

A **BIG hART** FILM

DIRECTED BY **AMELIA TOVEY**

CREATED WITH **YOUNG PEOPLE  
FROM FRANKSTON, VICTORIA  
AND ROSIE BATTY**

# Media Kit

**“VIOLENCE IS NOT INEVITABLE,  
VIOLENCE IS PREVENTABLE.”**

ROSIE BATTY, FAMILY VIOLENCE ADVOCATE

# IT STARTS WITH US





# It Starts With Us – Documentary Partnership Media Kit

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## Summary

Family violence is a national crisis in Australia, with 2 in 5 children under the age of 18 exposed.\* There is an urgent need for innovative prevention programs for young people, yet prevention receives less than 5% of sector funding.\*\* Without meaningful investment in prevention, how can we expect change?

*It Starts With Us* combines film and advocacy to raise awareness and drive funding toward youth-focused prevention programs across the country, focusing on the early behaviours and conditions that lead to family violence.

**It Starts With Us**  
**ABC TV and iView from 17th August 2025**

The broadcast will be followed by screenings in schools, government, and community spaces. Accompanied by a suite of education resources developed for community and classroom settings, this project demonstrates ‘prevention in action’, outlining workshops and mentoring approaches that are practical, achievable and engaging for young people.

*\*Australian Child Maltreatment Study, 2023*

*\*\*Australia lacks consistent data on funding allocated to family violence prevention. This statistic has been derived from a range of sources in different states.*



## Project Background

*It Starts With Us* is a documentary and social impact project, developed with family violence prevention advocate Rosie Batty and young people from Frankston North, Victoria. Produced by arts and social change company Big hART, it builds on Project O, a successfully evaluated arts-based prevention program, delivered over a decade with young people around the country, in areas with high rates of family violence.







## Documentary Synopsis

*It Starts With Us* follows a group of teenagers living in a community with high rates of family violence, and their transformative experiences as part of a groundbreaking arts-based prevention program aimed at stopping violence before it starts.

This unique prevention program fosters connections between young people, artistic mentors, and advocates like Rosie Batty, giving young people the rare opportunity to be heard. Through songwriting workshops, the teenagers - who struggle with housing instability, bullying, exclusion, family tensions and low self-esteem - find a way to turn the stories of their lives into powerful lyrics that give voice to their often invisible experiences. Together they explore how to break generational cycles of violence and practice respect, equality, independence and leadership. When they perform their original song at the school's awards night, they surprise their families and even themselves with what they've learned. *It Starts With Us* reveals the powerful and real-world impact of prevention in action.



A large crowd of people is gathered for a protest or rally. In the foreground, a banner is partially visible with the text "FAMILY VIOLENCE" and "ACTIVITIES". The crowd is diverse in age and appearance, and the background shows trees and buildings under a clear sky.

## Key Messages

- **Work with young people** – To prevent and eliminate family violence, there is a critical need to engage young people, and centre their voices and experiences
- **Fund & support prevention programs** - There is a significant gap in funding for programs that work with young people to explore the conditions that underpin family violence and promote respectful, healthy relationships, and aim to ‘stop violence before it starts’
- **Creative and youth-led methods** - Innovative approaches to prevention work that tap into creativity and self-expression will have more relevance and resonance with young people, resulting in a tangible and measurable positive impacts

## Quotes

**“There won’t be a shift in how adults treat each other unless we focus on the next generation and listen to young people” - ROSIE BATTY AO**

**“It Starts With Us is a beautiful example of how art, music and creativity can change lives - a must watch for anyone interested in what we can all do to make meaningful change and end gender-based violence” - OUR WATCH, CHAIR, Moo Baulch**

**“Ending domestic, family and sexual violence hinges on getting it right for children and young people and we cannot do that unless they are involved at every step, on their own terms.” - ANROWS CEO, Dr Tessa Boyd-Caine**

