

**GIPPSLAND  
WOMEN'S  
HEALTH**

16 DAYS OF ACTIVISM

# LET'S CHAT

ABOUT ENDING GENDERED VIOLENCE

Gippsland

## Let's Chat Toolkit

Everything you need to get involved in  
**16 Days of Activism: Let's Chat**  
Gippsland



# Acknowledgements

**Gippsland Women's Health acknowledges Aboriginal and Torres Strait Islander people as the Traditional Owners of Country and pay our respects to Elders past and present.**

We acknowledge the Gunaikurnai and Bunurong as the Traditional Owners of the land and waters now known as Gippsland and acknowledge that they have never ceded sovereignty.

Gippsland Women's Health acknowledge and pay respects to the women and children who have died as a result of gendered and family violence and those who continue to live with violence.

Gippsland Women's Health acknowledges the support of the Victorian Government.



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# 16 Days of Activism Against Gender-Based Violence

These guidelines have been developed to help you participate in the UN women international **16 Days of Activism** initiative based on the theme of **Let's Chat Gippsland**.






# What is Let's Chat Gippsland?




“Let’s Chat Gippsland” is a **community campaign** that began as part of the annual international United Nations (UN) 16 Days of Activism initiative that runs from 25 November to 10 December each year. This is the **fourth year that communities in Gippsland have come together** to collectively bring awareness to the 16 Days of Activism against Gendered Violence campaign.

 [Learn more about the UN 16 Days of Activism to end Gender-Based Violence by clicking this link](#)

“Let’s Chat Gippsland” is focused on the **primary prevention of gendered violence**. The campaign highlights the significant difference conversations can make - whether at home, work, sport, schools and in the wider community - in shifting mindsets, attitudes, and creating real change for gender equity. The campaign runs for 16 days starting on the 25 November to the 10 December.

## What Do We Hope to Achieve?

We want to make sure that everyone in Gippsland understands what the 16 Days of Activism is about, how they can get involved and impact change in their own community.

 [Learn more about Let's Chat by clicking this link gwhealth.asn.au/lets-chat-gippsland](http://gwhealth.asn.au/lets-chat-gippsland)



[gwhealth.asn.au/lets-chat-gippsland](http://gwhealth.asn.au/lets-chat-gippsland)

# Prevention of Violence Against Women or Gendered Violence

Gippsland Women's Health CEO Kate Graham talks on the shift of terminology to **"gendered violence"** from prevention of violence against women.

**'You might have noticed the term "gendered violence prevention" (GVP) being used more recently.'**

GVP is an all-encompassing term to highlight all forms of gender-based violence including behaviours such as dating violence, physical and sexual violence, image-based abuse and sexual harassment. Gender-based violence includes violence against young and adult women, as well as violence experienced by lesbian, gay, bisexual, Trans, intersex and queer (LGBTIQ) people.

In acknowledging this terminology, it is **critical to remember that violence against women is the most common form of gender-based violence in Australia and is typically perpetrated by a current or former intimate, male partner.'**



Gendered Violence

# Key Statistics:

## Violence Against Women in Gippsland

1 Jan 2023 - 31 December 2023

1

### East Gippsland - #1 for reported Family Violence rates in Victoria

- Victoria Police recorded **1783 family violence call outs**
- **74.70%** of those who called Victoria Police for assistance **identified as female**
- **Increase** by 15.32% family violence call outs from the previous year.

3

### Latrobe City - #3\* for reported Family Violence rates in Victoria

- Victoria Police recorded **2724** family violence call outs
- **73.58%** of those who called Victoria Police for assistance **identified as female**
- **Increase** of 4.9% family violence call outs from the previous year.

8

### Wellington - #8 for reported Family Violence rates in Victoria

- Victoria Police recorded **1298** family violence call outs
- **72.49%** of those who called Victoria Police for assistance identified as female
- **Decrease** of 0.34% family violence call outs from the previous year.

\*Out of Vic 79 Local Government Areas, per 100,000 people. Source: Gippsland Family Violence Alliance

**Disclaimer:** a decrease in police call outs does not equal less Family Violence

[gwhealth.asn.au/lets-chat-gippsland](http://gwhealth.asn.au/lets-chat-gippsland)

If you are in a violent or unsafe situation or know someone who is experiencing violence please refer to agencies below or on [pages 19&20](#)  
**In an emergency, always call 000.**

**Safe Steps** - 1800 015 188

**1800RESPECT** -1800 737 732

**No to Violence** - 1300 766 491

**GCASA - Gippsland Centre Against Sexual Assault**

-  
035134 3922

**The Orange Door Inner Gippsland** - 1800 696 784

**The Orange Door Outer Gippsland** - 1800 015 188



# Key Statistics:

## Violence Against Women in Gippsland

1 Jan 2023 - 31 December 2023

23

### Bass Coast - #23\* for reported Family Violence rates in Victoria

- Victoria Police recorded **812** family violence call outs
- **76.69%** of those who called Victoria Police for assistance identified as female
- Decrease of -3.3% family violence call outs from the previous year.

25

### Baw Baw - #25\* for reported Family Violence rates in Victoria

- Victoria Police recorded **1123** Family Violence call outs
- **76.13%** of those who called Victoria Police for assistance identified as female
- **Increase of 21.21%** family violence call outs from the previous year.

26

### South Gippsland - #26\* for reported Family Violence rates in Victoria

- Victoria Police recorded **538** Family Violence call outs
- **70.81%** of those who called Victoria Police for assistance **identified as female**
- **Increase of 1.89%** family violence call outs from the previous year.

