

RESPECT STARTS WITH A CONVERSATION

Frequently Asked Questions



May 2023

RESPECT STARTS WITH A CONVERSATION. LET'S START TALKING.

Who is running the campaign?

[Respect Victoria](#) is the dedicated agency for the primary prevention of family violence and violence against women in Victoria. Primary prevention seeks to stop family violence and violence against women from occurring in the first place by addressing their underlying drivers.

How long will the campaign run?

This campaign will run for five weeks and be in-market from Sunday 28 May until Friday 30 June 2023.

What are the aims and objectives of the campaign?

This campaign aims to help Victorians understand how rigid gender stereotypes, roles and dominant forms of masculinity impact and exist in their homes, communities and friendship groups and the conversations and actions that can take place to drive change.

This campaign features real stories from people across Victoria discussing the advantages of respecting others and demonstrating the benefits of challenging gender stereotypes as well as breaking down the need to conform or act a certain way based on gender.

What communication channels are being used in this campaign?

Channels will include:

- **Newspaper/print** (regional)
- **Cinema** (regional and metro)
- **Social media, online video, YouTube and digital displays** (regional and metro)
- **Radio and audio** (regional and metro)
- **Billboard** (metro)

Multicultural Channels - Arabic, Cantonese, Hindi, Mandarin and Vietnamese.

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- **Social media, online video and YouTube** (regional and metro)
- **Radio and audio** (regional and metro)

What are the key messages of this campaign?

Respect Starts With A Conversation. Let's start talking.

We all deserve to be respected for who we are. But, growing up, many of us are told that there is a 'right' way to be a man or a woman and that we should have certain skills, likes and dislikes based on our gender rather than who we are as a person.

For men, it can look like being told to be tough, or strong, or unemotional. It can mean not being supported to take parental leave, be carers, or not pursue careers in nursing or early childhood education. For women, it can look like doing most of the housework, pay discrimination at work, and being judged for being assertive or for what they wear.

These stories keep us all from being ourselves and filter through our homes, families, relationships, workplaces, and communities. These are the stories that contribute to gender inequality and create a culture where violence against women is allowed.

So how do we change the story? What could a world look like where we are all free and supported to be ourselves?

It all starts with a conversation. This could be talking to your partner about how you share the housework, chatting to your mates about relationships, or starting discussions at your footy club about making sure women and men are treated the same.

Let's start talking, so we can build a future where we are all safe, equal and respected for who we are – not who we're told to be.

Why should we challenge outdated gender stereotypes?

Firstly, what do we mean when we say **outdated ideas about gender**? These are ideas that men and women should be, act, work, play, and communicate in certain ways because of their gender, rather than looking at them as an individual person.

These ideas can appear where we live, learn, work, see our friends, and in the media. When people carry these outdated assumptions and attitudes around gender, it can hold us all back and can be harmful and limiting to both women and men.

What do stereotypes and gender look like in daily life?

Community

- Assumptions that men can't pursue careers in fields like nursing or early childhood education.
- Women who are assertive or show leadership are labelled as bossy.
- Unequal pay at work for men and women doing the same job.
- Unequal parental leave available for men and women in organisations based on the expectation that a woman would be the main caregiver.

Home and friends

- Assumptions that men should work and earn money, and women should stay home with children.
- Messages such as 'toughen up', 'don't cry' and 'don't be such a girl' put pressure on men and boys to hide their feeling and not express themselves. They also belittle girls and women.
- Women being judged for what they wear.

What actions can be taken to address the issue of outdated gender stereotypes?

- Use inclusive language when addressing groups of people. For example, 'everyone' rather than terms such as 'guys' or 'ladies'.
- Supporting and celebrating all identities.
- Promoting carers leave for male staff and creating part time leadership positions.
- Sharing parenting duties and household tasks.
- Supporting your friends and being there for them if they need to talk.

What are the benefits of challenging gender stereotypes?

- More meaningful connections.
- More respectful and equal relationships.
- Improved individual mental health and wellbeing.
- Safe, more inclusive social environments.
- Decreased frequency and severity of violence, bullying and sexual harassment.
- Increased access to equal opportunities for everyone.
- Improved quality of life for all.

What has challenging gender stereotypes and roles got to do with the prevention of violence towards women?

Rigid gender roles and stereotypes can be characterised as fixed beliefs and assumptions of what it means to be a man or a woman, not based on their individual personalities but their gender. For example, men are tough, and the 'breadwinner' and women are nurturing 'home-makers'. When gender divisions and stereotypes are perpetuated, people are less likely to challenge men's violence against women.

Rigid gendered roles and stereotypes manifest within all levels of society and appear in different settings where people live, learn, work, and socialise. When people carry these outdated assumptions and attitudes around gender, there is a compounding social pressure for people to conform to these beliefs which is harming and limiting to both men and women.

What is primary prevention?

Primary prevention of violence against women is about changing the underlying social conditions that produce and drive this violence, and that excuse, justify or even promote it to prevent it from occurring in the first place. Violence against women is preventable if we change the culture that allows it to happen.

What is 'violence against women'?

Violence against women is any act of gender-based violence that causes or could cause physical, sexual or psychological harm or suffering to women, including threats of harm or coercion, in public or in private life – [United Nations Declaration](#)

Different forms of violence that women, young women and girls experience include:

- Intimate partner violence, including dating violence.
- Sexual violence (whether perpetrated by someone they know or by a stranger).
- Sexual harassment (whether in workplaces, public spaces or online).
- Specific types of violence that are primarily experienced by particular communities of women and girls (such as dowry-related abuse, sexual and reproductive coercion, so-called ‘honour crimes’, sex trafficking and other slavery-like practices, female genital mutilation/cutting, and child/early and forced marriage).
- Violence that occurs in institutional settings for example, violence in prisons, in aged care facilities, disability or residential care settings or health education settings.¹

What drives violence against women?

