

2020 Initiative

# Respect Women: 'Call It Out'



Coinciding with the  
United Nation Women's

## 16 Days of Activism against Gender-Based Violence

Respect Victoria's Respect Women: 'Call It Out' initiative coincided with the United Nations (UN) 16 Days of Activism against Gender-Based Violence. This booklet showcases events and activities coordinated by councils and non-government organisations for the 2020 Initiative.

# Contents

Acknowledgements	2
Message from Respect Victoria	3
Message from MAV	3
Evaluation summary	4
Banyule, Nillumbik and Whittlesea Councils	6
City of Greater Bendigo and Women's Health Loddon Mallee	8
Casey City Council	9
Wellington Shire Council	9
Wodonga Council	10
Surf Coast Shire Council	11
Women with Disabilities Victoria	12
ECCV, MCWH and inTouch	13
Hepburn Shire Council	14
Court Network	14
Campaign resources	15



**“Wunggurrwil ba-gurrk  
wurru-ki mok-borriyn delama  
koling wada-nyal (strong  
woman, speak proud, embrace  
and let us walk together).”**

*- TAMMY GILSON*



## Acknowledgements

We acknowledge the traditional custodians of the land on which we work and we pay our respects to their elders, past, present and emerging. We acknowledge that sovereignty of this land was never ceded and we are committed to honouring Australian Aboriginal and Torres Strait Islander peoples in our work.

During the 16 Days of Activism, Moorabool Shire Council, in partnership with Djerriwarrh Health Services, created social media tiles introducing local community members of the Moorabool Shire, each with an important message to share.

The tiles can be viewed at: <https://www.moorabool.vic.gov.au/news/16-days-activism>

# Message from Respect Victoria

Chief Executive Officer, Tracey Gaudry



**Respect Victoria** exists to address the root causes of all forms of family violence and violence against women.

We're proud to be part of this journey alongside government, industry, organisations, communities, and individuals right across the state.

In 2020, Respect Victoria aired a brand-new campaign **Respect Women: 'Call It Out' (Respect Is)** to coincide with the UN Women's international campaign, **16 Days of Activism Against Gender-Based Violence**. As part of this initiative, for the second year Respect Victoria awarded the Municipal Association of Victoria (MAV) with funding of \$300,000 to support community-based activities across the state.

The impacts of coronavirus (COVID-19) have been far-reaching in Victoria with each organisation, community, and individual adapting

to continuous challenges. These challenges have been exacerbated for those working to prevent family violence and violence against women. The dedication and passion shown by those who developed initiatives and participated in **16 Days of Activism** is extraordinary.

The stories in this booklet showcase the incredible effort of communities across the state, and their ability to innovate and reach more people across Victoria to raise awareness about the role we can, and must, all play in preventing family violence and violence against women.

With the second Respect Victoria-led **16 Days of Activism** initiative complete, we will be putting your feedback into action in our planning for 2021.

# Message from the Municipal Association of Victoria (MAV)

Chief Executive Officer, Kerry Thompson



The **MAV** is proud to have again partnered with Respect Victoria in this vital state-wide campaign for equality and respect.

Councils and our local communities are facing important changes and we must continue to actively promote gender equality and take a stand to end gender-based violence.

Despite the challenges of COVID-19, I'm impressed by the creativity and resilience of councils, communities and participating non-government organisations (NGOs) which saw the 2020 campaign reach more people than ever before.

The events and activities held by local government and NGOs during the **Respect Women: 'Call it Out' (Respect Is)** campaign increased community understanding of the importance of respect to prevent family violence.

We look forward to future collaborative efforts with the local government sector, Respect Victoria, Domestic Violence Resource Centre Victoria, Victorian Council of Social Service and the broader prevention sector to make a positive difference to this issue.

We hope that you are inspired to join the **Respect Women: 'Call It Out' (Respect Is)** campaign by the examples in this booklet. They serve to remind us of the crucial role everyone has to play to promote equality for all and end family violence and all forms of violence against women.

