



Respect Women: 'Call It Out' (Respect Is) Sports campaign

Frequently asked questions (FAQs)

1. Who is running this campaign?

- > Respect Victoria is an organisation dedicated to the primary prevention of family violence and all forms of violence against women. Its focus is on stopping violence before it starts by changing the norms, practices and structures that allow it to happen.
- > For more information on the work of Respect Victoria and to read the organisation's 2019-22 Strategic Plan, visit www.respectvictoria.vic.gov.au

2. How long will the campaign run for?

- > This campaign will run from Sunday, 17 April 2022 to Sunday, 30 June 2022.

3. Why is Respect Victoria running this public awareness campaign?

- > Now in its fifth phase, the Respect Women: 'Call It Out' (Respect Is) campaign continues to build awareness around the early drivers of family violence and all forms of violence against women. The aim of this campaign is to communicate prevention of violence against women messages using sports-based channels as a means of reaching our target audiences.
- > The campaign encourages Victorian communities to unpack what respect looks like and how to put it into practice in relationships, families, workplaces and more broadly, in society and in public.
- > This campaign aligns with three key sporting codes – soccer (A-League), rugby league (NRL) and Australian rules (AFL). Sport influences people's lives in a range of ways. It's in the sporting setting, whether that's the local netball club or elite football, that many children and adults form some of their attitudes, values, and expectations. Sportspeople have high profiles within the community and are often held up as role models, particularly for children and young people.

4. What are the aims and objectives of the campaign?

- > The campaign aims to support Victorian communities to engage with the concept of respect, and to build awareness of the early drivers of family violence and violence against women. These forms of violence are often driven by intersecting forms of discrimination: sexism, ableism, racism, homophobia, transphobia. By addressing the drivers, we can stop violence before it starts.
- > This campaign also seeks to engage communities (with an emphasis on men) to be active bystanders when they witness or hear sexism, harassment or abuse. It encourages all individuals to act when it is safe to do so.
- > This campaign encourages Victorians to identify and personify respect in their everyday lives, and to link the concept of respect to healthy and safe relationships.

5. What testing has been done on these ads?

- > The campaign was researched and tested throughout its conception and development.
- > Prior to the launch of the first campaign phase in 2020, the following committees and organisations were consulted over the course of the campaign's development:
 - Victim Survivors' Advisory Council (VSAC)

- Municipal Association of Victoria (MAV)
- Selected Victorian Councils
- Safe Steps
- No to Violence
- Emerge
- Safe and Equal

6. What communication channels are being used in this campaign?

- > The initial media activation for this campaign phase includes a mix of regional and metro television, digital, radio, social media, out of home (OOH), and press (regional only) . We will also target culturally and linguistically diverse (CALD) audiences through social media, digital and radio. This campaign aims to engage with the entire Victorian community, and as such, a broad mix of media channels will be used to ensure maximum reach and awareness. The campaign will be supported by information on the website and links to reinforce the messages and calls to action across the broader campaign.

7. What are the key messages of this campaign?

- > “Outdated ideas about gender hold everyone back on the field and in the arena. It’s time to move on. Let’s call out concerning behaviour on and off the field and break free of harmful stereotypes.”
- > “Sport brings Victorians together. We’ve come a long way, but the culture of men’s sport can still perpetuate harmful language and behaviour against all genders. Sport gives us an opportunity to model respectful relationships, foster inclusivity, and challenge outdated ideas of masculinity. Let’s create change together.”
- > “We know that men who subscribe to outdated gender norms are more likely to use violence – so it’s time for male-dominated sports clubs, players, and fans to break free of those stereotypes and model gender equality from the top down.”

8. What do you mean when you say ‘family violence’?

- > Family violence involves patterns of coercive, controlling, and abusive behaviours inflicted on victim survivors resulting in fear for their own or someone else’s safety and wellbeing. Family violence can take many forms including coercive control, physical, sexual, psychological, emotional, and spiritual violence. It also may include financial/economic abuse and technology facilitated abuse.
- > Family violence can occur within a diverse range of family units including:
 - Intimate partners (current or former): married or de facto couples with or without children
 - Other family members; including siblings, stepparents, extended kinship connections
 - Adolescent or adult children and their parents
 - Older people and their adult children, relatives, or carers
 - People with disabilities and their relatives or carers.

9. What do you mean when you say ‘violence against women’?

- > Violence against women is any act of gender-based violence that causes or could cause physical, sexual, psychological or financial harm or suffering to women. This includes threats of harm or coercion and can occur in public or in private life.
- > Whilst violence against women often occurs in a family or relationship context, violence against women is broader than what is covered by the term ‘family violence’ as it includes, for example, harassment at work or sexual assault by a stranger, colleague or acquaintance.

10. What are the drivers of family violence/violence against women?

- > The main drivers of family violence are gender inequality, discrimination and marginalisation.

- > That means things like sexist jokes, racist comments, homophobic/biphobic/transphobic attitudes, discrimination against people with intersex variations, discrimination and financially controlling another person drive family violence. These behaviours don't necessarily make a person violent. But they do create the culture that enables and supports violence.

11. What is gender equality? How does it relate to violence against women/family violence?

- > Gender equality is the outcome reached through addressing gender inequities. Gender equality does not result from erasing gender difference – it occurs when people's rights, responsibilities, and opportunities are upheld and are not dependent on their gender or the sex they were assigned at birth.
- > Our Watch's framework '[Change the Story](#)' articulates those particular expressions of gender inequality with the following behaviours and values consistently linked to higher rates of violence against women:
 - Condoning of violence against women
 - Men's control of decision-making and limits to women's independence in public and private life
 - Rigid gender roles and stereotyped constructions of masculinity and femininity
 - Male peer relations that emphasise aggression and disrespect towards women.
- > 'Gender-based violence' includes all forms of violence against people based on their gender, or violence that affects people of a gender disproportionately. It is most frequently used to describe men's violence against women.

