **Figure 3** for more examples of the resources developed).

Figure 3:

## Resources developed to guide prevention in the media setting

- » How to report on violence against women and their children – a set of national media guidelines for good practice reporting on violence against women and their children



- » Tips for reporting on sexual harassment



- » University curriculum resources for journalism educators

- » Tips for media reporting when there are legal restrictions



- » Tips for reporting on violence against Aboriginal and Torres Strait Islander women



- » Tips for improving sports reporting on violence against women

- » A guide to improve and support media reporting on violence against transgender and gender diverse communities



- » Webinar recordings and video clips to support reporting in different areas



# So what? Impact and learning from *National media engagement*

## Changes and impacts that support prevention in media

We identified key changes and impacts that *National media engagement* contributed to, mapped against

the Water of Systems Change framework (see **Figure 4**). These changes highlight what progress has been made to embed prevention in the media setting.

Figure 4: Water of Systems Change framework

### The Water of Systems Change framework defines 6 conditions that need to be shifted to influence social change.

The conditions occur at 3 levels in a system, and change is more likely to be sustained if working across the 3 levels. The levels and conditions of the Framework are as follows:

#### Structural change

Policies, Practices, and Resource flows

①

#### Relational change

Relationships and connections, and Power dynamics

②

#### Transformative change

Mental models (beliefs, habits, assumptions)

③

EXAMPLE CHANGES AND IMPACTS ACROSS 6 CONDITIONS OF SYSTEMS CHANGE

### Structural change (explicit)

#### Policies

Several media industry bodies included material on reporting of domestic violence in their advisory guidelines or codes of practice, influenced by engagement with Our Watch and Our Watch guidelines. One media organisation made training on reporting on violence against women mandatory for all staff.

#### Practices

Many journalists and media professionals who completed the Fellowships made changes to their reporting to integrate best practices. Changes include referencing support helplines, changing language and framing, embedding survivor-centred practices, contextualising the story, and diversifying sources.

#### Resource flows

Many Fellows actively shared the knowledge, tools, and resources they gained with colleagues and networks, helping to influence change within their newsrooms. For example, one Fellow video-recorded content to be used as part of an internal training module for producers.

### Relational change (semi-explicit)

#### Relationships and connections

Through some activities, participants built strong peer support networks. For example, Sports Media Forum participants shared that they had previously felt isolated, but the forums created a support network that better equipped them to influence change in their industry.

#### Power dynamics

Fellowship and Media Masterclass participants reported instances where they could influence reporting in their newsrooms following their involvement in the masterclass. One participant, for example, successfully persuaded their editor to revise a sensationalist headline.

### Transformative change (implicit)

#### Mental models

Across different types of capacity-building activities, most participating journalists and media professionals gained a stronger understanding about the media's role in prevention. Many participants also felt more committed and confident to highlight stories of women experiencing multiple and intersecting forms of discrimination.



## Policies and guidelines that create an enabling environment for good practice reporting

*National media engagement* contributed to organisations, industry bodies and government taking steps that enabled primary prevention in the media setting by influencing and guiding the actions of others.

- Several media industry bodies incorporated guidance on reporting of domestic violence into their advisory guidelines or codes of practice, informed by engagement with Our Watch and its guidelines. For example:

**Australian Press Council (APC) introduced an advisory guideline on family and domestic violence reporting in 2016.** Our Watch participated in the consultation and connected APC with sector representatives and survivors whose voices were important in the guideline's development. In 2017, Commercial Radio Australia released guidelines for responsible reporting of domestic violence, explicitly based on Our Watch's guidelines.

- At least one major media organisation, the Australian Broadcasting Corporation (ABC), has a publicly available **editorial policy on reporting domestic violence**, which references Our Watch's guidelines.
- Since the release of Our Watch's guidelines, **state and territory governments have supported the development of at least three state- and territory-specific guides** for reporting on domestic and family violence incidents, all of which reference Our Watch's work.
- All five universities that piloted the curriculum on gendered violence reported they had **committed to integrating it** into their journalism programs long-term.
- One media organisation made training on reporting on violence against women **mandatory for all staff**. This followed sustained engagement with Our Watch, including Our Watch delivering several newsroom trainings for journalists and editorial staff.

"Our Watch training was mandated... because [our organisation] takes its responsibility seriously as a publisher of news and information, as well as the influence our stories have on public perception of violence against women...we have a duty to our audiences to cover these issues - and to do this based on best practice, evidence-based research."  
– Editorial Manager

## Shifts in reporting practices that support prevention of violence against women

Despite challenges such as legal restrictions, fast-paced news cycles and editorial pressures, many journalists and media professionals who completed the Fellowships were able to apply what they learned to their reporting.<sup>iv</sup> This was evident from media analysis of Fellows' reporting after phase 2 and interviews with Fellows (phases 2–4).

