

MAY 2025

comfort zone **THE LINE**

STAKEHOLDER PACK

INTRODUCTION

Comfort Zone is the latest initiative from *The Line, Our Watch*'s long-term campaign supporting young people (aged 14-20 years) in Australia to understand what's okay and what's not when it comes to sex, dating and relationships.

Comfort Zone features an interactive game designed to help young people explore and communicate healthy boundaries in all types of relationships. Through real and relatable prompts, *Comfort Zone* encourages reflection, builds confidence, and supports young people to recognise the warning signs of controlling behaviour.

The initiative is brought to life by a diverse group of influencers, including TikTok creators Taz & Alessia, AFL teammates Jake Soligo and Josh Rachele, and Heartbreak High stars Sherry-Lee Watson and Bryn Chapman Parish who model honest conversations about boundaries, respect and healthy relationships.

Advertising will be in market from Tuesday 3 June – Sunday 31 August 2025 and will reach young people where they are across TikTok, SnapChat, Instagram, YouTube, Reddit, Twitch and mobile gaming platforms.



BACKGROUND

The Line's Comfort Zone is shaped by research, youth insights and expert advice. It responds to evidence showing that while young people claim to understand the idea of healthy boundaries, many lack the confidence to communicate them. This initiative brings together relatable, inclusive content with a targeted media strategy to drive strong engagement and real impact.

RESEARCH


The Line campaign is grounded in research to ensure it reflects the real experiences and needs of young people.

In 2024, Our Watch commissioned research consisting of qualitative and quantitative methods with over 1,000 Australians aged 14–20 from a nationally representative sample. The research, conducted by Hall & Partners, explored young people's understanding and attitudes towards relationships. Key findings included:

- While young people claimed to understand healthy relationships in theory, many were uncertain or struggled to apply these concepts in practice.
- Boundaries emerged as a key area of confusion, with some young people misinterpreting in ways that justified controlling behaviour.
- Fear of emotions (e.g. anger, jealousy, or sadness) may lead young people to avoid having open conversations.
- Those who did talk about relationships issues with partners, friends or family were more likely to hold positive attitudes.

Further research, conducted by Quantum Market Research for Our Watch in March 2025 with 1,000 Australians aged 14–20, found:

- Most young people say they understand healthy boundaries, but over a quarter mistake controlling behaviours as healthy (e.g. 29% thought 'forcing physical touch out of love' was a healthy boundary)
- A third of young people misidentified unhealthy relationship behaviours as healthy (e.g. 31% identified 'I have a right to know where my partner is most of the time' as a healthy relationship behaviour)
- Just 29% of young people feel completely confident communicating their boundaries.
- Only 22% feel completely confident knowing what to do when they feel uncomfortable, disrespected and/or unsafe in a relationship — and just 24% feel completely confident taking action in resolving it.



"If something is bothering you, you have to say it. Basic boundaries keeps the relationship healthy and alive.....updating on whereabouts, no guys on social" [F, 18-20]



"It would be a boundary for me if my girlfriend was to post moderately revealing photos on social media." [M, 18-20]

CREATIVE STRATEGY

The creative strategy is shaped by insights from young people. It responds to the core idea that while young people value healthy boundaries, setting them can feel difficult—so staying silent often feels easier. The creative aims to make boundary-setting feel normal and approachable, using relatable scenarios, honest conversations and diverse representation to spark reflection and engagement.

EXPERT PANEL

Comfort Zone was developed with input from a diverse expert group to ensure it is accurate, safe and aligned with best-practice prevention. Strategic and content advice came from organisations including eSafety, Teach Us Consent, R4Respect, Minus18 and Deakin University—bringing expertise in online safety, consent education, peer-led engagement, LGBTQIA+ inclusion and gender-based violence prevention.

YOUTH ADVISORY PANEL

A series of workshops and consultations were delivered in partnership with YLab, engaging 30 young people aged 14–20 from diverse backgrounds. Their insights directly shaped *Comfort Zone*'s tone, language and creative direction, ensuring the content is authentic, relevant, and grounded in young people's lived experiences.

CREATIVE HUB

Comfort Zone has also partnered with YLab to collaborate with 8 emerging content creators, who are producing original video and written content for *The Line*'s social channels. Their voices bring fresh, authentic perspectives that reflect and resonate with young people.



AUDIENCE MINDSET

THE AUDIENCE CURRENTLY:

Struggle to define, set, and communicate healthy boundaries

Feel anxious and unsure about setting healthy boundaries.

