



16 Days of Activism Campaign Toolkit 2019

A toolkit to assist individuals, workplaces and community to participate in the **16 Days of Activism Against Gender-Based Violence Campaign** in the Ipswich Region of Queensland.

Prepared by
the Domestic
Violence Action
Centre



DOMESTIC
VIOLENCE
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What is the 16 Days of Activism against Gender-Based Violence Campaign?

The 16 Days of Activism against Gender-Based Violence is a global campaign dedicated to ending violence against women and girls. It is an opportunity for individuals and organisations to call for an end to gender-based violence and appeal to governments to respond to and end violence against women. The campaign also raises awareness about the impact of violence on a woman's physical, psychological, social and spiritual wellbeing.

Violence against women is one of the most serious causes and consequences of gender inequality, and gender inequality lies at the heart of domestic and family violence. Violent attitudes and behaviours have their roots in the same place – the abuse of power and control of one person over another. Violence against women is not only or always physical. It includes psychological, economic, emotional and sexual violence and abuse, and a wide range of controlling, coercive and intimidating behaviours. In Australia, violence against women is called many different things, including domestic violence, family violence, intimate partner violence, sexual harassment and sexual assault. It increases the risk of women facing disadvantage and can have far-reaching impacts on their social and economic participation, health, housing and security.



The 16 Days Campaign is not a single event in any one location, but rather a coordinated campaign of local, national, regional and international initiatives aimed at demonstrating the solidarity of activists against gender-based violence around the world. It is held over 16 days from the International Day for the Elimination of Violence Against Women (November 25th) to International Human Rights Day (December 10th).

Women and men are encouraged to take the lead in their communities and networks by speaking out about gender-based violence and challenging the attitudes that allow violence to continue in our society.

Why is the 16 Days from November 25th to December 10th?

The International Day for the Elimination of Violence Against Women (November 25th) and International Human Rights Day (December 10th) were chosen in order to symbolically link violence against women and human rights and to emphasise that violence against women is a violation of human rights. This 16-day period also highlights other significant international dates including International Women Human Rights Defenders Day (November 29th), World AIDS Day (December 1st) and International Day of Persons with Disabilities (December 3rd), among others.

By linking violence against women and human rights, the 16 Days Campaign brings a human rights framework to the heart of its work and ensures that both state and non-state actors are held accountable for acts of violence against women.



2019 Campaign Theme

Each year the Centre for Women's Global Leadership sets the international theme for the 16 Days. The theme for 2019 is **“End Gender-Based Violence in the World of Work.”**

This theme reflects the important and necessary role of workplaces in both responding to violence against women, but in also taking action to prevent it by creating an equal and respectful culture in the whole of society and workplace. There are many things that workplaces can be doing to address and prevent violence against women. This 2019 Campaign Toolkit has several ideas to share personally, in the workplace and in your community. A specific program for workplaces wishing to focus on ending gender-based violence is available at:

Our Watch

<https://www.ourwatch.org.au/Preventing-Violence/Professionals/At-work>

Workplace Gender Equality Agency

<https://www.wgea.gov.au/>



Campaign Colours

Given the international reach of the 16 Days campaign, over time there has been a range of colour options used to acknowledge the campaign. To align with the efforts of others, it is recommended to use either purple to align with the Center for Women's Global Leadership – 16 Days Campaign, or orange, to align with the United Nations UNiTE Campaign – **Orange the World**. It is highly likely that you may use both these colours, as the 16 Days logo and theme promotions will be in purple and yellow, and these can easily be accompanied by orange decorations such as balloons.

Campaign Objectives

The 16 Days Campaign has been used by individuals and groups around the world to call for the elimination of all forms of violence against women by:

- Raising awareness about gender-based violence as a human rights issue at the local, national, regional and international levels;
- Strengthening local work around violence against women;
- Establishing a clear link between local and international work to end violence against women;
- Providing a forum in which organisers can develop and share new and effective strategies;
- Demonstrating the solidarity of women around the world organising against violence against women; and
- Creating tools to pressure governments to implement promises made to eliminate violence against women.