Key shifts included the following:

- **Survivor-centred practices** — Many Fellows reported integrating trauma-informed interviewing practices to promote survivors' autonomy in how their stories were told.

"One of the biggest things that I guess stuck with me was talking through what you're going to publish about that person before it's published and that has completely changed my workflow ... It was really a bit of a light-bulb moment during the Fellowship when other Fellows and some of the guest speakers who were survivors said 'Ignore that. You have a duty of care to these people to talk through what they're going to be reading about themselves, because otherwise it does retraumatise them.' That, I think to me, was this very long held journalistic standard that sort of flipped on its head for me and really changed the way that I work around that now."  
– Fellowship participant, phase 4

- **Including support services** — There was an increase in stories written by Fellows that included support helplines.
- **Language and framing** — Some Fellows reported making changes to language to keep perpetrators in view and avoid perpetuating harmful stereotypes.

<sup>iv</sup> See *Considerations to note* for context on why changes from Fellowships are featured in this report more than other activities.

"I think the most significant change for me is just around language choice, just really simple small changes that can be made, which I didn't really take pay any attention to previous to the Fellowship ... using words that create a hierarchy between the perpetrator and the victim."

– Fellowship participant, phase 4

- **Contextualising the story** — Fellows increasingly linked individual incidents to the broader context and more explicitly presented incidents as preventable issues driven by gender inequality. For example, one Fellow shared that they now include more statistics in their reporting to highlight the broader context:

"I've started adding more of those stats in those stories. Just so you can kind of get a bigger picture of how it disproportionately impacts, for instance, First Nations women and children."

– Fellowship participant, phase 4

- **Diversifying sources** — Fellows expanded their use of expert voices, including sector specialists and survivors, rather than relying solely on official sources.
- **Story selection** — While many Fellows did not increase their overall coverage of violence against women, some did increase their reporting in this area or made other shifts in their story choices to better highlight or address inequality. For example:
  - One sports journalist stopped covering stories that glorify violence, recognising that normalising violence can contribute to gendered violence.
  - Media analysis from phase 2 highlighted that some Fellows had increased their reporting on violence against women and some increasingly covered stories with a focus on intersectional factors such as age, Indigeneity and homelessness.

"Even the topics of this Fellow's reporting change before and after training. Before training, the Fellow's content is about murders/disappearances and theft statistics. After training, the Fellow's reporting considers violence against women as a central topic, with articles on rates of family violence and a domestic violence program."

– Media analysis of Our Watch Fellow's writing (phase 2 Fellowship)

Some Fellows who partnered with Our Watch to deliver newsroom training also reported improvements in their newsrooms. One Fellow, for example, observed a colleague referring to the national media guidelines to ensure support hotlines were included at the end of their articles. Another Fellow shared:

"As a direct result of newsroom training, peoples' attitudes were shifted and changed. People sought out resources and people decided to actively tell more stories about violence against women to work towards prevention of it."

– Fellowship participant, phase 3

## Influencing resource, knowledge and information flows

Many Fellows actively shared the knowledge, tools and resources they gained from the Fellowship with colleagues and networks, helping to influence change within their newsrooms. For example, one Fellow video-recorded content to be used as part of an internal training module for producers.

Other examples included:

- ✓ calling out instances of poor reporting
- ✓ distributing printed or digital copies of the national media guidelines and tip sheets
- ✓ creating and delivering presentations within their newsrooms
- ✓ being an ongoing source of advice for colleagues writing stories on gendered violence.

"I have been the person that other staff who are working on these stories come to for advice about that ... there have been junior staff members and also more senior staff members who have come to me ... Three or 4 have come to me knowing that I've done the Fellowship to ask me questions about how to tackle the story they're working on."

– Fellowship participant, phase 4

"I think one of the most important roles is just the occasional remark I'll give to someone, you know, a bit of advice on a script or whatever, you know, I had this incident where ... someone was ringing from a program saying, 'Hey, can you send out a camera to do an interview with a victim-survivor, but with no journalist or producer...' And I was like, 'No!' I told them, they can't, we'll need to send a producer at the very least."

– Fellowship participant, phase 3

There were also ripple effects from other activities, where participants shared what they learned with their wider network. For example, 2 educators who attended one-off *National media engagement* events went on to incorporate content into their university teaching of journalism and gender courses.