**“Whether you sit in a boardroom, a classroom or a seat on the bus, you have influence and you can contribute to the seismic shift towards a world free from violence.” - ROSIE BATTY AO**

**“People make choices about their behaviour within a social context. If we don’t change this social context, we won’t stop the violence.”**

**- OUR WATCH CEO, Patty Kinnersly**

## Credits

**IT STARTS WITH US**

**A Big hART Film**

**Created with Young People from Frankston VIC, and Rosie Batty**

**Directed by Amelia Tovey**

**Director of Photography – Petra Leslie**

**Editor – Sally Biasiutti**

**Cinematographers – Bonita Carzino, Nisa East & Hossein Khodabandehloo**

**Sound recordist – Ben Bomitali**

**Composer - Jessica Dunn**

**Motion Graphics – Monica Higgins**

**Producer - Sophia Marinos**

**Executive Producers - Genevieve Dugard & Deanne Weir**

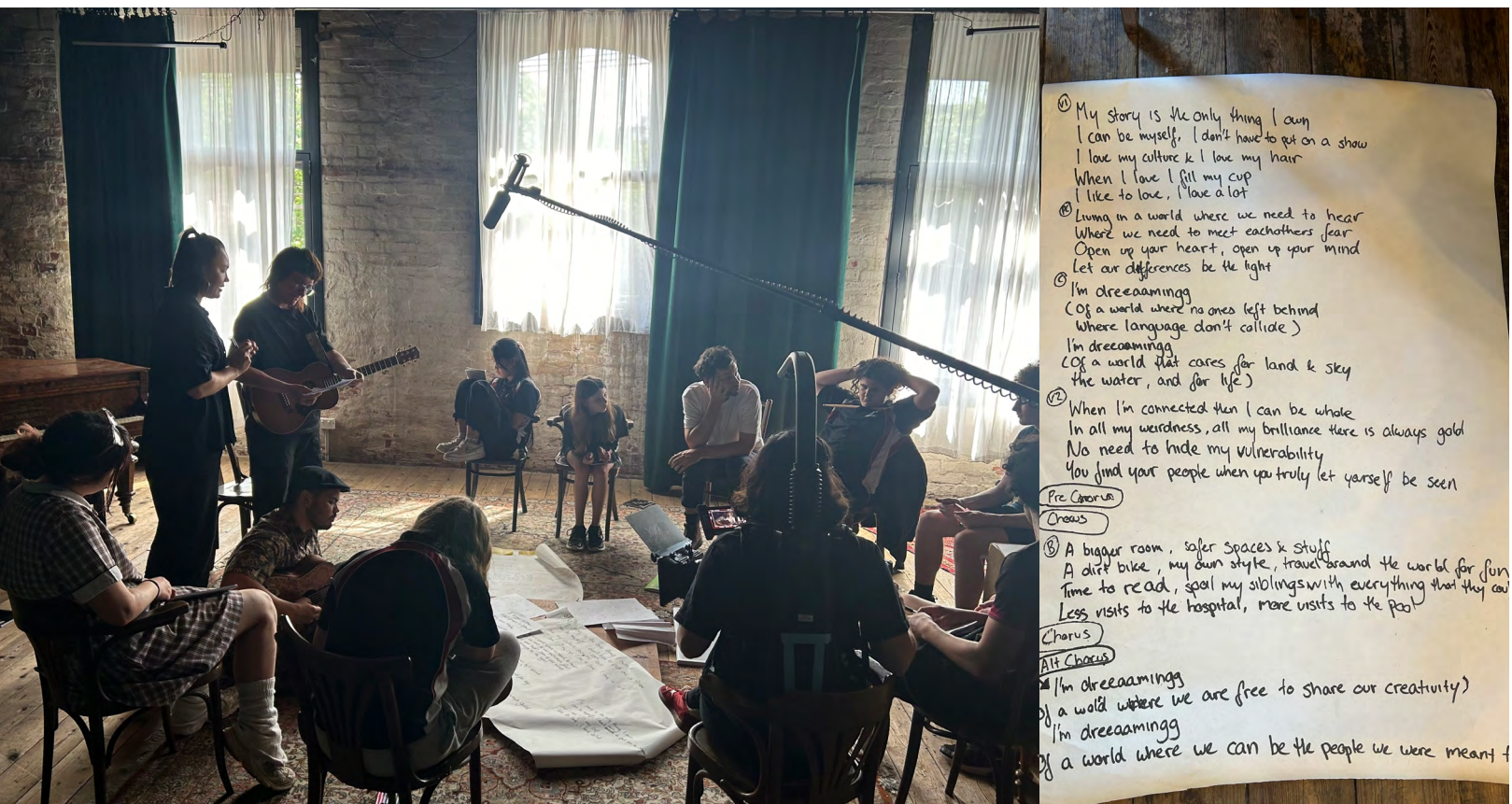
**Community Producer - Fallon Te Paa**



## Suite of Education Resources

Developed alongside the documentary, this series of resources features short films created from ‘cutting room floor’ footage, lesson plans, and educator guides. The short films showcase the voices and real experience of the young people in the *It Starts With Us* documentary. They are accompanied by a study guide and lesson plans designed for high school students, to support personal reflection, build empathy, and open up conversations about identity, healthy relationships, and agency – in fun and engaging ways.

**\*\*\*The education resources will be available on via the ClickView education platform, or the *It Starts With Us* Website.**



### ‘I’m Dreaming’ – an original song

‘I’m Dreaming’ is a professionally recorded song created by the group of young people featured in the *It Starts With Us* documentary, with musicians Jen Cloher, Jay Jarome, and Fallon Te Paa.

The song will be released on Spotify, Apple Music and other streaming platforms from August 14th (embargoed) and publicly from August 17th.



