

Hi all

Welcome to the sixth 16 Days email update. Only five days to go until the campaign starts! I will continue to send updates as needed throughout the campaign period.

### **Respect Victoria's new campaign is now live**

Respect Victoria has today [launched](#) its new [Respect Women: 'Call It Out' campaign](#) ahead of this year's 16 Days. The theme of this year's campaign is 'Respect Is,' and messages of equality and respect will be highlighted across the state. The campaign will launch across regional television and metro/regional radio, press, and digital and social channels and will also run in Arabic, Vietnamese, Mandarin, Cantonese, Hindi and Greek across several platforms.

### **Social Media Support Kit**

Respect Victoria has produced some content to accompany the 16 social media tiles. This is now available on their [16 Days of Activism 2020 webpage](#).

### **Walk Against Family Violence - 25 November**

There is still time to register for the Walk Against Family Violence on 25 November. The MAV has registered – have you? For more information or to register, go to:

<https://walk.safesteps.org.au/>

### **Evaluation of the 16 Days initiative**

Thank you to the small group of councils and NGOs who participated in an evaluation focus group with Effective Change this week. Your feedback is invaluable for ensuring the evaluation is useful, practical and appropriate for the 16 Days' initiative.

Effective Change has produced a [short, two-page guide to the evaluation](#) now available [on our website](#) to explain the purpose of the evaluation, what is involved, about the survey and key dates. Please read this short guide as it will help you to prepare for the evaluation survey. The final survey link will be sent out on 3 December.

### **Media Release template**

A sample media release is now available [on our website](#) for you to engage local media and promote your 16 Days' activities. Please edit as necessary.

### **Posters**

Respect Victoria's campaign posters are now available [on our website](#). There are five different posters in three sizes - A2, A3 and A4 – all in PDF format.

### **Orange caps are on their way**

Orange caps were popular! The orange caps have been ordered and will be delivered to metro areas today (Friday) and to regional/rural areas on Monday.

## Campaign collateral available in multiple formats

We have had lots of requests for collateral to be available in different formats. We are continually responding to these requests and updating the [2020 campaign resources](#) page on our website. The following is now available:

- Word version of the 2020 toolkit
- Respect Victoria and Respect Women: Call It Out logos in .EPS format
- Selfie frame in high res .EPS (suitable for printing a large frame)
- Virtual background (for Zoom meetings) as .JPG
- 'To Me, Respect is...' and 'To Us, Respect is...' pictures (.JPG) to be inserted in Word documents or PowerPoint slides as banners
- Alternative 'Respect is...' email signature banner as .PNG
- Booklists as a standalone handout (3 pages) in PDF
- Ways to 'call it out' as a standalone handout (2 pages) in PDF
- Key facts and statistics as a standalone handout (3 pages) in PDF

## A great mix of 16 Days' activities

Councils and NGOs are planning a great mix of different activities to engage their communities during the 16 Days. Here are a few more examples (thank you to the councils / NGOs mentioned below):

- **Buloke Shire Council**, as part of the **Buloke Wellbeing and Equity Network**, is holding *The Buloke United Walk* at 10am Sunday 6 December in each town of the Buloke Shire. Participants will leave from their home dressed in orange and walk around town. They will be encouraged to share messages of respect and photos on social media.
- **Frankston City Council** is running an [online Author talk with Ruth Clare](#) – award winning author of acclaimed memoir, 'Enemy' and passionate advocate for the rights of women and children, on 25 November at 12.30pm. Frankston is also hosting a *Free Your Voice: An Online Vocal Workshop* on 10 December from 6-7pm where participants will build confidence and use their own voice to "Call It Out". Email: [artsaccess@frankston.vic.gov.au](mailto:artsaccess@frankston.vic.gov.au)
- **Greater Bendigo City Council** has produced a full [calendar of events](#) highlighting their daily 16 Days activities, including online talks, videos and training. Also in the region, **Women's Health Loddon Mallee** are running three events, the first is a [Q&A Panel](#) on 25 November at 12pm, exploring the work of the Gender and Disaster Pod, covering a wide range of topics relating to gender expectations and impacts during Bushfires and COVID-19. The second, in conjunction with **Greater Bendigo Against Family Violence** and **Greater Bendigo City Council** is [a conversation with Jess Hill](#) on 1 December at 2pm. The third, [Eat, Learn, Share](#) on 10 December from 10.30 to 12pm is an online celebration of the gender equity and violence prevention work happening across the region.
- **Manningham City Council** is running a series of community events including a *Gender Equity Storytime Session* (live on Zoom) on 27 November at 11am with Manningham/Whitehorse libraries; *EDVOS Recognise, Respond and Refer (3R's)* – *Family Violence Training Workshop* on 4 December at 10am; and *Respect is...at*

our Sports Club on 8 December (time tbc). They are also running three internal sessions delivered by the Diversity and Inclusion Working Group covering our role at Council, engaging men to call it out and what to do if a staff member experiences family violence.

- **Melbourne City Council** and **The Men's Project at Jesuit Social Services** are hosting an online webinar and panel discussion on '[Pursuing Healthier Masculinities](#)' and why this is important for everyone's health and wellbeing, on 10 December at 7pm.
- **Moira Shire Council** is lighting up its towns in orange on 25 November and creating video posts about what 'respect is' to local leaders, alongside print media.
- **Women's Health East** in partnership with the **Together for Equality and Respect partnership** has developed the following social media campaign '16 Ways to Call it Out in the 16 Days of Activism Against Gender-Based Violence' #16Days16Ways. The social media tiles developed **promote ways of calling out sexism, discrimination and gender inequality through bystander action**: <https://whe.org.au/16days>
- **Women's Legal Service Victoria** is hosting its "Safety & Equality: The justice system's role in addressing violence against women" event on 2 December at 2pm. [Register here.](#)

### UN Women Australia e-News

You can subscribe to UN Women Australia's e-News at [unwomen.org.au/updates](http://unwomen.org.au/updates)

### MAV Gender Equality and PVAW fortnightly e-News

The MAV distributes a fortnightly e-News on all things gender equality and preventing violence against women (PVAW) in Victoria. Subscribing is a great way to keep abreast of what's new in the sector, upcoming events and training, and provides an opportunity for you to promote relevant initiatives to over 1000 subscribers from Victorian councils and the broader PVAW sector. You can [subscribe to this e-news here](#).

### Get in touch

If you have any questions, or need guidance with your 16 Days activities, please don't hesitate to get in touch. My email is [16dayscampaign@mav.asn.au](mailto:16dayscampaign@mav.asn.au) and my number is 0437 798 913.

Many thanks  
Kate



**RESPECT IS...**

calling out harmful  
comments, behaviours  
and attitudes

**RESPECT  
WOMEN** **CALL  
IT OUT**

#16dayscampaign  
#respectis  
#callitout