## Fostering relationships and connections to deepen and sustain impact

Intensive *National media engagement* activities fostered strong professional relationships and peer support networks among participants.

- **Women in Sports Media Forum participants** reported feeling less isolated and more equipped to influence change in their industry.
- **Fellowship participants** stayed connected after the program, finding the network a valuable source of support and advice, especially when navigating challenges in integrating good practice reporting. Most Fellowship retreats were held in-person, which was a key enabler of relationship building.

"There's been continued communication since the Fellowship to talk about problems we're having or issues, or even just topics in the media that come up. That has been a wonderful, professional, and personal resource that's come out of it ... It's been invaluable."

– Fellowship participant, phase 4

- **Connections with sector experts** were also formed. Some journalists who attended Fellowships planned to contact guest speakers for comment as expert sources or for guidance on specific stories.
- Our Watch is aware of several cases where Fellowship participants later collaborated on work linked to improving reporting on violence against women with peers they met through *National media engagement* activities – for example, inviting peers to speak in a podcast episode or to present at a conference.

**Collaboration with diverse stakeholders was a valuable outcome of *National media engagement* and an enabler of other positive outcomes.** The expertise and input of victim-survivors, media professionals, domestic and family violence sector experts, and specialist organisations working with certain cohorts or communities helped to ensure resources and training were relevant to

media audiences and that they increasingly addressed key issues in media reporting for those groups most impacted by violence.

Key contributions to *National media engagement* included the following:<sup>v</sup>

- **Media industry experts** helped to develop resources and joined trainings and webinars as guest speakers, offering practical advice on embedding good practice reporting.
- **Victim-survivors** contributed to training material (such as media advocacy training), reviewed resources such as tip sheets, and joined panel discussions. It is now standard practice to include lived experience advocates as panelists.

For example, Our Watch developed the *Tips for media reporting on sexual harassment* in consultation with media representatives, lived experience advocates, and organisations addressing sexual harassment and assault. Between October 2022 and June 2024, the tip sheet received **2,699 page views and 583 downloads**, signaling it was relevant and meeting a need.

- **Specialist organisations and individuals working with specific communities** contributed diverse lived experience and expertise to ensure resources, webinars and trainings centered intersectional perspectives and addressed media representations of groups most impacted by violence.

For example, Our Watch led the creation of the *Guide for media reporting on violence against transgender and gender diverse communities* in consultation with Transgender Victoria, the Trans Justice Project, Zoe Belle Gender Collective, Black Rainbow, ACON, Rainbow Health Australia, and Transcend Australia. Between April 2024 and June 2024, the guide was viewed by **289 website users and downloaded 123 times**.



<sup>v</sup> Building on the work with media over the last decade, Our Watch, under the current funding is focusing on improving media representations of Aboriginal and Torres Strait Islander women. This has included hosting a Yarning Circle with Aboriginal and Torres Strait Islander media professionals, academics, and sector specialists, to inform the development of a training package for media professionals.

## Power dynamics: Influencing decision makers in media organisations

In the first Fellowship, participants identified the need for strategies to influence editors and other newsroom decisionmakers. In response, Our Watch integrated content on influencing decisionmakers and managing resistance into the first and all subsequent Fellowships, and also into other intensive trainings (such as the Media Masterclass).

Fellowship and Media Masterclass participants reported **instances where they were able to influence reporting in their newsrooms** in the weeks and months following their involvement in the activities. This reflects an important impact of *National media engagement* and demonstrates how participation can equip journalists and media professionals to have influence from within their newsrooms.

Key examples of influence as an outcome of *National media engagement* include:

- After attending the Media Masterclass, **one participant successfully persuaded their editor to revise a sensationalist headline**, aligning it with good practice.
- Survey and interview data show that Fellowship participation increased Fellows' ability to influence others in their newsrooms:
  - In the phase 4 post-Fellowship survey, 69% of Fellows reported participation increased their ability to influence editors and other senior newsroom personnel.<sup>vi</sup>
  - Several Fellows shared examples of successfully influencing colleagues' reporting on violence against women, such as giving advice that was taken on board. Some Fellows noted that the Fellowship's reputation contributed to colleagues perceiving their feedback as more authoritative or credible.

vi All 16 Fellows who participated in the phase 4 Fellowship completed the post-Fellowship survey.

"The prestige of, you know, doing a Fellowship with Our Watch ... it's responsible for really significant pieces of research that are really regularly used in reporting. I don't think without that backing, I would have had the confidence to be able to go to someone internally and say we need to change this or this is not acceptable or you know XYZ ... and they have largely listened to me as well, which has been very validating."

