

 spirit *of* woman

# The Place of Courage

a catalyst for change



Partnership Proposal for Changemakers

"I encourage you to join me and Spirit of Woman in saying no to family violence, and together help us raise \$250,000 to build The Place of Courage for all South Australians."



## Join with us as we build something meaningful and lasting together

Spirit of Woman was founded to create a vehicle for change and to build on the extraordinary work of those championing the cause against domestic and family violence.

From humble beginnings, opening the first women's shelter in South Australia's south, Spirit of Woman has grown. The challenge we have set ourselves is to build The Place of Courage - Australia's first commemorative artwork and public tribute to the victims and survivors of domestic and family violence, to be located in Adelaide's South Parklands.

We ask that you partner with us through your sponsorship contribution to create a living tribute to those who have survived domestic and family violence, a beautiful place to honour those lost, and a reminder that we all must have the courage to work together to create meaningful change.

Sincerely,

Helen Oxenham, OAM  
Founder, Spirit of Woman





The Honourable  
Diana Bryant AO, QC

*I am proud to be associated with Spirit of Woman as their Patron. The Place of Courage will be South Australia's first dedicated contemporary commemorative public art space to not only honour women who rest in peace but also be a place of contemplation and remembrance, giving courage, strength, hope and healing. We are committed to a State response in the prevention, awareness raising and commemorating the survivors of domestic and family violence. This can only be achieved with the support of the community. Many people want to do something about family violence but are unsure how to make a difference. This is a tangible way to assist and I urge you to consider making a donation to assist in this truly groundbreaking venture.*



Hon Vickie Chapman MP, Deputy  
Premier and Attorney-General

*I have always been a fierce supporter for the establishment of South Australia's first contemporary commemorative public art space, for the hundreds of women who have died at the hands of their own partner.*

*I commend Spirit of Woman on the countless hours they have worked to get this project off the ground. It will be a place for survivors, victims and families to go for comfort and healing. Importantly, the space will help to raise awareness of the impact domestic and family violence has on our society.*



Mayor Claire Boan, City of  
Port Adelaide Enfield

*The City of Port Adelaide Enfield is delighted to be the first South Australian Council to sign up to become a supporter of the Spirit of Woman "The Place of Courage". Through collaborating with Spirit of Woman and other local Councils to develop this important contemporary commemorative public art space, we not only honour women who have passed as a result of domestic and family violence, we also help to create a positive place of contemplation, courage, resilience and change. Supporting this initiative is just one of the many ways PAE demonstrates our commitment to putting an end to domestic and family violence in our community.*



Dr Niki Vincent, Commissioner  
for Equal Opportunity (South  
Australia) & Chair, Australian  
Council of Human Rights  
Authorities

*I am so proud to support 'Spirit of Woman' and its 'The Place of Courage' project - South Australia's first commemorative public artwork for all the women who have died as a result of domestic and family violence. The Place of Courage will provide a contemplative space for survivors, for those who have lost loved ones and for all other members of our community. This will be a place where we will be able to gather, reflect, find comfort, share stories and raise awareness of the scourge of domestic and family violence that is a horrifyingly prevalent part of the lives of so many people.*

## LEST WE FORGET

*"It is important for all South Australians to reflect, recognise and remember all women and children who have been hurt or died because of domestic and family violence"*

Cheryl Axleby, CEO, Aboriginal Legal Rights Movement, Inc.

Many countries erect statues and create gardens after major conflicts such as the World Wars, to commemorate those killed in battle. Such spaces honour the lost lives, provide places for sharing in reflection, and remind us all of the horrors of war. In South Australia alone there are nearly 2,000 such memorials dedicated to wars and conflicts.

In the war on domestic and family violence, one woman is killed every week by a family member or intimate partner and at least 657 family violence offences are recorded each day, a staggering 240,000 offences a year. Yet we do not have a single public acknowledgement of those who have died or a space to mourn them and support those left behind. Children in particular suffer from the trauma of domestic and family violence and loss.

Spirit of Woman, founded by the dynamic and innovative women's rights advocate Helen Oxenham (OAM), wants to create a catalyst for change, a public space which brings us together to acknowledge, remember, grieve and heal, to share our stories and create a vision of a community free from domestic and family violence.

The Place of Courage will be such a place – a public tribute to honour and grieve for those lost to domestic and family violence, a healing place for survivors, a place to educate, and a reminder that we all must have the courage to work together if we want to create something different.





## THE PLACE OF COURAGE

The preferred site for the public artwork is Mirnu Wirra, Park 21 West in the Adelaide Park Lands. Mirnu Wirra is located between a densely populated area of the City and a growing residential and working population in Wayville to the south.

## THE PLACE OF COURAGE

The Place of Courage, South Australia's first publicly dedicated community space, will be a healing, tranquil, living space set within the southern Adelaide Parklands. It will be an inclusive place for all to come and reflect and grieve for the trauma of domestic and family violence, acknowledging that all our linguistically and ethnically diverse communities experience the terrible impact of domestic and family violence.

It will serve as a perpetual, tangible, public, and powerful symbol that, even as domestic and family violence rips lives apart, we as a community can chip away at the shame that silences us. It will be a focus for vigils, a connecting point for marches, a statement of protest and a beautiful location for commemorative and educational events.

Through The Place of Courage, we can bring domestic and family violence out of the hidden, private realm into the light. It becomes a public issue. The Place of Courage will bring people together to share stories from the heart, connecting men and women, families and communities, creating intergenerational change that can save lives and stop the bloodshed.

## CREATING A PUBLIC DISCOURSE

The Place of Courage will be a circuit breaker in addressing domestic and family violence; it will be a place to engage the community to:

- acknowledge and commemorate the traumatic impact on individuals, families and communities and express community support
- provide a safe space for reflection, comfort and healing for survivors
- create an inclusive place that welcomes and acknowledges culturally diverse experiences of violence
- encourage gatherings, forums and participatory activities
- bring this issue into the light and enable better understanding in the broader community, expanding our dialogue to find different solutions
- connect positively around the issue and create positive and long lasting ripples of change.

The Place of Courage design has been inspired through community consultation and discussion on how this place could meet the needs of domestic and family violence survivors and inspire a different future.

There will be multiple zones to mark the different journeys of people and their diverse needs, with both private spaces and large congregational areas.



## THE PLACE OF COURAGE DESIGN

The formal entrance on the corner of Sir Lewis Cowen Avenue and South Terrace will be marked by a low stone and copper low wall whose curve invites people into the space. The entrance path will be marked by symbolic circular areas, each different in colour and texture as we are different in our lived experiences, all set within a larger circle connected by its ripples. Each space adds a different dimension for focus:

- **Acknowledgement**

As the entrance wall sinks back into the ground, its circular line continues with a ring of stones set into the ground, bringing you to the Aboriginal stone. A halved and carved boulder acknowledges Aboriginal heritage with a Kurna Language inscription through a ripple of connection.

- **Recognition**

The Recognition area holds a sculpture called 'The Shadow Rock,' split into 2 parts, an upright and a horizontal section. The upright section represents those who have suffered domestic and family violence and still live with it.

- The section in the ground represents those who have lost their lives through domestic and family violence. This space provides recognition of the severity of the issue and the importance of courage to speak out.

- **Reflection**

A circular planting of flowers will create a comfortable space for reflection, including seating to enable more time to be spent focused on the colourful floral symbols of hope and refuge.

- **Interpretive Marker**

An Interpretive Marker will be installed at The Place of Courage in lieu of an artist plaque.

The Interpretive Marker will tell the story of the journey that Spirit of Woman has taken in raising community awareness and support to realise the vision of The Place of Courage. It will also serve as a testament to the power of community action in galvanizing and creating change.



## BE COURAGEOUS

Be courageous and join with our many supporters across South Australia. Partner with Spirit of Woman to stop the violence and start the healing.

Help amplify the conversation to seek real change and contribute to creating a space that brings the community together to fight the battle of our times, domestic and family violence.

A partnership with Spirit of Woman will provide an opportunity for you to:

- **Demonstrate your leadership as a change maker and corporate conscience**

Aligning your brand with the Place of Courage establishes your company's leadership as a change maker and corporate conscience in domestic and family violence prevention.

- **Build customer loyalty**

Your contribution to stopping the silence and shame of domestic and family violence will enable your customers to recognise your commitment to preventing domestic and family violence, creating a culture of respectful relationships.

- **Reach a new audience**

The Place of Courage will have both a physical and social media presence and will generate digital and offline media opportunities. The physical and digital footprint of The Place of Courage will demonstrate your involvement in this important and highly influential project and will help you reach new audiences for your products and brands.

- **Inspire staff**

Staff will share in and feel proud of your commitment to community, helping to stop domestic and family violence and improving the well-being of survivors.



*"I am pleased to support The Place of Courage project – the first of its kind here in Australia. It is so very important for victims of domestic and family violence and their families to share their experiences safely so that they can recover and move forward with their lives."*

**Rosie Batty**



*"Power Community Limited is proud to support the Spirit of Woman's Place of Courage initiative. We believe the unique public art space will not only provide comfort to survivors and their families but also provide a powerful reminder for us all to come together and promote a community where women and children are safe."*

**Jake Battifuoco, Youth Program Manager  
Power Community Limited – Port Adelaide Football Club**



*"Helen Oxenham's efforts to replace injustice with safety, awareness and healing is a beacon of hope and strength for those who have been touched by violence. Her selfless dedication and lifelong work in supporting women affected by domestic and family violence shows us that to end the cycle we must support healing, and unify against the violence."*

**Carolyn Power MP**



*"Helen Oxenham's enduring leadership, resilience and passion to empower women and keep them safe is extraordinary. Her steadfast commitment to bringing our community together to reflect, and to relentlessly speak and act to end the terrible scourge of domestic violence makes a difference. Through Helen's fierce refusal to accept the prevalence of domestic and family violence, and her desire to create a safe community, she created a space in the south for women to go to when they had nowhere else to turn. I now stand with her in our campaign to have a place for us to mourn those we have lost, for survivors to draw strength, for our community to reflect on how we can start the community conversations that will spur all of us to do whatever is within our power to prevent and end domestic and family violence"*

**Katrine Hildyard MP**



*"I am certain that this Project will not only assist in the prevention of these terrible acts, but increase the ability of women to talk about their experiences and access support for them."*

**The Hon. Justice Will Alstergren, Chief Judge, Federal Circuit Court Of Australia**



*"AnglicareSA whole heartedly supports the determination of the 'Spirit of Woman' to offer comfort and a place for reflective healing to those who have suffered the physical and emotional pain of abuse and at the same time in honour of them, harness the anger and sorrow of the community to eradicate one of society's greatest scourges."*

**Nancy Penna, General Manager, Community Services, AnglicareSA**



*"The Place of Courage will be a serene and soulful place for South Australians to reflect and contemplate. It will also provide a constant reminder that we must prevent gendered violence and that we must work as hard as ever to create a world that is free of violence."*

**Natasha Stott Despoja**



*"The Salvation Army believes that the creation of a public space that draws people together to commemorate and remember those affected by domestic and family violence will significantly assist men, women and children to address the shame that is part of the cycle of violence and provide a catalyst for further dialogue and community response."*

**Barry M Casey, Divisional Commander, SA Division**

## BE A CHANGEMAKER AND INVEST IN THE PLACE OF COURAGE

Changemakers are people and organisations who are brave enough to stand up and say how it is, why it is wrong and what needs to be different.

Partner with Spirit of Woman today by becoming a Changemaker and help us create The Place of Courage. By supporting this initiative, you can change the lives of people affected by domestic and family violence and help the community create a safer future.

All design elements and signage are subject to the City of Adelaide approval.

## Social Change Leader

Financial Investment: \$50,000 (excl/incl GST)  
Number of Packages: 3

This partnership is ideal for an organisation that is the leader in its field, is at the cutting edge and is highly regarded for its innovation and excellence in its services and/or products. In addition it recognises corporate social conscience drives its actions, and has a commitment to social stakeholders and the community. It has policies and/or procedures in its workplace that support employees and other stakeholders that may be experiencing domestic and family violence.

### BENEFITS

#### Endorsement

- Exclusive use of the Social Change Leader – The Place of Courage logo that can be used across all the organisation’s materials and collateral for a period of five years.

#### General

- Exclusively limited to just three Social Change Leader partnerships
- Official media release announcing partnership.

#### Branding

- Prominent position on a significant design element within The Place of Courage and on the Interpretive Marker
- Branding on temporary signage at the site during construction
- Branding at the opening event
- Inclusion of name and logo on all marketing and media communications issued by Spirit of Woman in the lead up to opening The Place of Courage
- Prominent position of branding on all online/digital content, websites and social media
- Certificates of Recognition as Social Change Leader for public display
- Recognition on Spirit of Woman website
- Use of The Place of Courage/Spirit of Woman branding on the Social Change Leader’s website and social media
- Opportunity to write a short message in official Place of Courage communications.

#### Reception/Events

There will be a range of fundraising and promotional events in the lead up to the opening event.

- Up to 20 tickets will be available for other events that are currently being arranged, that have a cost attached
- Where timing permits there may be opportunities for brand ambassador or company representative to make a short address at the opening event
- Opportunity to write a short message in official event materials
- Recognition on event materials (digital and printed).

