

2019 Campaign

Respect Women: Call It Out



Coinciding with the United Nations initiative:

16 Days of Activism against Gender-Based Violence

Respect Victoria's Respect Women: Call It Out Campaign coincided with the United Nations (UN) initiative 16 Days of Activism against Gender-Based Violence, which is held each year starting 25 November and concluding on 10 December. This booklet showcases events and activities coordinated by councils and not-for-profit organisations for the 2019 Campaign.

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Safe Steps walk starts 2019 Campaign



The 2019 16 Days of Activism against Gender-Based Violence initiative started with the annual Walk Against Family Violence (WAFV) held on Monday 25 November.

More than 3,000 people from the family violence sector, survivor advocates and members of the general public participated in the walk, which started and finished at Federation Square in Melbourne's CBD.

Organiser of the event, **Safe Steps**, invested its MAV grant made possible via Respect Victoria's Respect Women: Call It Out Campaign to cover venue costs. The organisation actively supported the Campaign throughout the 16 days of Activism initiative by incorporating the logos into its event materials.

Safe Steps CEO Rita Butera said, "Events like the WAFV help to ensure that family violence stays on the agenda, that it remains front of mind and that it has the ability to shift behaviours."

Evaluation summary

The Respect Women: Call It Out Campaign that coincided with the UN's 16 Days of Activism against Gender-Based Violence was independently evaluated by Effective Change in February 2020.

Here are the key findings:

17,000 people attended **288** activities/events in **110+ locations**



93% of participants partnered with local organisations (ie primary health, family violence and community groups)



87 large-scale community events held across Victoria (ie walks, marches, community events) attended by **10,153 people**

112 smaller-scale events or events targeted for specific groups (ie libraries, internal, sports/leisure events)



attended by **4,612 people**



15 councils & one organisation participated for the first time



79 councils & **11** organisations received a **\$1500 grant**

60 workshops/training events



provided by **34** councils



& **4** women's health services

attended by **1,606** people

"To be part of a campaign that was occurring within many other local governments was very powerful."

- Participating council

Message from Respect Victoria

Chief Executive Officer, Tracey Gaudry



Respect Victoria works to address gender inequality as a root cause of family violence and violence against women.

We work to challenge and ultimately change the structures, social norms, attitudes and behaviours that continue to enable violence to exist in our society.

But, we're not on this journey alone. Every single one of us has a role to play in creating an equitable, violence-free society.

Respect Victoria has the privilege and responsibility of leading this challenge, alongside government, organisations, communities and individuals right across the state.

In 2019, Respect Victoria aired its Respect Women: 'Call It Out' (Public Transport) Campaign to coincide with the UN Women's international Campaign, 16 Days of Activism against Gender-Based Violence, held annually from 25 November (International Day for the Elimination of Violence Against Women) to 10 December (Human Rights Day).

As part of this initiative, Respect Victoria awarded the Municipal Association of Victoria (MAV) with funding of \$250,000 to support community-based activities across the state, with a key focus of this campaign to broaden the reach of the Respect Women: 'Call It Out' (Public Transport) Campaign and to help create community conversations and engagement through local government and their communities.

I would like to acknowledge the efforts of the MAV, Domestic Violence Resource Centre Victoria (DVRCV), all 79 councils and women's health and community organisations for their involvement in the 2019 16 Days of Activism Campaign as well as those organisations that have worked on this campaign in previous years. I'd also particularly like to welcome those that participated for the first time in 2019.

The case studies in this booklet illustrate collective dedication to achieving gender equality and demonstrate the diverse range of activities and events held across Victoria to raise awareness and start conversations about the prevention of family violence and violence against women.

With the first Respect Victoria-led 16 Days of Activism initiative complete, we look to the planning of this year's program.

We have listened carefully to your feedback, and we are determined to continue to bring primary prevention of family violence and violence against women to new and diverse sectors in 2020.

Let's continue to work together to create a Victoria where everyone is safe, equal and respected.

Message from the MAV

President, Cr Coral Ross



I am so pleased that the **MAV** was able to partner with Respect Victoria in 2019 for its Respect Women: Call It Out Campaign during the 16 Days of Activism against Gender-Based Violence. As the layer of government closest to the community, councils are uniquely and importantly placed to directly deliver this critical message to Victorian communities, promoting gender equality and the prevention of violence against women.

There is never an excuse for gender-based violence or disrespect and this bystander action campaign provided an opportunity for councils, and other participating organisations, to further a vital conversation with their communities.

The exciting and diverse case studies showcased in this booklet provide a snapshot of the 2019 Campaign, demonstrating how councils were able to use their unrivalled and unique position as leaders of their communities to reach a large audience, and encourage community members to get involved and take a stand.