– Fellowship participant, phase 4

Despite these successes, **many participants still faced resistance** when applying learnings. This highlights the need for *National media engagement* to have greater direct engagement with newsroom decision makers. Common challenges identified in Fellowship interviews and surveys included:

- being asked to remove helplines from stories
- being asked to remove references to relevant research
- facing pressure to prioritise stories likely to attract more readers or that carry less legal risk.

"Perhaps there is a higher-up approach that needs to be taken by people like Our Watch. Perhaps you need to be bringing in the News Director[s]. Get those types of people in the room and telling them why they need to care. Because there is only so much that people in our level can do."

– Fellowship participant, phase 4

## Mental models: Strengthening commitment and understanding media's role in prevention

There are some **signs of increasing interest and engagement among media professionals** in delivering good practice reporting on violence against women. For example, more people participated in newsroom trainings in the final phase of *National media engagement* than in previous phases<sup>vii</sup>, and subscribers to the *Media Making Change* newsletter grew significantly – increasing by 96% across 2023–2024 to reach 763 subscribers.

vii 313 people participated in phase 4 newsroom trainings compared to 220 people in phase 2 and 43 people in phase 3. Note that participation rates for newsroom trainings in phase 3 were likely impacted by COVID-19, as delivery of all sessions shifted online.



**Evaluations identified shifts in participants' understanding of and commitment to prevention.** The following examples illustrate these changes:

- Across a range of *National media engagement* activities, survey data show that most participants (of those who responded) gained **increased knowledge and confidence** to report on violence against women accurately and respectfully. This shift was evident across intensive capacity-building activities – such as the Fellowships and Media Masterclass – and shorter activities, such as newsroom trainings, webinars and forums.

“The Our Watch training session on media, men and masculinities helped me to appropriately frame gender dynamics in my stories, particularly at a time when extremists are pushing back on reporting of gender-based violence.”

– Masterclass participant, phase 4

- One notable area of change was participants' **increased confidence to cover court proceedings** without inadvertently promoting victim-blaming. In the phase 4 Fellowship, for example, the proportion of participants who did not feel confident in this area dropped from 60% in the pre-survey to 19% in the post-survey.<sup>viii</sup>

- In interviews, Fellows demonstrated they gained a **clear understanding of how media reporting can play a role** in prevention by challenging the drivers of violence.

“Throughout the Fellowship, it was just very clearly articulated how gender inequality, whether that's from ... gender constructs ... objectifying a woman or, you know, catcalling a woman ... that it's a spectrum that leads right up until women getting killed ... I think that journalists' work is vital in helping people understand these issues.”

– Fellowship participant, phase 4

“The moral of the story of the Fellowship really was that violence against women is the endpoint of a number of issues, larger issues, more difficult to tackle issues beneath the surface. And so, if we want to address the symptom, which is violence, we need to fix the causes, which are these larger social inequalities, these drivers, the normalisation of violence.”

– Fellowship participant, phase 4

- Fellows and attendees of Sports Media Seminars and the Media Masterclass reported feeling **more committed and confident to highlight the stories of women experiencing multiple and intersecting forms of discrimination**, including Aboriginal and Torres Strait Islander women. Some participants noted that the sessions increased their personal awareness and reflexivity.

“Fellowships like this are so important because I think it gives people the confidence to write the stories that they were perhaps a bit worried about ... When it comes down to issues like this, people don't want to get it wrong, like the last thing I would ever want to do would be to write a story about an Indigenous woman and get it wrong.”

– Fellowship participant, phase 3

<sup>viii</sup> Pre-surveys were completed by 10 Fellows (63% response rate) and post-surveys were completed by all 16 Fellows (100% response rate).



# Key learnings about what works to progress prevention of violence against women in the media setting



**From *National media engagement***  
Our Watch gained key insights into what helps shift the system conditions that enable problematic reporting, and how to move instead towards a media environment that supports prevention of violence against women.

**Engaging busy journalists and media professionals requires a multi-pronged approach involving a range of activities and resources.** Journalists and media professionals value practical tip sheets to complement more detailed guidelines. While intensive capacity-building activities may be more effective in equipping participants to apply and influence changes in reporting, shorter formats such as webinars help reach broader audiences.

**Strategic partnerships with media stakeholders gave *National media engagement* industry credibility.** This helped expand its reach. For example, partnering with the Walkley Foundation helped attract more applications to the Our Watch Award and Fellowship.

