

Respect each other: call it out television advertisement video: set in a suburban home, duration 15 seconds.

Visual: We open to see our dad putting sunscreen on his son's face, fastening his son into the car, before cutting to see them waiting to cross the road (being careful not to use the button pushing part). As the father and son enjoy their day, we hear a voiceover.

Audio, voiceover: 'Not being able to do the things we love and used to take for granted is tough right now. But it doesn't give you the green light.'

Visual: We see the green pedestrian traffic light flash indicating it is safe to cross the road and the pair make their way across the street.

Visual: We then see the same man look out at his son as he plays in the garden.

Audio, voiceover: 'Yes, staying at home every day is hard, but it's not a good reason, there's never a good reason for abuse.'

Visual: Now back in the family home the man storms towards his wife who is unpacking groceries in the kitchen. Their son is observing them.

Audio, angry father: 'Oi. where are you. Come here. What is this doing on the ground? You are useless.'

Audio, voiceover: 'There's never a good reason, for abuse. If you see it or hear it. Call it out.'

Visual: Thinking deeply, the man picks up a phone to call for help.'

Audio:

Voiceover: "For more information, visit respectvictoria.vic.gov.au

Supported by the Victorian Government."

LOGO: RESPECT WOMEN. CALL IT OUT.
respectvictoria.vic.gov.au

LOGO: RESPECT VICTORIA & VICTROIAN GOVERNMENT LOGO

Voice over: "Supported by the Victorian Government"