History of the 16 Days Campaign

The 16 Days Campaign has been coordinated by the Center for Women's Global Leadership (CWGL) at Rutgers University in the United States since 1991. It emerged from a forum where participants from a diverse range of sectors and from all over the world discussed different aspects of gender-based violence and human rights. Consequently, they developed strategies to increase international awareness of the systemic nature of violence against women and to expose this violence as a violation of women's human rights. One such strategy was to establish the 16 Days Campaign.

As the international coordinator of the campaign, the Center for Women's Global Leadership provides campaign materials, serves as a hub for information and networking on violence against women, and compiles the International Calendar of Campaign Activities each year. The campaign has been so successful over the past 25 years due to the activism of millions of women, men and thousands of organisations worldwide, who are committed to ending gender-based violence. It is estimated that over 5,167 organisations in 187 countries have participated in the 16 Days Campaign since 1991.

You can learn more about the Campaign's origins at the [16 Days Campaign website](#).

How Did the White Ribbon Campaign Fit with the 16 Days?

White Ribbon Day is a well-known prevention of men's violence against women campaign in Australia. The White Ribbon Campaign was initiated in 1991 by a group of men in Toronto, Canada, in response to the 1989 Montreal Massacre. It has become a global campaign seeking to prevent violence against women and girls. The founders of the campaign called on men to wear a white ribbon as a pledge to never commit, condone or remain silent about violence against women and girls. White Ribbon Day in Australia has historically been held on November 25th to coincide with the International Day for the Elimination of Violence Against Women. Whilst operation of the White Ribbon Organisation in Australia has currently ceased, it is helpful to remember that both White Ribbon Day and the 16 Days of Activism against Gender-Based Violence provide an opportunity to focus attention and efforts on the issue of violence against women.

Zonta Orange Ladies "Orange the World"



Since 2013 the Zonta Club of Ipswich has been promoting the Zonta Says No to Violence (16 days of Activism) by the distribution of 16 free-standing orange cut-out ladies. The ladies are distributed to businesses around Ipswich for the 16 days and the business is required to place the lady in a prominent location each day from November 25 to December 10. Each year new businesses are approached to take a lady.

Zonta is a worldwide organization focused on the advancement of women and girls through advocacy and fundraising. Zonta clubs are comprised of women from all walks of life, both young and not so young, who share a vision of a better world for girls and women. Zonta is a proud partner with DVAC to bring awareness to the plight of women and girls globally, nationally and of course locally. Should you want more information on Zonta contact ipswichzonta@gmail.com.



Getting Involved! 16 Days on Social Media and in the Community

Events planned around the world during the 16 Days Campaign to end gender-based violence take a variety of forms. These include but are not limited to: protests, rallies, marches, art exhibitions, political lobbying, theatre performances, vigils, roundtable discussions, film screenings, fundraisers for local family violence organisations, letter writing campaigns, workshops, support groups, healing circles, street theatre, information sessions in schools, media campaigns, flash mobs and petition signing.

There are many ways to support the 16 Days Campaign and spread a message that violence against women is unacceptable and we all have a role in seeing it end. The following are a few simple ways you might consider being involved and spreading the word. If you are after even more inspiration, keep reading to learn about the 16 Actions you can take across the 16 Days of Activism against Gender-Based Violence.

- Change your profile or background picture to the 16 Days logo. You can find the logos [here](#).
- Like and share DVAC's posts throughout the 16 Days on [Facebook](#).
- Post a message. An example of a post may be:

"The 16 Days of Activism against Gender-Based Violence (16 Days Campaign) is a global campaign working to end gender-based violence and raise awareness about the impact of violence against women. 1 in 3 women worldwide will experience violence at some point in their lifetime...

Please join the 16 Days Campaign by changing your profile picture to the 16 Days logo and helping to spread the word about violence against women."

