



Hairdressers with Hearts

Discussion Paper

Regulatory and Training Frameworks for a More
Cohesive Approach to Identifying and Preventing
Domestic, Family and Elder Abuse via Hairdressers
in Australia

Executive Summary

Hairdressers with Hearts (HWH) is a not-for-profit organisation that takes a proactive approach against domestic and family violence and elder abuse by harnessing the intimate and trusted relationship between Australia's 55,000+ hairdressers and their clients.

In 2007, 17% of women and 5.3% of men surveyed reported experiencing violence by a partner. Only around 36% of women who have been physically assaulted report the assault to Police.

Indigenous statistics indicate they are 4.6 times more likely to experience domestic violence than their non-indigenous counterparts.

In 2006/7, 22% of all homicides in Australia were intimate partner homicides equalling 71 homicides that year. Only 43% of intimate partner homicides have a family violence history involving Police prior to the homicide.

With the rise of movements such as Time's Up and #MeToo, organizations across the world are working to help women gain support for issues related to domestic and family violence and sexual assault. Chicago hair salons are now being required to do their part.

Chicago 'Says No More' is a local anti-domestic violence campaign that seeks to create awareness of the prevalence of domestic violence and sexual assault. Last year, the organization worked with Illinois State Sen. Bill Cunningham and State Rep. Fran Hurley of Illinois, members of the Democratic Party, to sponsor a bill that requires salon professionals in Illinois to receive training in recognizing victims of domestic violence.

The bill was signed into law 12 August 2016 and went into effect January 2019.

Cosmetologists must take the courses to renew their license. Hair stylists have until September 2019 to complete the training. However, nail technicians, nail technology teachers, hair braiders and hair braiding teachers must have received their training by October 2018.

This concept is readily adaptable to Australia. Currently all Apprentice Hairdressers in Australia undertake SHB30416, Certificate III in Hairdressing, to obtain a certificate of competency to practice legally in the Industry. The subjects that make up this course can be found at Appendix 1 and 2 of this paper.

The inclusion of a subject such as "Listen. Support. Connect.", as used in the USA or its equivalent such as the HWH "No More Silence" training, run in association with the Centre Against Domestic Abuse (CADA) in Caboolture and the Elder Abuse Prevention Unit in Chermside would provide salon professionals with the resources and knowledge to provide information for victims of domestic, family and elder abuse.

Existing resources provided by government and government funded organisations in Australia could be brought together by the Industry Training Advisory Board quite easily using existing structures within the Federal and State Training systems.

In addition, existing state licencing requirements for Hairdressers could easily be amended to include a requirement for Domestic and Family Violence and Elder Abuse Training to be undertaken as part of a skills maintenance program.

Recommendations

It is recommended that:

- 1. A National Taskforce of relevant stakeholders be established to co-ordinate the proposals contained in this paper.**
- 2. The curriculum of the national Training Package for Hairdressers (SHB30416) be amended to include Domestic and Family Violence and Elder Abuse Training Modules.**
- 3. The state legislation which licences Personal Appearance Services (including Hairdressing) be amended to require the undertaking of Domestic and Family Violence and Elder Abuse Training (if not already done previously in SHB30416) for the issue or renewal of a licence.**
- 4. That TAFE and private Registered Training providers be accredited by the Australian National Training Authority to deliver relevant Domestic and Family Violence and Elder Abuse Training to Hairdressers across Australia.**
- 5. The Compliance staff employed by Local Councils assist in the implementation of the new requirements and help co-ordinate the roll out of Domestic and Family Violence and Elder Abuse Training to Hairdressers including by providing venues for Trainers and relevant resources.**

Introduction

Hairdressers with Hearts (HWH) is a not-for-profit organisation that takes a proactive approach against domestic and family violence and elder abuse by harnessing the intimate and trusted relationship between Australia's 55,000+ hairdressers and their clients.

HWH believe that by empowering hairdressers with the correct resources and appropriate training we can make a difference in the lives of many Australians.

We may even save a few lives.

Background

The total deaths in Australia from domestic violence in 2018 was 69 dead women and 21 dead children. The fact that we are now actually counting dead women and children in this country is simply appalling and is a national disgrace.

Hairdressers with Hearts started with a conversation between a Hairdresser and a Domestic Violence Worker under the window in the safe room at Caboolture court house. It was a dream of being able to DO SOMETHING. To harness the power of hairdressing salons.

The founder of HWH has been a hairdresser for 35 years, working in salons in both urban and rural Australia, and in that time she has learnt that the culture of hairdressing salons is quite unique.

They are a safe place where clients come in, take a seat, vent, cry, laugh and share their most personal details. Both their happiest and saddest times. They often seek help, guidance or support. It could be about themselves, their partner, children, parents, grandchildren, friends or neighbours.

