



Newsletter Violence No Way Campaign



The Violence No Way Campaign has taken off in the Far North of the state of Queensland. This newsletter will provide some of the highlights of the campaign to date.

Launch in Atherton

Atherton High School was the scene of a very successful launch by the Atherton police division. Over 300 students and 100 members of the community joined together to say "Violence – No Way!"



Principal Colin Allen-Waters and students with the banner they made.

The launch was chaired by Councillor Joe Paronella with guest speakers including Mr Jim Chapman, the Mayor of Atherton Shire, Senior Sergeant Peter Howard and school captains.

A banner was made by the school students for the event and the students enthusiastically embraced the concept.

The launch in Atherton is a forerunner to the *Violence No Way March* to be held on 9 March 2007 through the streets of Atherton.

Survey is a success!

The pre-campaign survey was launched in January throughout the region. A wide variety of responses have been obtained which will be collated in evaluating the program.

Thank you to all those who responded.

Launch of Vicious V

One of the characters of the campaign, a nasty piece of work called "Vicious V" was launched at the final Cairns Taipans Home game on Sunday 11 February 2007.



Vicious being led off the field at the game.

Vicious ran out on to the court in front of a large crowd trying to act like he was tough and generally speaking, an 'angry person'. This was not accepted by the crowd and he was booed off the court, assisted by two local police officers.

Violence No Way Marches

Marches have now been held in Mareeba, Coen, Hopevale and Yarrabah. All have been very success with hundreds of people turning out to say no to violence.

Thank you to all those who attended to make a stand.

Taipans assist

Southern Cross Ten and the Taipans have joined the campaign.

Mark Wolton, station manager of Ten in Cairns has assisted by developing a community service advertisement in conjunction with the Taipans.

Inspector Rolf Straatemeier, Mareeba District Officer said the advertisement would go to air during February and be available for any television station to as a community service announcement.

Web pages a success!

Web pages are proving to be a real success in the campaign. Since the pages were launched in December, pages have received over 8000 hits already. Of note is that the people from the countries which have most visited the site are Australia 1, USA 2 and China 3.

A new and exciting photos page has been added to our web pages

Promotional material wanted!

The campaign organisers are receiving a number of requests for promotional material. Even though the campaign is primarily used in the Far North of the state, material has been sent to a correctional centre in the South East as well as a number of other areas in Australia.



Constable Maria Mazlin with Atherton Woolworths Manager, Chris Kitchen placing one of our business posters.

Up and Coming events

February 2007- Launch of bumper stickers

March 9 – Community march through Atherton – 6.30 pm

Sponsors

The campaign welcomes and thanks the Indigenous Coordinating Council for sponsorship of the campaign to be launched in four indigenous communities, Southern Cross Ten for making and airing of the Taipans advertisement, Cairns Taipans and 4CA FM.

