RESPECT STARTSWITHA 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



Respect Victoria









Outdated ideas about gender roles hold us all back.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Let's get rid of outdated ideas about gender, so you can be yourself.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



Respect Victoria



@Respect_Vic



@respectvictoria





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









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 قلوجرلل قفلتخمو ناشدحتي ورافومو يبوك لاجملا تحاتا قيمها نع ىلع اونوكيل لاجرلل عربط.

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 सुनशिचति करने के अवसर दखािईदेते हैं किपुरुषों 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 nào 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 性図不図成図育儿与家务 分工中的影响因素。













IN-FEED 30"

INSTRUCTIONS



Respect Victoria



@Respect_Vic



@respectvictoria



DOWNLOAD ALL FILES

@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.

لاجرل انوكي نأ نكمي نيفعضتسمو ،نييفطاع ورافومو يبوك .ءايوقأو ةحاتاٍ قيمها نع ناشدحتي ىلع اونوكيل لاجرلل لاجملا مهتعيبط

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, 分担家务事和図育子女的図任。 図看他図是怎样商量的。













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.

هيبرعل ARABIC

HINDI हिन्दी

VIETNAMESE Tiếng Việt







CANTONESE 廣東話

MANDARIN 普通区







CAMPAIGN EXPLAINER

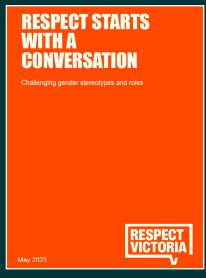
INSTRUCTIONS

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

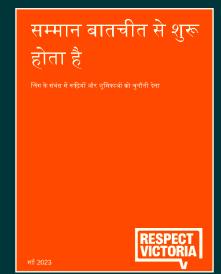
ENGLISH



ARABIC



HINDI



VIETNAMESE



CANTONESE



MANDARIN





THANK YOU FOR YOUR SUPPORT OF OUR CAMPAIGN