Avoid conversations about boundaries or mask controlling behaviour as boundaries.

WE WANT THE AUDIENCE TO:

Understand, establish, and communicate healthy boundaries confidently

Feel confident expressing and respecting boundaries in relationships

Communicate boundaries clearly and recognise controlling behaviours



OBJECTIVES

- Improve young people's perception of the importance of healthy boundaries in relationships.
- Enhance young people's ability to distinguish between healthy boundaries versus controlling behaviours.
- Increase young people's confidence to communicate healthy boundaries and challenge controlling behaviours in relationships



WHAT YOU CAN DO

Download the *Comfort Zone* materials and share with young people in your network to support *The Line* campaign.

Share assets via email and intranet, include in newsletters, display campaign materials on digital screens in your office, put up posters or simply reshare and engage with posts from *The Line*'s social media channels.

Facilitate conversations within young people in your community using our [prompt cards](#) to spark reflection and discussion about boundaries, respect and healthy relationships.

Encourage young people to follow us online



[TikTok](#)



[Snapchat](#)



[Instagram](#)



[Website](#)



[YouTube](#)



KEY MESSAGES

- **Healthy relationships start with healthy boundaries.**
Boundaries help define what makes you feel safe, respected and valued in a relationship.
- **Respecting boundaries shows you care.**
When you respect someone's boundaries, you show that you value them and care about their wellbeing. It helps to build lasting trust and respect.
- **Boundaries are about respect, not control.**
Boundaries are meant to create mutual respect and trust in relationships, not to manipulate or control others.



POSTERS

There are 6 different campaign posters.

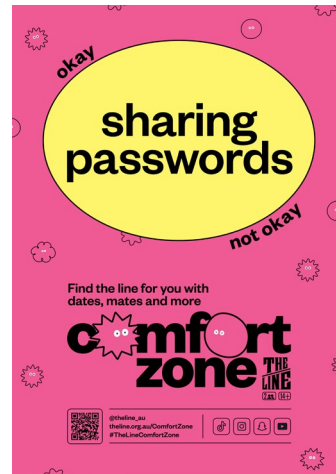
AVAILABLE SIZES:

A3 size
A4 size



[DOWNLOAD POSTERS](#)

1



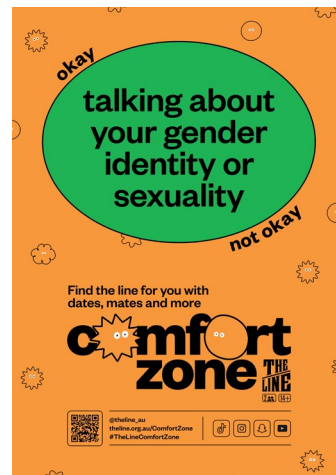
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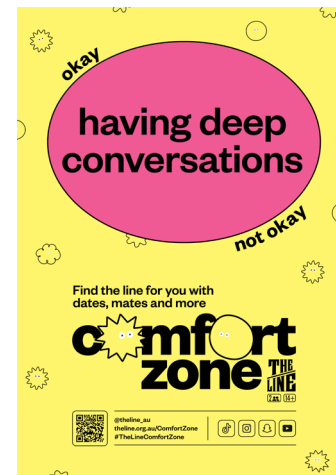
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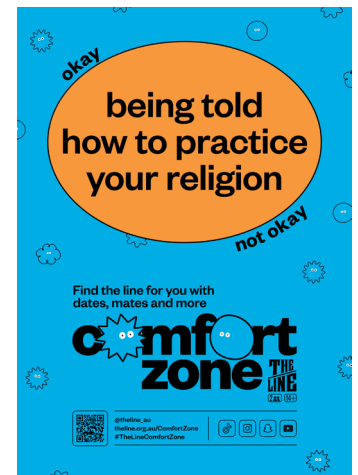
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SOCIAL MEDIA ASSETS

These materials, which include suggested post copy, static images and videos for Instagram, TikTok, SnapChat and YouTube, provide young people with multiple options for sharing across their social platforms.

