

RESPECT STARTS WITH A CONVERSATION CAMPAIGN 2024 PACK

Respect Victoria
Campaign Manager | Luke Butler



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CAMPAIGN BACKGROUND

We all deserve to be safe, equal and respected.

But growing up, we are all shaped by beliefs and assumptions based on our gender. Treating assumptions about gender as rules to live by can create problems - for instance, assumptions and beliefs that men are dominant and aggressive, and women weak and vulnerable. These assumptions become harmful ideas that we can take into our homes, relationships, workplaces and communities. Together they create a culture where violence against women thrives.

Conversations are an essential part of challenging these assumptions and beliefs to help create a safer and more equal society. They are how we understand the need to act, and what actions will be safe and effective.

'Respect Starts With A Conversation' was designed to support Victorians to start those conversations. It features real Victorians talking about how they have these conversations in their homes, relationships, workplaces and communities.

Driving down rates of violence now and into the future requires an enormous, collective effort in responding to violence, helping victim-survivors recover and heal from violence, intervening early to stop violence happening or escalating, and preventing violence from occurring in the first place. Conversations about how we prevent men's violence against women, and all forms of gender-based violence, are one part of this collective effort.

CONTACT INFORMATION

The campaign drives people to our website to provide more information about how they can start to have conversations to defy harmful stereotypes and challenge norms.

To make it easy, we've provided suggested copy and creative assets to download in this pack. If you have any questions regarding the use of this material, please email:

contact@respectvictoria.vic.gov.au

STATIC SOCIAL TILES

INSTRUCTIONS

Use the copy to promote the campaign to your networks.
Please tag Respect Victoria in your posts so we can like and share.

DOWNLOAD ALL FILES



Outdated ideas about gender roles hold us all back. Visit respectvictoria.vic.gov.au/campaigns/respect-starts-with-a-conversation to find out how to challenge them.

Let's get rid of outdated ideas about gender, so you can be yourself. Visit respectvictoria.vic.gov.au/campaigns/respect-starts-with-a-conversation to find out how to challenge them.

Everyone deserves to be themselves, but gender stereotypes can hold us back. Visit respectvictoria.vic.gov.au/campaigns/respect-starts-with-a-conversation to find out more.



SOCIAL AD VIDEO - IN-FEED 15"

INSTRUCTIONS

Use the videos and suggested copy to promote the campaign to your networks. Please tag Respect Victoria in your posts so we can like and share.

DOWNLOAD ALL FILES



There are lots of different ways to be a man. Kobe and Mufaro talk about the importance of allowing men to be themselves. Visit respectvictoria.vic.gov.au/campaigns/respect-starts-with-a-conversation to find out more.

James and Thomas recognise the impact sports clubs can have on role modelling equal opportunities for men and women. Visit respectvictoria.vic.gov.au/campaigns/respect-starts-with-a-conversation to find out more.

Meaghan and Ed share the housework and childcare in a way that works for both of them. Visit respectvictoria.vic.gov.au/campaigns/respect-starts-with-a-conversation to find out more.



FULL LENGTH VIDEOS

INSTRUCTIONS

Use these videos as learning resources internally, for example in an email or to use in a presentation.



TRANSLATED ASSETS

STATIC SOCIAL TILES

DOWNLOAD ALL FILES

INSTRUCTIONS

 Respect Victoria

 @Respect_Vic

 @respectvictoria

 @RespectVictoria

 @respect_victoria

Use the copy to promote the campaign to your networks. Please tag Respect Victoria in your posts so we can like and share. (English copy provided for context)

ARABIC

There are lots of different ways to be a man. Kobe and Mufaro talk about the importance of allowing men to be themselves.

ةريثك قرط كانه
ةل وجرلل ةفل تخمو
ناث دحتي وراف وموي بوك
ل اجملا ةحات اية مه ا نع
لى ع اونوك ل ل اجرلل
مهت عي بط

HINDI

James and Thomas see opportunities that sports clubs play to ensure men and women are treated the same.