Thank you to all 79 councils who were quick to join the Respect Women: Call It Out Campaign during the 16 Days of Activism against Gender-Based Violence, and the 11 not-for-profit organisations that also carried this message into their own campaigns, creating a unified and consistent voice for all of us.

I'd also like to say thank you to the Domestic Violence Resource Centre of Victoria for their expert guidance during the development of the 2019 Campaign material.

The work undertaken in 2019 supported the development of a unified and recognisable campaign with practical tools and resources, many which are timeless and will continue to be available on the Respect Victoria and MAV websites.

We will continue to build on the successes of the 2019 Campaign to embed gender equality across multiple settings and services with councils, and with other organisations.

The MAV looks forward to partnering with Respect Victoria once more in 2020 to deliver a campaign during the 16 Days of Activism with a goal to creating a society where there is no disrespect to women and ultimately see an end to violence.

Together we can, and must, lead the societal change necessary to achieve gender equality and help put an end to violence against women.



Inaugural walk exceeds expectations

Mitchell Shire Council's activities during the 16 Days of Activism Campaign included many sections of the community including families, children, youth, people with disabilities, CALD communities and community groups.

The Community Walk to End Violence attracted 200 attendees including Councillors, staff, representatives from local health providers and supportive community members.

Community Development Officer Samantha Bender said Council received positive feedback for the march, held for the first time in the Shire.

"People are saying that this is a must-do annual event and we will certainly be looking at a march for our 2020 program of events, along with including an activity for our senior community," Ms Bender said.

Other events included a community barbecue held at Seymour Health, awareness days held by the CFA and a local basketball association and Coffee with a Cop sessions, held across the Shire.

An internal Council morning tea was held to launch the Supporting Employees Resource Guide for people experiencing or supporting someone experiencing family violence.

"These events encouraged a lot of discussion around what 'call it out' means and how we can all be active bystanders," Ms Bender said.

Funding from the MAV grant provided a full-page local newspaper wrap that showcased all local events with branding and key messages from the Respect Women: Call It Out Campaign. The wrap included signatures from partner CEOs that included Council; regional women's health, primary health, family violence and emergency services; schools; LGBTIQ+, along with disability organisations and other community groups.





Campaign's fitness theme

Nillumbik Shire Council hosted a range of activities during the 16 Days of Activism Against Gender-Based Violence with a strong alignment to health and wellbeing.

Highlights included a fitness challenge at Eltham Leisure Centre themed around the number 16 – 16 hours of cycling in one day and over the 16 days with members and staff aiming to ride 16,000 kilometres collectively. At the conclusion, 1,016 cyclists contributed 16,984 kilometres of cycling.

Family Support and Gender Equity Officer Jodie Leahy said one member of the leisure centre worked in the family violence sector and cycled four days a week to build up kilometres to support the campaign.



“The leisure centre had enormous support from members and about 30 staff,” Ms Leahy said. “One of the male staff members, and a friend, cycled for 16 hours straight.”

The Diamond Valley Sports & Fitness Centre in Greensborough was turned orange, including the basketball and netball nets, and staff wore polo shirts. A netball charity event raised more than \$5,500 for not-for-profit organisation Berry Street.

Council also held internal activities including a morning tea with a gender equality trivia challenge, and a breakfast with Olympian pentathlete Kitty Chiller AM for staff and volunteers.

At Eltham High School, student feminist collective the Violet Fems created a virtual reality experience of being catcalled and produced a bystander action booklet for young people that was available at Eltham Library. The library also held story times featuring books that promoted gender equality.

A free movie night was held at the Yarrambat Park Golf Course for the community with a screening of Disney's *Moana*, a great example of a film with a strong female lead character.



The power of language

Moorabool Shire Council supported the development of an art display using mannequins to begin conversations around the Respect Women: Call It Out Campaign.



A piece was created by Council teams including Early Years, Active Ageing and Community Access (AACA) and Community and Recreation Development, along with WRISC Family Violence Services.

Health Promotion Officer Nichole Knight said each team focused on the creator's area of expertise.

“The Early Years team looked at language that is used around children and how this affects them. Our AACA team looked at ageism, women and respect while Community and Recreation Development displayed MAV and local data,” Ms Knight said.

“WRISC decorated their running woman with negative words used to describe women, along with an excerpt of Julia Gillard's misogyny speech.”

The art pieces travelled around the municipality during the 16 Days of Activism Campaign, including seniors centres and libraries, to keep the conversation going.



Workplaces join community

Bass Coast Shire Council's 16 Days of Activism activities focused on engaging with workplaces and the community.



The popular, picturesque Penguin Parade on Phillip Island was the backdrop for the launch of 16 Days of Activism workplace program.

The event was held in collaboration with other large employers within Bass Coast, including Phillip Island Nature Parks and Westernport Water, with 50 people from across the three organisations attending.