- Display posters and graphics around your office or business. (Include your local sports clubs and recreation centre). These are available to download from the [16 days website](#).
- Invite Zonta Club of Ipswich to install an [Orange Lady](#) in your workplace.
- Get your local team and supporters together to all wear orange to a game. Orange is the United Nations assigned colour to acknowledge violence against women and girls.



Taking Action - 16 Actions For 16 Days

At a local level, individuals and organisations can use the following ideas to get involved in a variety of ways. Over the 16 Days, we have a selection of 16 Actions which will assist you to gain a better understanding of the issue of gender-based violence, learn more about what drives it, and discover what changes we can make to support women. The actions can also help to prevent this violence from being a part of our future.

For each of the 16 Actions there are prompts and ideas to guide how you can be involved. For each Actions there may also be additional ideas for how you can get your workplace or community involved as well. It is important that we all understand the issue and what we can do about it as an individual, but if lasting and significant change is going to be achieved, we need action to also occur where we live, learn, work and play. This is why we also have information about how workplaces and community groups can be involved. These actions are full of links to articles, websites and videos to enhance your engagement with the 16 days campaign.

For anyone planning an initiative to raise awareness about gender-based violence, violence against women or domestic and family violence, it is important that information is provided about where people can access support and assistance. Information about how to contact DVAC is available at the end of this toolkit, additional information about supports available in Queensland can be found [here](#).



Day 1. Learn: What is Violence against Women

November 25th is the International Day for the Elimination of Violence against Women. This day provides an opportunity to learn about and reflect on the issue of violence against women. Take some time to understand why it occurs, the impact it has on the lives of women and girls, and what actions we can all be taking to respond to the issue and to prevent it from happening in the first place. For a global perspective, check out the [UN Womens website](https://www.un.org/womenwatch/dv/).

Individual and Community: Knowledge is Power.

Identify and be aware of issues of gender-based violence, discrimination and exploitation against women and girls. Violence against women is a term that is used for many different forms of violence. This [website](#) has useful information about how violence against women is defined and what causes it. Domestic and family violence (DFV) is one of the most common forms of violence against women. The Queensland Government has useful information on [DFV](#). This [short video](#) gives the legal definition. [Statistics about impact that violence against women has in Australia are also important to know](#).

Workplace: Learn how violence against women is a workplace issue.

Our work lives have a significant influence on us professionally and personally and help shape our attitudes, beliefs and behaviours around gender equality and violence against women. Discover how domestic violence is defined by the [Courts and Social Services](#).

Day 2. Discover what the 16 Days Campaign is all about.

Reading this toolkit is a great place to start learning more about the 16 Days of Activism against Gender-based Violence Campaign, why it started and what it is aiming to achieve. More information about the campaign can be found on the [16 Days website](https://www.16dayscampaign.org/)

Individual: Share a social media post using this [information](#) about why the 16 Days campaign is running and what it is trying to achieve.

Workplace: Create a “wear **Orange** to work day” and change your email signature to share a message of awareness raising and support for the 16 Days Campaign. You can download this [Artwork](#) or search online for “16 days images”.

Community: Include a 16 Days agenda item at a community club meeting or network you are involved in. Organise a guest speaker to come along and inform the group about the issue of violence against women and the role everyone can take in addressing it. Email DVAC at cdworker@dvac.org.au if you would like a guest speaker from DVAC.



Day 3. Understand that Violence Against Women Affects the Whole Community

Violence against women is an issue that affects many aspects of our society and community, not just those who experience it firsthand. This is an issue that we are all affected by, and one we all have a role in responding to. You can learn more about some of the impacts on Australian society from this [infographic](#).

Workplace: Within the population of women who have experienced violence, or are currently experiencing violence, it is estimated that between 55% and 70% are currently in the workforce – that is, approximately 800,000 women, or around one in six female workers. This means that a significant number of Australian workplaces will be impacted by women’s experiences of domestic and family violence. Does your workplace have a policy on violent and abusive behaviours?