\*Out of Vic 79 Local Government Areas, per 100,000 people. Source: Gippsland Family Violence Alliance

**Disclaimer:** a decrease in police call outs does not equal less Family Violence

**Gippsland continues to have the unenviable reputation of some of the highest rates of family violence crime reporting in Victoria.**



Learn more about family violence in Gippsland by clicking this link - [www.gippslandfamilyviolencealliance.com.au](http://www.gippslandfamilyviolencealliance.com.au)



[gwhealth.asn.au/lets-chat-gippsland](http://gwhealth.asn.au/lets-chat-gippsland)

# Talk About the Actions to Prevent Gendered Violence

All conversations under the Let's Chat Gippsland campaign should circle back to one or more of the evidence-based actions to prevent gendered violence as detailed by [Our Watch in the Change the Story Framework, the National framework for the primary prevention of violence against women and girls \(2nd edition\)](#).

These actions are:

1

**Challenge** the condoning (excusing or tolerating) of violence against women

2

**Promote** women's independence and decision-making in public life and relationships

3

**Build** new social norms that foster personal identities not constrained by rigid gender stereotypes

4

**Support** men and boys in developing healthy masculinities and positive, supportive male peer relationships



# How to Talk About it?

## Tell our Story

In line with recent [research by Common Cause Australia](#), we need to tell our story: that violence is preventable if we do the above actions. Have **conversations** with people who are potentially persuadable. Focus on sharing our story of the **actions we can all take** to prevent VAW, rather than talking to or myth busting our opponent's story.

## Focus on Causation not Outcome

Ensure all your activities under the **Let's Chat Gippsland** campaign are framed to be talking about the causation or problem rather than the negative outcome/result. We want our messages to focus on **unequal expectations, pressures and treatment of people based on gender**.

For example; say *"women are more likely to be judged than men for not doing housework and end up doing the majority of it"*, as opposed to *"women still do significantly more housework than men in Australia"*

## Focus on Solutions rather than Problems.

Persuadable audiences are more motivated by solution focused messages than those which talk in depth about the problem.

**Persuadable people are less likely to agree that there is a problem but more likely to support a solution.**

For example, say *"Boys raised free from masculine stereotypes are more likely to enjoy healthy, respectful relationships later in life"*, as opposed to *"boys raised according to outdated masculine stereotypes are more likely to abuse their partner later in life"*.



# Talk is Action

Remind people that a lot of **social and attitude change starts with a simple conversation.**

By **encouraging our community to talk** (and learn) we are contributing to **actions that prevent violence against women.**



# Hosting a 16 Days of Activism Let's Chat Gippsland Event:

## Event Purpose

Organisations and groups that host local events are creating safe environments to introduce new ideas and ways of thinking. Events help generate conversations and give people a safe space to **engage, educate** and **acknowledge**. Everyone can play a part in **ending gendered violence**.



### Engage

with others in a safe space to hear and contribute to conversations.



### Educate

themselves on new ways of thinking and have the opportunity to share their knowledge and new ideas.



### Acknowledge

the past and the work that needs to be done to generate growth and change.



# Hosting a 16 Days of Activism Let's Chat Gippsland Event: Event Ideas

Some past events that have worked well and some ideas that we think would work for events are:

- **Community Walks Against Gendered Violence** - Ask everyone to wear orange in support and organise a walk with a BBQ at the finish. The BBQ at the end will help generate conversation and is an opportunity to hand out further information to participants
- **Sports clubs** can host an Orange Round visit [GippSport](#) to learn more
- **Organise a community craft activity/display of orange-themed** textiles, knitting, origami to name a few
- **Decorate your workplace**, school, community space, sports club in **Orange**
- Team up with local businesses to **display posters in shopfronts and in foyers**
- **Light up your building in Orange**
- **Share/display gender equity** books or screen films that challenge traditional gender stereotypes
- **Run an art competition** a gender equity-themed art exhibition
- **Create a short film** asking people in your community what respect means to them
- Include information about 16 days of activism in **newsletters and on social media**
- **Early years settings can train staff to run "All come out to play"** gender equity themed storytime for the early years. Click [here](#) for upcoming training sessions in Moe, Morwell, Sale and Bairnsdale.
- **Let's Chat over lunch/team meetings** - Make a point to have chats with colleagues over the 16 days about gendered violence and how we can change the story for Gippsland
- **Media outlets** can support the campaign by providing coverage of community events or scheduling special features on 16 days of activism

Ensure your events are accessible for all community members!

[Women with Disabilities Victoria](#) have some great resources like this document - [Services & Participation, Events & Activities](#)



[gwhealth.asn.au/lets-chat-gippsland](http://gwhealth.asn.au/lets-chat-gippsland)



# Hosting a 16 Days of Activism Let's Chat Gippsland Event: Amplify Women's Voices & Engaging Men & Boys

## Amplify Women's Voices

Ensure that women are **involved in planning events and amplify women's voices. Ensure knowledge of current practice before engaging victim/survivors (see link below).** Ask women in your organisation to speak about their experiences in a way that is safe for them. Take an intersectional approach and **ensure that Aboriginal, migrant, and refugee women and women with disabilities voices' are amplified** by sharing their stories, achievements and initiatives.