## Publicity Advisory – Framing the story

When discussing ‘It Starts With Us’ please note that the young people involved in this project and portrayed within the documentary were not selected on the basis of having experienced domestic or family violence personally and they should not be portrayed as having been so within the context of any reporting.

The problem of domestic and family violence and the need for prevention as a methodology in should not be undersold or go unnamed as an issue. You are encouraged to take the opportunity to discuss prevention as an important part of the Government’s ten-year plan to eradicate domestic violence and to question governments as to why it doesn’t receive as much funding as other areas of the same plan, given its longitudinal impacts and disappearing window of opportunity with every cohort of students that leaves formal schooling.

When reporting on violence we should use the very clear guidelines are available here:

- [Our Watch media resources](#)
- [Press Council guidelines for reporting on DFV](#)

## Media & Assets

We would love as many people and organisations to share this important work as possible. Below is a range of assets and links for you to share on your various platforms. If you require anything further, please contact our Communications and Media Manager.

Assets (Dropbox) - [Poster, Stills, Logos, Socials assets](#)

Documentary Trailer (Vimeo) - [Landscape \(16x9\)](#), [Vertical - 9x16](#)

Website – [itstartswithus.com.au](https://itstartswithus.com.au) (launching 17 August)

### Social Media Channels & Tags

Facebook - @BighARTonline

Instagram & Threads - @bighart\_online

LinkedIn - <https://www.linkedin.com/company/big-hart>

TikTok - @big.hart0



## Contacts

### Media enquiries

Christina Donoghue, Communications and Media Manager

Mob | 0405 013 357

Email | [chris@bighart.org](mailto:chris@bighart.org)

### Project enquiries

Sophia Marinos, Creative Producer

Mob | 0417 286 254

Email | [Sophia@bighart.org](mailto:Sophia@bighart.org)

*If you or your organisation are interested in hosting an impact screening, please contact Sophia Marinos or visit [www.itstartswithus.com.au](http://www.itstartswithus.com.au)*

## A Special Thanks to Our Funders and Supporters



# BIG *h* ART