**Maintaining a focus on intersectional approaches ensures reporting positively impacts women from social contexts most affected by violence.** Strategies that helped strengthen intersectionality in *National media engagement* included: ensuring the project advisory group (the Media Advisory Group)<sup>ix</sup> included members from communities most impacted by violence; drawing on Our Watch staff with diverse lived experience and expertise; and including speakers with intersectional identities, who could share their perspectives in panel discussions.

"One of the panels that was really effective was that there was a panel with a trans woman, a nonbinary woman and a woman with disability ... This was really good because all of them had experience with a journalist and they were able to speak to what was good about it and what was bad about it. We could only occupy one side of that discussion, so to be able to see that and to know how they feel about the way that they've been treated by a journalist ... was incredibly useful."

– Fellowship participant, phase 4

"I have tried to kind of make sure that there was representation as much as we possibly could across as many intersections as we could ... It was very intentional when it came to considering intersectionality and how we made that important throughout all of the work that we did."

– Our Watch staff member, phase 3

**Equipping journalists and media professionals with knowledge, skills and confidence can lead to meaningful changes in reporting.** Practice-focused sessions led by fellow journalists proved particularly effective for helping participants to understand how to apply good practices directly in their work.

"We all understand the context we are working in and we desperately want to improve our practice. Sessions that were oriented toward practice were significantly more useful."

– Fellowship participant, phase 4

**It is important for capacity-building activities to highlight that all journalists can contribute to prevention even if they do not report specifically on violence against women.**

<sup>ix</sup> *National Media Engagement* had a media advisory group in phases 2 and 3.

Our Watch is now including more content about how to apply a gender lens across all reporting, regardless of the topic.

**Many journalists and media professionals are deeply committed to improving reporting on violence against women and are willing to lead change in their newsrooms.** *National media engagement* showed that capacity-building activities can bolster confidence and credibility that can help journalists and media professionals to influence change. However, additional strategies are needed to address key challenges.

**Insights from participants have reinforced the need for a whole-of-organisation approach that builds broad awareness** and support for reporting changes among newsroom personnel, including at the editorial level. Recognising this need, Our Watch increasingly engages with editorial directors and internal newsroom trainers at media organisations.

Journalists and media professionals working to improve reporting on violence against women may face exhaustion, isolation and resistance. **Peer support networks are highly valued in this context, offering solidarity and mutual learning.** Although there was limited uptake of *National media engagement* networking events, Our Watch continues to explore effective ways to foster ongoing peer connections.

Mainstreaming good practice within a media organisation helps to reach journalists who may not already be committed to making positive change. This can also mean **a need to expect and plan for resistance** when delivering prevention efforts.



# Key learnings about **how to develop and deliver impactful trainings** about good practice reporting on violence against women



## **Tailor to existing knowledge levels:**

In Fellowships, better tailoring of content to suit participants' existing knowledge could have enhanced outcomes. Learning from this, in the Media Masterclass we used self-paced modules to cover foundational concepts prior to in-person sessions, which meant in-person sessions could be tailored to build on participants' understanding.

## **Use varied learning methods:**

Combining online modules and presentations with participatory activities, panel discussions and facilitated conversations helps participants learn how to apply theory to practice.

## **Engage a trauma-informed approach:**

Some content can be triggering for participants with lived experience. Fellowships included sessions on self-care delivered by the DART Centre, and additional strategies were incorporated over time, such as adding reflective exercises, scheduling breaks after more challenging sessions, and providing access to counsellors for 6 months post-Fellowship.

## **Stay up to date with the media landscape:**

Training content needs to reflect evolving forms of media reporting, including published material – both print, and digital – and broadcast, including television, radio and vertical video (e.g. TikTok and Instagram), and use relevant examples of good and poor reporting across these formats.

## **Prioritise speakers from the industry:**

Sessions led by fellow journalists are highly valued, offering participants insights into how other journalists have made changes in their work.

"The sessions they did have with other journalists were where I had my biggest light-bulb moment I mentioned. Those were by far the most impactful and change making parts of the Fellowship because it was coming from somebody who knew the reality that I faced."

– Fellowship participant, phase 4

## **Center lived experience:**

Hearing directly from victim-survivors and people with intersectional identities can foster, or further increase, commitment to apply changes in reporting.

"I think the Fellowship was really singing when it had those panels of victim-survivors ... That was actually probably one of the most useful things that I'll take away ... them talking about what it's like working with the media, because that's definitely not a perspective that we get to hear a lot of."

