

Media Release

The Hon Natalie Hutchins MP
Minister for Government Services
Minister for Treaty and First Peoples
Minister for Prevention of Family Violence
Minister for Women



Thursday, 5 June 2025

CHANGING CULTURE WITH NEW CAMPAIGN ON MASCULINITY

The Allan Labor Government is leading the nation in the prevention of family violence, with a new campaign aimed at challenging ideas of masculinity.

Minister for Prevention of Family Violence Natalie Hutchins launched the new campaign this week, aimed at promoting healthy attitudes among boys and young men with a strong focus on social media.

It draws on new findings from Jesuit Social Services' *Man Box 2024* report, which shows many men don't personally agree with harmful gender stereotypes – but still feel society expects them to live up to them. These include needing to be the main breadwinner, acting tough and hiding emotion.

The campaign explores a range of unique stories, including Fui – a father of five who comes from a strong religious background where gender roles were strictly defined, and Pharrell, a boxing trainer who works in the mining sector.

This campaign continues the Labor Government's work to challenge harmful gender stereotypes, including the Women's Safety Package announced last year, driving action at every stage to better respond to victims, deliver a stronger justice response, and continuing our world-leading approach to prevention.

This builds on the Labor Government's reforms to drive down rates of family violence – changing laws, changing culture and delivering new support for victim survivors when they need it most.

View the full campaign at respectvictoria.vic.gov.au.

Quotes attributable to Minister for Prevention of Family Violence Natalie Hutchins

"This campaign is about encouraging men to speak openly and honestly about the pressures they face – and helping create a future where those pressures don't lead to harm."

"We all benefit when people feel free to be themselves – and when we break down harmful stereotypes that hold people back."

Quote attributable to Parliamentary Secretary for Men's Behaviour Change Tim Richardson

"Ending gendered violence starts with men and boys. In every corner, in every part of the community, men and boys have a role to play. This campaign helps challenge the outdated stereotypes that hold us back – and opens the door to healthier, more respectful ways of being."

Quotes attributable to Respect Victoria Chair Kate Fitz-Gibbon

"Men and boys receive messages each day in all the settings they live, learn and play about how they should be – tough, dominating, controlling, not to show fear or sadness. Some of these pressures cause harm to them and those around them. They promote a culture where violence can occur."

"This campaign shows us how Victorian men question those pressures and how they explore healthier forms of masculinity."

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