**Experts by Experience Framework** [https://safeandequal.org.au/wp-content/uploads/DVV\\_EBE-Framework-Report.pdf](https://safeandequal.org.au/wp-content/uploads/DVV_EBE-Framework-Report.pdf)

## Engage Men & Boys

Build men's awareness of the negative impacts of outdated forms of masculinity. Challenge stereotypes, encouraging equity, respect and non-violence. **Ensure that women are still the focus of the issue and not marginalised.**

Encourage men in your organisation to talk about their carer roles and responsibilities, their experiences taking paternity leave or requesting flexible work arrangements.



# Develop a Leadership Statement

Develop a leadership statement outlining why your organisation has joined the campaign and distribute it to staff and in your local community.

Use the statement in your communications to set the context for your 16 Days of Activism events/activities.

## Include the following in your statement:

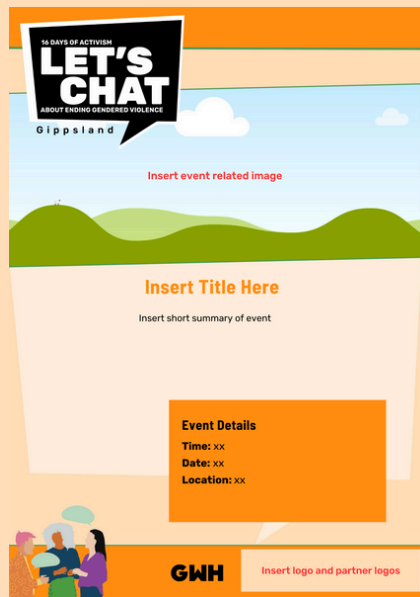
- Leaders photo and title - Introduce what the campaign is about and why it is important. Include all forms of gendered violence - eg family violence, sexual harassment, online or digital violence, sexual assault by a stranger, colleague, or acquaintance
- Detail why your organisation has joined the campaign
- List what your organisation is doing as part of the campaign, include links and dates for events
- When communicating with staff, refer to organisational policies and external support services available to staff affected by family and gendered violence ([see page 20](#))
- Include the link to the Let's Chat website for more information



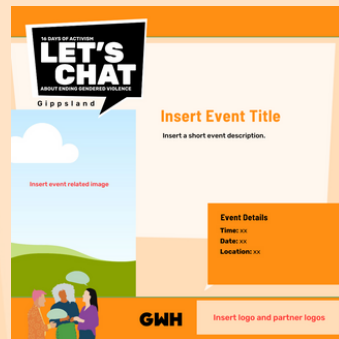
# Hosting a 16 Days of Activism Let's Chat Gippsland Event: Event Resources

These templates have been created in Canva. Canva is user-friendly and free to use. Set up a profile by [clicking here](https://www.canva.com) (www.canva.com) to access and edit these templates.

## Let's Chat Event Poster and Social Media Template



[View and copy the poster template here](#)



[View and copy the social media tile template here](#)



[gwhealth.asn.au/lets-chat-gippsland](http://gwhealth.asn.au/lets-chat-gippsland)

## Customise the Let's Chat Event Poster and Tile

**Step 1:** Click on the link you want to customise

**Step 2:** In Canva – click 'File' then 'Make A Copy'

**Step 3:** Insert **event title** and short **event description**. Insert **event details** and an appropriate **event image**. At the bottom add your logo and any partner logos. ***Please do not delete or adjust the Let's Chat and GWH logos.***

**Step 4:** Click 'Share' and 'Download' as a **PDF for the poster** and a **PNG for the social media post**. When posting to your social media ***please use the hashtag #LetsChatGippsland***

# A Note on Combining with Other Campaigns

Safe and Equal is continuing to collaborate with Respect Victoria for the 16 Days of Activism Against Gender-based Violence in 2024. Following positive reception for the campaign messaging in previous years, this year's theme will be "Respect Is..."

We acknowledge that [Respect Victoria](#) and Safe and Equal are providing resources and funding to support the promotion of messages related to equality and respect during the 16 Days of Activism.

To ensure that our regional message of Let's Chat will align with that of the State Government, we recommend that organisations follow the guidelines attached to any funding.

**The Let's Chat Gippsland campaign has been designed to allow for collaborative approaches to the 16 Days of Activism.** Where possible, we encourage you to use both messages to complement each campaign. For example, for Respect Victoria's theme "Respect is" you could combine "Let's Chat about....what respect is..."

For more resources, information, logos and the soon to be released Safe and Equal 16 Days of Activism toolkit see

<https://safeandequal.org.au/16-days-of-activism/#> .

**A note on using old Let's Chat Campaign material:** You may have noticed that the Let's Chat Gippsland's website has changed. Please be reassured that any links to the old website will automatically redirect to the new website. Please continue to reuse and recycle the Let's Chat campaign material from previous years.




[gwhealth.asn.au/lets-chat-gippsland](https://gwhealth.asn.au/lets-chat-gippsland)

# Hosting a 16 Days of Activism Let's Chat Gippsland Event: Event Resources

## Let's Chat Gippsland

### RESPECT VICTORIA


Respect Victoria has a range of resources that you can use for your campaign including, a press release template, 'respect is' cards for photo booths, book recommendations, translated assets, social media tiles, posters, email signature and a video background. The toolkit also includes resources on managing backlash and resistance and responding to disclosures.