# Evaluation summary 2020

## Key findings

The Respect Women: 'Call It Out' (Respect Is...) Campaign initiative was independently evaluated by Effective Change.

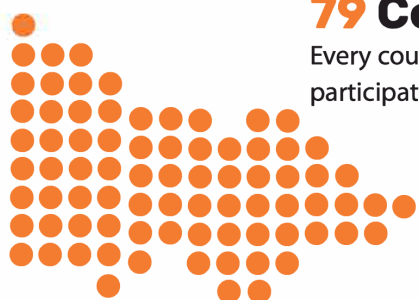
Here are the key findings:



### Coronavirus (COVID-19)

and public health restrictions significantly impacted the 2020 initiative and the number of face to face activities held.

## Grant recipients



### 79 Councils

Every council in Victoria participated.

### 18 Non-government organisations (NGOs)

including Djirra, Women with Disabilities Victoria, inTouch and Women's Health Services.



### 8 NGOs

received funding for the first time including the Country Fire Authority, the Court Network and No To Violence.



Each council and NGO received a **\$2500 grant**

## Social media



to promote the initiative, deliver events, activities and training sessions.

### Less backlash

on social media was reported compared to 2019.





## Participation



Approximately **12,000** people participated in **694** events, activities, workshops and training across **Victoria.**



### In-person events

such as Walks Against Family Violence, took place in areas where restrictions allowed.



### Online events

The majority of events took place online, such as virtual story time sessions and panel discussions.



### Other activities

included art projects, reading challenges and the 'Growing Respectful Relationships' seed campaign.

## Training & workshops

	<b>2,000</b>	<b>People</b>
	<b>63</b>	<b>Training events &amp; workshops</b>
	<b>33</b>	<b>Councils</b>
	<b>7</b>	<b>NGOs</b>

## Banners, posters & illumination

**60** councils displayed banners and posters in their municipalities across Victoria.

Public buildings and public spaces were illuminated in orange in 19 municipalities.

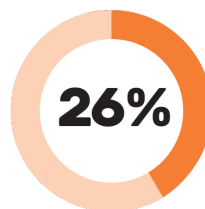


## Partnerships



**90%**

of grantees worked in partnership with other organisations.



worked with 6-10 organisations in their municipality or region.



# The power of partnerships

The municipalities of Banyule, Nillumbik and Whittlesea share boundaries, resources and their communities overlap.

The three councils took the strategic decision to pool their resources and work together on their public events for the 16 Days of Activism. With long-standing, collaborative relationships, the three councils recognised that by working together, sharing their expertise, networks and resources, they could deliver more events for their communities, all provide clear and consistent messages, achieve better value for money and use their time and resources more efficiently. Each council also independently undertook a range of internal activities for staff, managers and councillors and small external community activities during the 16 Days.

Three key online events were delivered. The partners collectively planned and promoted the events and each council managed and coordinated one event.

## **Preventing and Responding to Violence Against Women with Disability facilitated by Women with Disabilities Victoria (WDV)**

This online workshop was designed in response to requests for information about how to respond to, as well as prevent, violence against women with a disability. The workshop was targeted at people who work with women with disabilities and was attended by 21 participants from a cross-section of services, carers and community members. The workshop explored how gender and disability inequality drive violence and included a well-received Q&A session with survivor and disability advocate, Nicole Lee. Participants were provided with practical take-home resources from WDV.

## **Some Girls, Some Boys, All Kids - Exploring Gender in the Early Years presented by early years author and comedian, Nellie Thomas**

This event, presented by the partners, Darebin City Council and Yarra Plenty Regional Library, explored gender in the early years. The event was aimed at parents, carers and educators and was attended by 61 participants. The event included an interactive Q&A session and practical strategies to challenge gender stereotypes in respectful, sensitive and age-appropriate ways.

