



GOVERNMENT OF
WESTERN AUSTRALIA

16 Days in WA

Stop Violence Against Women

STOP the Violence

25 November to 10 December

#16DaysInWA

www.communities.wa.gov.au/16DaysinWA



Hon Simone McGurk MLA

Minister for Child Protection;
Women's Interests;
Prevention of Family
and Domestic Violence;
Community Services

Minister's Message

The McGowan Government's annual campaign **16 Days in WA to Stop Violence Against Women** is now in its third year.

The 16 Days in WA program starts on 25 November, the International Day for the Elimination of Violence against Women, and runs to 10 December (Human Rights Day).

This year's campaign theme is **speak out to stop violence against women**. Our message to the Western Australian community is that violence against women - in all its forms - is unacceptable.

Last year, many took the opportunity to participate in and lead activities during 16 Days to show support. This leadership is an essential element of the program and I continue to be encouraged by the goodwill and enthusiasm to lead change in workplaces and throughout the community.

The 2019 theme is about galvanising the community with a call to action to speak out and shine a spotlight on all forms of abuse. It is also an opportunity to engage young people as agents of change towards a future where relationships, families, communities and workplaces are respectful and violence free.

I encourage you to consider how your organisation can promote 16 Days in WA.

As with the last two years, key landmarks across Perth and throughout the state will be lit up in orange, our campaign colour. Local events, media activity, social media and other awareness raising activities will also take place.

This campaign kit is designed to inspire action and help with your plans to be part of 16 Days.

As Western Australia's first Minister for Prevention of Family and Domestic Violence and Minister for Women's Interests, thank you for your active participation in **16 Days in WA to Stop Violence Against Women**.

Background

The **16 Days in WA to Stop Violence Against Women** initiative began in 2017, led by the McGowan Government and its first dedicated Minister for Prevention of Family and Domestic Violence, the Hon Simone McGurk MLA.

From 25 November, the International Day for the Elimination of Violence Against Women, to 10 December, which is Human Rights Day, individuals and communities throughout the state have an opportunity to show their support for ending violence against women, including family, domestic and sexual violence.

Our initiative draws inspiration from the 16 Days of Activism Against Gender-Based Violence, an international campaign to end violence against women and girls across the world¹. Currently, more than 3,700 organisations from over 160 countries participate in the global campaign annually.

In Western Australia, **16 Days in WA to Stop Violence Against Women** aims to raise awareness; increase positive actions; and highlight organisations, agencies, communities and individuals working to end violence against women.

Taking Action

This kit is designed to support your efforts to speak out in your community and circles of influence, over the period of the campaign.

It includes:

- Key Messages, Facts and Statistics
- 16 Ways to Take Action
- Host an Event
- Social Media Tools
- Email Signature Block
- Information, Services and Support

¹ <https://unwomen.org.au/in-focus-the-16-days-of-activism-against-gender-based-violence/>

Our Key Messages

- Everyone in Western Australia has an opportunity to speak out about violence against women during 16 Days in WA.
- Violence against women, in all its forms, is unacceptable. Speak out to stop the violence.
- Young people can promote respect, violence free spaces and challenge gender-based violence.
- Stopping violence against women is about respectful relationships and safer communities.

Facts and Statistics

Do you know?

Gender inequality is strongly linked to violence against women.

Women are more likely than men to experience violence from a known person and in their home.

Gender-based violence has social, economic, health and welfare costs on children, young people, individuals, families and communities.

The Western Australian government is developing a 10 Year Strategy to Reduce Family and Domestic Violence in our state.

To drive gender equality and to create a better, fairer and more equitable community, the Western Australian government is also developing a Women's Plan.