 [Click this link to visit Respect Victoria's website and campaign materials](#)

### SAFE AND EQUAL

Safe and Equal provide a range of useful tools and resources to assist your campaign planning:

- An event calendar where you can see all events available to the public. You can also list your event.
- An event planning template with checklists to assist with planning, scheduling, accessibility, marketing and budgeting
- A support bulletin. Sign up to the bulletin for campaign updates.
- Recordings of webinars and additional resources
- Campaign spotlights

 [Click this link to visit Safe and Equal's website and campaign materials](#)

### 1800RESPECT

1800RESPECT are the national domestic family and sexual violence counselling information and support service. If someone at your event needs support they are a great resource to refer them to. 1800RESPECT also have some great resources that you can order to have at your event. Head to their website to learn more.

 [Click this link to visit 1800RESPECT website \[www.1800respect.org.au\]\(http://www.1800respect.org.au\)](#)



# Gippsland Family Violence Alliance

## A Guide to their Website and Resources



The Gippsland Family Violence Alliance (GFVA) advocates for integrated family violence response within our Gippsland communities and assists practitioners who work in the sector to build their knowledge, skills and practice. Their website also has some great community resources that can be shared at workplaces and events.

## Where can I access the Gippsland Family Violence Alliance (GFVA) website?

 <https://gippslandfamilyviolencealliance.com.au/>

## Who is the Gippsland Family Violence Alliance website for?

The website features a range of information for:

- Community members
- Practitioners
- Agency leaders

## How can I use the website in my work?

You can use the website to access information about family violence, working in the sector etc at any time. You can also use the website as a resource when working with others in the sector.

The way you can do this is through:

- Referencing the website in your presentations, documents etc
- Utilising QR Codes in your presentations which will direct traffic to the website

## Why should we direct traffic to the website?

This website belongs to the 36 agencies across Gippsland who work to respond to those experiencing and using family violence. This website allows us to create a shared understanding among both community, practitioners and leaders of what family violence is, allows for a shared language and a shared approach.



**Share a QR code at your event to link people in with the services list on the GFVA website. Click the QR code to download a copy.**



[gwhealth.asn.au/lets-chat-gippsland](http://gwhealth.asn.au/lets-chat-gippsland)



# Support Services

In an emergency, always call 000.



**1800 RESPECT – National 24 hr counselling, helpline, information and support**

1800 RESPECT (1800 737 732) (24 hours)

[1800respect.org.au](http://1800respect.org.au)

Web chat available (24 hours)



**Safe Steps – Family Violence Response Centre**

1800 015 188 (24 hours)

[safesteps@safesteps.org.au](mailto:safesteps@safesteps.org.au) Web chat available



**The Orange Door – Local support and safety hub for adults, children, young people and families**

Inner Gippsland 1800 696 784

(9am to 5pm Mon-Fri)

Outer Gippsland 1800 015 188

(9am to 5pm Mon-Fri)

[orangedoor.vic.gov.au](http://orangedoor.vic.gov.au)



**Gippsland Centre Against Sexual Assault**

A free and confidential service, available to anyone in Gippsland who has ever experienced, or been impacted by, sexual assault.

035134 3922 (9am to 5pm Mon-Fri)

[www.gcasa.org.au](http://www.gcasa.org.au)



[gwhealth.asn.au/lets-chat-gippsland](http://gwhealth.asn.au/lets-chat-gippsland)



**No to Violence – Men's Referral Service** 1300 766 491 [ntv.org.au](http://ntv.org.au)



**Djirra – Aboriginal family violence prevention and legal service**

**Bairnsdale** office services the entire Gippsland region.

Phone (03) 5153 2322

Freecall 1800 105 303

**Morwell** office services

Latrobe Valley

Phone (03) 5100 1700

Freecall 1800 105 303

[djirra.org.au](http://djirra.org.au)



**Kids Help Line Support** – for children and young people (5-25yrs)

1800 55 1800 (24 hours)

[kidshelpline.com.au](http://kidshelpline.com.au)





# Social Media Guidelines and Resources



# Social Media Guidelines and Resources

This social media guidelines and resources is designed to be utilised by Let's Chat partners during the 16 Days of Activism campaign (Nov 25 – Dec 10) across Gippsland.

## Scheduling of Posts

The toolkit includes one social media tile for each day of the campaign. The daily tiles are designed to raise awareness and take action by challenging attitudes that perpetuate and normalise gendered violence.

Although we encourage all partners to follow the recommended sequence and frequency of the daily tiles, we understand there may be situations where this may not be possible. In these situations, we encourage partners to use their discretion to make modifications to the schedule as required.

## Promoting Let's Chat Events

Please feel free to promote local Let's Chat events on your socials. There is also a generic social media template included in this toolkit that you can use to promote local content as part of the social media campaign.

## Leadership Statements

As part of the Let's Chat social media campaign, we are encouraging all Let's Chat campaign partners to create their own social media tile that has a short video or image of a leader in their organisation to post in support of the campaign. The post can be included at the start of the campaign either in addition to or instead of the day 1 or day 2 posts in this toolkit.

The accompanying caption should include the following information;

- **Introduce what the campaign is about and why it is important.** Include reference to all forms of gendered violence, eg family violence, sexual harassment, on-line or digital violence, sexual assault
- Detail why your organisation has joined the campaign
- List **what your organisation is doing as part of the campaign**, include links, dates for events.
- Include any other relevant gender equity work your organisation is doing outside of the campaign.
- Include the link to the [Let's Chat website](https://www.letschat.org.au) for more information and community support services.

Leadership statements that are being circulated internally for staff should also refer to organisational policies and external support services available to staff affected by family and gendered violence.