– Fellowship participant, phase 4

## **Keep resources and training aligned with current evidence:**

Ongoing relationships with journalism researchers and educators, lived experience advocates, and media stakeholders ensures both content and recommended practices reflect the latest evidence and understandings of good practice.

» See **Appendix B** for a summary of tips for engaging media effectively in prevention activities.

# Now what? Priorities for progressing prevention in media

Since the conclusion of the fourth phase of *National media engagement* in 2024, the work of engaging media as a setting for prevention has transitioned into broader Our Watch funding, provided by the Department of Social Services under the *National Plan to End Violence Against Women and Children 2022-2032 (Second National Plan)*. This funding, which extends until 2027, provides 3 more years in which to continue strengthening the role of media in addressing the drivers of violence against women across the Australian community.

To guide future efforts, we have drawn on the decade of insights from *National media engagement* and recent research on the current state of media reporting. This evidence base has helped us identify key opportunities to improve media reporting and contribute to prevention of violence against women.

## Current state of media reporting - key research findings

This section summarises findings from 2 literature reviews commissioned by Our Watch in 2024.<sup>x</sup> The reviews applied an intersectional lens to identify research findings on changes in reporting practices since the 2016 report on *Media Representations of Violence Against Women and Their Children*.<sup>3</sup>

The reviews highlight some areas of positive change in media reporting, but also persistent areas of problematic reporting.

Positive findings about reporting practices:

- **Media coverage of violence against women in public service journalism and the alternative feminist press has improved.** Reporting by these media sources included more stories from victim-survivors and more information about support services. Reporting by these sources also showed greater understanding of violence against women as a broader societal problem.<sup>4</sup>
- **Some reporting shows greater diversity in sources of information.** Reporting previously over-relied on police and courts as sources; however,

news reports now include voices of victim-survivors, advocates, experts and service providers.<sup>5</sup>

- **Some reporting has shifted towards a focus on primary prevention and greater inclusion of support services' contact details.**<sup>6</sup>

Nevertheless, there is still evidence of consistently poor quality and harmful reporting, particularly from commercial media.

- **Media reporting on violence against women continues to focus disproportionately on physical violence and homicide.**<sup>7</sup>
- **The majority of articles frame incidents as individual or episodic events,** rather than as a preventable social issue, although this varied across states.<sup>8</sup> Episodic framing is more likely to occur with court reporting,<sup>9</sup> as legal restrictions may limit reporting critical context.
- **Commercial media continues to be associated with examples of harmful, sensationalist and rape myth-driven reporting,** which shifts blame and responsibility onto victims and away from perpetrators.<sup>10</sup>
- **Coverage often still favours reporting on "ideal victims".** Violence against white, middle-class, educated, young and attractive women is given greater attention, while violence against Aboriginal and Torres Strait Islander women less frequently makes the news despite the high incidence of abuse these women experience.<sup>11</sup> Violence against women with disabilities and women from refugee and migrant backgrounds is also often underrepresented in media reporting.<sup>12</sup> When Aboriginal and Torres Strait Islander women are reported on, the reporting is often sensationalised or

<sup>x</sup> Our Watch commissioned 2 separate literature reviews, which were conducted by Dr Andrea Baker and Dr Usha Manchanda Rodrigues.



sexualised, portraying these women as responsible for the violence they experience.<sup>13</sup>

- **Many stories show a lack of consideration for intersectional factors** such as race, class, caste, sexuality, age and ability and how these factors impact incidences of violence against women.<sup>14</sup> Articles involving Aboriginal perpetrators often frame domestic violence as a problem specific to Aboriginal communities, failing to contextualise the issue.<sup>15</sup>
- **The lack of diversity in media workplaces persists and impacts on the quality of media reporting** on violence against women from diverse backgrounds.<sup>16</sup>

The research highlights that, although there have been some encouraging changes, further work is needed to strengthen media reporting on violence against women.

## Opportunities for strengthening prevention in media

Building on the research findings and what we learned from *National media engagement*, we identified several key opportunities to accelerate progress in preventing violence against women through the media. Some of this work is already underway, led by Our Watch through the National Plan funding.

- 1. Continue developing tailored training for different groups of journalists and media professionals.** For example, there is a need for strategies and messaging that work to engage men in media. Media is a male-dominated setting, yet most people who have engaged with Our Watch have been women.
- 2. Expand who we engage to include digital content creators, to be able to reach younger audiences.** New, younger audiences tend to access news from non-traditional sources, such as social media. We can engage young people by working with creators of content that is popular with this cohort – for example, true crime podcasts. Our Watch has commenced working with these audiences in 2025.