Staying with the Respect Women: Call It Out colour theme, the Turn it Orange community festival in Cowes attracted around 500 people. This event was held in collaboration with the Change for Sam committee and the South Coast Partnership to Prevent Men's Violence against Women.

Bass Coast Shire Mayor, Cr Brett Tessari, said the festival was a good way to engage in community conversations around family violence.

“Community members attending the festival showed a willingness to challenge their attitudes to ensure that they respected women and children,” Cr Tessari said.

Bass Coast attributed the success of its 2019 16 Days of Activism Campaign to working with partners all year round.

“Our work with the Change for Sam Committee and South Coast Partnership to Prevent Men's Violence Against Women, along with our relationship with large employers in our Shire, occurs all year round and was key to ensuring our 16 Days Campaign was effective,” Cr Tessari said.



Engaging boys to Respect Women – Call It Out

The City of Casey facilitated discussions with two boys' youth groups – *Wonder Years* and *Cave Man* – as a part of the 16 Days of Activism Campaign.

These youth programs promote healthy masculinity and, as a part of the 16 Days Campaign, discussed the importance of being active bystanders by calling out sexist behaviours and attitudes.

During the group sessions, participants used stencil art to produce Respect Women: Call It Out t-shirts. These were proudly worn by Council's Champions of Change, who led the Hands Across Bunjil Place to End Violence Against Women event on Monday 25 November 2019.



This inaugural community event attracted over 200 people to hear from guest speakers, including former City of Casey Mayor Amanda Stapleton and WHISE CEO Kit McMahon, with soulful tunes by young female artist Elysia Gomez providing entertainment.

Family Violence Prevention Officer Krissy Nicholson said engaging young men in discussions about gender, the potential impact of their behaviour, and ensuring they are a part of the solution to ending violence against women was crucial.

"Wearing the bright orange t-shirts with the Respect Women message the boys produced, added poignancy to the message that every one of us can contribute to change," she said.

"After the event, people felt united and uplifted in a common cause, and staff said they were proud to work for a Council that takes action in the prevention of violence against women."

During the 16 Days Campaign, Council delivered two further bystander action training sessions – *Standing up for Equality and Respect*. This training is now available to staff and community groups as part of Council's broader prevention strategy.





“The vigil was a respectful and powerful occasion, a reminder to us all that family violence and gender equity continues to affect us all, and it is on us to make change together.”

Whole-of-community engagement

Central Goldfields Shire Council took part in a collaboratively designed program for the 16 Days of Activism against Gender-Based Violence for the first time that included local social change organisations, services and community members.

Events were attended by more than 600 people with participation from families, young people, elders, artists, business and community leaders, and service providers, all passionate for change.

Council aligned events with this year’s Respect Women: ‘Call It Out’ (Public Transport) Campaign, which was supported by community leaders such as Zonta, Victoria Police, Rotary,

survivors and young women from Maryborough Education Centre and Highview College sharing their vision of a future built on equality, respect and understanding.

At the Maryborough Library, around 30 children enjoyed a story time session, listening to non-gender stereotyping books.

“We used the book lists included in the Respect Women: ‘Call It Out’ toolkit to put together a comprehensive reading list of non-gender story books written for children and printed bookmarks from the resources provided,” Manager Social Inclusion Go Goldfields Sandra Hamilton said.

Council staff facilitated the ‘Chalking About Respect’ initiative where young people chalked bystander messages across Council’s precinct and Station Domain while engaging in conversations with passers-by about the campaign.

Other events included Women’s Weaving and Yarning Circle led by Indigenous cultural consultant Georgia MacGuire and Yorta Yorta artist Donna Blackwell.

On the eve of the last day of the campaign (9 December) a community vigil was held in Maryborough to recognise women lost to family violence.

Co-presented by the Rotary Club of Maryborough and Go Goldfields, the vigil offered the community an opportunity to stand together, reflect, and share the healing journey that can take a lifetime.

Ms Hamilton said the vigil was the first time the community had come together in this way to remember the women who had lost their lives to family violence.

“The vigil was a respectful and powerful occasion, a reminder to us all that family violence and gender equity continues to affect us all, and it is on us to make change together,” she said.

At the vigil, three local young women shared letters to their future selves about the world they would like to see for children to come.



