

16 DAYS OF ACTIVISM FOR

Gannawarra Goes Orange

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

2025 CASE STUDY

Background

Every 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 (GGO). GGO is a partnership initiative of Gannawarra Local Agency Meeting (GLAM), which consists of Gannawarra Shire Council, Northern District Community Health, Kerang District Health, Cohuna District Hospital, Mallee District Aboriginal Service and Victoria Police. The Rotary Club of Kerang has been a partner since 2023 and this partnership aims to raise awareness and support initiatives across the 16 days to reduce gender-based violence. Council receives \$1,500 funding from 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, stickers, coffee mugs and tea bags. NDCH, Rotary Club of Kerang, Council staff prepared and delivered the packs



COFFEE CUP MESSAGING

Seven Gannawarra cafes participated by distributing 1,000 stickers promoting the 16 Days of Activism Against Gender-Based Violence messaging on their take-away coffee cups. Messaging included “Equality is everyone’s cup of coffee” and “Brew Change - Together, we can end gender-based violence”

STORY TIME

Approximately 46 parents, guardians and children attended three Story Time sessions to hear “Who am I? I am Me!” by Jayneen Sanders at the Gannawarra Library Service in Kerang, Cohuna and Leitchville



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



PLAQUE UNVEILING

A commemorative plaque was unveiled next to the tree planted in 2024 at the front garden of Northern District Community Health. The plaque was unveiled by Deputy Mayor Cr Ross Stanton



STATISTICS REPRESENTED

240 orange flower were placed in the lawn area at the conclusion of the walk to represent the number of family violence incidents in Gannawarra between July 2024 and June 2025



GUEST SPEAKER

Guest speaker, Kellie Dunn, CEO WHLM reiterated the importance of choosing respect and she spoke quoting Our Watch, "inequality is at the heart of the problem, and therefore equality must be at the heart of solution"



16 DAYS OF ACTIVISM WALK AGAINST FAMILY VIOLENCE, KERANG

Approximately 30 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 an unveiling of Tree of Hope commemorative plaque. The official proceedings were led by Penny Wilkinson, CEO NDCH.

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

SAUSAGE SIZZLE

The Rotary Club of Kerang cooked chicken kebabs, sausages, caramelised onions and provided orange juice and cold water to participants in Victoria Square at the conclusion of the Walk Against Family Violence



VICTORIA POLICE

VicPol provided traffic control measures during the walk to cross the busy streets and the highway

PUBLIC SPACES LIT UP

Kerang's Council Building, Clock Tower, Gateway Visitor Centre and Garden Park, Cohuna were lit up in orange for the 16 days of the Gannawarra Goes Orange campaign

COLLATERALS USED

- Gannawarra Goes Orange toilet posters refreshed across Kerang, Cohuna, Koondrook and Leitchville
- Calendar of events showing activities and information during the 16 days campaign
- Large message banner displayed in prominent position in Kerang

MEDIA

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



ACTION PLAN LAUNCH

On the final day of the 16 days campaign, representatives from Gannawarra Local Agency Meeting (GLAM) launched the Gannawarra Free from Family Violence Action Plan 2025-2029



PROMO MATERIAL

- A We Say "No" to Family Violence selfie board was produced for social media promotion
- Community members were engaged to knit orange flowers as visible symbols of hope, resilience, and solidarity - reminding those affected that they are seen, believed, and supported

