

E News 6 November 2020

Hi all

Welcome to the fourth 16 Days email update.

I will send an email update each week between now and the start of the 16 Days. Please let me know if there are other people at your organisation who would like to receive these emails.

Toolkit and collateral

Many of you have started using the 2020 campaign toolkit and digital assets, now available [on our website](#).

Just to confirm, you are not obliged to use all the collateral in the toolkit. You can use some, all or none of the assets (sticker, bookmark, selfie frame, virtual background and email signature banner), depending on your needs/activities.

If you are designing your own collateral, please remember you must include the Respect Victoria logo and "Respect Women: Call It Out" logo (available [on our website](#)), and send your collateral to MAV (16dayscampaign@mav.asn.au) for approval so we can ensure it aligns with the state-wide campaign.

Social media tiles and poster

Respect Victoria's 'Respect Is...' social media tiles and poster will be available by the end of next week. They will be accessible on Respect Victoria's campaign hub and [on our website](#).

Walk Against Family Violence - 25 November

The Walk Against Family Violence poster and social media tiles are now available for download [from our website](#).

For more information about the Walk or to register, please visit:

<https://walk.safesteps.org.au/> This is a great way to show support for survivors of family violence.

Orange hats available

Respect Victoria have some orange "Respect Women: Call It Out" caps available for participating councils/organisations (free of charge). Each council / organisation can request a maximum of x30 caps, and they will be couriered to a physical address. If you would like some caps, please send me an email (16dayscampaign@mav.asn.au) with your contact name, physical address (no post boxes), contact phone number and how many caps you would like (maximum 30) by 16 November.

Respect Is... statements

We have the final list of "Respect Is..." statements to use in our 16 Days activities and messaging.

The following 13 "Respect Is..." statements are approved:

1. Respect is understanding there is no 'right' way to be a man or a woman
2. Respect is sharing the chores equally in a way that works for everyone
3. Respect is working together to prevent men's violence against women
4. Respect is accepting and celebrating our differences
5. Respect is building other people up
6. Respect is shown through actions as well as words
7. Respect is supporting people to express their emotions
8. Respect is calling out harmful comments, behaviours, attitudes
9. Respect is celebrating rainbow families
10. Respect is accepting a person's choices
11. Respect is recognising a problem and being part of the solution
12. Respect is treating boys and girls as equals
13. Respect is recognising that families come in all forms and should be valued equally

For your information only: Respect Victoria will hero the following six statements in their main campaign. Please do **not** use these six statements in your activities / messaging:

1. Respect is equality
2. Respect is equal pay for equal work
3. Respect is choosing not to laugh at jokes that put women down
4. Respect is letting people be themselves
5. Respect is treating others the way you would like to be treated
6. Respect is sharing jobs around the house

If you wish to develop your own "Respect Is..." statements / messaging, please seek pre-approval from MAV (on 16dayscampaign@mav.asn.au) so we can ensure the messaging aligns with the campaign's intent.

Some councils / organisations may also want to record people's **personal statements** about what respect is to them (e.g. community leaders, Councillors, training participants etc). You can use the 'To Me, Respect Is...' card or the 'To Us, Respect Is...' card (available for download [on our website](#)) for this purpose. Where possible, it would be good to keep a record of these personal statements and contribute to your evaluation survey.

Media engagement

We encourage you all to develop a Media and Communications plan for your 16 Days activities, particularly to engage your local media outlets, Mayor and Councillors and Victorian MPs.

We will be circulating a media release template (hopefully by the end of next week) to assist with your media engagement.

If you would like any media support, please let me know (email 16dayscampaign@mav.asn.au). I will put you in touch with the Senior Media Adviser at Respect Victoria who is available to offer media assistance to participating councils and organisations.

Media Consent Forms

Most councils and organisations will have a standard media consent form to obtain informed consent from project participants for photos, videos and recordings but it may be advisable to specifically acknowledge that MAV might also use the photos/videos/recordings in the future.