12. Why is the focus on respect 'women'?

- > This phase of the Respect Women: 'Call It Out' campaign deliberately focuses on gender inequality as one of the primary drivers of family violence and violence against women. The campaign illustrates what respect can and does look like in equal relationships, families, and workplaces.
- > Gender inequality is the result of women and men not having equal power and opportunities, and it can and does harm all of us. This campaign aims to disrupt the social norms, practices and structures that allow unfair assumptions, pressures and treatment of people based on gender and in turn, violence against women to continue.
 - Australia's full-time gender pay gap is 14.2 per cent, with women earning on average \$261.50 per week less than men.ⁱ
 - On average, women spend nearly 32 hours a week on household labour and caring for children, compared with nearly 19 hours by men.ⁱⁱ
 - While women comprise almost half (47.0 per cent) of all employed persons in the labour force, women continue to be under-represented in traditionally male-dominated industries, and in managerial positions across industries.ⁱⁱⁱ
- > One in three Australian women have experienced physical violence since the age of 15, and one in five Australian women have experienced sexual violence.
- > The 2017 National Community Attitudes towards Violence against Women Survey, or NCAS tells a concerning story:
 - Nearly one quarter of Australians believe that there is no harm in telling sexist jokes
 - One in five Australians believe that family violence is a natural reaction to stress
 - One in eight Australians believe that if a woman is raped while drunk or affected by drugs, she is partly responsible
 - One in three Australians believe that if a woman does not leave her violent partner, then she is responsible for the violence
- > We also know that some groups of Victorians are more likely to experience family violence:
 - Aboriginal and Torres Strait Islander people
 - People with a disability/s
 - People from diverse cultural, linguistic and faith backgrounds

- LGBTIQ+ Victorians
- Older people at risk of elder abuse
- People who work in the sex industry
- People in prison or exiting prison
- People living in remote, regional or rural areas

13. Are you worried that the commercials will be disturbing for some people, or trigger stress responses for victims?

- > As a primary prevention campaign, the focus of these commercials is not on depicting physical, verbal, sexual violence, or assault.
- > If members of the public are personally affected by what is depicted in the campaign, they are encouraged to contact support services.
- > A full list of the support services available can be found online at <https://www.respectvictoria.vic.gov.au/contact-us>

14. What impact do you expect this campaign to have on support services?

- > We would anticipate that any publicity or campaign on the prevention of family violence and/or violence against women could result in an increase in calls to support services.
- > On this basis, we have consulted with key service providers during the development and introduction of this campaign to enable them to adequately resource frontline agencies and call centres over the course of this campaign.

15. If I am a victim/survivor of family violence or intimate partner violence, where can I go to get help?

- > If you have been threatened or you are fearful for yourself, a child, family member, neighbour or someone you know – call police on triple zero (000).
- > If you are experiencing or at risk of family violence (regardless of age, gender, sexuality or gender identity), you can access help 24 hours a day, seven days a week by calling safe steps on 1800 015 188 or using the [live chat function](#).
- > If you are worried your behaviour might be harming your family members or partner now or in the future, call the Men’s Referral Service on 1300 766 491 to speak to a specialist counsellor, or use [the live chat service](#).
- > [Orange Door](#) provides family violence support and safety hubs. To find your nearest location visit the website: orangedoor.vic.gov.au
- > Djirra provides culturally safe legal and non-legal support to Aboriginal and Torres Strait Islander People who have experienced or are experiencing family violence. Call [Djirra](#) on 1800 105 303 from Mon-Fri, 9am to 5pm.
- > [Yarning SafeNStrong](#) is a confidential service for Aboriginal and Torres Strait Islander peoples run by the Victorian Aboriginal Health Service. The service is culturally safe and available 24/7 on 1800 959 563.
- > InTouch Multicultural Centre Against Family Violence is a specialist family violence service that works with multicultural women, their families and their communities. Call 1800 755 988 or [visit the InTouch website](#).
- > Rainbow Door is a specialist helpline for LGBTIQ+ Victorians and their family and friends. Phone Rainbow Door on 1800 729 367, text on 0480 017 246 or email support@rainbowdoor.org.au. Find out more [on their website](#).
- > Queerspace provides for community, by community counselling. Call Drummond Street Services on (03) 9663 6733 or visit [the queerspace website](#).
- > Seniors Rights Victoria provides information, support, and advice to older people and their families who are experiencing elder abuse. Call Seniors Rights Victoria on 1300 368 821 or visit the [Seniors Rights Victoria website](#).

- > Kids Helpline is an Australian free, private and confidential, telephone and online counselling service specifically for young people aged between five years old and 25 years old. Call 1800 55 1800 anytime for any reason or visit the [Kids Helpline website](#).

16. What should I do if I have feedback relating to the campaign?

- > Feedback on this campaign must be in writing and can be sent via email to contact@respectvictoria.vic.gov.au

ⁱ Workplace Gender Equality Agency, Australia's gender pay gap statistics, May, 2021 <https://www.wgea.gov.au/publications/australias-gender-pay-gap-statistics>

ⁱⁱ Wilkins, R. and Lass, I. 2018. [The Household Income and Labour Dynamics Australia Survey: Selected findings from Waves 1 to 16](#). Melbourne: Melbourne Institute: Applied Economic & Social Research, University of Melbourne.

ⁱⁱⁱ Workplace Gender Equality Agency, November 2019. [Australia's gender equality scorecard](#). Key findings from the Workplace Gender Equality Agency's 2018-19 reporting data.