Resources are available from [Worksafe Queensland](#) as well as [Safe Work Australia](#).

Community: Start a conversation with your local community group about the ways violence against women has an impact. Learn how Domestic Violence affects the family and understand how [stigma and popular myths](#) affect those in situations of violence:



Day 4. Recognise that Violence Against Women is Preventable

Violence against women is serious, prevalent, but also preventable. There are things we can be doing, as individuals, communities and society to create change that will result in violence against women being far less likely to occur.

Preventing violence is not about stopping violence from happening *again*, it's about preventing it before it has even happened. We can all be working to create a community and world where women are valued as equals, treated with respect and violence is not perpetrated against them. Discover more about what preventing violence against women is all about by watching this [short clip](#).

Individual: Review and note how global organisations believe that violence against women can be [prevented](#).

Workplace: Discover more about what actions workplaces can take to prevent violence against women at [Workplace Equality and Respect](#). Build networks with your local Chamber of Commerce or industry group to work together towards prevention.

Community: [Our Watch](#) has developed a toolkit for community-based prevention of violence against women and their children. There are also several resources available for specific community settings. Get in touch with DVAC at cdworker@dvac.org.au if you are keen to learn more about what resources are available.

Day 5. Discover that Gender Inequality Drives Violence Against Women

Many years of research and evidence tells us that gender inequality sets the scene for violence against women to occur. Whilst other factors may increase the severity and frequency of violence, the underlying cause is gender inequality. A world where women are less than, allows dominance, hierarchical structures and gender power divisions.

After all that has been achieved over the years, it can be easy to think that gender equality has already been achieved. Unfortunately, that isn't the case yet. Learn about the ways [gender inequality](#) still persists today.

Individual: Watch this [video](#) which identifies and explains how gender inequality provides the foundations of violence.

Workplace: The [Workplace Gender Equality Agency](#) is a great website with a range of tools, resources and factsheets to assist in further understanding how gender inequality is still present in Australian workplaces.

Community: Your community group is an important space to have a conversation about the ways gender inequality persists. Take action to implement any or all of the [ideas found here](#).

Day 6. Challenge Gender Roles

Gender roles are the set of ideas a society has about what is expected of women and men. These ideas relate to all areas of our lives, from how we dress and present ourselves, to how we behave, the types of things we like and the jobs we do.

Generations of socially determined gender roles, starting at birth and further defined through the lifespan, have generated and supported certain unhealthy and at times oppressive definitions of who and what a person can be. Gender roles are problematic when they place limitations on people to fit within certain ideas, or when the ideas we have about what's appropriate for women and men are not valued equally. This [video clip](#) highlights the ways ideas about gender are formed from a very young age and what this means for what women and men can do.

Individual: Consider what you can do to challenge limiting and narrow ideas about what's appropriate for girls and boys, women and men. Watch [this video](#) and think about how you can help in building a society free from fear.

Workplace: Women and girls are taught to be valued for their appearance at the expense of their achievements. Shift the conversation from what she looks like to who she is and what she has achieved. Be inspired by the [Ask Her More](#) campaign, which calls out sexist reporting and suggests ways to re-focus on women's achievements. Think about how to apply the message of this campaign to your workplace.

Community: Promote a discussion regarding stereotyped ideas about how men and women should behave and how these ideas are reinforced by society, especially through the media. There are a wide range of resources available to assist with this.

- [Pink is a feminine colour](#)
- [Boys don't cry](#)
- [Man up](#)
- [You run like a girl](#)



Day 7. Recognise Blaming

When a person who has been wronged is then blamed for what happened to them, that is victim blaming. In a violence against women situation, the one who has perpetrated the abusive behaviours shifts responsibility for the action onto the woman. The following videos give a good overview. Victim blaming is unfortunately a common response to many forms of violence against women. Questions such as ‘Why doesn’t she leave?’ or ‘Why was she out so late drinking and wearing that?’ are examples of victim blaming.