Hairdressers and barbers are frontline in the community, reaching people on a grass roots level, having intimate conversations with clients walking through their doors on a regular weekly, monthly or six weekly basis.

In 2015 HWH was started to help clients with a need and the foundation quickly realised that clients needed access to the right resources at the right time. HWH also knew hairdressers needed to say the right things to help clients when it came to being faced with situations of elder abuse and domestic and family violence within a salon.

In 2018 HWH launched as a not-for-profit company in the knowledge that from small things big things grow and by having these resources and completing the HWH training, 117 clients have been personally assisted to get the right help.

Multiply that by Australia's 55,000+ hairdressers and you have a potential 6 million 435 thousand Australians receiving the right help and the right advice at the right time. By EMPOWERING hairdressers with the correct resources and appropriate training, we will be doing our part to make a difference to the lives of many Australians.

The vision for HWH is simple. To provide every Australian hairdresser and barber with the HWH “No More Silence” training so they are empowered to help their clients, and to provide appropriate resources in small inexpensive plastic stands in every salon and barber shop in Australia.

HWH has the ability to cross cultural and socio-economic barriers because hairdressers are a part of ALL communities.

HWH now have a website containing these resources for distribution to the Hairdressing Industry. Our website address is www.hairdresserswithhearts.com.au.

The Problem to be solved

In 2007, 17% of women and 5.3 % of men surveyed reported experiencing violence by a partner. Only around 36% of women who have been physically assaulted report the assault to Police.

Indigenous statistics indicate they are 4.6 times more likely to experience domestic and family violence than their non-indigenous counterparts.

In 2006/7 22% of all homicides in Australia were intimate partner homicides equalling 71 homicides that year. Only 43% of intimate partner homicides have a family violence history involving Police prior to the homicide.

There are particular times that increase the risk of intimate partner violence and these include during pregnancy and during the separation processes. Women generally are more at risk of violence in their home than in any other setting in society.

Common reasons victims of domestic violence return to a violent relationship include financial reasons, social isolation, community backlash, children’s needs, love for the perpetrator, lack of alternatives and lack of knowledge about options.

In 2021-22 the estimated annual economic cost of family violence in Australia will be \$3.9B.¹

The Overseas Experience – Chicago, Illinois, USA

With the rise of movements such as Time’s Up and #MeToo, organizations across the country are working to help women gain support for issues related to domestic violence and sexual assault. Now, Chicago hair salons are being required to do their part.

“Chicago Says No More” is a local anti-domestic violence campaign that seeks to create awareness of the prevalence of domestic violence and sexual assault. Last year, the organization worked with Illinois State Sen. Bill Cunningham and State Rep. Fran Hurley of

¹ Dimensions, Dynamics and Impact of Family Violence – Australian Institute of Social Relations/ Attorney Generals Department, Australian Government 2010

Illinois and members of the Democratic Party, to sponsor a bill that requires salon professionals in Illinois to receive training in recognizing victims of domestic violence.

The bill was signed into law Aug. 12, 2016 and went into effect last January.

Cosmetologists must take the courses to renew their license. Hair stylists have until September 2019 to complete the training. However, nail technicians, nail technology teachers, hair braiders and hair braiding teachers must have received their training by October 2018, according to Michele Rabenda, a representative from “Chicago Says No More”.

Launched in April 2015, “Chicago Says No More” is a coalition of agencies that serve those affected by domestic violence and sexual assault, in addition to leaders from civic private sectors. Together, they dedicate themselves to harnessing the power of their coalition in addressing the challenges of domestic abuse and sexual assault.

Rabenda said the bill uses salon professionals to recognize victims of domestic abuse due to the intimate relationships clients often have with their stylists.

“We thought that, because salon professionals are in such close contact with clients, that it would be good for them to recognize the signs [of domestic violence],” Rabenda said.

Cunningham said the bill resonated with him immediately because his wife was a licensed beautician. He said he remembers her telling him stories about clients who experienced domestic abuse.

Cunningham said the law was passed to provide another path for domestic violence victims to receive support as reporting abuse to the authorities can be intimidating.

There are 88,000 salon professionals in the state of Illinois that have to be trained, according to the law’s requirements.

The curriculum, called “Listen. Support. Connect.”, will provide salon professionals with the resources and knowledge to provide information for victims of domestic abuse. The curriculum was developed by Chicago Says No More in partnership with salon industry leaders from Cosmetologists Chicago and Pivot Point. The training course is a free, one-hour session for license renewal.

