Campaign Involvement Kit
Step Back Think is a pioneering not-for-profit organisation focused on the prevention of social violence.

Social violence includes one-punch assaults, pub brawls, youth violence and street fights.

Our mission to drive cultural change to end social violence is guided by our three pillars: Education, Awareness, and Partnerships & Advocacy.

We take a public health approach to the prevention of social violence by educating young people, raising awareness, and creating change at an institutional level.
In 2016 alone, 14 lives have been lost to social violence. This continues to be a significant problem, with countless unreported cases of social violence impacting the lives of victims and their loved ones. To change this, on the first weekend in summer we are partnering with leading venues across Australia to remind young people of the devastating consequences of social violence.

We recognise that venues are central to our social lives and play an important role in creating safe spaces for young people out at night.

That's why we are inviting you to be part of the Stamp Out Violence Campaign.
The Campaign

For the weekend of 2nd and 3rd December in leading venues across Australia, we will offer patrons stamps in honour of those killed by social violence.

Every venue that weekend will be an ally in our Campaign to end social violence.

Every patron will carry around the memory of victims on their wrists and fists.

Every hand will hold a life.

Step Back Think encourages venues to join us in raising awareness throughout the Campaign.

Note: Visual is concept only. Final stamp may appear different.
What’s in it for you?

1. Playing a proactive part in ending social violence in the community.
2. Positive exposure for your venue in national media coverage.
3. Opportunity to lead the charge for change.

What’s involved?

We’ve designed the campaign so that involvement is simple and rewarding for venues.

1. Fill out the Campaign registration form online with your venue details.
2. Pay the registration fee.
3. Receive confirmation of participation.
4. Inform your staff about the Campaign using the information supplied.
5. Participate in Campaign media opportunities if desired and where available.
6. Share your involvement via social media.
7. Welcome Step Back Think volunteers into your venue to host the Campaign.
8. Discuss your feedback with Step Back Think after the Campaign weekend.
The Criteria

Step Back Think recognises that venues can be part of the solution by creating a culture that actively advocates against social violence.

We're only inviting venues that already demonstrate leadership in their communities to be involved.

Venues participating in the campaign will be licensed and have high reputations for strong ethical practices, maintain a safe environment for patrons and staff, follow risk management practices and procedures and commit to playing a positive role in ending social violence.
FAQ

What is social violence?
Social violence is interpersonal physical violence that occurs in a community setting. It includes one-punch assaults, pub brawls and street fights.

Is this a national campaign?
Yes.

Our venue doesn’t have an issue with violence, will participating in this campaign make it seem like we do?
No, this is a Campaign that only works with venues that demonstrate a commitment to creating safe and fun environments for staff and patrons.

Does the Campaign run on the Friday or Saturday night?
Venues must choose at the time of registration whether they will run the Campaign at their venue on either Friday 2nd December or Saturday 3rd December.

We want to participate in the Campaign but the Campaign dates don’t suit us, can we distribute the stamp on another night?
No. Campaign materials can only be used on Friday 2nd December or Saturday 3rd December.

Why is there a registration fee and how much is it?
The registration fee is $350 (excl. GST).

Venues will receive two stamps, collateral such as posters, information for your staff, and Step Back Think volunteers to attend your venue to distribute stamps to patrons. Additional stamps can be purchased for venues with higher patron numbers. The registration fee covers the cost of providing these materials to venues. The fee must be paid at the time of registration. The registration fee can be paid using a credit card.

If we have multiple venues do we only pay one registration fee?
No. The registration fee covers materials for one venue only. If you have multiple venues you must pay a separate registration fee for each venue.

Do our venue staff give out the stamp to patrons?
Step Back Think will provide volunteers to attend your venue to distribute the stamp to patrons. However, Step Back Think cannot guarantee that there will be volunteers available in your local area to attend your venue. If this occurs, Step Back Think will work with affected venues to find a solution to ensure that registered venues can still be involved in the Campaign.
How do we register?
Visit this website to register:

What information is required to fill out the registration form?
• You will need to provide the contact information of a person at your venue who will be responsible for the venue’s involvement in the Campaign. If you are registering multiple venues it is possible to nominate a different contact person for each venue.
• You will need to supply information for generating a tax receipt: the company name, address and ABN. Payment can only be made using a credit card and you must supply the billing information for the credit card.
• For each venue you must: supply the venue name, nominate which night (either Friday 2nd or Saturday 3rd) you will activate the campaign, and supply approximate patron numbers.
• There is a free response field if you want to tell us any extra information about your venue.