Victim blaming occurs in many different settings, from a conversation with friends through to how cases are presented in court. Watch the following videos and think about how you might be able to start a conversation to think about things differently at your workplace or community group.

[James is dead](#)

[Victim blaming](#)

[How women feel](#)

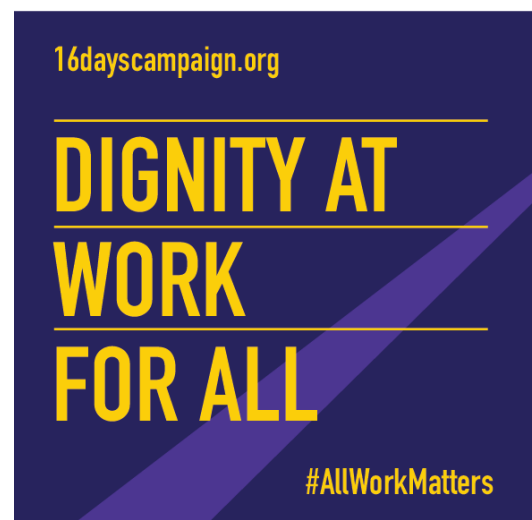
This [video](#) is a little longer but covers a lot of important things to consider regarding violence against women, within the first 7 minutes the issue of victim blaming is discussed.

Day 8. Confront Shaming

Learn to recognise and confront attitudes and behaviours that shame others. This [article](#) is a bit of a read but is included if you are interested in understanding more about the impact of shame on people who experience intimate partner violence.

Workplace: Reflect on the impact of ‘[slut shaming](#)’ across Australian workplaces. Let’s replace shaming with respect.

Community: Actively engage men to eradicate sexist jokes and attitudes that denigrate women. Think about how your community can be [more than a spectator](#).



Day 9. Confront Objectification of Women

Treating someone without regard for their personage, dignity and character, but viewing them as a commodity, something to be used for pleasure and gratification is objectifying them. Women receive this treatment every day and society must confront the purposes and methods driving it.

Individual: Don’t buy magazines, movies, music or watch television programs that portray women in a sexually degrading or violent manner.

Workplace: Promote an [awareness campaign](#) in your workplace that educates and challenges the ways in which men objectify women.

Community: Content that objectifies women promotes sexist attitudes and gender stereotyping. Use this [five-point test](#) to spot sexual objectification and avoid magazines, movies or video games that portray women in degrading or violent ways.

Day 10. Identify Power and Control

Physical violence is only one way that women can be abused. The power and control wheel is useful in understanding the layers of manipulations used to degrade and control women before physical violence occurs. [The Line website](#) explores that violence can involve more than being physically abusive. This is important to understand because far too many people excuse non-physical forms of violence as just being 'part of a normal relationship'; they are not.

Individual: Watch this [video](#) on the Duluth Power and Control wheel. Do you recognise any behaviours in yourself?

Workplace: As a workplace, it is important to understand the ways men may use harassment in business to [control and gain power](#) over women.



Duluth Power and Control Wheel

Day 11. Challenge Gender-Based Divisions of Labour

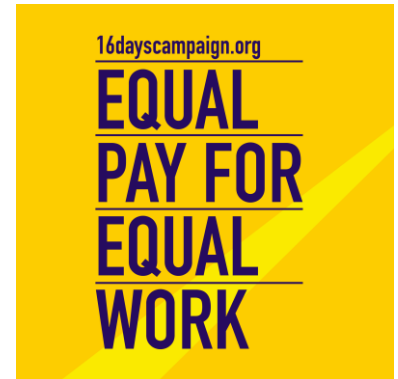
One of the ways gender inequality still exists in Australia is because of the ways our workforce is divided based on gender. [This information](#) describes the gender-based division of labour and what it looks like in Australia

Individual: Discuss in your household: what is the [division of labour](#) on home duties? In most Australian households, the work of women far outweighs that of men. Make sure to also discuss the mental load of household duties, who is doing this?