## **Woven Basket Making with Ngumpie Weaving hosted by Djirra**

This online event, hosted by Djirra through their Koori Women's Place program was presented on behalf of the three partners, joined by Darebin City Council. Preventing and addressing family violence is at the core of Djirra's work. Djirra's website explains that 'Djirra is the Woiwurrung word for the reed used by Wurundjeri women for basket weaving. Traditionally, when women gathered to weave, important talks took place and problems were solved.'

The Ngumpie Weaving Workshop, one of the Koori Women's Place's most popular workshops, was attended virtually by 27 women, including seven community Elders. Weaving materials were posted to participants prior to the event.





# Bendigo Against Family Violence

City of Greater Bendigo and Women's Health Loddon Mallee are members of Greater Bendigo Against Family Violence (GBAFV), a coalition of government and non-government organisations, businesses, schools and community groups that raise awareness about family violence.

The 16 Days of Activism in Bendigo was launched by GBAFV with a Welcome to Country and smoking ceremony by Traditional Owner, Rebecca Phillips. While large gatherings were not possible, the launch, held in Rosalind Park in the centre of Bendigo, was live-streamed to the community.

Much of the focus during the 16 Days turned to creating visual impact across the city:

- > at night the Conservatory building in Conservatory gardens was lit up in orange for the first time
- > orange yarn bomber flowers were featured throughout the gardens of Bendigo
- > orange cut-outs of women with key messages were placed in a number of areas around Bendigo
- > posters, messages and cut-outs were installed in cafes and shopfronts of partner businesses
- > 2,000 bin stickers were distributed across Bendigo.



All events can be viewed from:

[https://www.facebook.com/GBAgainstFamilyViolence/?tn-str=k\\*F](https://www.facebook.com/GBAgainstFamilyViolence/?tn-str=k*F)

Other activities were virtual, such as five, five-minute videos ('5 minutes with...') featuring GBAFV partners talking about their work in the family violence space, released across the 16 Days. City of Greater Bendigo Resilient Communities Officer Vanessa Wait, said 'This was a simple way for community leaders to be heard during the 16 Days.'

The City of Greater Bendigo and Women's Health Loddon Mallee partnered with GBAFV to present an online webinar – 'Power, Control and Domestic Abuse' with Jess Hill, author of 'See What You Made Me Do', attended by 163 people.

## A Webinar with Jess Hill, author of 'See What You Made Me Do'

This webinar is being co-presented by Greater Bendigo Against Family Violence, Women's Health Loddon Mallee, and the City of Greater Bendigo.



Australian journalist Jess Hill has been researching and writing about Family Violence since 2014. In 2019, Jess released the book titled 'See What You Made Me Do' which puts perpetrators and the systems that enable them under the spotlight.

1 December at 2pm

Register for this webinar at

<https://jesshillwebinar.eventbrite.com.au>



CITY OF GREATER  
BENDIGO



Women's Health Loddon Mallee presented an online 'Q&A Panel exploring the work of the Gender and Disaster Pod' focusing on violence against women and LGBTI people in the context natural disasters and the coronavirus pandemic, and ways to call out these experiences in the planning, responding and recovery phases of disasters.

The City of Greater Bendigo AFV hosted a webinar with Thorne Harbor Health's Specialist Family Violence Unit entitled 'Against All Odds: Stories of Recovery from the LGBTIQ+ Community'. While attendance was low for the live stream, it has since been viewed more than 250 times.

As Vanessa Wait remarked, 'You need partnerships to really have an impact.'



## Gender equality is at the heart of the solution

**Casey City Council**, with their community partner agencies, presented nine activities for the 16 Days of Activism. While all events were online, this did not dampen attendance with over 1,000 staff and community members participating.

