

Media Release

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



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NEW CAMPAIGN CALLS ON VICTORIANS TO BACK LGBTIQ+ LOVED ONES

Victorians are being encouraged to back and celebrate their LGBTIQ+ family members and call out harmful stereotypes and discrimination - in a powerful new awareness campaign backed by the Andrews Labor Government.

The Respect Victoria *'Pride, Respect, Equality'* campaign launches today to highlight the importance of family support in preventing all forms of family violence and abuse against LGBTIQ+ Victorians.

The campaign includes the real-life stories of Victorian families who love, respect and support each other as a call to action for all of us with LGBTIQ+ loved ones.

In Australia, more than six in 10 LGBTIQ+ people will have experienced family violence, with perpetrators most likely to be parents or siblings.

LGBTIQ+ communities can face additional forms of family violence or discrimination - including rejection from family, purposely misgendering or deadnaming a person, refusing access to gender-affirming medication, and faith or religious-motivated abuse.

It will run on metropolitan and regional television, radio, and press, as well as digital and social channels. It will also run in Italian, Greek, Hindi, and Punjabi on radio.

For more information, visit www.respectvictoria.vic.gov.au

Quotes attributable to Minister for the Prevention of Family Violence Gabrielle Williams

"It's on every one of us to end violence and discrimination against LGBTIQ+ people, which is why we are proud to back the Pride, Respect, Equality Campaign."

"We must work together as a community to call out homophobia, transphobia, biphobia, and any other forms of discrimination that can lead to family violence – because we all deserve to feel safe."

Quotes attributable to Minister for Equality Martin Foley

"We have made great progress towards equality for LGBTIQ+ communities, but we still have work to do – including ensuring more LGBTIQ+ Victorians are able to live safely."

"It's vital that Victorian families lead with pride and respect, and support their LGBTIQ+ loved ones by listening, learning and speaking out against discrimination when it is safe to do so."

Quote attributable to Victorian Commissioner for LGBTIQ+ Communities Ro Allen

"Pride, Respect, Equality invites parents, siblings and other family members to listen to, learn from and stand alongside the LGBTIQ+ people in their lives with pride."

Quote attributable to Respect Victoria Chair Melanie Eagle

"No one should face discrimination because of their gender identity, sexuality, or the way that they were born."

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