Salon professionals will be taught by field experts in domestic violence and sexual assault. These experts, who have earned a 40-hour certificate, will teach salon professionals how to respond to these issues. The field experts come from different sexual assault and domestic violence organizations across Illinois, according to Rabenda.

Salon professionals will be well-versed in understanding the dynamics of how one person exercises power and control over another and how to respond to salon clients, friends or family members who ask for help.

There are 16 other states who have proposed similar legislation, according to Cunningham. These states include California, Arkansas, Texas, Florida, Colorado, Maryland, New Jersey and Hawaii.²

Options for action

Option 1 – No Action

The effect of taking no action by government is to forgo an opportunity to fill a void in the existing reporting and education system in relation to Domestic Violence in Australia. Existing services rely on victims to identify themselves to them which is not always possible, whereas a trip to the Hairdresser is routine for victims, vastly increasing their likelihood of getting assistance.

Option 2 – Voluntary Involvement of Hairdressers

This is available now through the Hairdressers with Hearts Ltd website at www.hairdresserswithhearts.com.au and this is growing slowly due to the limited resources of the organisation to publicise and service the industry using volunteers and community fund raising events. Progress under this option will not see critical mass of hairdressing services meet the huge demand for domestic violence education and referrals achieved for many, many years while the problem rages on.

Option 3 – Inclusion of Domestic Violence Training in the Training and Licencing System

The inclusion of Domestic Violence Training in the Training and Licencing System would achieve the goals of Hairdressers with Hearts Ltd in a reasonable timeframe given the urgency and size of the domestic violence problem in Australia as outlined above.

Inclusion of a training module in the apprenticeship course for Hairdressers would achieve uniform knowledge and resources for practitioners in the industry across Australia via the Industry Training Advisory Board and Registered Training Organisations. This is discussed in more detail below.

Legislative Frameworks

Legislation

Personal appearance services like hairdressers, nail salons, beauty therapists and tattooists are regulated by the [Public Health \(Infection Control For Personal Appearance Services\) Act 2003 \(the Act\)](#).

The [Public Health \(Infection Control for Personal Appearance Services\) Regulation 2016](#) prescribes the infection control qualification required by the Act.

The [Infection Control Guidelines for Personal Appearance Services 2012](#) to help minimise the risk of infection.

² <http://loyolaphoenix.com/2018/02/illinois-hairstylists-train-recognize-domestic-violence-signs/>

[Read guidelines](#) that have been prepared to help businesses and local government officers understand their respective responsibilities.

Industry Licensing Issues

Higher risk personal appearance service businesses

Businesses that offer higher risk services, need to have a 'higher risk personal appearance service' licence, and operators need to have the following designated qualification to provide these services:

- [Infection Control Competency HLTINF005](#) – Maintain Infection Control Standards in Office Practice Settings.

A higher risk personal appearance service involves any of the following skin penetration procedures, in which the release of blood or other body fluid is an expected result:

- body piercing, other than closed ear or nose piercing
- implanting natural or synthetic substances into a person's skin (e.g. hair or beads)
- scarring or cutting a person's skin using a sharp instrument to make a permanent mark, pattern or design
- tattooing (including cosmetic tattooing or semipermanent make-up)
- tattoo removal (from 1 July 2016).

Non-higher risk personal appearance service businesses

Examples of non-higher risk personal appearance services include:

- hairdressing
- beauty therapy
- closed ear or nose piercing.

Non-higher risk services still need to comply with the Act and the Regulation, they just do not need the additional licence.³

Industry Training Systems

Currently all Apprentice Hairdressers in Australia undertake SHB30416 Certificate III in Hairdressing to obtain a certificate of competency to practice legally in the Industry. The subjects that make up this course can be found at Appendix 1 and 2 of this paper.

The inclusion of a subject such as "Listen. Support. Connect.", as used in the USA or its equivalent such as the HWH "No More Silence" course or courses run by the Centre Against Domestic Abuse (CADA) in Caboolture or the Elder Abuse Unit at Chermside, would provide

³ <https://www.health.qld.gov.au/public-health/industry-environment/personal-appearance/services/legislation>

salon professionals with the resources and knowledge to provide information for victims of domestic abuse.

Existing resources provided by government and government funded organisations in Australia could be brought together by the Industry Training Advisory Board quite easily using existing structures within the Federal and State Training systems.

Federal, State and Local Government Intervention

HWH would ask the Federal Government to co-ordinate this process via the Department of Education and Training as part of the Prime Ministers initiative on Domestic Violence as outlined in the policy advanced during the 2019 federal election in May 2019.

The establishment of a Taskforce involving bureaucrats and industry stakeholders across all states and territories and centrally co-ordinated in Canberra, would appear the most logical approach.

