

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

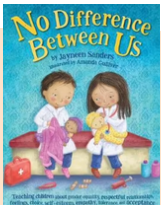
- Approx. 43 local businesses received toilet door posters
- 10 x A3 poster frames have been installed into public toilet blocks at Kerang, Cohuna and Koondrook;
- Refer to page 2 for locations and more information

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
- 16 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

REACH 2.3K

SHARES 7

ENGAGEMENT 391

Walk Against Family Violence

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.

REACH 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

REACH 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!

26-27 Affirmative Consent with Chanel Contos webinar 10am-11am

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

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

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

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. Jo and Meg are Loddon locals who will share their heart-warming story of volunteering in India. A fascinating journey of women connecting in unexpected ways!

9-10 This event marks the closing of Gannawarra Goes Orange.

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

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 you covered with a bundle of orange-themed stickers, posters, banners, and more!

EXPRESS INTEREST HERE

From the Walk against Family Violence held Saturday, 25 November:

- A smaller 'Gannawarra Says No to Family Violence' banner is needed – rectangle would make it easier to carry at the front of the walk.
- A weekday walk may attract a greater number of participants – getting local schools, businesses, and agency staff involved would be a great way to grow the walk.
- Maybe if it was a market day next time, the walk could finish at a point closer to the actual market so that market stallholders and visitors felt part of it. Having a coffee cart at the market with tables and chairs (if this is even possible) would be good so that the walk participants stay and mingle at the market, rather than walking away from the market to gather at a local café (about 30 walk participants went to Sh'marnas following the walk).
- While effective, it would be good to look into an alternative to balloons – we try not to encourage balloons as part of Council activities due to environmental impact when they escape.
- The Rotary Club shirts were terrific – using the colours orange and purple was highly effective.
- The MC and speaker did a great job – the Q & A at the end I felt was right on point – not too long but the questions were highly relevant and people attending walked away with knowledge eg. why language and behaviours need to be called out and who to talk to if you are concerned about yourself or someone you know. I felt it the walk would create a sense of empowerment for victim-survivors and created a connection with VicPol and support services. Perhaps a little information card or other discrete form of resource could be available next year for people to take away with them.
- Having the Kerang Rotary Club involved this year is wonderful and there was discussion at the morning tea about how to build on this year's success to make next year's event even bigger and better. Having a strong community partner gives us a sense of hope that together we can make a difference.
- Photo permission was also a good pick up during the walk. Maybe we need to include this in promotion next year so that people feel comfortable to participate in the walk and to let us know discretely at the start of the walk not to take their photo so that we create a safe environment for everyone to feel that they can participate without being identified.
- Overall, I felt the walk was highly successful and something that we can build on in the future.

Survey responses from Empower Her attendees of what they would like to see for future Gannawarra Goes Orange events:

- Education days or nights of teaching people in communities recognising gender based violence and how to get help. Teaching people how they can help someone who is experiencing different and various types of violence in their homes
- Anything similar to this with inspiring local women doing amazing things to empower girls and women. Perhaps an update from Mandy Hutchinson one year on? Perhaps an event for men to attend or more information provided at male-centric locations e.g. cricket training....
- More community groups within our shire giving information about their valuable services
- Possibly one that challenges our young men to come together and share their stories. And young women to share theirs as well. Maybe at the one joint event?
- Events that appeal to all genders.
- Guest speakers with inspiring and engaging stories are always excellent.
- Another amazing inspiring event like this!
- Speakers are great
- More of this- well done

More information: