

# Media Release

**The Hon Gabrielle Williams MP**  
Minister for Aboriginal Affairs  
Minister for Prevention of Family Violence  
Minister for Women



Friday, 20 November 2020

## SUPPORTING WOMEN WITH 16 DAYS OF ACTIVISM

The Andrews Labor Government is launching a new campaign encouraging Victorians to unpack what respect means to them and to take a stand against family violence.

Minister for Prevention of Family Violence Gabrielle Williams officially launched the *Respect Women: Call It Out (Respect Is)* campaign, which will run across TV, radio, print and digital media from today – also in six translated languages.

The Respect Victoria campaign asked Victorians to define what respect is to them, what it looks like in their lives and why respect means calling bad behavior out – on social media, the tags to use are #RespectIs #16DaysCampaign and #CallItOut.

All 79 Victorian councils have signed up, as well as 18 non-government organisations, to show their support.

The campaign coincides with the United Nation's 16 Days of Activism against Gender-Based Violence, which runs from Wednesday, 25 November – the International Day for the Elimination of Violence against Women – until Thursday, 10 December or Human Rights Day.

In 2020, the impact of family violence remains pervasive – and coronavirus has heightened the risk of violence in the home.

Between April and June, national support service 1800 RESPECT saw a 66 per cent increase in calls compared to the same period last year.

The Labor Government is pushing ahead with its reforms, having invested more than \$2.9 billion to implement all 227 recommendations of the Royal Commission into Family Violence and that work is now two-thirds complete.

If you are experiencing family violence you can contact Safe Steps 24/7 on 1800 015 188, [safesteps@safesteps.org.au](mailto:safesteps@safesteps.org.au) or by webchat at [safesteps.org.au/chat](https://safesteps.org.au/chat).

The Men's Referral Service is available on 1300 766 491 to assist those concerned about their own behaviour.

### **Quote attributable to Minister for the Prevention of Family Violence Gabrielle Williams**

*"This latest campaign illustrates the importance of leading with respect and equality in all relationships – this is how we drive down family violence – and how we acknowledge the role each of us must play."*

### **Quote attributable to Respect Victoria Chair Melanie Eagle**

*"Victorians worked together this year to navigate unforeseen challenges – we must take the same approach to preventing violence against women and use our collective power to call out harmful attitudes and behaviours."*

### **Quote attributable to Municipal Association of Victoria CEO Kerry Thompson**

*"We are thrilled to bring the Respect Women: Call It Out campaign to every area and region in Victoria."*

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