1. The One Punch Can Kill Campaign was launched in December 2007 following recommendations from the State Government’s Youth Violence Taskforce with the Department of Premier and Cabinet providing Queensland Police Service with $500,000 for the campaign.
2. Following evaluation of the campaign in 2008, which indicated a broad recognition of the One Punch Can Kill message amongst young males aged between 12-27 years an additional phase of the campaign was approved with an additional $700,000 granted for a 2010-2011 rollout.
3. This phase of the campaign ran from April 2010 to April 2011 and included a new-look website, a state-wide advertising competition, continued production and distribution of campaign merchandise, and state-wide cinema, bus back and radio advertising.
4. The advertising component of the campaign ran from 21 May to 31 July 2010. Queenslanders were given the opportunity to have their say on what they thought the next round of One Punch Can Kill advertisements should look like by submitting an original film, music file, artwork, image or idea through the website. A total of 58 competition entries were submitted. This ability to share thoughts, ideas or experiences on youth violence continues to be available to all Queenslanders via the website.
5. Over 12 months the Youth Violence Taskforce examined ways to reduce incidents of violent behaviour involving young people with a view to reporting back to the Queensland Government before the end of 2007.
6. Formal evaluation of this phase of the campaign has been completed, which demonstrated a high awareness of the One Punch Can Kill phrase with advertising messages that are strong and clear from the campaign. This research indicated that it is unlikely that any communications campaign will have great impact on the ‘Hard Core’ group of young males, who are most likely to offend. However, that the campaign may influence the reactor and influencer groups.
7. Cabinet noted the content, including recommendations and findings, of the *One Punch Can Kill Assault Reduction Campaign (Phase Three) Research Report – Online Survey and Qualitative Exploration*.
8. Cabinet endorsed the allocation of the remaining $160,000 to fund continued delivery of the One Punch Can Kill message through the current print campaign, including posters and merchandise.
9. *Attachment*
* [*One Punch Can Kill Assault Reduction Campaign (Phase Three) Research Report – Online Survey and Qualitative Exploration*](Attachments/Attachment%201%20-%20One%20Punch%20Can%20Kill%20campaign%20research.PDF)