जेम्स और थॉमस को खेल क्लबों में यह सुनिश्चिती करने के अवसर दिखाई देते हैं कपुरुषों और महिलाओं के साथ एक-जैसा व्यवहार किया जाए।

VIETNAMESE

Meaghan and Ed know that gender doesn't need to play a part when it comes to sharing parenting duties and household tasks.

Meagan và Ed biết giới tính không nhất thiết phải đóng vai trò trong việc chia sẻ nhiệm vụ nuôi dạy con cái và gia đình.

CANTONESE

Meaghan and Ed know that gender doesn't need to play a part when it comes to sharing parenting duties and household tasks.

梅根和艾德知道性別不應影響育兒責任與家務的分擔。

MANDARIN

Meaghan and Ed know that gender doesn't need to play a part when it comes to sharing parenting duties and household tasks.


梅根和艾德知道，家长的性别不成为育儿与家务分工中的影响因素。



IN-FEED 30"

INSTRUCTIONS

DOWNLOAD ALL FILES

 Respect Victoria

 @Respect_Vic

 @respectvictoria

 @RespectVictoria

 @respect_victoria

Use the copy to promote the campaign to your networks. Please tag Respect Victoria in your posts so we can like and share. (English copy provided for context)

ARABIC

Men can be emotional, vulnerable and strong. Watch Kobe and Mufaro talk about why men can challenge gender stereotypes.

لارجل انوكي نأ نكمي
ني فسطاع، ني فسطاع
ورافومو ي بوك. أي وق أو
ةحات إ قيهه ن ع نا ث دحتي
ى لع اونوكي ل ل ارجل ل اجم ل
م هت ع ي ب ط.

HINDI

James and Thomas recognise the impact sports clubs can have on role modelling equal opportunities for men and women

जेम्स और थॉमस पुरुषों और महिलाओं
के लिए एक-जैसे अवसरों का आदर्श
स्वरूप बनने में खेल क्लबों के प्रभाव
को पहचानते हैं।

VIETNAMESE

Meaghan and Ed share the housework and childcare in a way that works for both of them. Watch their chat to find out more.

Meaghan và Ed chia sẻ gia đình
nhiệm theo cách phù hợp với cả
hai. Xem cuộc trò chuyện của
họ để tìm hiểu thêm

CANTONESE

Meaghan and Ed share the housework and childcare in a way that works for both of them. Watch their chat to find out more.

梅根和艾德按照他們雙方可行的
方式分擔家務與育兒責任。詳情
請觀看他們談話。

MANDARIN

Meaghan and Ed share the housework and childcare in a way that works for both of them. Watch their chat to find out more.

梅根和艾德会根据双方的情况，
分担家务事和育子女的任。
看他是怎样商量的。



FULL LENGTH VIDEOS

INSTRUCTIONS

Use the videos in these playlists as learning resources internally, for example in an email or to use in a presentation.

ARABIC أريبرعلا



HINDI हन्दी



VIETNAMESE Tiếng Việt



CANTONESE 廣東話



MANDARIN 普通話



CAMPAIGN EXPLAINER

INSTRUCTIONS

We have created a two page A4 campaign explainer in language. You may like to provide this to stakeholders or reference to it for further information on the campaign when posting in language social assets.


Available in these languages: English, Arabic, Cantonese, Hindi, Mandarin and Vietnamese.

[DOWNLOAD ALL FILES](#)

ENGLISH

RESPECT STARTS WITH A CONVERSATION
Challenging gender stereotypes and roles

May 2023



ARABIC

الاحترام يبدأ بمحادثة
تحدي الأفكار والأدوار النمطية المتعلقة بنوع الجنس


مايو 2023



HINDI

सम्मान बातचीत से शुरू होता है
लिंग के संबंध में रुढ़ियों और भूमिकाओं को चुनौती देना

मई 2023



VIETNAMESE

TÔN TRỌNG BẮT ĐẦU BẰNG CUỘC TRÒ CHUYỆN
Thách thức định kiến và vai trò giới tính

Tháng Năm 2023



CANTONESE

尊重從開展對話開始
挑戰性別刻板印象和角色

2023年5月



MANDARIN

尊重由对话开始
重新思考性别与角色

2023年5月



**THANK YOU FOR
YOUR SUPPORT OF
OUR CAMPAIGN**