## Disasters

We have included an additional tile on disasters that can be used if relevant to your community at the time of the campaign.

## Responding to Backlash and Resistance

We encourage you to take a look at [Respect Victoria 16 Days of Activism Toolkit](#). The toolkit has great resources on how to respond to backlash and resistance online.



## Gippsland + 16DOA 2024



File type: PNG



[gwhealth.asn.au/lets-chat-gippsland](http://gwhealth.asn.au/lets-chat-gippsland)

### Caption:

Over the next 16 days, Gippslanders will be chatting about what we can do to make our community a place where everyone is safe, respected and treated as equals.

However, not all Gippslanders are treated as equals. Our region is one of the most unsafe places for women, children and gender diverse people, who experience violence at a higher rate than the rest of Victoria.

Many of us are not sure what we can do, but having conversations is a good first step.

We encourage you to get involved in the conversations over the next 16 days so we can all better understand gendered violence.

Let's Chat about putting an end to gendered violence.

To find out more visit  
[gwhealth.asn.au/lets-chat-gippsland](http://gwhealth.asn.au/lets-chat-gippsland)

If you need help;

- In an emergency call 000
- Safe Steps on 1800 015 188
- 1800 RESPECT – 1800 737 732 (24 hours)
- Gippsland Centre Against Sexual Assault on 1800 806 292

#16DaysOfActivism #16Days #LetsChatGippsland

## Women in Leadership



File type: PNG



[gwhealth.asn.au/lets-chat-gippsland](http://gwhealth.asn.au/lets-chat-gippsland)

### Caption:

We all deserve to be recognised and respected in the workplace as individuals with our own interests, skills and aspirations.

Many people find their opportunities are shaped by outdated assumptions and are treated differently in the workplace. Women can face additional barriers, where many employers continue to overlook them for senior roles. As a result, men are over-represented in leadership.

Let's Chat about gender equity in the workplace and women in leadership.

Learn more:

<https://www.genderequalitycommission.vic.gov.au/about-gender-equality-act-2020>

If you need help;

- In an emergency call 000
- Safe Steps on 1800 015 188.
- 1800 RESPECT – 1800 737 732 (24 hours)
- Gippsland Centre Against Sexual Assault on 1800 806 292

#16DaysOfActivism #16Days #LetsChatGippsland

[gwhealth.asn.au/lets-chat-gippsland](http://gwhealth.asn.au/lets-chat-gippsland)

## Sharing the Load



File type: MP4



[gwhealth.asn.au/lets-chat-gippsland](http://gwhealth.asn.au/lets-chat-gippsland)

### Caption:

We all want to be acknowledged as equals in our relationships.

While a lot of things have changed over the decades, women do the vast majority of unpaid work that includes housework and caring for children and family. All of this can be on top of working full time!

These outdated and unfair expectations lock men and women into unequal roles that don't help any of us live the life we really want.

Let's Chat about challenging outdated expectations and modelling equal relationships for our children to follow.

Learn more here:

<https://www.abs.gov.au/media-centre/media-releases/females-do-more-unpaid-work-males-do-more-paid-work>

If you need help;

- In an emergency call 000.
- Safe Steps on 1800 015 188.
- 1800 RESPECT – 1800 737 732 (24 hours)
- Gippsland Centre Against Sexual Assault on 1800 806 292.

#16DaysOfActivism #16Days #LetsChatGippsland

[gwhealth.asn.au/lets-chat-gippsland](http://gwhealth.asn.au/lets-chat-gippsland)

# Standing with First Nations Women Against Family Violence



File type: PNG



[gwhealth.asn.au/lets-chat-gippsland](http://gwhealth.asn.au/lets-chat-gippsland)

## Caption:

The culture, lives and voices of First Nations women deserve to be celebrated, heard and respected. Intergenerational trauma, discrimination and barriers to accessing support mean that First Nations women are over 36 times more likely to experience family violence.

To stop this violence, we must address the ongoing impacts of colonialism and racism, alongside gender inequality.

Let's Chat about recognising the cultural strength of First Nations women.

Learn more here:

- <https://djirra.org.au/what-we-do/#prevention>
- <https://www.vic.gov.au/dhelk-dja-partnership-aboriginal-communities-address-family-violence>

If you need help;

- In an emergency call 000
- Yarning Safe & Strong 1800 959 563 AND 13YARN
- Safe Steps on 1800 015 188
- 1800 RESPECT – 1800 737 732 (24 hours)
- Gippsland Centre Against Sexual Assault on 1800 806 292

#16DaysOfActivism #16Days #LetsChatGippsland

[gwhealth.asn.au/lets-chat-gippsland](http://gwhealth.asn.au/lets-chat-gippsland)



## Boys [don't] do cry



File type: MP4



[gwhealth.asn.au/lets-chat-gippsland](http://gwhealth.asn.au/lets-chat-gippsland)

### Caption:

Children should be free to be who they are, not who society says they should be.

The pressure for boys to be 'tough' means that they may be uncomfortable showing their emotions or be caring.

Boys raised to be inclusive and openly express their emotions, attitudes and identity are more likely to enjoy healthy, respectful relationships.

Let's Chat about creating a community where everyone can express their emotions without being judged.