State Governments can support the work of the Taskforce by enabling legislation and regulation to introduce the changes in the training system via TAFE and private Registered Training Organisations. Licensing requirements for Hairdressers' Businesses can also include a requirement to attend Domestic Violence training on renewal

Local Government can then implement the regulations as part of its existing Hairdressing and Beauticians licencing system using current infrastructure to roll out the information and perhaps provide local training opportunities such as venues for training to occur.

Industry Stakeholders

The federal Department of Human Services, Attorney General and Department of Education and Training would need to co-ordinate the work nationally and set up the Taskforce.

The Hairdressers Association and the Miscellaneous Workers' Union need to be engaged into the discussion and perhaps included on any industry Taskforce Body. Preliminary discussions with CADA and Uniting Care (Men Choosing Change Program) have indicated support for the proposals in this paper and these bodies would also need to be part of the Taskforce.

Police Services across the country would also need to be engaged as well as TAFE and Private Registered Training Organisations, the National Wholesale Retail and Personal Services Industry Training Council (National WRAPS) and the Australian National Training Authority.

The State Department of Education and Training as well as the various state Departments of Health, who set the licensing regulations, need to be engaged in the process following the recommendations of the taskforce.

The Local Government Associations could then co-ordinate the participation of local Councils on the project.

Costs and Benefits

Much of what has been proposed in this discussion paper swings off the use and co-ordination of existing infrastructure in Government and Industry in order to effect this change and implement recommendations with minimal cost to any stakeholder.

The cost of setting up the Taskforce and effecting the regulatory change and changes to the curriculum for Apprentice Hairdressers is estimated at less than \$5M across Australia to address a problem which is estimated to cost the country \$3.9B by 2021-22⁴

The benefits have been discussed above in the paper but include a ready-made reporting and education system amongst a large group of professionals in a perfect position to discuss Domestic and Family Violence and Elder Abuse away from the home setting with many victims. This would result in many more victims obtaining the information to escape dangerous domestic situations and in some cases head off violence which can lead to death in many cases, as seen in the past and present statistics.

Recommendations

It is recommended that:

- 1. A National Taskforce of relevant stakeholders be established to co-ordinate the proposals contained in this paper.**
- 2. The curriculum of the national Training Package for Hairdressers (SHB30416) be amended to include Domestic Violence Training Modules.**
- 3. The state legislation which licences Personal Appearance Services (including Hairdressing) be amended to require the undertaking of Domestic Violence Training (if not already done previously in SHB30416) for the issue or renewal of a licence.**
- 4. That TAFE and private Registered Training providers be accredited by the Australian National Training Authority to deliver relevant Domestic Violence Training to Hairdressers across Australia.**
- 5. The Compliance staff employed by Local Councils assist in the implementation of the new requirements and help co-ordinate the roll out of Domestic Violence Training to Hairdressers including by providing venues for Trainers.**

⁴ Dimensions, Dynamics and Impact of Family Violence – Australian Institute of Social Relations/ Attorney Generals Department, Australian Government 2010

Appendix 1

Core units

UNIT CODE	UNIT NAME
BSBSUS201	Participate in environmentally sustainable work practices
SHHBAS001	Provide shampoo and basin services
SHBHCLS002	Colour and lighten hair
SHBHCLS003	Provide full and partial head highlighting treatments
SHBHCLS004	Neutralise unwanted colours and tones
SHBHCLS005	Provide on scalp full head and retouch bleach treatments
SHBH CUT001	Design haircut structures
SHBH CUT002	Create one length or solid haircut structures
SHBH CUT003	Create graduated haircut structures
SHBH CUT004	Create layered haircut structures

SHBH CUT005	Cut hair using over-comb techniques
SHBHDES003	Create finished hair designs
SHBHIND001	Maintain and organise tools, equipment and work areas
SHBHIND003	Develop and expand a client base
SHBHREF002	Straighten and relax hair with chemical treatments
SHBHTRI001	Identify and treat hair and scalp conditions
SHBXCCS001	Conduct salon financial transactions
SHBXCCS002	Provide salon services to clients
SHBXIND001	Comply with organisational requirements within a personal services environment
SHBXIND002	Communicate as part of a salon team
SHBXWHS001	Apply safe hygiene, health and work practices

Appendix 2

Elective Units

SHHBAS002	Provide head, neck and shoulder massages for relaxation
SHHCUT006	Create combined haircut structures
SHHREF003	Straighten and relax hair with protein treatments
SHHCUT007	Create combined traditional and classic men's haircut structures
SHHCUT011	Design and maintain beards and moustaches
SHHDES002	Braid hair
SHHREF001	Curl and volumise hair with chemical treatments
SHHDES004	Create classic long hair up-styles