

# GANNAWARRA GOES ORANGE

16 DAYS OF ACTIVISM AGAINST FAMILY & GENDER-BASED VIOLENCE

## Background

Each year between 25 November and 10 December, Northern District Community Health (NDCH) in partnership with the Gannawarra Local Agency Meeting (GLAM), hosts the Gannawarra Goes Orange campaign. In 2023 Gannawarra Shire Council received funding from Respect Victoria and Safe & Equal. This year we also partnered with Rotary Club of Kerang, who received a grant from the Shire to support the initiatives. The campaign coincides with the 16 Days of Activism Campaign against Gender-Based Violence.

### 2023 CAMPAIGN AIMS

The campaign aims were to raise-awareness, provide education and stimulate community discussion about the prevention of family and gender-based violence. A range of strategies were used to reach children, parents, organisations, and the wider community.



SCHOOL STUDENTS

### WHAT DID THE CAMPAIGN DELIVER?

#### LOCAL BUSINESS SUPPORT

- Approx. 43 businesses received information packs with posters and decorations

#### WALK AGAINST FAMILY VIOLENCE

- Approx. 35 individuals joined the Walk Against Family Violence in Kerang with host Jane Ogden and guest speaker Marina Simonelli from VicPol

#### RADIO AD

- 1 radio ad played on 3SH/MIXFM

#### TOILET DOOR CAMPAIGN

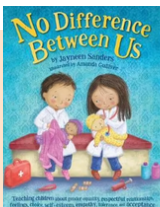
- Approx. 43 local businesses received toilet door posters
- 10 x A3 poster frames have been installed into public toilet blocks at Kerang, Cohuna and Koondrook;
- Refer to page 2 for locations and more information

#### EMPOWER HER EVENT

- Approx. 50 individuals gathered for a morning tea to listen to Jo Bear & Meg Last from Empower Her, with host Mandy Hutchinson
- 15 attendees responded to the post event survey

#### STORY TIME

- Approx 32 people attend the Story Time session with the Gannawarra Library Service in Kerang



#### SCHOOL

- A school newsletter insert was provided to Gannawarra schools
- Respectful Relationship lessons were delivered to Murrabit Group School students

#### NEW PARTNERSHIP

- Rotary Club of Kerang

## WHAT DID THE CAMPAIGN DELIVER? CONTINUED...

- Women's Health Loddon Mallee provided 3 online workshops for the community
- Joint media release Friday 10 November, including local statistics
- Kerang Office Building lit orange from 25 November to 10 December
- Garden Park Cohuna lit orange from 25 November to 10 December
- 'Gannawarra Says No to Violence' banner hung on the Kerang Swimming Pool fence.
- 10 x A3 poster frames have been installed into public toilet blocks at Kerang, Cohuna and Koondrook:
  - Kerang RSL (Woolworths)
  - Kerang Atkinson Park
  - Kerang Scoresby Street
  - Kerang Patchell Plaza
  - Kerang Train Station
  - Cohuna Memorial Hall
  - Cohuna Skate Park
  - Koondrook Station Street
  - Leitchville Pool Bus Stop
  - Cohuna Gateway
- 5 x A4 poster frames have been installed at the Sir John Gorton Library, Kerang and the Gannawarra Children's Centre, Kerang.
- National Dunny Door Campaign stickers (1800RESPECT) have been refreshed on the back of toilet doors across Kerang, Cohuna and Koondrook.
- Orange themed morning teas across Council workplaces between Monday 4 December and Friday 8 December.
  - Monday 4 December – Sir John Gorton Library, Kerang
  - Tuesday 5 – Kerang Patchell Plaza Office
  - Wednesday 6 – Depot
  - Thursday 7 - Children's Centre, Cohuna, Kerang, Leitchville and Koondrook
  - Friday 8 – Cohuna office/library/Gateway
- St Patrick's Church included in their Mass, candle lighting to highlight the issue of family violence and a period of silence in memory of those who have suffered family violence.