Workplace: [Explore these fact sheets](#) to describe the gender differences in the Australian workforce. What about in your workplace? Gender division occurs between industries, but also between different teams within the one workplace.

Community: Does the labour required at your community group or club reflect a division based on by gender? Are women always doing one type of role or job e.g. canteen duty, food preparation, organising fundraisers? How is this different from the types of jobs men do? Has it ever been openly discussed, or is that just the way it's always been? Is it fair? Consider this further reading:

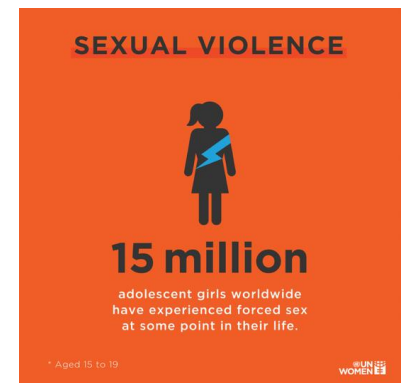
- [Marital status and the division of household labour](#)
- [Unpaid work labour market](#)



Day 12. Seek Justice

Justice is more than a legal system; it is a way to identify and call out societal practices that bias one against another and are prejudicial to individual respect, health and identity. Make yourself aware of resources available to someone caught in an abusive and violent situation. Start with [DV Connect](#). Do you know someone who may need assistance? How could you help them?

Workplace: Dedicate time in a team meeting to acknowledge the issue of violence against women, share resources or highlight the work you have been doing to respond to and prevent all forms of violence against women. Learn how to *Recognise, Respond and Refer* to DFV in the workplace. Enrol in this [online course](#) to start the change.



Day 13. Promote Fairness (Equity v Equality)

Fairness builds on justice by forming actions and structures to allow human rights and fair mindedness to apply to both women and men. By analysing the difference between [Equality and Equity](#), we can create a society that is more than equal opportunity.

Workplace: Learn how the [Victorian Government](#) plan to bring fairness to women in society by actively seeking to address the issue of lower numbers of women in leadership positions. How can this be applied to your workplace?

Community: Consider if women are yet to achieve equality in sports and are they receiving fair or equitable sports coverage? This [clip](#) examines the implications of sports coverage in America, but also provides food for thought regarding what sports get attention here at a local level. Does your favourite sport and club distinguish between men's and women's leagues? Almost all national sports identify the men's League as the main competition (e.g. AFL, A League, NRL) and the "Women's" as a secondary title (eg. WAFL, WLeague, Women's NRL). Advocate that [naming hierarchy](#) is removed and that both men's and women's are identified equally.

Day 14. Build Respect

How do you build esteem and acknowledge that someone's good character, skills and knowledge are important and valued? How can we [change the story](#) amongst young men from one of objectification to one of respect?

Individual: Learn what [patriarchy, misogyny and mansplaining](#) mean and practice listen and asking respectful questions instead of interrupting and speaking over a woman.

Workplace: Call it out when a woman is interrupted or spoken over. When women's voices are silenced, ignored or minimised, women are undervalued. Genuinely encourage women to offer their thoughts, ideas or opinions in meetings and conversations – and pay attention to what they say.



Day 15. Champion Women in Leadership

There remains a major imbalance in Australian business and civil leadership. In some sectors, men are in positions of leadership up to [4 times as often as women](#). Almost a quarter of Australia's top 200 listed companies have no women in their senior executive leadership teams.

Individual: Consider those who have had the most influence on your life. What was it about them that you admire or were influenced by? How many were men and how many were women? Did they do leadership differently? Now compare those traits of leadership you value to those who have leadership of our business and governments. Are a diverse array of leadership traits and styles represented? How might different types and styles of leadership be valued differently?

Workplace: Consider expanding your workplace mentoring program to not just knowledge and skills, but also character. What character does it take to reduce violence in the workplace and society?