Learn more here:

<https://jss.org.au/news-and-media/media-releases/trapped-in-the-man-box-belief-in-outdated-gender-stereotypes-biggest-predictor-of-men-using-violence/>

If you need help;

- In an emergency call 000
- Safe Steps on 1800 015 188
- 1800 RESPECT – 1800 737 732 (24 hours)
- Gippsland Centre Against Sexual Assault on 1800 806 292

#16DaysOfActivism #16Days #LetsChatGippsland

[gwhealth.asn.au/lets-chat-gippsland](http://gwhealth.asn.au/lets-chat-gippsland)



## Play like a girl. "Let's chat about fair play."



File type: PNG



[gwhealth.asn.au/lets-chat-gippsland](https://gwhealth.asn.au/lets-chat-gippsland)

### Caption:

Everyone should feel welcomed and respected in community sport.

Many sporting clubs are already doing a lot of great work in creating more inclusive spaces for women and girls.

By using inclusive, neutral language to creating leagues for women and girls – we can make sure our clubs are fair for all.

Let's chat about equity in our sports clubs.

GippSport offer free support for clubs to be fair and equal, helping to end violence against women.

Get your club involved:  
<https://gippsport.com.au/orange-round>

If you need help;

- In an emergency call 000
- Safe Steps on 1800 015 188
- 1800 RESPECT – 1800 737 732 (24 hours)
- Gippsland Centre Against Sexual Assault on 1800 806 292

#16DaysOfActivism #16Days #LetsChatGippsland

[gwhealth.asn.au/lets-chat-gippsland](https://gwhealth.asn.au/lets-chat-gippsland)

## Inclusive relationships



File type: MP4



[gwhealth.asn.au/lets-chat-gippsland](http://gwhealth.asn.au/lets-chat-gippsland)

### Caption:

All of us want relationships and families filled with love and respect.

However, homophobic, biphobic and transphobic legislation, systems and attitudes mean it's less likely that LGBTQIA+ couples, parents and young people will seek help when someone uses violence against them.

We know that recognising and celebrating LGBTQIA+ people, relationships and families makes a difference.

Let's Chat about creating a safer community where LGBTQIA+ folk can freely ask for help.

Learn more:

[https://www.1800respect.org.au/inclusive-practice/supporting-people-who-identify-as-lgbti/understanding\\_the\\_issues](https://www.1800respect.org.au/inclusive-practice/supporting-people-who-identify-as-lgbti/understanding_the_issues)

If you need help;

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## Women in Agriculture. "Not the farmer's wife"



File type: PNG



[gwhealth.asn.au/lets-chat-gippsland](http://gwhealth.asn.au/lets-chat-gippsland)

### Caption:

Female farmers deserve to be respected as individuals with their own skills and aspirations.

Many women in agriculture find their opportunities in life and business are limited by outdated assumptions and are treated differently because of their gender.

Let's Chat about empowering women and valuing them as significant contributors to the agricultural industry.

Learn more:

<https://www.abc.net.au/news/rural/2024-09-23/australian-women-in-agriculture-30-year-anniversary/104375566>

If you need help;

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[gwhealth.asn.au/lets-chat-gippsland](http://gwhealth.asn.au/lets-chat-gippsland)

# 3 December

## "Our communities are stronger when we recognise diversity"



File type: PNG



[gwhealth.asn.au/lets-chat-gippsland](https://gwhealth.asn.au/lets-chat-gippsland)

### Caption:

Happy International Day of People with a Disability.

People of all abilities should be able to experience everything our community has to offer without being limited by their environment.

However, an alarming proportion of women are being denied that basic right. Being discriminated by gender and disability increases the likelihood of violence towards women with disabilities.

Let's Chat about listening to the experiences of women with a disability.

Our communities are stronger when we recognise diversity.

Learn more;

<https://www.youtube.com/watch?v=vbmHHBuKvCg>

If you need help;

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#16DaysOfActivism #16Days #LetsChatGippsland

[gwhealth.asn.au/lets-chat-gippsland](https://gwhealth.asn.au/lets-chat-gippsland)

## Consent: Get it Right



File type: PNG



[gwhealth.asn.au/lets-chat-gippsland](http://gwhealth.asn.au/lets-chat-gippsland)

### Caption:

Everyone should feel safe in their relationships whether they be casual or exclusive.

There are new laws in Victoria that require everyone to make sure that the other person or people involved in a sexual activity have given consent.

We all have a responsibility to get consent before anything happens. It should be freely given, clear, enthusiastic, informed and it can be taken back at any point.

Learn more here: <https://www.sasvic.org.au/consent>

If you need help;

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#16DaysOfActivism #16Days #LetsChatGippsland

[gwhealth.asn.au/lets-chat-gippsland](http://gwhealth.asn.au/lets-chat-gippsland)



## "Let's chat about raising our children as equals".



File type: MP4



[gwhealth.asn.au/lets-chat-gippsland](http://gwhealth.asn.au/lets-chat-gippsland)

### Caption:

Children deserve to be who they want to be.

The reality is, too many of us expect different things from boys and girls, and we often treat them differently, without even realising it.

Let's Chat about raising children as equals and freeing them from outdated stereotypes. Even the little things count – from the toys they play with, letting them express their emotions and opening their minds to what they can be when they grow up.

Learn more: <https://www.levelplayground.org.au/>

If you need help;

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#16DaysOfActivism #16Days #LetsChatGippsland

[gwhealth.asn.au/lets-chat-gippsland](http://gwhealth.asn.au/lets-chat-gippsland)

## Everyone Should be Safe



File type: MP4



[gwhealth.asn.au/lets-chat-gippsland](http://gwhealth.asn.au/lets-chat-gippsland)

### Caption:

We all want to be a part of a community where everyone feels safe, valued and respected.