**3. Build on existing commitment and interest to support media organisations to implement a whole-of-organisation approach** to prevention of violence against women. A whole-of-organisation approach includes:

- **building broad awareness among newsroom personnel**, including at the editorial level and across other roles. Building on work with editors over the last 10 years, we are deepening these relationships and expanding support for editors in the National Plan funding period
- **developing and/or strengthening editorial policies and guidelines** to support consistent good practice reporting on violence against women
- **paying attention to organisational culture change**, to promote respectful, safe and inclusive newsroom cultures. Positive duty legislation and reports of sexual harassment in media institutions present an opportunity to gain traction with this work. Fostering safe and respectful newsroom cultures can help attract and retain a diverse range of journalists who have lived experience of intersectional issues and can tell nuanced stories.

**4. Work with media industry stakeholders, lived experience advocates, and government to explore opportunities** to further improve reporting practice, in light of calls to standardise and strengthen media codes of practice and to streamline complaints processes. Our Watch recognises the need and potential to approach this work in a way that strengthens media freedom and improves public trust in the media.

**5. Consider how artificial intelligence will impact media reporting of violence against women** and what prevention strategies will be needed.

We invite you to share your thoughts on what opportunities you see for strengthening prevention in the media setting. While we may not be able to consider all suggestions, your insights can help inform ongoing conversations and thinking in this space.

» [mediamakingchange@ourwatch.org.au](mailto:mediamakingchange@ourwatch.org.au)



# Conclusion

This report demonstrates some significant shifts in the media landscape that strengthen primary prevention and promote reporting on violence against women that is accurate, respectful and responsible.

**These findings highlight how targeted efforts to influence various aspects of the system can drive change across the socio-ecological spectrum - from individual journalists, to newsrooms, to the broader media industry.**

Crucially, organisational and institutional shifts create the conditions that enable and reinforce the efforts of individual journalists to embed good practice reporting.

It is clear that there is a growing cohort of deeply committed journalists and media professionals who are applying good practices in their own reporting and championing change within their organisations and professional networks.

Increasingly, media organisations and industry bodies are recognising their responsibility to improve reporting on violence against women. This momentum is promising, but it must be broadened and deepened to create a consistent and supportive environment across the sector.

Over the past decade, and through the engagement of journalists and media professionals in *National media engagement*, Our Watch has gained critical insights into how to support the media as a key setting for the prevention of violence against women. These lessons will inform and strengthen future efforts to embed prevention across the media setting.



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## APPENDIX A:

# Evaluation data sources and methods

Data collection methods varied for each of the 4 evaluations.

Key methods included:

- surveys and questionnaires
- interviews
- focus group discussions
- review of project documentation
- media analysis
- digital analytics data.

The table below outlines in further detail the data collection methods and sources used in each evaluation.

Data collection method by activity type	Phase 1	Phase 2	Phase 3	Phase 4	Number of respondents (and response rate where available)
<b>Fellowship</b>					
Surveys after each retreat (3 retreats)		X			14; 9; 11 (range 64–100% response rate)
Follow-up interviews with Fellows		X			7 (50% of total participants)
Media analysis of Fellows' reporting before and after participation		X			n/a
Surveys after each retreat (3 retreats)			X		15; 10; 3 (range 19–94% response rate)
Questionnaires			X		6
Follow-up interviews with Fellows			X		9 (56% of total participants)
Fellowship alumni survey				X	8
Pre- and post-surveys				X	10 for pre-survey (63% response rate); 16 for post-survey (100% response rate)
Follow-up interviews with Fellows (4–5 months after completion)				X	10 (63% participation rate)
<b>Survivor media advocacy training</b>					
Review of evaluation reports from host organisations		X			
Interviews with project coordinators from host organisations		X			6
Follow-up surveys with trained survivor advocates (6 months after training)		X			37 (86% response rate)

