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Media Release

Respect Victoria announces 16 Days of Activism Against Gender Based Violence initiative for 2019

Tuesday 27 August 2019

This coming November and December Respect Victoria will run their Respect Women: 'Call It Out' campaign to align with **16 Days of Activism Against Gender-Based Violence**.

As part of this initiative Respect Victoria have awarded the Municipal Association of Victoria (MAV) with funding of \$250,000 to support community-based activities across the state.

"Following a call for applications, MAV were appointed to develop and deliver a community-based initiative across the state. MAV will work with the Domestic Violence Resource Centre Victoria (DVRCV) to create resources to complement the project," said Respect Victoria CEO Tracey Gaudry.

"A key facet of our approach is to broaden the reach of the Respect Women: 'Call It Out' campaign and create community conversations using the platform of local government and their communities," Ms Gaudry added.

The MAV initiative, complemented by Respect Victoria's statewide Respect Women: 'Call It Out' campaign is timed to coincide with the United Nations Women's 16 Days of Activism Against Gender Based Violence, held annually from 25 November (International Day for the Elimination of Violence Against Women) to 10 December (Human Rights Day).

The Respect Women: 'Call It Out' Active Bystander campaign asks Victorians to call out the drivers of family violence and violence against women.

"If we can change the conversation, we can change the culture that allows family violence and violence against women to happen in the first place.

"When early behaviours become normalised, we know that family violence and violence against women can rapidly escalate and lead to a higher propensity of violence, which is why this year's campaign will continue to focus on bystander intervention," Ms Gaudry concluded.

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