Community: Actively promote and engage women to leadership roles in your workplace, community and the 2020 state and local government elections. Consider a mentoring program or a leadership evening at your club. Bring together local young women to openly encourage and promote them to consider and prepare for civic and business leadership. Some resources can be found at:

- [Forbes](#)
- [Women in Public Administration](#)
- [Rethinking Leadership](#)
- Further Reading: [Women score higher than men in most Leadership skills](#)

Day 16. Advocate for Human Rights

December 10th is International Human Rights Day and the final day of the 16 Days Campaign. This is to symbolically link and emphasise that violence against women is a violation of human rights. You can further learn about this link by exploring the roll that [human rights](#) play in the advocacy for gender equality.

Individual: Do you know what human rights are and why there is an [important focus on women](#)?

Workplace: View the nationwide survey on sexual discrimination at the [Australian Human Rights Commission](#) and download the [toolkit](#) to implement in your workplace.

Community: Research the ways slavery persists in today's world. Consider your supply chain for goods and services that may be provided by companies that use exploitive practices against women and girls as a form of modern slavery. A starting point to understand this important issue is [here](#). To consider the issue in relation to the clothing industry, this [website](#) is very informative.



Reflection and Evaluation

As with any project, program or event that is delivered, it's important to reflect on how it went or conduct a follow up evaluation. This ensures you gather information on how the activity went and what was achieved.

When documenting your campaign activities, you might like to consider these questions:

- Do you think the campaign went well? Why or why not?
- How many people did you reach?
- If you set a goal(s) at the outset, did you achieve your goal or goals?
- What was the impact of your actions?
- What would you do differently next time?
- What tools or resources would you require to improve your participation in the campaign?

Taking some time to write down how the campaign went and what you learnt about what worked and what didn't will provide a useful resource for next year's efforts!

Additional Campaign Resources

[16 Days Campaign Website](#)

The Center for Women's Leadership 16 Days website contains a wealth of information about the origins of the 16 Days campaign, logos and produces a 16 Days toolkit each year.

[UN Women Website](#)

UN Women also coordinate an international campaign for the 16 Days. This year the theme is Orange the World: #HearMeToo. More information on the UN Women campaign can be found on the website.

Violence against Women Resources

For support regarding domestic and family violence:

DV Connect Womensline – 1800 811 811

(Queensland 24/7)

DV Connect Mensline – 1800 600 636

(Queensland 9am -Midnight, 7 days)

Support is also available from:

Domestic Violence Action Centre (DVAC) – 07 3816 3000

Relationships Australia – 1300 364 277

Lifeline (Counselling Service) – 131 114

For support regarding sexual assault:

1800 RESPECT: 1800 737 732

National 24/7

DV Connect Sexual Assault Helpline: 1800 010 120

Queensland 7:30 – 11:30, 7 days.



Our Watch

Our Watch has been established to drive nationwide change in the culture, behaviours and power imbalances that lead to violence against women and their children. <https://www.ourwatch.org.au/>

Queensland Centre for Domestic and Family Violence Research

QCDFVR is supported by CQUniversity to be a resource for the domestic and family violence sector.

<https://noviolence.org.au/>

DVConnect

Queensland Domestic Violence Response line

<http://www.dvconnect.org/>



September 2019

DVAC would like to acknowledge the work of [Women's Health in the North](#), whose original toolkit this work is based on and the multitude of resources available from www.ourwatch.org.au

DVAC also acknowledges the Center for Women's Global Leadership (CWGL) at Rutgers University as the international coordinator of the 16 Days of Activism Against Gender-Based Violence Campaign. Much of the information contained in this Campaign toolkit is summarised from materials in the CWGL's Take Action Kit and website.

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DVAC would like to acknowledge the Traditional owners of the land on which our services are provided. We pay our respects to Elders past, present and emerging, and acknowledge Aboriginal and Torres Strait Islanders as the first people of Australia. They have never ceded sovereignty and remain strong in their enduring connection to land and culture.