



DHS40723T30: This 30" radio ad addresses technological abuse/privacy.

Setting: It's night time. We're in the bedroom of a suburban home with a man and woman.

MALE: Hey babe, where's your phone?

FEMALE: Why?

MALE: I just wanna check it out.

FEMALE: I've called you and I've called my mum. That's all.

FEMALE: So... show me your phone.

MVO: If you're losing control and feel the need to break something...

MALE: Give me the phone before I smash it!

MVO: ...break the cycle of domestic abuse.

FEMALE: I'm sorry. I'm sorry.

MVO: Call the Men's Referral Service on 1300 766 491 or visit breakthecycle.sa.gov.au to get the confidential help you need. A message from the government of South Australia.