“

INFORMAL, GRASS ROOTS PRESENTATION THAT WAS EASILY ACCESSIBLE, AND HAD SUCH AN INCREDIBLE MESSAGE. WELL DONE!  
-ATTENDEE EMPOWER HER EVENT

“

THE POSITIVE WAYS WE CAN EMPOWER WOMEN - INSPIRING  
-ATTENDEE EMPOWER HER EVENT

“

THE GUEST SPEAKERS WERE PERFECT TO COMPLEMENT A POWERFUL EVENT  
-ATTENDEE EMPOWER HER EVENT









# SOCIAL MEDIA REACH

Over the 16 Days we posted and re-posted Gannawarra Goes Orange content. Below are the top 4 posts that received the most engagement. Overall the campaign received high engagement; reach and engagement of NDCH posts were similar to 2021.

**Empower Her** with **JO BEAR & MEG LAST**

**Host MANDY HUTCHINSON**

**FRIDAY 8 DECEMBER 2023 10.00AM-11.30AM**

**Jen's on George (previously Waffles) -105 King George St, Cohuna**

NO COST, BUT BOOKINGS ESSENTIAL

Reaches: 2.3K, Shares: 7, Engagement: 391



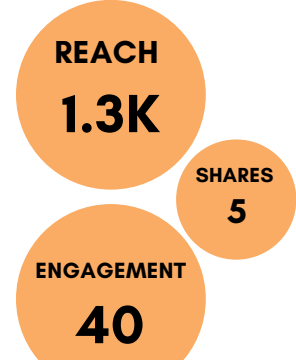
**Walk Against Family Violence**

THIS EVENT MARKS THE BEGINNING OF GANNAWARRA GOES ORANGE for 16 Days of Activism Against Gender-Based Violence campaign

**EVENT DETAILS**

**WHAT:** 2023 Walk Against Family Violence  
**WHEN:** Saturday 25 November - 10am  
**WHERE:** Starting at the steps of Kerang Council Building, Victoria Street. Finishing at the Kerang Community Market, Atkinson park  
**WHY:** We encourage everyone to wear orange if you can, symbolising our collective commitment to ending violence and fostering a safer community.

Reaches: 1.3K, Shares: 5, Engagement: 40



**JOIN THE WALK AGAINST FAMILY VIOLENCE**

**Saturday 25th November, 10am**

Beginning at Kerang Council Building, Victoria St  
 Finishing at the Kerang Community Market

Reaches: 1.2K, Shares: 10, Engagement: 60



## PHOTOS POSTED POST WALK



## ADDITIONAL COLLATERAL DEVELOPED

Below Calendar of Events, Toilet Door poster, School newsletter insert and EOI for businesses to get involved.

**16 DAYS OF ACTIVISM CALENDAR FOR Gannawarra Goes Orange**

HELP US CREATE A FUTURE WHERE WE ARE ALL SAFE, EQUAL AND RESPECTED

**NOVEMBER 25** This event marks the beginning of Gannawarra Goes Orange. Join the Walk Against Family Violence - wear orange if you can!

**NOVEMBER 29** Join us for a special Story Time that challenges gender stereotypes.

**NOVEMBER 30** The Gendered Drivers of Violence in Everyday Life - Lunch & Learn Session 1: 12.30pm-1.30pm

**DECEMBER 1-6** This event marks the closing of Gannawarra Goes Orange. Join us for our Empower Her event, hosted by Mandy Hutchinson with guest speakers Jo Bear and Meg Last.

**DECEMBER 7** The Gendered Drivers of Violence in Everyday Life - Lunch & Learn Session 2: 12.30pm-1.30pm

**DECEMBER 8** This event marks the closing of Gannawarra Goes Orange. Join us for our Empower Her event, hosted by Mandy Hutchinson with guest speakers Jo Bear and Meg Last.

**DECEMBER 9-10** This event marks the closing of Gannawarra Goes Orange. Join us for our Empower Her event, hosted by Mandy Hutchinson with guest speakers Jo Bear and Meg Last.