Violence against women arises in the social context of gender inequality. Gender inequality is the result of women and men not having equal power and opportunities, and it can and does harm all of us.

Evidence points to **four factors** that most consistently predict or ‘drive’ violence against women and explain its gendered patterns:

1. Condoning of violence against women
2. Men’s control of decision-making and limits to women’s independence in public and private life
3. Rigid gender roles and stereotyped constructions of masculinity and femininity
4. Male peer relations that emphasise aggression and disrespect towards women.²

‘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.

Why is the focus on ‘women’?

Violence against women takes a profound and long-term toll on women’s health and wellbeing, on families and communities, and on society as a whole.

- On average, **one woman a week** is murdered by her current or former partner³
- **One in three women** (30.5%) has experienced physical violence since the age of 15⁴
- **One in five women** (18%) has experienced sexual violence since the age of 15⁵
- **One in three women** (31.1%) has experienced physical and/or sexual violence perpetrated by a man they know⁶

¹ Information taken from Our Watch’s evidence-based framework to guide a coordinated and effective national approach to preventing violence against women – [Change the Story](#).

² Information taken from Our Watch’s evidence-based framework to guide a coordinated and effective national approach to preventing violence against women – [Change the Story](#).

³ Australia’s National Research Organisation for Women’s Safety (ANROWS). 2018. [Violence against women: Accurate use of key statistics](#) (ANROWS Insights 05/2018). Sydney, NSW: ANROWS.

⁴ Australian Bureau of Statistics (ABS). 2017. [Personal Safety Survey, Australia, 2016](#) (ABS cat. no. 4906.0). Canberra, ACT: ABS.

⁵ Australian Bureau of Statistics (ABS). 2017. [Personal Safety Survey, Australia, 2016](#) (ABS cat. no. 4906.0). Canberra, ACT: ABS.

⁶ Australia’s National Research Organisation for Women’s Safety (ANROWS). 2018. [Violence against women: Accurate use of key statistics](#) (ANROWS Insights 05/2018). Sydney, NSW: ANROWS.

- Almost **10 women** a day are hospitalised for assault injuries perpetrated by a spouse or domestic partner⁷
- The intersections of homo-, bi- and transphobia with the gendered drivers of violence against women means that lesbian, bisexual and trans women can experience additional, unique forms of violence as a result of their gender identity and/or sexual orientation, including threats of ‘outing’ or shaming (connected to sexual orientation, gender identity or HIV status), or, for those who are HIV-positive or taking hormones to affirm their gender, withholding of hormones or medication.⁸
- **One in five** Aboriginal and Torres Strait Islander women aged 15 and over has experienced physical violence in a 12-month period. Over one-third of Aboriginal and Torres Strait Islander women who have experienced physical violence in the year preceding 2014-15 identified an intimate partner as the perpetrator of their most recent experience of physical violence.⁹
- Women with disabilities in Australia are around two times more likely than women without disabilities to have experienced sexual violence and intimate partner violence.¹⁰
- Australia’s full-time gender pay gap is **14.2 per cent**, with women earning on average **\$261.50 per week less than men**.¹¹
- On average, women spend nearly **32 hours a week** on household labour and caring for children, compared with nearly 19 hours by men.¹²

The 2021 National Community Attitudes towards Violence against Women Survey, or [NCAS](#) tells a concerning story:

- A concerning number (41%) of Australians believe that domestic violence is committed equally by both men and women, despite evidence definitively showing that men are the primary perpetrators of domestic violence.
- While the majority of Australians believe that violence against women is a problem across the country, less than half believe it is a problem in the suburb or town they live in.
- 34% of people believe that it is still common for sexual assault accusations to be used as a way of getting back at men.
- 35% of people believe that many women exaggerate how unequally women are treated in Australia.

Support Pathways

If you are experiencing family violence, concerned for your safety, or in an emergency situation, please call 000 for urgent police assistance. For a comprehensive list of recommended specialist support organisations, refer to the ‘contact us’ section of [Respect Victoria website](#).

⁷ Australian Institute of Health and Welfare (AIHW). 2019. [Family, domestic and sexual violence in Australia: Continuing the national story](#) (Cat. no FDV 3). Canberra, ACT: AIHW. In 2016-2017, 3600 women hospitalised for assault injuries identified a spouse or domestic partner as the perpetrator.

⁸ Hill, A. O., Bourne, A., McNair, R., Carman, M., & Lyons, A. 2020. [Private lives 3: The health and wellbeing of LGBTIQ people in Australia](#) (ARCSHS Monograph series no. 122). Bundoora, VIC: Australian Research Centre in Sex, Health and Society, La Trobe University.

⁹ Australian Bureau of Statistics (ABS). 2016. [National Aboriginal and Torres Strait Islander Social Survey, 2014-15](#)

¹⁰ Centre of Research Excellence in Disability and Health (CRE-DH). 2021. [Nature and extent of violence, abuse, neglect and exploitation against people with disability in Australia: Research report](#)

¹¹ Workplace Gender Equality Agency, Australia’s gender pay gap statistics, May, 2021 <https://www.wgea.gov.au/publications/australias-gender-pay-gap-statistics>

¹² 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.

If you have any feedback in relation to this campaign, please contact us via the following email address: contact@respectvictoria.vic.gov.au.

A VICTORIAN COMMUNITY WHERE ALL PEOPLE ARE SAFE, EQUAL, RESPECTED, AND LIVE FREE FROM FAMILY VIOLENCE AND VIOLENCE AGAINST WOMEN.