<b>Data collection method by activity type</b>	<b>Phase 1</b>	<b>Phase 2</b>	<b>Phase 3</b>	<b>Phase 4</b>	<b>Number of respondents</b> (and response rate where available)
Follow-up interviews with trained survivor advocates (6 months after training)		X			10 (12% of total participants)
Media analysis of articles that did and did not feature a trained survivor advocate		X			n/a
<b>Sports media seminars and forums</b>					
Forums – Questionnaire			X		3
Forums – Interviews with Sports Media Forum participants			X		2
Forums – Focus group discussion with Sports Media Forum participants			X		6
Seminars – Zoom polls			X		25
Seminars – Questionnaires			X		9 after seminar 1 (25% response rate); 9 after seminar 2 (26% response rate)
Seminars, forums – Attendance data			X		n/a
<b>Other capacity-building activities</b>					
Responsive training – Surveys after training workshops		X			6 (75% response rate)
Responsive training – Media analysis of journalists' reporting before and after participation		X			n/a
Newsroom training – Questionnaire			X		21 (49% response rate)
Newsroom training – Surveys at the end of trainings				X	98 (30% response rate)
Webinars – Surveys at the end of webinars				X	71
Media Masterclass – Surveys at the end of training				X	5 (23% response rate)
Media Masterclass – Focus group discussion with Masterclass participants				X	10 (45% participation rate)
<b>University curriculum</b>					
University curriculum – Surveys with students		X			54
University curriculum – Surveys with university educators		X			12
University curriculum – Interviews with university educators		X			3
<b>Media advisory groups</b>					
Media Advisory Group – Survey		X			5 (20% response rate)

Data collection method by activity type	Phase 1	Phase 2	Phase 3	Phase 4	Number of respondents (and response rate where available)
Media Advisory Group – Review of meeting minutes		X			n/a
Sports Media Advisory Group – Attendance data			X		n/a
Sports Media Advisory Group – Focus group discussion with Sports Media Advisory Group members			X		5 (50% participation rate)
<b>Panel discussions and events</b>					
Trolling forum – Review of project reports		X			n/a
Trolling forum – Social media engagement statistics		X			n/a
Future Voices event – Questionnaire			X		14 (of 277 registered attendees)
Rewriting Masculinity event – Questionnaire			X		14 (of 221 registered attendees)
JERAA conference – Digital analytics			X		n/a
<b>Website, guidelines and awards</b>					
Online portal of resources, awards – Interviews with key informants from the media and domestic and family violence sectors	X				11
Online portal of resources, awards – Review of project reports	X				n/a
National media guidelines, <i>Media Making Change</i> hub – Digital analytics		X			n/a
Ossie awards – Review of award submissions		X			n/a
Ossie awards – Interviews with university award liaison		X			1
<i>Media Making Change</i> website, newsletter, sports media tip sheet – Digital analytics			X		n/a
<i>Media Making Change</i> website, newsletter – Digital analytics				X	n/a
<i>Media Making Change</i> website – Website survey				X	180
<b>Across activities</b>					
Feedback from Our Watch staff		X	X	X	



## APPENDIX B:

# Tips for engaging media effectively in prevention activities

The following are quick tips for how to deliver effective prevention activities with media, based on Our Watch's learnings in *National media engagement*.

## What works to engage journalists

- ✓ **Use a multi-pronged approach:** Combine intensive training with shorter formats such as webinars to reach a broad audience.
- ✓ **Provide practical tip sheets** alongside more detailed guidelines — journalists value resources they can refer to quickly.
- ✓ **Build strategic partnerships:** Collaborating with respected media organisations (e.g. Walkley Foundation) increases credibility and reach.

## Embedding intersectionality

- ✓ **Centre voices from communities** most impacted by violence.
- ✓ Ensure advisory groups and speakers reflect **diverse lived experiences**.
- ✓ **Feature intersectional panels** in capacity-building activities.

## Equip journalists to apply learnings and influence change

- ✓ **Focus on practice-based sessions** led by fellow journalists.
- ✓ **Provide tools and strategies** to support change in newsrooms.
- ✓ **Emphasise that all journalists can contribute to prevention** — not just those covering violence against women specifically.
- ✓ **Foster peer support networks** to promote solidarity and momentum.

## Support a whole-of-organisation approach

- ✓ **Engage editorial leaders** and newsroom trainers to build newsroom-wide support.
- ✓ **Recognise and plan for resistance** - not all journalists are committed yet.

## Designing impactful training

- ✓ **Tailor content** to participants' existing knowledge.
- ✓ **Use varied learning formats:** self-paced modules, panels, discussions and participatory activities.
- ✓ **Use trauma-informed practices:** reflective exercises, breaks and access to counselling.
- ✓ **Stay current with evolving media formats** — print, digital, broadcast, and vertical video (e.g. TikTok, Instagram).
- ✓ **Prioritise industry-led sessions** for practical insights on how learnings can be applied.
- ✓ **Centre lived experience** to deepen understanding and commitment.
- ✓ **Align with evidence** through ongoing collaboration with researchers, educators and advocates.

# Our Watch



**Preventing violence  
against women**