The Statistics

- In 2018, Western Australia recorded the largest number of family and domestic violence related homicide offences (37 victims) across the nation.²
- Nearly all Australians (97%) reject the idea that it is okay for men to joke with their male friends about being violent towards women.³
- The majority of Australians say they would act or like to act when witnessing abuse or disrespect towards women.⁴
- One in five Australians believe domestic violence is a normal reaction to stress, and that sometimes a woman can make a man so angry he hits her without meaning to.⁵
- One in six women and one in nine men experience physical or sexual abuse before the age of 15 years.⁶
- Over two in five young Australians (43%) support the statement 'I think it's natural for a man to want to appear in control of his partner in front of his male friends'.⁷

2 Australian Bureau of Statistics: Recorded Crime – Victims, Australia 2018

3 Young Australians' attitudes to violence against women and gender equality, 2017 NCAS, ANROWS

4 Young Australians' attitudes to violence against women and gender equality, 2017 NCAS, ANROWS

5 2017 National Community Attitudes towards Violence against Women Survey (NCAS)

6 AIHW: Report on Family and Domestic Violence 2019

7 Young Australians' attitudes to violence against women and gender equality, 2017 NCAS, ANROWS

16 Ways to Take Action

1. **Wear something orange** throughout the duration of the campaign and visit the [16 Days in WA campaign web page](#).
2. Get **informed**: What is gender-based violence and why is it important to take a stand? To find out more, visit these websites:
 - a. [Our Watch](#)
 - b. [White Ribbon Australia](#)
 - c. [ANROWS](#) (Australia's National Research Organisation for Women's Safety)
3. Share the 16 Days in WA [infographics](#) on **social media**. You will find a selection of infographics on the 16 Days in WA webpage, to be shared on your social media feeds. To ensure accessibility for all, please include a caption for the infographic statistic and reference with your social media post.
4. Set up your social media **profile picture frame** and use the **campaign hashtags**.
To set up a social media profile picture frame during the campaign:
 - Hover over your Facebook profile picture
 - Click on 'Update' and click on 'Add Frame'
 - Type '16 Days in WA' in the search bar
 - Select the '16 Days in WA' option, by the Department of Communities
 - Click on 'Use the Profile Picture'Use our hashtags:
#16DaysInWA #StopTheViolence
5. Host or participate in an **event or activity** to raise awareness. Check out page seven for some other ideas.
6. **Volunteer** your time and professional experience to community organisations, services and groups that are supporting people impacted by family and domestic violence and sexual violence.
7. **Talk** to your school or organisation about what they are doing to support the campaign, or work they are doing to address broader gender-based violence issues and **encourage action** if it's not being addressed.
8. Find out how to be a **positive influencer** through the [Stop it at the Start](#) campaign.

9. Be an **active bystander**:
 - a. If someone is acting inappropriately towards a woman, call it out – intervene. Say something like “that’s not OK – you’re scaring her”.
 - b. Don’t ignore locker room banter, jokes and sexism – challenge it.
 - c. If you are concerned about a family member or friend, be confident to ask if everything is OK and if they are safe at home.
 - d. Believe reports of violence – offer support not suspicion.
 - e. Don’t ask “Why doesn’t she leave?” ask, “Why is he violent?”. Be conscious not to put the blame on the victim.
10. Talk to your children and other young people in your life about **respectful relationships** and check out [The Line](#) and the [Respect Checklist](#).
11. Get **educated** about what to do when someone confides experiences of abuse to you. Disclosing abuse takes courage. If someone wants you to, help them find support by calling helplines, counsellors or even police.
12. Know how and where to find **support**, as well as avenues to help those experiencing violence to get back on their feet.
13. Attend the **29th Silent March** of the [Women’s Council for Domestic and Family Violence Services WA](#) on Friday, 22 November 2019 to honour the women, children and men who have lost their lives as a result of domestic homicide in our state.
14. Sign up to become a **White Ribbon Supporter**, advocate or ambassador, or encourage your work place to become [White Ribbon Accredited](#).
15. Be **safe**. Calling out inappropriate language and behaviour can be hard and uncomfortable, but it should not come at the expense of your safety and dignity.
16. **Continue** efforts to support and end gender-based violence year-round.

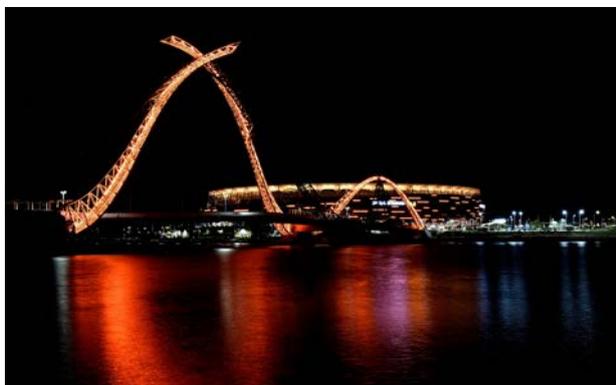
Also...