AVAILABLE SIZES:

Static (Instagram, TikTok): 1080 x 1350

Animated (Snapchat, YouTube): 1020 x 1980



[DOWNLOAD STATIC SOCIAL MEDIA ASSETS](#)

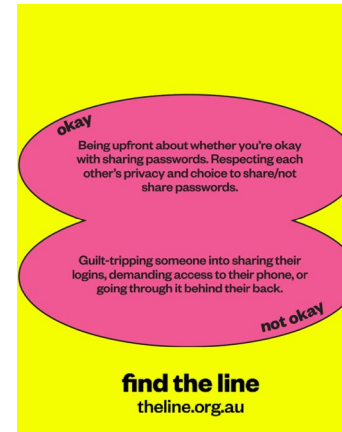


[DOWNLOAD ANIMATED SOCIAL MEDIA ASSETS](#)

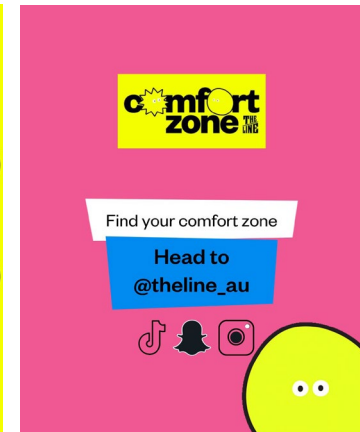
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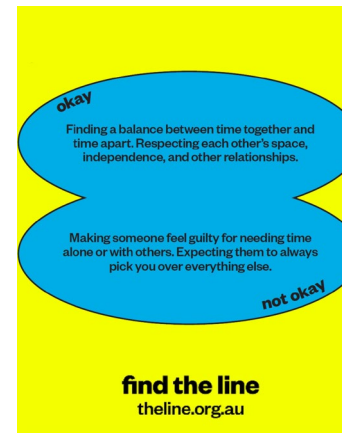
CAPTION SUGGESTION

Trust is built by talking, respecting boundaries, and keeping it real — not by snooping through phones or guilt-tripping for passwords. Find the line for you with dates mates and more @theline_au #TheLineComfortZone

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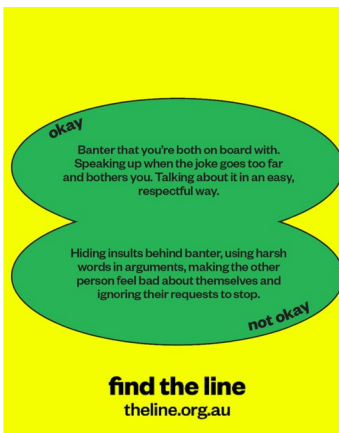
CAPTION SUGGESTION

Respect means giving space, not guilt-tripping someone for needing time alone. Independence is a key part of a healthy relationship. Find the line for you with dates mates and more @theline_au #TheLineComfortZone

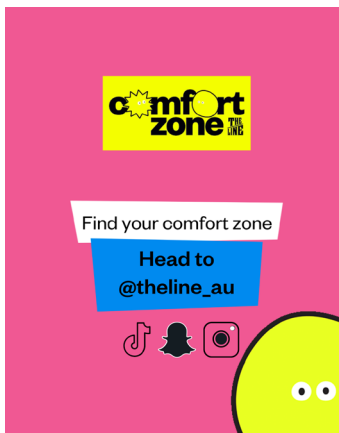
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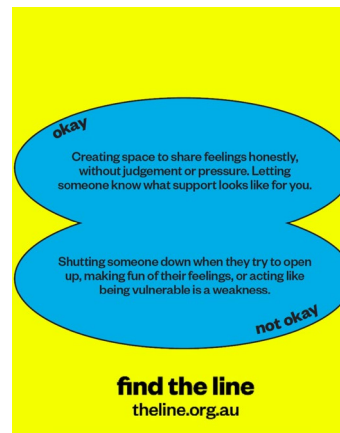
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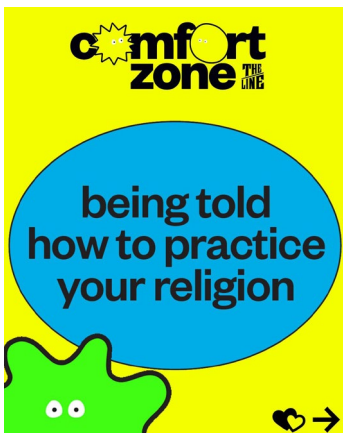
CAPTION SUGGESTION

Banter should be fun for *both* of you. If it crosses the line, speak up. Find the line for you with dates mates and more @theline_au #TheLineComfortZone

CAPTION SUGGESTION

Real strength? Supporting each other open up. No judgement. No mocking. Just real talk. Find the line for you with dates mates and more @theline_au #TheLineComfortZone

