

E News 15 October 2020

Hi all

Welcome to the first 16 Days email update!

I plan to send an email update each week between now and the start of the 16 Days. I look forward to your feedback so I can make these updates as useful as possible.

Please let me know if there are other people at your organisation who would like to receive these emails (this email has been sent to the key contact for the project as listed on the funding agreement).

Participation

As of today, 76 councils and 15 NGOs have signed up to take part in this year's 16 Days initiative, aligning with Respect Victoria's campaign. This will enable significant reach across diverse settings and communities in Victoria.

DVRCV and VCOSS are also partnering with us on this initiative and they will be providing their expertise to guide the project.

Funding

Thank you for returning your signed funding agreements. I will be sending the final list of organisations to our Accounts department later today and the grant funds (\$2500) will be transferred automatically next week. There is no need to send MAV an invoice.

COVID-19 restrictions

In organising activities or events for the 16 Days, please ensure you comply with the current Victorian Chief Health Officer's directions at the time. Please note, the restrictions could be different between regional Victoria and metropolitan Melbourne. Visit the [Department of Health and Human Services \(DHHS\)](#) website for the most up-to-date information on the COVID-19 pandemic.

16 Days ideas and activities

We've been really impressed with the raft of creative ideas for 16 Days' events and activities. In light of COVID-19 restrictions, many organisations are focusing on online activities and social media this year.

Some popular ideas are:

- social media posts
- virtual panel discussions and webinars on gender equality, PVAW, healthier masculinities and related topics
- virtual Storytime with libraries promoting gender equality

- producing short videos of local leaders/community members talking about what respect means to them
- online theatre and competitions
- producing artwork
- printed coffee cup sleeves
- online training in bystander action
- traditional print media
- use of banners, posters, stickers, email signatures and virtual backgrounds that align to the campaign
- lighting up buildings in orange and wearing orange
- internal staff capacity building activities (staff morning tea, quiz, launching new organisational policies etc).

Once these ideas are turned into concrete plans, we will share them with you.

Partnerships and collaborations

There are some exciting partnerships and collaborations this year. Many councils and organisations are working in partnership with other councils, women's health organisations, family violence networks, youth groups and local businesses as part of a locally/regionally coordinated approach to the 16 Days.

Campaign theme / messaging

In early October, Respect Victoria and MAV held a consultation with a small group of councils and partners to test proposed campaign messaging for this year. The feedback was very positive. While the Respect Victoria campaign is still awaiting government approvals, we can expect to be engaging our communities in conversations about 'respect' – what respect means to me/you/us, what respect looks like and how to put respect into practice, especially in the context of gender equality. The call to action is again '**Respect Women: Call it Out**' and we are encouraging people to 'call it out' when they witness disrespect, sexism, harassment and abusive behaviours – drivers that can lead to violence against women.

Toolkit

We are working on updating last year's toolkit with a COVID lens, updated facts and to align with new the campaign messaging. Part 1 of the toolkit will be available by the last week of October. Part 2 of the toolkit will be developed following approval of Respect Victoria's main campaign and will include social media tiles and key messages.

Collateral

We are developing some new digital collateral for you to arrange your own printing e.g. a sticker, bookmark, selfie frame, virtual background and email signature banner. You will

be able to access these resources on our website and pop in your own organisation's logo. These will be available by the last week of October.

In meantime, please go to the [MAV's 16 Days website](#) to view last year's resources and to access 2020 resources as they become available.

Logos

Please remember to use Respect Victoria's logo in all your materials! Ideally, you should use both the Respect Victoria logo **and** the Respect Women: Call it Out logo (if space permits). If there is very little space, just use the Respect Women: Call it Out logo.

In terms of hierarchy, your council/organisation's logo should come first, then Respect Victoria's logo, then your partner organisation's logo.

The logos are as follows and can be accessed from our [website](#):



Images

Please don't use the images (photos) from the Respect Victoria brand guide or from the 2019 toolkit. These are a representation of the Respect Victoria brand, not for use in the 16 Days campaign.

Hashtags

In planning for social media, please use the hashtags [#respectis](#) [#callitout](#) [#16dayscampaign](#)

International Day of People with Disability (3 December)

Just a reminder that the International Day of People with Disability (3 December) falls during the 16 Days. We strongly encourage you to acknowledge this day and the rights and contributions of people with disabilities in your activities.

Get in touch

If you have any questions or need guidance, please don't hesitate to get in touch. My email is 16dayscampaign@mav.asn.au and my number is 0437 798 913.

Many thanks

Kate