The virtual campaign launch event – ‘Together We Can Change the Story’ - included a keynote presentation by Natasha Stott Despoja and the launch of five culturally adapted and community co-designed ‘Change the Story’ videos produced by South East Community Links. Ms Stott Despoja’s key message was that ‘gender inequality is at the core of the problem but conversely gender equality is at the heart of the solution.’ With 351 participants on the day, the launch was the largest online event held by Casey to date.

Casey Cardinia Libraries challenged gender stereotypes with their online children’s storytime reading ‘Not all Princesses Wear Pink’ by Jane Yolen and Heidi E. Y. Stemple and ‘Jacobs New Dress’ by Sarah Hoffman. Other virtual activities challenging gender stereotypes during the 16 Days of Activism included:

- > ‘Dads Matter’ with Dr Michael Carr-Gregg
- > ‘Man Box Community Training’ and ‘Manhood, Men, Mates and Me’ presented by Jesuit Social Services
- > ‘Migrant and Refugee Men Speak Out on Gender Roles’ presented by Wellsprings for Women.

Wellsprings for Women also presented ‘Love is Not Abusive’ an online forum addressing the issue of dowry abuse as a form of family violence, with a keynote presentation by Dr Manjula O’Connor.

Staff involvement in the campaign was high, with 300 staff participating in Gender Training. The Youth Services’ team took to social media with young people’s messages about ‘what respect means.’

## Be kind, Wellington

**Wellington Shire Council** had a difficult year, affected by the 2019/20 summer bushfires and the pandemic.

Equality, kindness and respect were the key messages Wellington Shire Council promoted during the 16 Days of Activism.

The six Wellington Shire Council libraries provided displays promoting gender equality, respect and kindness under the partnership’s theme of ‘Not blue, not pink, we are all unique’. Take-home packs, with themed storybooks, activities and a bottle of bubbles were distributed to 96 younger readers across the shire. Bookmarks were distributed at libraries and through two local secondary schools.

Wellington Shire Council in conjunction with the Wellington Gender Equity and Violence Prevention Partnership delivered their social media campaign under the banner of ‘Not blue, not pink, we are all unique – breaking the stereotypes that fuel family violence.’

While most staff were working from home, the ‘Respect Is...’ email signature banner was used throughout the organisation, a first time for the council.

Key council buildings – the Wedge Performing Arts Centre and the Clocktower in Sale - were lit up in orange for the 16 Days of Activism.



# Growing respectful relationships

Wodonga Council distributed 1,000 seed packets with the tagline ‘Growing Respectful Relationships’ during the 16 Days of Activism. The popularity of this idea spread to neighbouring councils who also participated in the Seed Packet initiative.

When community walks, vigils and workshops were off the table, the Wodonga Prevention of Violence against Women Taskforce considered COVID-safe options. Single-use coffee cups were not in keeping with the council’s sustainability policy, and taskforce members wanted to avoid ‘screen fatigue’. The sustainability theme prompted thinking about a non-disposable concept, and the seed packet idea grew from there. As Nicole Weyandt, Wodonga Council’s Community Planning and Development Officer observed ‘creativity is born of necessity.’



Growing Respectful Relationships



One thousand packets of basil, green onion, everlasting daisy and petunia seeds were printed with Wodonga Council and Respect Victoria logos and contact numbers for local family violence service providers. They were distributed through Wodonga’s libraries and customer service centres, and through community centres, health and women’s health services, coffee shops and local businesses. Wodonga promoted the project on their social media, with a time-lapse video of basil growing from seed. As a partner on the taskforce, Wodonga Police also launched the initiative on their social media channels and distributed the seed packets to anyone involved in family violence incidents.

Word of the initiative travelled to neighbouring shires and both Towong and Indigo Shire Councils participated in the Seed Packet Initiative. Indigo’s Community Development Officer Jess Johnston explained that when planning their approach, the seed packet concept was seen as a ‘beautiful idea and a lovely way to start a conversation.’ Indigo Shire commissioned their own designs, with support service contact numbers and distributed 400 packets throughout customer service centres, libraries, police stations and health and family violence service providers. They were also distributed through maternal and child health centres and local hairdressers, as safe spaces where conversations about family violence can unfold.