ALL EVENTS ARE FREE

**GANNAWARRA GOES ORANGE SAY 'NO' TO FAMILY VIOLENCE**

24 Hour Helplines: 1800 RESPECT or 1800 737 732 or 000

Family violence can happen at home, by someone who lives with you, or someone who visits

**Family violence or abuse is:**

- Hitting, kicking, pushing
- Not being allowed to use your own money
- Shouting, swearing
- Being made to do sexual acts you don't like
- Breaking or throwing things
- When you feel afraid
- Not being able to see your own family or friends

**Family Violence or abuse is WRONG**

**In an emergency call: 000**

1800RESPECT - 1800 737 732 (24 hours)  
 The National Sexual Assault, Family & Domestic Violence Counselling Line for any Australian who has experienced, or is at risk of, family and domestic violence and/or sexual assault.

The Orange Door - 1800 290 943 (9.5pm Monday to Friday) for people experiencing family violence, or who need assistance with the care and wellbeing of children and young people

Safe Steps - 1800 015 188 (24 hours) for anyone in Victoria who is experiencing or afraid of family violence

Mensline Australia - 1300 789 978 (24 hours) for men who have been hurt by family violence or want to change their behaviour

Deaf or hard of hearing or for assistive communications  
 TTY: 08 NRS 13 36 77 and ask for 000

**GANNAWARRA GOES ORANGE 16 Days of Activism Campaign**

25 Nov-10 Dec

Each year Gannawarra Goes Orange for the 16 days of Activism campaign against family and gender-based violence to raise awareness and say 'NO' to family violence. The campaign runs from 25 Nov to 10 Dec.

Rigid beliefs and thinking about men and women's roles and stereotypes are a key contributor to violence. You can make a difference by having conversations with the children and people in your life - that it doesn't matter what gender they are, they can like, do or be whatever they want. Together we can create a community where everyone is safe, equal and respected.

**Books that can help support these conversations:**

- > Giraffes Can't Dance by Giles Andreae and Guy Parker-Rees
- > No Difference Between Us by Jayme Saunders
- > Who Am I? I Am Me! by Jayme Saunders
- > Hunting for Dragons by Bruce Whatley
- > I am Enough by Grace Byers
- > I Could Be, You Could Be by Karen Owen
- > Jacob's New Drive by Sarah and Ian Hoffman
- > Made by Raffi by Craig Pomranz
- > Introducing Teddy by Jessica Walton
- > My Princess Boy by Cheryl Kildow
- > Peet Fairweather: Pirate Captain by Jayme Saunders
- > The Paper Bag Princess by Robert Munsch

Visit the Gannawarra Library service to borrow books that promote boys and girls as equals.

**Activities happening locally for Gannawarra Goes Orange**

- Walk Against Family Violence, Saturday 25 November, starting at 10am. Meet at the Kerang Council Building, and walk to the Kerang Community Market.
- Story Time at the Kerang Library, Wednesday 29 November, 10.30am-11.00am.
- Empower Her event, Friday 8 December, starting at 10am at Jen's on George Cohuna. Bookings essential. Call NDCH 5451 0200 or visit our Facebook page.

**GANNAWARRA GOES ORANGE SAY 'NO' TO FAMILY VIOLENCE**

Family violence or abuse is:

- Hitting, kicking, pushing
- Not being allowed to use your own money
- Shouting, swearing
- Being made to do sexual acts you don't like
- Breaking or throwing things
- When you feel afraid
- Not being able to see your own family or friends

**Family Violence or abuse is WRONG**

**Calling all businesses in Gannawarra!**

EXPRESS INTEREST HERE

**Gannawarra Goes Orange Calling all businesses in Gannawarra!**

Show your support for a future where we are all safe, equal and respected by joining us in painting the town ORANGE!

We've got an excellent link to a brochure of orange-themed decorations, posters, banners, and buttons!

EXPRESS INTEREST HERE