

16 DAYS OF ACTIVISM FOR

Gannawarra Goes Orange

CREATING A FUTURE WHERE WE ARE ALL SAFE, EQUAL AND RESPECTED

CASE STUDY

Background

Each year between 25 November and 10 December, the 16 Days of Activism Campaign against Gender-Based Violence is run across Australia. Locally the campaign is known as Gannawarra Goes Orange. Gannawarra Goes Orange is a partnership initiative of GLAM (Gannawarra Local Agency Meeting), which consists of Council, Northern District Community Health, Kerang District Health, Cohuna District Hospital, Mallee District Aboriginal Service and VicPolice. The Rotary Club of Kerang has been a partner in 2023 and 2024. The partnership raises awareness and supports initiatives across the 16 days aimed at reducing gender-based violence.

Council receives \$1,500 funding from Respect Victoria and Safe + Equal to support the activities across the 16 days.

What did the campaign deliver?

LOCAL BUSINESS SUPPORT

Approximately 25 businesses, both retail and service based received information packs with posters, bunting, calendar, and tea bags. Rotary Club of Kerang prepared and delivered the packs.



COFFEE CUP MESSAGING

Eight Gannawarra cafes participated by distributing 2,000 stickers promoting the 16 Days of Activism Against Gender-Based Violence messaging on their take-away coffee cups. Respect is taking action. Together we can end gender-based violence

STORY TIME

Approximately 59 parents, guardians and children attended three Story Time sessions with the Gannawarra Library Service in Kerang, Cohuna and Koondrook.



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What did the campaign deliver? *continued....*



TREE PLANTING

A commemorative tree planting occurred at the Northern District Community Health garden. The tree was planted by Mayor Cr Garner Smith.

WALK AGAINST FAMILY VIOLENCE

Approximately 200 community members joined the Walk Against Family Violence from Atkinson Park to the Kerang Council Building in Victoria Street, stopping at Northern District Community Health for a commemorative tree planting. The official proceedings were led by Penny Wilkinson, CEO NDCH. Marina Simonelli from the VicPol Family Violence Unit was the guest speaker.



STATISTICS REPRESENTED

212 orange flowers were placed in the lawn area at the conclusion of the walk to represent the number of family violence incidents in the Gannawarra in the 12 months to 30 June 2024.

SAUSAGE SIZZLE

The Rotary Club of Kerang cooked over 150 sausages and provided orange juice and cold water to participants in Victoria Square at the conclusion of the Walk Against Family Violence.



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MEDIA

Facebook posts, a joint media release and radio adverts (by Northern District Community Health) were used to launch the campaign and deliver the messages around creating a future where we are all safe, equal and respected.

What did the campaign deliver? *continued...*

CHILDREN AND YOUNG PEOPLE

Fourteen 4 year olds from the Gannawarra Children's Centre joined in the community walk along with over 120 Year 7, 8 and 11 students from Kerang Technical High School.



PUBLIC SPACES LIT UP

Kerang's Council Building and Garden Park, Cohuna were lit up orange for the 16 days of the Gannawarra Goes Orange campaign.

VICTORIA POLICE

- VicPol provided traffic control measures during the walk to cross the highway and streets.
- Leading Senior Constable Marina Simonelli from the Swan Hill Family Violence Investigation Unit provided information on types of family violence, encouraging awareness and seeking help.



COLLATERAL USED

- Gannawarra Goes Orange toilet posters refreshed across Kerang Cohuna and Koondrook
- Calendar of events showing activities and information during the 16 day campaign.

FLAG & BANNERS

- One new **Gannawarra Goes Orange Say "No" to Family Violence** bali flag and one new **Gannawarra says NO to family violence** banner were produced.
- Existing banners were displayed throughout the campaign in Kerang on the Kerang Swimming Pool fence and the fence at Northern District Community Health's Medical Clinic, Scoresby Street, Kerang.

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Organisations supporting the campaign

KERANG NEIGHBOURHOOD HOUSE

Kerang Neighbourhood House hosted a Gannawarra Goes Orange themed Chatty Cafe morning tea on Tuesday 3 December.

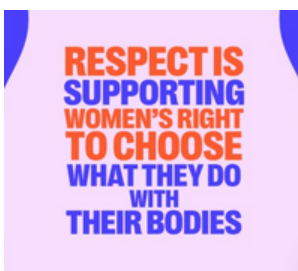


KERANG DISTRICT HEALTH

Kerang District Health provided a daily Facebook post during the 16 Days of Activism with a range of posts that focused on the theme **Respect is ...**

NDCH

Northern Community District Health supported the campaign with key messaging on Facebook.



You, Charlie Gillingham, Narelle O'Donoghue and 27 others 2 comments 2 shares

Like

Comment

Share



Kellie Byron-Gray
Well done NDCH. We Kerang District Health stand united with you 🙏
#16DaysOfActivismAgainstGenderBasedViolence



Gannawarra Goes Orange

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Learnings

COFFEE CUP MESSAGING

- Cafes were very willing to be involved with the coffee cup sleeves. The number of stickers could be increased.
- The coffee cup sleeves were too large for small and some medium take away cups. A mix of smaller 8oz and 12oz versions would be better.

WALK AGAINST FAMILY VIOLENCE

- A weekday walk attracted a greater number of participants compared to the 2023 walk, which was held on the Saturday.
- The new smaller banner was excellent to manage and was used to lead the walk.
- A large number of secondary students attended, with potential for primary schools to participate in future years.
- Wearing orange (or purple) clothing is very effective. Providing orange streamers allowed all participants to join collectively in the spirit of the coloured theme. Visually, the colours were great for photographs.
- A mid-way stopping point at Northern District Community Health was valuable to allow the large group to come together and as another opportunity to deliver relevant messaging. An opportunity for a plaque to be unveiled in 2025 could be an added reason to stop.
- Having refreshments and the barbecue at the conclusion provided opportunity for people to stay, connect, and debrief on the key messages.
- The MC and speaker content was on point and appropriate to the age range of the audience.
- Rotary Club of Kerang's involvement in the campaign was invaluable, providing and cooking the barbecue along with engaging businesses to display bunting and promotional items.
- Using 212 flowers to visually represent the number of incidents of family violence in the Gannawarra was impactful. It also provided more opportunities as a talking point throughout the day. Additional key statistics could be added to visual displays in future years.
- Attendance by a Gannawarra Times newspaper reporter provided excellent reinforcement of the messaging of event and campaign as a whole.
- Holding the Walk Against Family Violence earlier in the campaign should be considered to develop earlier momentum.
- Opportunity to provide support into schools after attendance should be explored.
- Service support information should be available at events held in the future.

STORY TIME

- Offering 3 locations provided greater opportunity for community to participate.
- To support Story Time, a list of books that support the campaign could be generated and shared with schools.