Councils in the region are happy to share and regularly collaborate. Judging by the positive feedback from partners, there is a strong sense that the ‘Growing Respectful Relationship’ seed initiative will grow in the future.







## Equality and respect in the line up

**Surf Coast Shire's** online campaign aimed to raise awareness and understanding about the importance of respectful equal relationships in increasing gender equality and the importance of that in preventing gender-based violence.

With a 'surf coast lens' on, Surf Coast Shire produced a series of seven short videos featuring interviews with pairs of male and female local surfers of all ages discussing respect, gender equality and inequality in the 'line up'.

The video series entitled 'Common Water – Equality and Respect in the Line Up' presents short interviews with community members talking about:

- > disrespect women and girls can experience in the surf despite their common love for the waves.
- > what Respect means to them in the waves
- > how to show respect for women and girls in the line-up
- > their love of surfing and the water as a place for all, regardless of gender
- > damaging gender stereotypes used in the surfing media

- > how parents share responsibilities they both love to surf
- > the benefits that more women and girls in the water can bring to the experience of surfing for all.

The Surf Coast Shire 16 Days Working Group, comprising staff from teams ranging from Maternal and Child Health, Early Years Services and Youth Services to Aged Care and Access teams guided the project. With restrictions in place, they wanted to find a way to talk to all members of the community and felt it needed something more than an online forum or presentation. In collaboration with videographer, Timothy Marriage, they landed on the concept of exploring 'respect' in the waves.

Olivia Naughtin, Coordinator Community Health and Development explained that much of the success of the videos was a result of 'localising the campaign, featuring local people and talking about surfing, a local topic, that made it engaging for the community, with specific and relatable examples and recognisable locations.'

The videos can be viewed from:

<https://www.surfcoast.vic.gov.au/Community/Public-health/Gender-Equality>



# Respect is listening to us, learning from us and following our lead

**Women with Disabilities Victoria (WDV)** were committed to delivering a 16 Days of Activism event for workforces working with women with disabilities to address the disproportionate levels of violence experienced by women with disabilities.

While the pandemic impacted WDV's plans for a mini-conference on International Day for People with Disability (IDPwD) on 3 December, it was replaced by the 'Respect, Inclusion and Equality Workshop' delivered online, as planned on IDPwD, to 145 registrants.

The workshop was opened by WDV's CEO, Leah van Poppel with an introduction by the Honourable Gabrielle Williams, Minister for Women, Prevention of Violence Against Women and Aboriginal Affairs.

Exploring the themes of Respect, Inclusion and Equality, the workshop included lightning talks from WDV staff and a panel discussion with women with lived experiences of disability, focusing on ways to promote respect and prevent violence against women with disabilities. Auslan interpretation and live captioning were provided for the event.

WDV found benefits and challenges to the online world. There was considerable work involved in making workshop accessible for guests and for presenters, most of whom who have lived experience of a disability.

The benefits of the online workshop included reaching a larger audience, the ability to track live feedback and the diversity of the audience. The workshop was accessible for people with disabilities, people across Victoria and people working in a range of sectors.

WDV attributes much of the success of their social media campaign and workshop to the input of their Experts by Experience team in framing their approach. This group of 14 women with a diverse range of disabilities, backgrounds and experiences provide expert consultation for WDV. They developed 16 statements of what respect means to women with disabilities (pictured), with one statement posted on each of the 16 days which were shared widely by councils and other organisations participating in the campaign.



The event recording can be viewed on WDV's YouTube channel:  
<https://www.youtube.com/watch?v=JZ4NFG7q1G0>

# Respect means everyone, regardless of where they come from or their language, feels safe

The Ethnic Communities' Council of Victoria (ECCV), the Multicultural Centre for Women's Health (MCWH) and inTouch Multicultural Centre Against Family Violence combined their resources and expertise to create multilingual social media collateral with primary prevention messages.