Please use this wording and adapt as needed:

The Municipal Association of Victoria ABN 24 326 561 315 (MAV) regularly reproduces videos and photographs of people for information, editorial, promotional, training and evaluation purposes. The images/footage may be used on MAV's website, in publications, guides, social media, brochures, videos or in any other material. By providing videos and photographs to <council/organisation name>, you are providing consent for MAV to also use them for this purpose.

Photos

We encourage you to take lots of photos of your 16 Days activities and to share those with us at MAV (please obtain informed consent from everyone in your photos first).

Please also take photos of the process of setting up your activities e.g. assembling and distributing materials, setting up stands / workshops / events – these photos help to document the whole process and effort involved in running the 16 Days.

Evaluation of the 16 Days initiative

We are in the process of appointing an evaluator and developing the evaluation plan for the 16 Days initiative. More to come on this soon.

Participating councils and organisations will receive the evaluation survey before the campaign starts on 25 November. This is to enable you to collect the necessary data and reflect on your learning / achievements as you implement your activities.

Please keep space in your calendar to complete the evaluation form between 10 December and 18 December. It will be much easier to complete the evaluation while everything is fresh in your mind. The evaluator will do the data analysis over the Christmas/New Year break. The evaluation survey will also be an acquittal of your funding.

A great mix of 16 Days events and activities

Councils and participating NGOs are planning a great mix of different activities and events to engage their communities during the 16 Days. We will continue to share more activities each week as councils and NGOs confirm their plans. Here are a few more examples (thank you to the councils / NGOs mentioned below):

- **Yarra Ranges Council** is running an 'Engaging Fathers Forum' for service providers that engage with fathers and male carers. They are running two 1.5 hour online sessions on 26 November and 3 December, where they will hear from professionals who have had success in father and male caregiver engagement and inclusion in education, respectful relationships and maternal and child health services. The first session will include keynote speakers such as Michael Flood and two academics from Deakin University with a Q&A at the end. The second session will be presenting a range of case studies and participants will break out to discuss key learnings and how they can apply these to their work.
- **Greater Dandenong City Council** will be inviting residents, community leaders and staff to record their views about what equality of opportunity among women and men means to them and/or what needs to be done to help achieve equality, either in writing or by videoing themselves with their smart phone. A selection of the results will be developed into social media posts and featured on the Council website. The goal will be to highlight these issues in a plain, accessible and authentic fashion, with representation of a variety of segments of their community.
- **Women's Health Victoria (WHV)** is launching its new advertising equality brand/campaign during the 16 Days. The advertising industry is built on selling stories about who we are as individuals, who we are in society and our role in the world. But the truth is that the stories we are being told in advertising don't reflect the reality we live in. You can join WHV for the exciting launch of a movement to transform the stories we tell and realise advertising equality on Monday 23 November, 12.00pm – 1.00pm, online via Zoom. Register [here](#).
- **Gannawarra Shire Council** and local agencies have worked in partnership on an annual 'Gannawarra Goes Orange' during the 16 Days of Activism since 2017. This year, due to COVID-19 restrictions, activities led by Gannawarra Free from Violence Working Group will focus on a media campaign and include the development of a localised video clip, radio and print advertising and banner and flag displays in prominent locations. The key messages will be 'Gannawarra Says No to Family Violence' and 'Respect Women – Call It Out'. In addition, they will light up public buildings in orange.

- **Women’s Health Grampians** and the Communities of Respect and Equality (CoRE) Alliance will be launching a short video that highlights their commitment to respect and equality – and calling out sexism, discrimination and disrespect. CoRE is a multi-sector alliance with over 120 members from businesses, local government, sporting clubs, health services and community organisations across the Grampians region who share a vision for a safe, respectful and equal society. In the video, CoRE members will be talking about what their vision of equality looks like, and what respect means to them.
- **Mansfield Shire Council** has designed and printed a giant “Respect Women: Call It Out” selfie frame that will be erected on Mansfield’s High Street medium strip from 25 November to 10 December. Community members will be encouraged to “Put themselves in the frame to help end violence against women” by taking a photo of themselves and sharing it to social media with the campaign hashtags.



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](#), previous editions are available on the [MAV website](#), and if you have items to share please email [Rachel Close](#) or [Kellie Nagle](#).

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 and my number is 0437 798 913.

Many thanks
Kate

