



YWCA
CANBERRA

Guidelines for posting on YHomes housing for Domestic, Family and Sexual Violence Victim-Survivors

This advice is provided for the safety of women and children within our accommodation. To protect the privacy and safety of future residents, providers and media representatives must adhere to the following conditions:

- Do not disclose or refer to the suburb or specific location of the property in any media, promotional or public materials.
- Do not photograph or film the exterior of the building, signs, surrounding landscape, signage, or identifiable streets.
- All photography or video content must be limited to approved internal spaces.
- YWCA Canberra staff must supervise all onsite visits, filming, or photography to ensure safety and confidentiality.
- Do not share location details, addresses, the building name or descriptive references (e.g., nearby landmarks, public transport, or regional identifiers) in any form such as written, visual, or verbal.
- Whilst we welcome you using social media to tag us and share the event on social media, we request you do not have the location active if you post onsite or mentioned in your post.

Language use: Please ensure all descriptions uphold dignity and privacy, avoiding sensationalism or victimising terminology.

Inappropriate phrasing (to avoid):

"Battered women find refuge in shelter."

"Victims of domestic violence rescued and rehoused."

"the Sunset Apartments will now provide shelter to xyz."

Appropriate, dignity-focused phrasing:

"YWCA Canberra provides safe and supported housing for women and families rebuilding after domestic, family and sexual violence."

"The new accommodation offers stability and safety for those seeking to recover and move forward with confidence."

All references must clearly identify **YWCA Canberra**. Any other naming such as using only 'YWCA' will be inaccurate and misleading. We reserve the right to withdraw access or request removal of any materials that breach these guidelines.