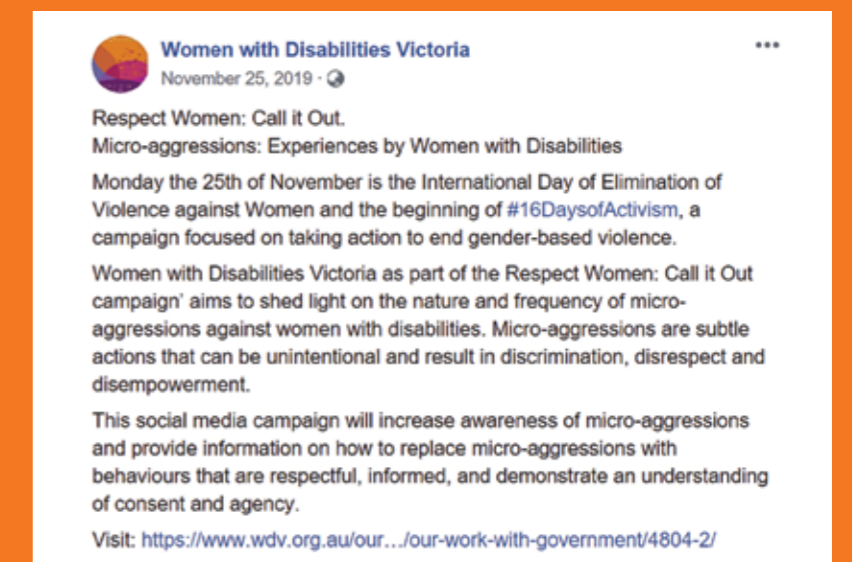
Photo: Christie Harrison, *The Maryborough District Advertiser*

Message adaptable for all women

Women with Disabilities Victoria implemented a successful social media campaign during the 16 Days of Activism against Gender-Based Violence around the principles of respectful communication.

Each day a new social media tile was posted to the organisation’s social media channels – Instagram and Facebook – that contextualised the Respect Women: Call It Out theme to reflect experiences of women with disabilities.

Additional content on the International Day of People with Disability (3 December) included a fact sheet on principles of respectful communication.





Stencils mark march route

More than 100 people turned out to **Moreland City Council's** 'Say No to Violence' march during the 16 Days of Activism Campaign that was attended by Federal MP Peter Khalil, Moreland Mayor Cr Lambros Tapinos and Acting CEO Grant Thorne.

Local resident Chris Turner provided a moving reflection on his role in preventing violence against women.



"It's my responsibility. It's the other men in the room. It's the men themselves. We can no longer be bystanders."

Director Community Development Arden Joseph, also the Chair of Council's Volunteer Staff Committee that organised the event, was pleased with how well the march was attended.

"This was the biggest crowd we have attracted for a family violence event from the perspective of those who participated in the march, local businesses that supported the messages as well as onlookers who encouraged those walking," Mr Joseph said.

Moreland used the Respect Women: Call It Out stencil to mark out the route of the march and created banners, t-shirts and stickers using campaign artwork.

"The t-shirts were really popular with staff," Mr Joseph said.

Moreland also used its MAV grant to provide 'upstander' training sessions for staff and is planning further training sessions.

Message reaches Shire's four towns

Hindmarsh Shire Council hosted a community breakfast in four of its towns to raise awareness of Respect Victoria's Respect Women: Call It Out Campaign during the 16 Days of Activism.

Director Corporate & Community Services Monica Revell said that by hosting an event in each town the Council could target residents who may not have attended if it was a single event.

"In 2018 we hosted a large event in Nhill, requiring residents to travel up to one hour from their hometown to attend, which wasn't as accessible to our community as the four smaller events," Ms Revell said.

Hindmarsh also ran local newspaper advertisements and displayed campaign posters throughout the Shire. Social media tiles and infographics from the campaign toolkit were used to deliver the key messages around violence against women.



Campaign resources

Respect Women: Call It Out promotional materials were developed for councils and other organisations to use during the 16 Days Campaign and beyond.

Respect Victoria: Call It Out logos



Stencil design



Respect Victoria: Call It Out campaign video



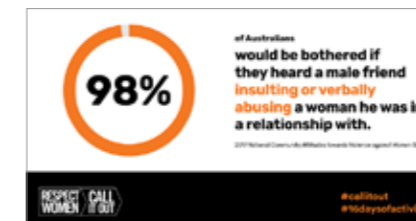
Bookmarks



Stickers



Instagram, Facebook, Twitter, LinkedIn tiles



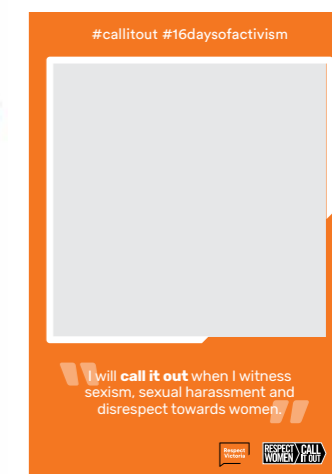
T-shirt design



Postcard



Selfie frame



“It was excellent having the MAV and Respect Victoria collaborate with local councils to ensure a consistent message across the state. This made the process much easier for local councils and enhanced the power of the ‘call it out’ message being promoted.”