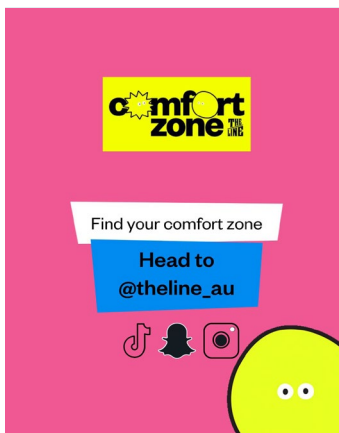
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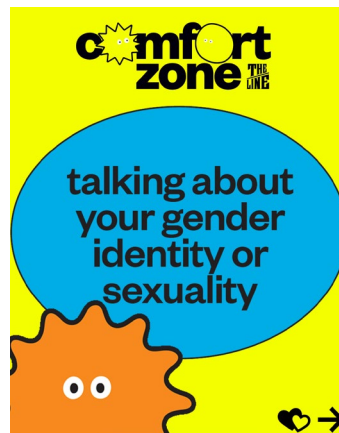
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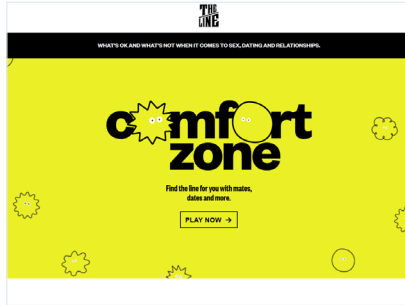
CAPTION SUGGESTION

Your beliefs = your choice. Respect goes both ways — no pressure, no shame. Support each other's journey. Find the line for you with dates mates and more @theline_au #TheLineComfortZone

CAPTION SUGGESTION

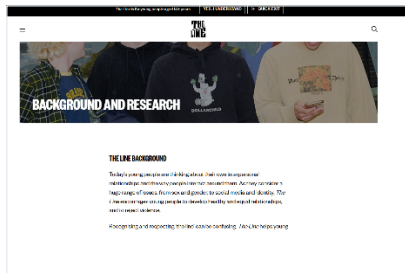
Respect people's stories — they'll share when *they're* ready. 🌈 No pressure. No assumptions. Just support. Find the line for you with dates mates and more @theline_au #TheLineComfortZone

USEFUL INFORMATION



Comfort Zone Landing Page

[Theline.org.au/ComfortZone](https://theline.org.au/ComfortZone)



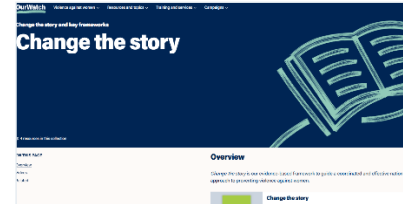
The Line Background and Research page

theline.org.au/background-and-research



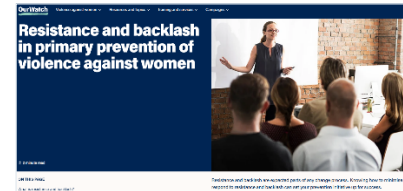
Comfort Zone Prompt Cards

[Link to download prompt cards](#)



Our Watch Change the Story Framework

ourwatch.org.au/change-the-story/change-the-story-framework



Resistance and backlash in primary prevention of violence against women

ourwatch.org.au/resistance-and-backlash-in-primary-prevention

HELP AND SUPPORT SERVICES

CATEGORY	ACTION	REFERRAL/CONTACT
Immediate threat to safety	Encourage reporting incident or seeking immediate help	Police 000
DISCLOSURE: Experience of violence personally or concerned for another person	Encourage talking to a counsellor for advice	1800RESPECT 1800 737 732 1800respect.org.au
DISCLOSURE: Self-harm	Encourage talking to a counsellor	Lifeline 13 11 14 lifeline.org.au
Young people experiencing violence personally or concerned for another person	Encourage talking to a counsellor	Kids Helpline 1800 55 1800 kidshelpline.com.au
Aboriginal and Torres Strait Islander people experiencing violence personally or concerned for another person	Encourage talking to a counsellor	13 YARN 13 42 76 13yarn.org.au
DISCLOSURE: Perpetration of violence	Encourage talking to a counsellor	Men's Referral Service 1300 766 491 ntv.org.au/mrs
Cyber-bullying, image-based abuse of illegal and harmful content	Encourage reporting to eSafety	eSafety esafety.gov.au/report
Support for LGBTIQ+ people wanting to talk about sexuality, gender, bodies, feelings or relationships	Encourage talking to a counsellor	LGBTI peer support and referrals 1800 184 527 Qlife.org.au



THELINE.ORG.AU