- **Model** respectful behaviour in your family and among your peers.
- Support **women in sport**.
- **Reflect** on your own actions and consider if and how you can change your behaviour to be more respectful towards women. Know the meaning of, and laws around, consent.
- **Share** your own experiences.

Host an Event

- Hold a morning tea or roundtable discussion to raise awareness of the issues of gender-based violence.
- Put up a display board with printed posters, infographics and other resources. If your building uses screens, play the campaign infographics as a loop.
- Pick your favourite films and do the Bechdel test to examine the gender roles. The Bechdel test is named after the cartoonist Alison Bechdel, in whose comic strip the test first appeared in 1985. The test is a measure of the representation of women in fiction and asks the following three questions:
 - a. Does the movie contain two or more (named) female characters?
 - b. Do these characters talk to each other?
 - c. If so, do they discuss something other than a man?
- Have a 'Gruen' discussion – share and discuss advertisements from decades past through to today. Discuss representations of gender and sexism and identify what has changed / what has remained the same?
- Have a book club session focussed on works dealing with issues of gender-based violence. See our 16 Days in WA Book Club List on the [16 Days in WA web page](#).
- Pop-culture challenge – find a contemporary film, song, image or famous icon that rejects gender-based violence and share the message with peers.

Over the past two years, the 16 Days in WA campaign has motivated communities across Western Australia to take action and show their support through a range of initiatives:



- ▲ Matagarup Bridge and Optus Stadium lit up in the campaign colour of orange in 2018.
- ▶ Staff from the North Metropolitan Health Service created a collage in 2018.





◀ Government and industry leaders stand in solidarity in 2018 at Government House.

▲ At Elizabeth Quay in 2017 information panels outlining key statistics were displayed and a visiting Brachiosaurus wore an orange ribbon.

How will YOU show your support in 2019?

Social Media Tools

A number of social media communication tools are being created for the 16 Days campaign, including infographics and video content.

Check in with our [16 Days in WA web page](#) closer to the campaign launch to find out more.

Email Signature Block

25 Nov – 10 Dec

#16DaysInWA

Stop Violence Against Women

16
Days
in WA

To use this signature block during the campaign, please save the attached image provided and insert into your email signature settings.

Information, Services and Supports

If you or anyone you know is experiencing family and domestic violence and/or sexual violence, there is help available.

If you or someone you know is in immediate danger, please call 000.

For a comprehensive list of State and national helplines, please visit the [State Government's Family and Domestic Violence Help and Advice](#) page.

Everyone

The National Sexual Assault, Family and Domestic Violence Counselling Service is a free and confidential telephone and online counselling service for any person regardless of age or gender, who has experienced or is at risk of domestic and family violence and/or sexual assault, and their family and friends.

1800RESPECT (1800 737 732) or www.1800RESPECT.org.au

Equal Opportunity Commission of Western Australia enquiry line – telephone (08) 9216 3900.

Women seeking support

The Women's Domestic Violence Helpline is a 24-hour helpline – telephone 9223 1188 or free call 1800 007 339.

Sexual violence

The Sexual Assault Resource Centre is a 24-hour emergency line – telephone (08) 6458 1828 or free call 1800 199 888.

Young people

Kids Helpline is Australia's free private and confidential 24/7 phone and online counselling service for children and young people aged 5 to 25 years – telephone 1800 551 800.

Men seeking support

Western Australia: The Men's Domestic Violence Helpline is a 24-hour helpline that provides information and support for men who have experienced family and domestic violence or who are concerned about their violent or abusive behaviour. Telephone 9223 1199 or free call 1800 000 599.

National: MensLine Australia provides a counselling service that assists men to manage family and relationship difficulties, including issues of violence. Free call 1300 789 978 or visit www.mensline.org.au.