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Media Release

Victoria Against Violence Campaign 2018

#OrangeCard

For immediate release
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Have you ever wanted to call out a sexist comment or discriminating behaviour and didn't know how? Maybe you've heard a mate have a dig at their partner but weren't sure how to pull them up on it?

Newly established Statutory Authority, Respect Victoria, is the proud organisational face of the 2018 Victoria Against Violence campaign – the #OrangeCard. Inspired by the penalty system in soccer, the #OrangeCard is a social platform designed to give Victorians a way to speak up, speak out and become a genuine part of the solution to end family violence. By calling out real life examples of gender inequality, marginalisation and discrimination with the #OrangeCard; we can change the conversation.

Now in its fourth year, the 2018 Victoria Against Violence campaign will coincide with the United Nations' 16 Days of Activism Against Gender Based Violence campaign commencing on 25 November – the International Day for the Elimination of Violence against Women – and will conclude on 10 December, Human Rights Day.

With one in every three Australian women over the age of 15 having experienced physical violence, and 58 women killed across Australia in 2018 already as a direct result of violence, we're calling on all Victorians to take action by calling out those harmful comments, attitudes, systems and structures that contribute to a culture where family violence and violence against women exists. By changing the conversation, we can ultimately change the culture that allows family violence to occur.

If you see something that you think is just 'not on', speak up by using the #OrangeCard on social media or call it out in person. Not sharing the housework with your partner equally? That's an #OrangeCard! @RespectVictoria.

With only one month to go until the campaign launches, the Victoria Against Violence – Take Action Toolkit is now available to download on the Respect Victoria website – <https://respectvictoria.vic.gov.au/victoria-against-violence.html>

Quotes attributable to Respect Victoria Chair, Melanie Eagle

"We know prevention is key to ending family violence. As the state's first family violence prevention agency, campaigns like Victoria Against Violence take us one step closer to a community free from violence."

Quotes attributable to Respect Victoria CEO, Tracey Gaudry

"Stopping violence before it starts requires the whole community to drive social and cultural change. I urge all Victorians to use the Orange Card and speak up and out alongside Respect Victoria in delivering this much needed change."

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