If we have questions about the campaign who should we contact?
Contact Eden Giagnorio, Campaign Coordinator eden@stepbackthink.org 0408 508 502

Are we guaranteed to be included in media coverage?
No, unfortunately it’s not possible for Step Back Think to guarantee that your venue will be included in media coverage.

Can we seek our own media coverage?
Yes. However, you must adhere to the Stamp Out Violence Media and Publicity Guidelines, which will be provided to you by Step Back Think.

Whose name will be on the stamp distributed at our venue?
Sharing the stories of victims is a powerful way to engage people in conversation about social violence. Where possible, Step Back Think will provide your venue with a stamp that honours a victim from your venue’s geographic area.

If we fill out a registration form are we guaranteed to be able to participate in the campaign?
No. As outlined in the terms and conditions Step Back Think may reject a venue’s application.

Will Step Back Think request feedback from our venue after the campaign?
Yes. Step Back Think will request feedback from your venue to ascertain what worked, what didn’t work and what could be improved about the Campaign.

When do registrations close?
Registrations close at 5.00 p.m. on 17 November 2016.

Are there terms and conditions?
Yes. You must agree to the terms and conditions in order to participate in the campaign.
By registering to participate in the Campaign (Application) You confirm your acceptance of the following terms and conditions which govern Your participation in the Campaign.

1. Your participation in the Campaign is conditional upon payment of the Registration Fee, which must be made at the time of Application.

2. We may accept or reject Your Application in Our absolute discretion. Even if Your Application is accepted, We may revoke Your Application at any time prior to the commencement of the Campaign in Our absolute discretion. If Your Application is unsuccessful or later revoked, then the Registration Fee will be refunded to You. If Your Application for registration is revoked after You have received the Campaign Materials, You have no right to use the Campaign Materials and must immediately return them to Us at Your cost.

3. In consideration of payment of the registration Fee, We grant You a non-exclusive, royalty free, non-transferable licence to use Our intellectual property in the Campaign Materials at the Venue for the sole purpose of participating in and promoting the Campaign. You must not use Our name or logo for any other purpose.

4. You agree to use the Campaign Materials during the Campaign in accordance with the instructions provided and to share your participation in the Campaign on social media. You agree to provide Us with feedback after the conclusion of the Campaign.

5. Step Back Think may supply volunteers to assist you during the Campaign and You agree to provide any such volunteers with free access to the Venue for that purpose.

6. After the Campaign has concluded You must cease use of the Campaign Materials unless otherwise agreed in writing by Us.

7. We may use Your name to promote and publicise Us.

8. You must adhere to the Stamp Out Violence Media and Publicity Guidelines when promoting Your involvement in the Campaign.

9. To the extent permitted by law, We exclude liability for any loss, claim, injury or damage suffered by You or any third party arising from the Campaign or Your use of the Campaign Materials.
10. These Terms are governed by the laws of Victoria and you submit to the non-exclusive jurisdiction of the courts of that state.

11. In these Terms, the following capitalised terms have the following meaning:

   a. **Campaign** means the ‘Stamp Out Violence’ campaign that aims to drive the cultural change to end social violence by reminding party-goers about the devastating consequences of social violence, which will be conducted on 2-4 December 2016.

   b. **Campaign Materials** means two stamps and stamp pads, instruction guide, promotional collateral, and Stamp Out Violence Media and Publicity Guidelines supplied by Us to facilitate Your participation in the Campaign;

   c. **Registration Fee** means the sum of $350 [excluding GST] which is payable during the online registration process and includes the Campaign Materials. Additional Campaign materials can be purchased if required at additional cost;

   d. **Venue** means the venue operated by You and nominated in the Application;

   e. **We/ Our/ Us** means Step Back Think Inc.

   f. **You, Your** means the person or entity who completed an Application.