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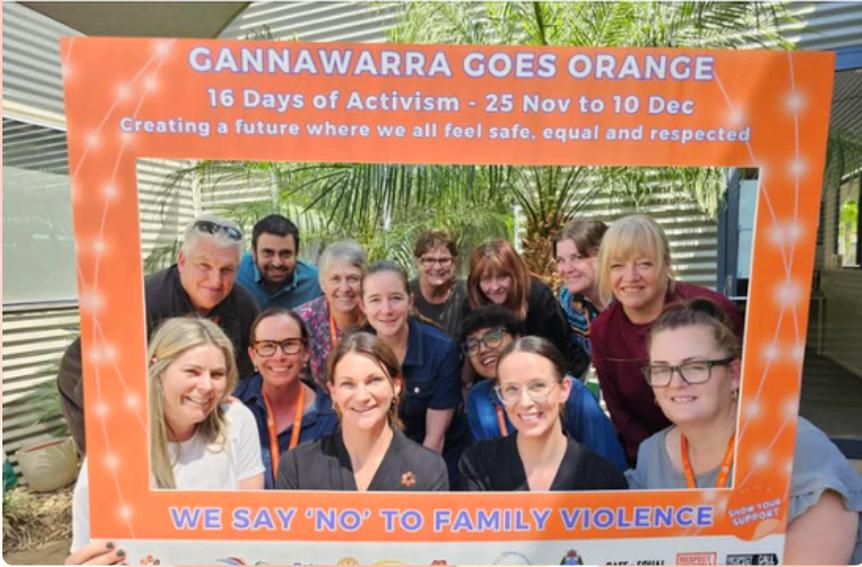
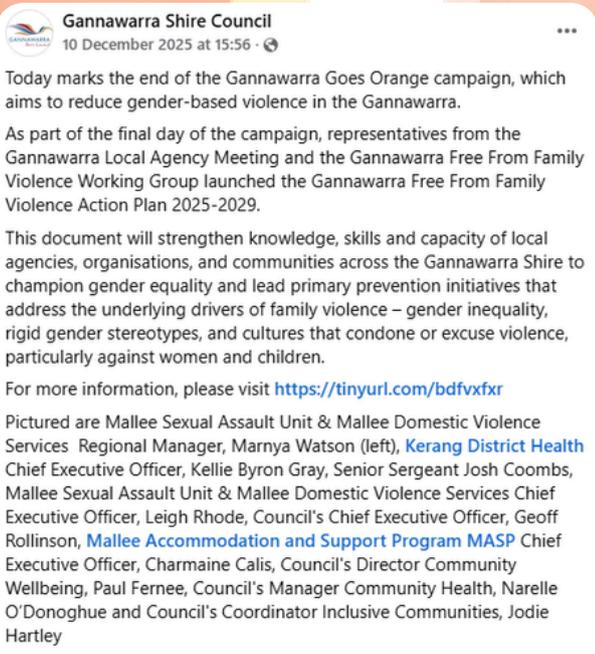
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Organisations supporting the campaign

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...**



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



Gannawarra Goes Orange

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Learnings

WALK AGAINST FAMILY VIOLENCE

- The adverse weather of strong winds impacted the number of participants and resultant withdrawal of schools and early learning centres
- Holding the Walk Against Family Violence early in the campaign helped develop significant focus on the campaign
- Smaller banner is excellent to lead the walk and present clear messaging in photos.
- The orange knitted flowers handed out at the start of the walk and placed on the steps at the conclusion although small provided a sentiment and opportunity for reflection
- Wearing orange (or purple) and providing orange streamers is effective visual strategy
- Orange knitted flowers allowed all participants to join collectively in the spirit
- The colours added visual appeal to the photos
- A mid-way stopping point at Northern District Community Health was valuable to allow another opportunity to deliver relevant messaging. Unveiling the plaque complemented the tree planting in 2024
- Having refreshments and the barbecue at the conclusion of formal proceedings provided opportunity for people to stay, connect, and debrief on the key messages
- The MC and content was rich and delivered strong messaging for the attending audience
- Exploration with VSAC around a speaker with lived experience requires potentially half of the Safe + Equal funding (sitting fee, hourly rate and travel expenses) and requires at least an 8-week lead time
- Rotary Club of Kerang's involvement in the campaign was invaluable, providing and cooking the barbecue along with shared engagement with businesses to display bunting and promotional items
- Having a dedicated photographer to capture the event is invaluable

COFFEE CUP MESSAGING

- Cafes were very willing to be involved with the coffee cup messaging - number of stickers should be increased
- The small coffee cup stickers provided more flexibility than the sleeves from last year, with businesses using them on lids or cups

STORYTIME

- Offering 3 locations provided greater opportunity for community to participate
- In addition to StoryTime, a list of books that support the appropriate messaging on gender equality should be generated and shared with schools

- Some businesses are reluctant to display the 16 days collateral as it clashes with their Christmas display
- Using 240 flowers to visually represent the number of incidents of family violence in the Gannawarra was impactful. It provided opportunities as a talking point throughout the day. Additional key statistics could be added to visual displays in future years.
- Tradie pencils with RESPECT messaging were purchased but a delay in delivery meant they were not distributed during the campaign. A plan for their distribution during 2026 will be required
- Attendance by a Gannawarra Times newspaper reporter provided excellent reinforcement of the messaging of event and campaign as a whole
- Although schools did not attend this year's walk, invitations should be maintained
- Consideration for provision of a suitable picture story book for primary schools should be considered for a Shire-wide story time
- Service support information was prepared for the event but winds prevented their display. They should be made available at any such event
- A change for the walk to conclude at the recently completed Glasshouse at the Sir John Gorton Library should be considered for the 2026 event