Our community is not safe for everyone. Violence against women and girls is widespread. Violence comes in many forms, including verbal, emotional or physical. It is likely affecting someone you know and is often unreported or unseen.

To prevent this violence, we need to understand it.

Learn more here:

[https://media.ourwatch.org.au/understand-the-issue/types-of-violence-against-women/?fbclid=IwAR1cf99iUtr\\_\\_xfVNas6LTkOHFFIHxN34S3WbN8Mo0220SNHaciBsNz4hZM](https://media.ourwatch.org.au/understand-the-issue/types-of-violence-against-women/?fbclid=IwAR1cf99iUtr__xfVNas6LTkOHFFIHxN34S3WbN8Mo0220SNHaciBsNz4hZM)

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[gwhealth.asn.au/lets-chat-gippsland](http://gwhealth.asn.au/lets-chat-gippsland)

**"Equity and Respect...  
regardless of visa status."**



File type: PNG



[gwhealth.asn.au/lets-chat-gippsland](https://gwhealth.asn.au/lets-chat-gippsland)

### **Caption:**

People from all cultures deserve to live in a community where they feel included, respected and are treated as equals.

However, migrant and refugee women can experience both sexism and racism. They may be afraid to seek support, when living with violence, due to fear of losing their right to live in Australia.

Let's Chat about listening to and believing the experiences of migrant and refugee women.

Learn more: <https://www.abc.net.au/news/2021-06-30/first-national-study-of-migrant-and-refugee-women/100233196>

If you need help;

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#16DaysOfActivism #16Days #LetsChatGippsland

[gwhealth.asn.au/lets-chat-gippsland](https://gwhealth.asn.au/lets-chat-gippsland)



## Get Active Without Judgement



File type: PNG



[gwhealth.asn.au/lets-chat-gippsland](http://gwhealth.asn.au/lets-chat-gippsland)

### Caption:

Being active not only works wonders on our long-term physical health, it's also important for our mental wellbeing.

Yet for many women, it's the judgement, comments and looks they receive from others that stops them from being active.

Let's Chat about helping women to feel confident to enjoy being active without worrying about judgement, their appearance, gender stereotypes or skills.

Learn more: <https://gippygirlscan.com.au/>

If you need help;

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#16DaysOfActivism #16Days #LetsChatGippsland

[gwhealth.asn.au/lets-chat-gippsland](http://gwhealth.asn.au/lets-chat-gippsland)

# Respect Older People



File type: MP4



[gwhealth.asn.au/lets-chat-gippsland](http://gwhealth.asn.au/lets-chat-gippsland)

## Caption:

We want to live in a society where everyone is safe, cared for, respected and empowered regardless of age.

Sadly, many older people in our community are discriminated against based on their age. They may also be physically, emotionally, sexually or financially abused because they are seen as more vulnerable.

Let's Chat about elder abuse and how we can make sure age is just a number.

Learn more: <https://action.ourwatch.org.au/what-is-prevention/preventing-violence-against-older-women/>

If you need help;

- In an emergency call 000
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- Gippsland Centre Against Sexual Assault on 1800 806 292

#16DaysOfActivism #16Days #LetsChatGippsland

[gwhealth.asn.au/lets-chat-gippsland](http://gwhealth.asn.au/lets-chat-gippsland)

10 December

**"The future is gender equity- it's up to all of us to make it happen"**



File type: PNG



[gwhealth.asn.au/lets-chat-gippsland](https://www.gwhealth.asn.au/lets-chat-gippsland)

### **Caption:**

Today is Human Rights Day and marks the last day of the Let's Chat Gippsland campaign.

We hope you've had some great conversations about gender equity and respect.

The future is gender equity – it's up to all of us to make it happen!

Let's continue to Chat:

[https://www.respect.gov.au/resources/talking-about-respect/?gclid=Cj0KCQiAhMOMBhDhARIsAPVml-EXJNsHyKRW59Y8UDGwaixu-kbspBpLvRZXvWaBeBF3LtMrSpyXIJ8aAs4VEALw\\_wcB&gclsrc=aw.ds](https://www.respect.gov.au/resources/talking-about-respect/?gclid=Cj0KCQiAhMOMBhDhARIsAPVml-EXJNsHyKRW59Y8UDGwaixu-kbspBpLvRZXvWaBeBF3LtMrSpyXIJ8aAs4VEALw_wcB&gclsrc=aw.ds)

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#16DaysOfActivism #16Days #LetsChatGippsland

[gwhealth.asn.au/lets-chat-gippsland](https://www.gwhealth.asn.au/lets-chat-gippsland)

## Disaster – no excuse for violence



Please note: This is an additional tile that can be swapped or posted in addition to the other sixteen.

File type: MP4



[gwhealth.asn.au/lets-chat-gippsland](http://gwhealth.asn.au/lets-chat-gippsland)

### Caption:

Everyone deserves to feel safe and connected during times of disaster such as bushfires. We can all contribute to the planning, relief and recovery efforts based on our own skills and experience.

Yet, during these times women may be overlooked for leadership or decision making roles if we slip into outdated gender stereotypes, with women as 'carers' and men as 'protectors'

Men may bottle up their emotions for fear of being judged. Violence can go unrecognised, and may be excused or justified as a response to trauma.

We are all better off if we let go of gender stereotypes and remove the pressure to feel or act a certain way, especially in times of disaster.

There are things we can all do.