The partners developed three illustrated digital tiles to promote respect and call out assumptions about violence against migrant and refugee women, with a fourth tile providing information on accessing services in community languages. The tiles were created in plain English and translated into Arabic, Simplified Chinese, Karen, Hindi and Vietnamese. Translations were verified by professional translators and community-verified by bilingual, bicultural health educators and family violence workers.

The messaging was shaped and informed by the partners' experience in prevention work with communities and mainstream services. MCWH's PVAW Team Leader, Kathryn Aedy said 'Our messaging was based on conversations we have had in migrant communities around responding to backlash when doing prevention work, such as addressing stereotypes that blame culture for violence.'

The messages were shared widely by the partners, their networks and the MAV to deliver a multilingual primary prevention campaign during the 16 Days of Activism. In addition to continued social media promotion, the partners use the resources in health education sessions, as conversation starters and training tools.

It is hoped that the digital tiles will be used widely by community leaders, workers and prevention practitioners in their work with migrant and refugee communities to encourage discussions around equality and respect and to ensure that migrant and refugee women know they can access help if they are experiencing abuse, regardless of visa status.

Mọi người đều cần được an toàn

Dù là giới tính nào, hay từ đâu đến,  
cũng không ai đáng bị bạo hành

Bạo hành là chọn lựa, tôn trọng cũng là lựa chọn



To access the files:

<https://eccv.org.au/new-multilingual-resources-promoting-respect-within-migrant-and-refugee-communities/>

# Cafes and businesses keen to be involved

**Hepburn Shire** ran a number of projects during the 16 Days of Activism. The key community activity was a Coffee Cup Awareness Campaign.

Hepburn Shire distributed posters and 6,000 coffee cup sleeves through five cafes, located in Daylesford, Clunes and Trentham. The coffee cup sleeves were printed with one of three messages:

- > Respect is...calling out violence against women and children
- > Respect is...understanding that violence is never ok.
- > Respect is...starting the conversation.

Despite businesses feeling quite overwhelmed at the time due to the pandemic, Hepburn Shire Council's Grants and Project Development Officer, Kelly Lewis said that the cafes that signed up 'were really on-board, and keen to use all the sleeves even after the 16 Days.' The Muffins and More café in Daylesford creatively used the sleeves for muffins, pies and as serviette holders. Council was pleased to find that the cafes were proud to work in conjunction with council on this key community issue.



**Court Network**, a frontline community service offering non-legal information and support to court users, participated in the Respect Women: 'Call It Out' 16 Days of Activism initiative for the first time in 2020.

Over 350 Court Network volunteers are located in 28 courts across Victoria. As courts were operating virtually during the 16 Days of Activism, Court Network developed a program of action reaching beyond the court buildings and the community and legal networks inside them.

Through tapping into the diverse networks of program staff and their highly skilled and connected volunteers, Court Network successfully engaged businesses in the campaign, including:

- > Fosterville Gold Mine in Bendigo
- > Kardinia Property in Geelong
- > Shippys Café in Mildura
- > Wilsons Warrnambool and District Real Estate
- > Valiant Barbers in Heidelberg.

Court Network Executive Director, Maya Avdibegovic said 'We were amazed at the support for the initiative. Businesses didn't need any convincing, they were really keen to be involved.'

Other 16 Days activities included events for the Sudanese and South Sudanese community led by Court Network's Children's Court Cultural Support Guide and professional development sessions for staff and volunteers.





# Campaign resources

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

Respect Victoria: Call It Out logos



Virtual Background



Bookmarks



Stickers



Posters

(sizes: A4, A3, A2)



Selfie Frame



Instagram, Facebook, Twitter, LinkedIn Tiles



Email Signature



**'So glad there was such good coverage of the 16 Days of Activism, it is great when so many councils and organisations focus on a campaign.'**