#### Opening Event

- Brand presence at the opening event e.g. uniformed staff, Social Change Leader’s banners and other portable/mobile items
- Brand presence at the opening event on the Place of Courage banners, signage and/or other displays
- Opportunity to provide gift bags, sample products, and promotional material to attendees at the opening event
- Opportunity for your brand ambassador or company representative to make a short address at the opening event.

## Changemaker

Financial Investment: \$25,000 (excl/incl GST)  
Number of Packages: 5

This partnership best suits dynamic organisations that follow best practice in their business operations, products and services. They are highly regarded by their stakeholders and positively engaged in community activities. They have or are in the process of creating policies and procedures that support their employees and stakeholders who are affected by domestic and family violence.

### BENEFITS

#### General

- Limited to just five Changemaker partnerships
- Official media release announcing partnership.

#### Branding

- Branding on temporary signage at the site during construction
- Branding at the opening event
- Inclusion of name and logo on all marketing and media communications issued by Spirit of Woman in the lead up to opening The Place of Courage
- Prominent position of branding on all online/digital content, websites and social media
- Certificates of Recognition as a Changemaker for public display
- Recognition on Spirit of Woman website
- Use of The Place of Courage/Spirit of Woman branding on Changemaker’s website and social media.

#### Functions/Events

There will be a range of fundraising and promotional events in the lead up to the opening event.

- Up to ten tickets per event, will be available for other events that are currently being arranged, that have a cost attached.
- Branding on official event materials
- Recognition on event materials (digital and printed).

#### Opening Event

- Brand presence at the opening event on The Place of Courage banners, signage and/or other displays
- Opportunity to provide sample products and promotional materials to attendees at the opening event.

## Community Changemaker

Financial Investment: \$10,000 (excl/incl GST)  
Number of Packages: 7

This partnership ideally suits community groups, not-for-profits and businesses that are working at the heart of their communities with those affected by domestic and family violence.

### BENEFITS

#### General

Limited to just seven  
**Community Changemaker  
partnerships**

#### Branding

- Branding on temporary signage at the site during construction
- Branding at the opening event
- Branding on all online/digital content, websites and social media
- Certificates of Recognition as a Community Changemaker for public display
- Recognition on Spirit of Woman website
- Use of The Place of Courage/Spirit of Woman branding on Community Changemaker's website and social media.

#### Reception/Events

There will be a range of fundraising and promotional events in the lead up to the opening event.

- Up to five tickets will be available for other events that are currently being arranged, that have a cost attached
- Branding on official event materials
- Recognition on event materials (digital and printed).

#### Opening Event

- Brand presence at the opening event on The Place of Courage banners, signage and/or other displays
- Opportunity to provide sample products and promotional materials to attendees at the opening event.

## Courage Partners

Financial Investment: \$5,000 (excl/incl GST)  
Number of Packages: Unlimited

This partnership is the perfect option for community groups, not-for-profits and businesses that want to be a part of the movement.

### BENEFITS

#### Branding

- Branding on temporary signage at the site during construction
- Branding at the opening event
- Branding on all online/digital content, websites and social media
- Certificates of Recognition as Courage Partner for public display
- Recognition on Spirit of Woman website
- Use of The Place of Courage/Spirit of Woman branding on Courage Partner's website and social media.

#### Reception/Events

There will be a range of fundraising and promotional events in the lead up to the opening event.

- Up to two tickets will be available for other events that are currently being arranged, that have a cost attached.
- Recognition on event materials (digital and printed).

#### Opening Event

- Brand presence at the opening event on The Place of Courage banners, signage and/or other displays.

## A NOTE ABOUT DONATIONS

Donations of any amount can be made to this campaign and all donations over \$2.00 are tax deductible. Please note that individual donations do not receive any of the benefits outlined in the partnership packages but all those over \$10,000 will be acknowledged on the Interpretative Marker.

Donations can be made via the Australian Cultural Fund by simply following this link <https://australianculturalfund.org.au/artists/spirit-of-woman/>

## YOUR SPONSORSHIP PLEDGE


We look forward to the opportunity to discuss how we can partner together to create The Place of Courage.

Please contact either Elizabeth or Heather to discuss your sponsorship pledge.

**Elizabeth Forsyth**  
0439 863 478

**Heather Oxenham**  
[helen@spiritofwoman.com.au](mailto:helen@spiritofwoman.com.au)  
0419 926 456





“Let us build a place of beauty  
in a world of perpetuating cruelty;  
let us make a space for healing in a  
world of continuing pain;  
and let us come together as a  
community to share either in  
silence, with stories or with images  
in this space of potential solidarity”

Helen Oxenham, OAM