Learn more here:

[https://www.genderanddisaster.com.au/home/roadmaps/?fbclid=IwAR1aUbzLYcAi7wVpe3TCD0S2GtrPdfql4sGBosfk0BT0\\_pQ3XWSjf1crs5l](https://www.genderanddisaster.com.au/home/roadmaps/?fbclid=IwAR1aUbzLYcAi7wVpe3TCD0S2GtrPdfql4sGBosfk0BT0_pQ3XWSjf1crs5l)

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#16DaysOfActivism #16Days #LetsChatGippsland

[gwhealth.asn.au/lets-chat-gippsland](http://gwhealth.asn.au/lets-chat-gippsland)

## Campaign Digital Resources



### Social Media Tiles

[\*\*Download Now\*\*](#)

To be shared in-feed across Facebook, Instagram and Linked-In platforms.



### Templates + Digital Resources

[\*\*Download Now\*\*](#)

To be used to promote the campaign on your social media, email signature and video backgrounds



[gwhealth.asn.au/lets-chat-gippsland](http://gwhealth.asn.au/lets-chat-gippsland)

16 DAYS OF ACTIVISM

# LET'S CHAT

ABOUT ENDING GENDERED VIOLENCE

G i p p s l a n d

## Campaign Branding






# Let's Chat Gippsland

## Logo

The logo and its various versions will be available on the website or downloadable on the button below

 [gwhealth.asn.au/lets-chat-gippsland](http://gwhealth.asn.au/lets-chat-gippsland)

**Download Now**

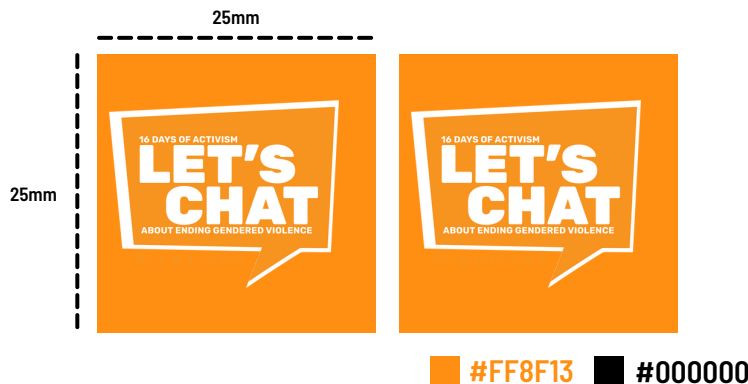
### Size

Standard: 25 x 25mm or 200px  
Minimum: 5 x 5mm or 150px

To ensure the logo remains legible, do not use the logo smaller than the minimum size as above.

### Colour

The logo has been supplied in two single colour variations - orange / white and black / white - to align with 16DOA branding, and to allow for flexibility of use across campaign collateral.



## Primary Logo

The Let's Chat Gippsland logo is in the form of a speech bubble, to bring emphasis to the theme of conversation for change. The colour orange has been used to bring connection between 'Let's Chat Gippsland' and 16 Days of Activism / Preventing Violence Against Women.

Orange with transparent background



Orange on white background



Inverted on orange background



Black with transparent background



Black on white background



Inverted on black background



[gwhealth.asn.au/lets-chat-gippsland](http://gwhealth.asn.au/lets-chat-gippsland)

# Let's Chat Gippsland Logo

## Misuse

1. No effects should be applied to the logo; including but not limited to shadows/drop shadows, glows, blurs and embossing.
2. The logo should not appear in any colours outside of the approved primary colours.
3. The logo should not be rotated or skewed in any way.
4. The logo should not appear over any background or image that limits legibility.
5. Do not re-typeset the logo or attempt to recreate the logo.
6. Do not rearrange or realign the logo.
7. Do not stretch or distort the logo.





# Let's Chat Gippsland Fonts and Colours

## Headings

**Barlow SemiCondensed B**  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

## Body Text / Fine Print

**Rubik Light**  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
vwxyz  
abcdefghijklmnopqrstuvwxyz

## Primary Colours

■ #FF8F13    ■ #000000    □ #FFFFFF

## Secondary Colours

■ #F9DBBA    ■ #158B47    ■ #BBEBCF

# Let's Chat Gippsland Partner

This year we are asking any organisation or community group to become Let's Chat Gippsland partners. By being a partner you are helping us **create campaign and messaging unity in the fight to prevent gendered violence within the Gippsland community.**

Becoming a partner will also allow you to receive campaign updates and have access to Let's Chat resources, including information on responding to disclosures, dealing with resistance and backlash, and specialised support services, as well as logo placement on the Let's Chat website. **Logo recognition by a community member will let them know your stance on ending gendered violence.**

**Want to become a partner or want more information?  
Get in Touch!**

**Leanne Fairbrother**

Gippsland Women's Health - Health Promotion Officer

[leanne.fairbrother@gwhealth.asn.au](mailto:leanne.fairbrother@gwhealth.asn.au)



# Thank you for your support! We are so glad to have you involved. Let's get the conversation started.

## Get in Touch

If you have any questions about the Let's Chat Gippsland campaign or the Events Toolkit please contact:

**Leanne Fairbrother**

[leanne.fairbrother@gwhealth.asn.au](mailto:leanne.fairbrother@gwhealth.asn.au)

**GIPPSLAND  
WOMEN'S  
HEALTH**



Let's Chat Gippsland and Gippsland Women's Health acknowledges the support of the Victorian Government.

