

MEDIA RELEASE

The Domestic Violence Crisis Service ACT (DVCS) Blue & White Gala Ball was a success! Such a success that Rosie Batty will be back.

“In our 27 year history, we have never held an event like we did on 16 May. We are pleased to confirm that our Blue & White Gala Ball with Rosie Batty, Jane Caro and Kate Ceberano was a success. Not only did we raise some much needed funds; we also raised significant awareness” says Executive Director, Mirjana Wilson.

“Our Blue & White Gala Ball wasn’t just about raising money, although that was great. It was also about increasing our profile. The majority of DVCS’ clients are referred to us directly from ACT Policing. We know it is not uncommon for people subjected to violence to decide against involving the Police, for a variety of reasons. It is those people that we wanted to reach. If those people are not talking to the Police, or other agencies it may mean that they do not know what support options are available. We are hopeful our new, but subtle, marketing strategy will help to increase our profile and awareness. Our Blue & White Gala Ball was somewhat like the “launch” of our new marketing strategy.”

DVCS profited \$85,000 from the Blue & White Gala Ball which will be invested into the Young People’s Outreach Program (YPOP) and Support Group Program (SGP). The YPOP works one on one with children aged 5 to 13 years (and their families) who have been subjected or experienced domestic violence in their home. The SGP runs three different groups for women and children who have experienced domestic or family violence. Some are casual social groups and others are therapeutic groups. Both programs run all year round and are available to existing DVCS clients and non-clients. It will also prop up the ever diminishing emergency accommodation and care pack funds for those women and children fleeing after an incident of violence.

“Our Board of Governance and staff were brought to tears with the generosity and kind words from all those that attended the Gala Ball. Not only from the positive feedback about the event itself, but the out-pouring of compliments and admiration for the work that we do every day of the week” says Ms Wilson “The work we do is not the most glamorous, but it is certainly incredibly rewarding and satisfying.”

“Will we do it again? The question on everyone’s lips at the moment. I think for the time being that will need to remain a secret and we will see what the year brings us. We are excited, however, to announce a visit from Rosie Batty on Thursday 4 June. Rosie will be meeting with myself and Mr John Hinchey, the ACT Victims of Crime Commissioner, to discuss work that needs to be done on improving responses and funding to front line services.”

Rosie Batty’s meeting with DVCS and the ACT Victims of Crime Commissioner is one that is conducted in accordance with Ms Batty’s request as recipient of the Australian of the Year award earlier this year. “We are honoured that she has chosen us to be a part of this meeting. As we only have a short time with her, we hope to make the meeting as productive as possible” said Mr Hinchey.

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